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FACULTY OF HUMANITIES

***CENTER FOR
INFORMATION
AND BUBBLE
STUDIES***

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KÆMP

FOR

KLODEN

**Når politik, videnskabelig
og erhvervsliv sammen
tager ansvar**

Kæmp for kloden

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GOOD BIZZ ≠ RIGHT BIZZ

C

orporate social

S

cientific social

P

olitical social

RESPONSIBILITY

CSR

For fuldt ud at leve op til deres sociale ansvar skal virksomhederne råde over en strategi, som indarbejder sociale, miljømæssige og etiske aspekter samt forbrugerhensyn og menneskerettigheder i deres forretningsaktiviteter og i kernestrategien i nært samarbejde med deres samarbejdspartnere.

Målet hermed er at:

- skabe størst mulig fælles værdi for virksomhedens ejere/aktionærer og øvrige interessenter og samfundet som helhed
- identificere, forebygge og afbøde eventuelle negative virkninger.

(EU-Kommissionen, 2011, s. 7)



CSR udgør hjertet af vores forretningsfilosofi og principper. At være ansvarlig over for det enkelte menneske, samfundet og miljøet er kernen i vores forretning. Vi tilpasser derfor vores forretningsaktiviteter med den adfærd, du kan forvente af en ansvarlig markedsleder. Det gør vi af to grunde: fordi det opretholder vores forretning; og fordi vi mener, det er det rigtige at gøre.

SSR

[D]et ansvar, der påhviler forskere fra alle videnskabelige discipliner, til at positionere og definere deres forskning indenfor en kontekst, som gør det muligt for dem at bidrage positivt til samfundet og til at møde tidens store udfordringer.

(Krogsgaard-Larsen, Thostrup og Besenbacher, 2011, s. 10739)

The sense of social influence: pluralistic ignorance in climate change

Social factors play key roles in human behavior. Individuals tend to underestimate how much others worry about climate change. This may inhibit them from taking collective climate action

Esther Michelsen Kjeldahl & Vincent F Hendricks

We have been aware of the threat of anthropogenic climate change caused by the production of greenhouse gasses for more than 50 years. Yet, emissions continue to increase at an alarming rate, resulting in dangerously high levels of CO₂ in the Earth's atmosphere. Our meager response is a puzzling phenomenon given what we stand to lose. It is apparent that something is holding us back from making a serious effort to adjust our carbon-intensive behavior.

“Merely focusing on stimulating individuals' motivation for changing behavior—whether be it psychological, economic, or moral—may prove ineffective if there are other social forces involved as well.”

Indeed, our collective failure to comprehensively respond to climate change is not the only issue that appears in conflict with a broad scientific consensus. For example, recent studies show that a growing number of parents are applying for exemptions due to social pressure from other parents with strong anti-vaccine sentiments, despite the fact that routine childhood vaccines save thousands of lives every year [see Oraby, Thampi & Bauch (2014), recommended reading]. It is easy to dismiss such behaviors as irrational. However as C. T. Bauch, one of the researchers of the quoted study,

officials need to have a really good understanding of the social context to better understand vaccine scares and why people refuse vaccines”. Reason and rationality are not the only driving forces for understanding collective attitudes and groupthink. We also need to consider aspects such as social pressure and the sense of social influence.

“Research shows that individuals tend to misjudge others' beliefs about climate change.”

A well-known psychological explanation, known as the *cognitive dissonance theory*, suggests that individuals tend to adjust their beliefs rather than change their behavior once they become aware their behavior and beliefs are in conflict. This can be observed where individuals have strong anti-vaccine sentiments. It can also be applied to climate change, where the theory predicts that individuals prefer to adapt their beliefs and attitudes concerning climate change rather than change their carbon-intensive behavior. Such rearrangements include denying or doubting climate science, arguing that one's personal emissions are too insignificant to make a difference, blaming “America” and “China”, arguing that global warming is not as bad as scientists say, and engaging in wishful thinking [for instance, see Stoknes (2015), recommended reading].

