



Atlantic Canadian Conference on Energy System Modelling

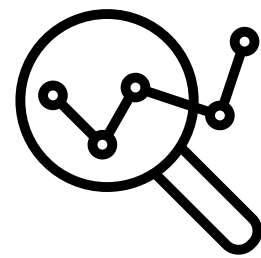
Pro-Climate Behaviours in Atlantic Canada

Presented by Nicolle Jaramillo, Research Manager at Net Zero Atlantic



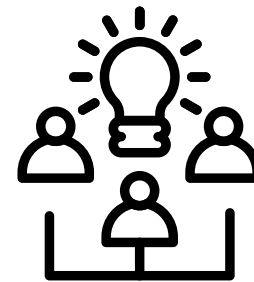
NET ZERO ATLANTIC

Navigating the Energy Transition



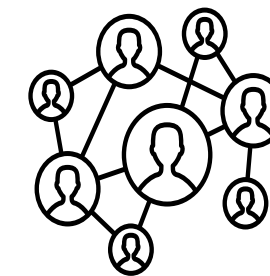
Credible & Unbiased Research

Net Zero Atlantic is a non-profit organization accelerating advancement of decarbonization to reach net zero by leading applied research.



Professional Services

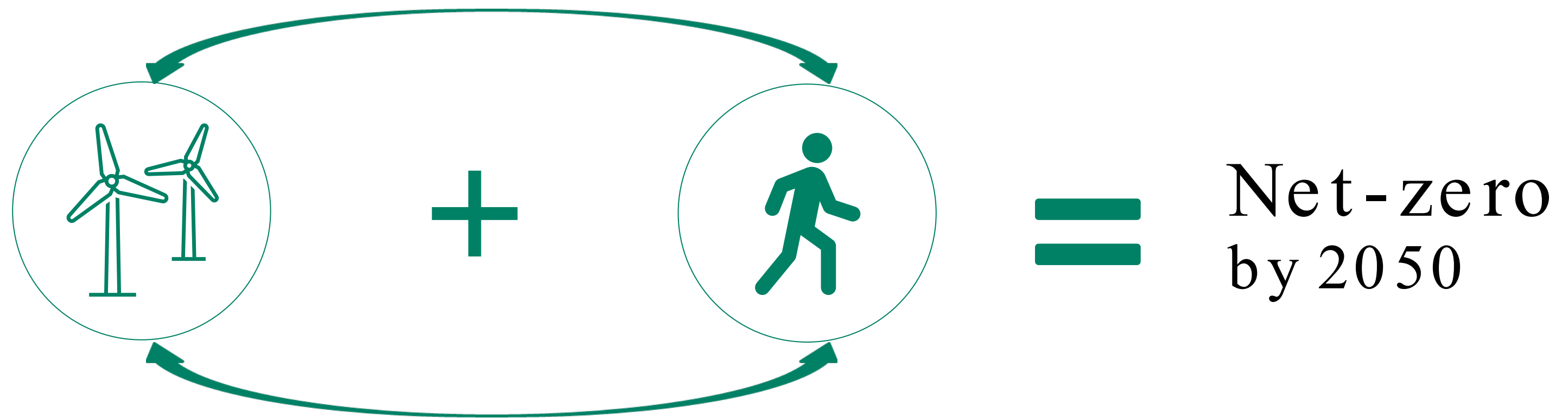
Net Zero Atlantic identifies knowledge gaps and provides solutions as needed in the format most appropriate, from systems modelling to webinars.



Expanding Network

Net Zero Atlantic is a connector with a growing number of partners and contacts, including government, academia, industry, and Indigenous communities.

Project Motivation



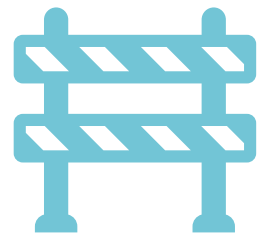
Technological
Advancements

Human
Behaviour

- Attitudes
- Values
- Beliefs

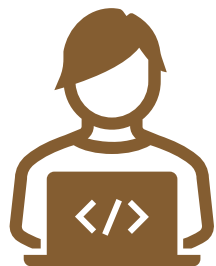


Project Overview (1/2)



Phase 1: Barriers and opportunities

Phase 2: Design interventions



Phase 3: ACES Model integration



Project Overview (2/2)

Funding

NZAB-ECCC

MITACs

Partners

CBU

UNB

DAL

UPEI

MUN

Pier Labs





Overview

Preliminary Literature Review





Purpose and Approach

Evidence-based research to identify **areas of opportunity** and greatest **potential** for behavioural interventions.

Research Areas

GHG contributors

- Global
- National
- Regional

Behavioural interventions

- Existing evidence
- Opportunities and gaps

Equity considerations

- Evidence
 - Mitigation strategies
- 



Main Findings

Behavioural Interventions

Main barrier: Intention-Action Gap

Individual-level

Tailored interventions targeting distinct barriers

System-level

- Regulations
- Subsidies
- Incentives

Strategic interventions

- Combining different approaches
- Timeliness and habit discontinuity





Main Findings

Equity Considerations

- **Higher susceptibility** to negative impacts driven by climate change
- **Neglect of collaborative approaches** to fight and mitigate the climate crisis
- **Mitigation strategies amplify vulnerability** due to top-down implementation
- **Overreliance on WEIRD* populations** on behavioural interventions

*Western Educated Industrialized Rich Democratic



Gaps and Opportunities Strategies for Main Sectors

Transportation

- Model shift on personal transport

Energy, Buildings/Infrastructure

- Energy and appliance efficacy
- Occupant behaviour

Agriculture & Food Consumption

- From animal-based to plant-based diet





Gaps and Opportunities

Interventions Opportunities


Transportation

- Social norms
- Habit discontinuity

Energy, Buildings/Infrastructure

- Feedback
- Social norms
- Defaults

Agriculture & Food Consumption

- Skills education
 - Personal factors
 - Social norms
- 



Gaps and Opportunities

Equity Considerations



Co-design



Intersectionality





Overview

Ongoing Projects





Pro-Climate Behaviours in Atlantic Canada

Exploring the **Implications of "Rural" and Mi'kmaw Positioning** in Net-Zero and Energy Adaptation Strategies





Pro-Climate Behaviours in Atlantic Canada

Understanding and Promoting the **Adoption, Effective Use, and Diffusion** of Household Heat Pumps and Solar Energy Applications





Pro-Climate Behaviours in Atlantic Canada

Reducing Greenhouse Gas Lifestyle Behaviours





Pro-Climate Behaviours in Atlantic Canada

Behavioural and Social Practice Interventions for **Net Zero Civic Transitions**





Pro-Climate Behaviours in Atlantic Canada

Goal Setting and Priming Interventions to Promote **Eco-Driving Behaviours**



Faculty of BUSINESS



Thank you

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Nicolle Jaramillo
Research Manager
njaramillo@netzeroatlantic.ca



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netzeroatlantic.ca