Another explanation is that climate change is essentially a *tragedy of the*

to reduce emissions are insignificant and rather costly on a personal level, unless everyone else cooperates as well. On the other hand, if everyone else took action to reduce emissions, the problem is solved, so from an individual perspective, it is also a waste of effort to comply. Hence, the theory suggests that, irrespective of the actions of others, it is irrational for individuals to reduce their personal carbon emissions or to participate in political campaigns or social movements that put pressure on, for instance, businesses or policymakers [for a philosophical account, see Gardiner (2001), recommended reading]. It has been suggested that people need more or better education on climate change, or need to understand their moral duty to reduce emissions, in order to motivate more climate-friendly actions [for instance, see Shapiro, Rooney-Varga & Niepold (2017) and Hedberg (2018), recommended reading]. However, it seems clear there are more complex social phenomena in play as well.

“Being able to travel all over the world, buy new things, and so on, used to be regarded as an absolutely positive thing. But much has changed since 1959.”

What the above explanations have in common is an emphasis on the way individuals perceive and handle facts about climate

Socialpsykologi på speed

"Social proof"

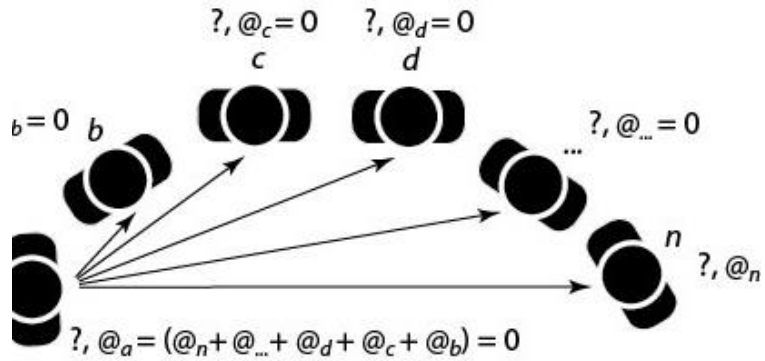
- Tilskuer-effekter
- Bandwagon-effekt
- Kaskade-effekt
- Polarisering
- Ekkokammer
- Bias
- Framing
- Stilhedsspiral
- ...

$$\bigwedge_{a \in A} B_a \left(\varphi \wedge \bigwedge_{b \neq a} B_b \neg \varphi \right)$$

JUST A NORMAL DAY AT THE NATION'S MOST IMPORTANT FINANCIAL INSTITUTION...



Public signal
choice = 0 or 1



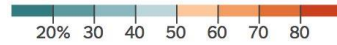
"All those in favor say 'Aye.'"
"Aye."
"Aye."

"Aye."
"Aye."

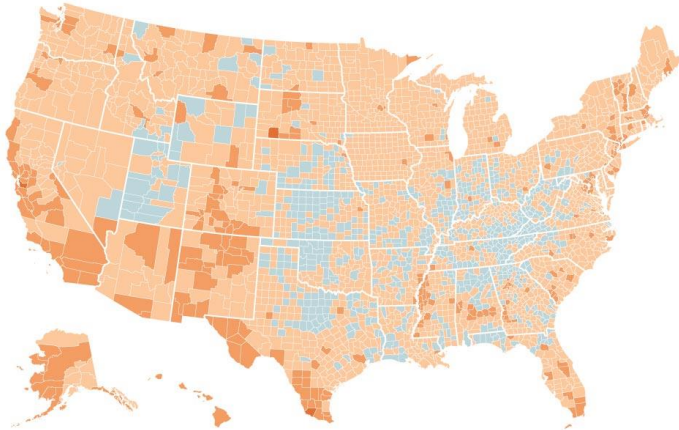
"Aye."

Most people think that climate change will harm Americans, but they don't think it will happen to them.

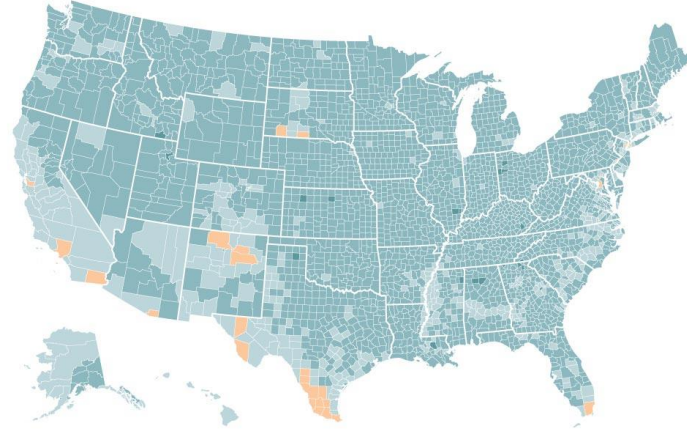
Percentage of adults per county who think ...



Global warming will harm people in the United States



Global warming will harm me, personally



WORLD ECONOMIC FORUM

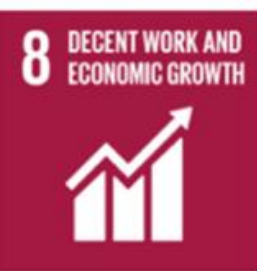
1. Food Security
2. Inclusive Growth
3. Employment
4. Climate Change
5. Global Finance
6. The Internet
7. Gender Equality
8. Global Trade
9. Long Term Investment
10. Healthcare



PSR

Det ansvar politikere (herunder regeringer og politisk ledede organisationer) har over for samfundet som helhed. Politikere kan kun siges at leve op til dette ansvar, hvis de i tilstrækkelig grad bidrager til at løse de alvorlige sociale og miljømæssige problemer, verden står over for.

(Strue Frederiksen, Hendricks, 2018)



C

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S

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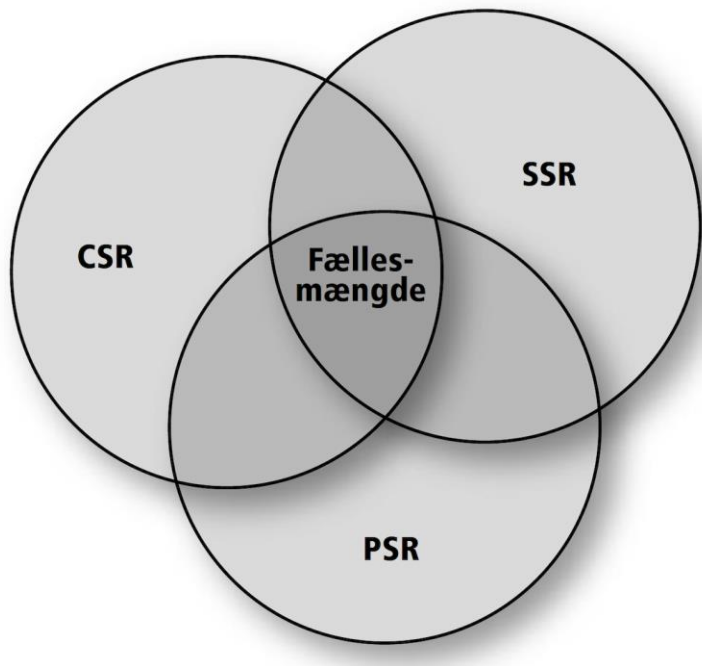
P

olitical

U

SOCIAL

RESPONSIBILITY



USR	Opgør med selvin-teresse	Fokus på
Erhvervsliv (CSR)	Profitmaksimering (strategisk CSR er en negation af CSR)	Ejerskab frem for ejendom, investeringer frem for spekulation, generering af profit frem for maksimering af profit
Politik (PSR)	Stemmekmaksimering	Problemløsning frem for magt og symbolpolitik. Langsigtede løsninger frem for meningsmålinger
Videnskab (SSR)	Publikations- og citationsmaksimering og patentering	Forskning, der bidrager til <i>hele menneskeheden</i> frem for eksempelvis at pleje virksomheders egeninteresse
Civilsamfund og borger	Egennyttmaksimering fra hundelorte, socialpsykologiske fælder, tribalisme	Erfaringer, kreative løsninger og gode ideer, deleøkonomi, input og justering af CSR, PSR og SSR, ambitioner og partnerskaber Krav til banker og pensionskassers investeringer, osv. og et opgør med bruger, forbruger til fordel for den autonome og myndige borger – analogt såvel som digitalt

T R U S T

**Takes years to build,
seconds to break and
forever to repair.**