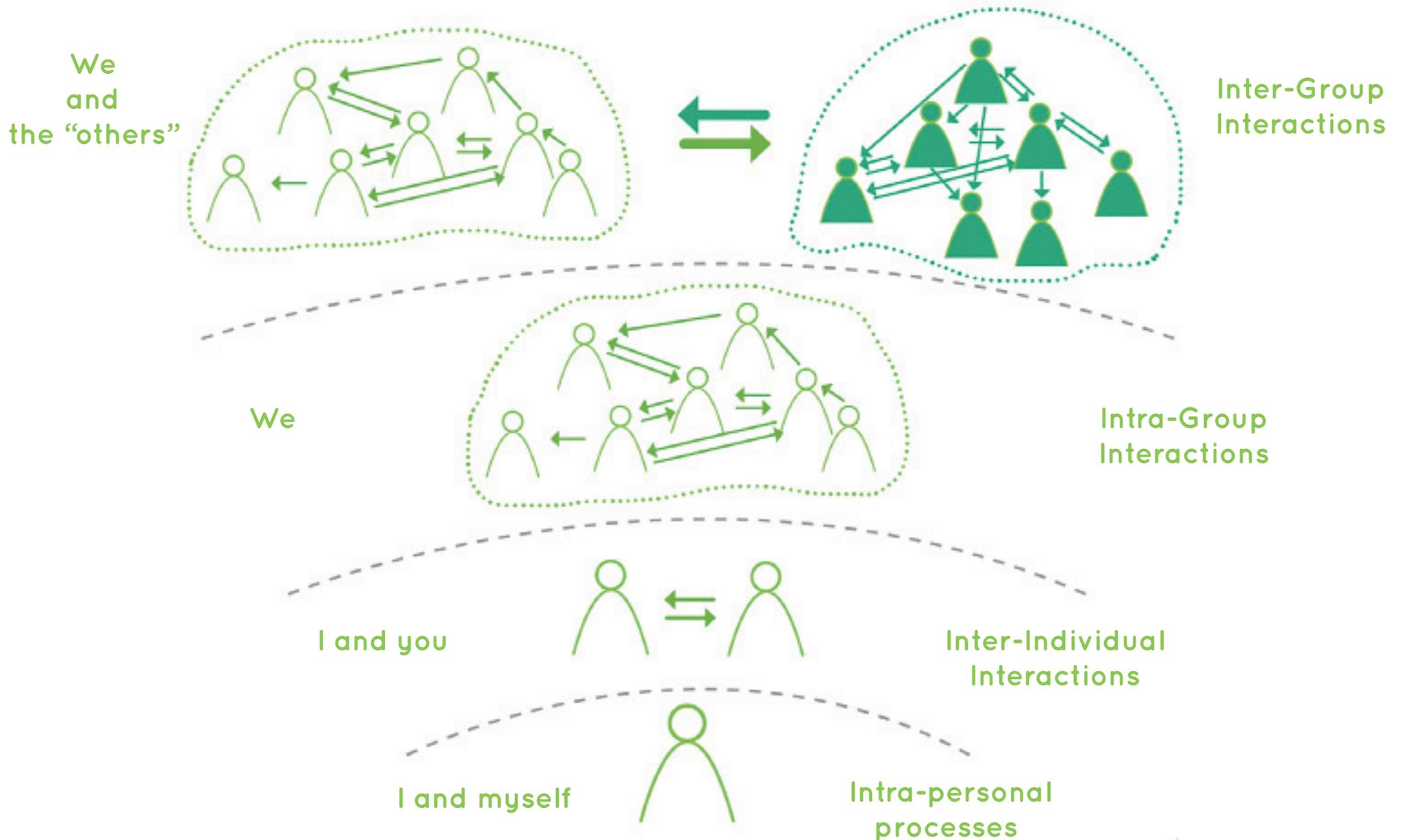
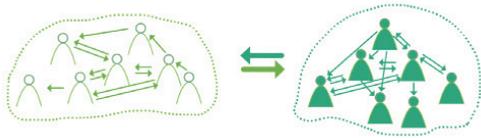




Levels of analysis based on social psychology



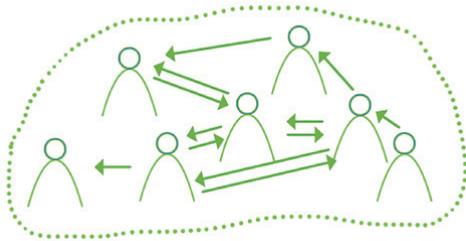


We and “the others”

Inter-group Interactions

Interactions that are characterised by participants’ membership of different groups

- Intergroup processes
- Social identity
- Prejudices
- Enemy images
- Social discrimination
- Inter-group conflicts
- Reconciliation
- Positive inter-group relations

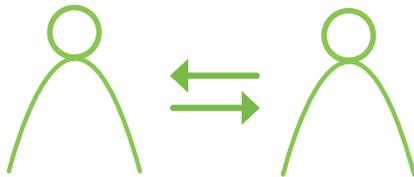


We

Intra-group Interactions

Interactions that are characterised by the participants’ membership of a common group

- Group
- Relationship between the individual and the group
- Group processes and structures
- Group performance
- Social influence: social norms, conformity, obedience
- Authoritarianism



I and you

Inter-individual Interactions

Interactions between people determined by the idiosyncratic/identity characteristics of the parties involved.

- Interpersonal relationships (romantic relationships...)
- Affiliation and the need to belong
- Pro-social behaviour
- Aggressive behaviour



I and myself

Intra-psychoic processes

Social perception, information processing, affect and motivation

- Individual behaviour
- Decision-making
- Attitudes
- Stereotypes
- Attributions
- Personal norms
- Beliefs, values
- Motivations, needs, fears, barriers
- Identity
- Self-concept/self-awareness
- World view
- Personal characteristics...



Mapping sustainable pathways to sustainability



Vision



Well-being of people and planet



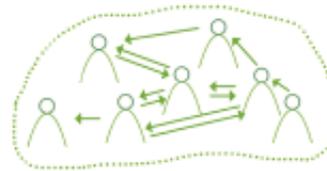
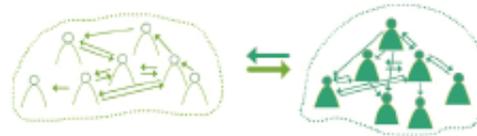
Collective practices and performance of social actors



Individual behaviours, practices, habits and explicit attitudes



Competences



Big groups

Small groups



Interactions as socio-ecological systems

Sustainability
Resilience
Well-being

Inter-group interactions

Inter-Nations
Inter-Sectorial
Inter-Communities
Networks
Alliances
Inter-Teams

Intra-group interactions

Institutions
Communities
Organizations
Teams
Families

Inter-individual interactions

Relations

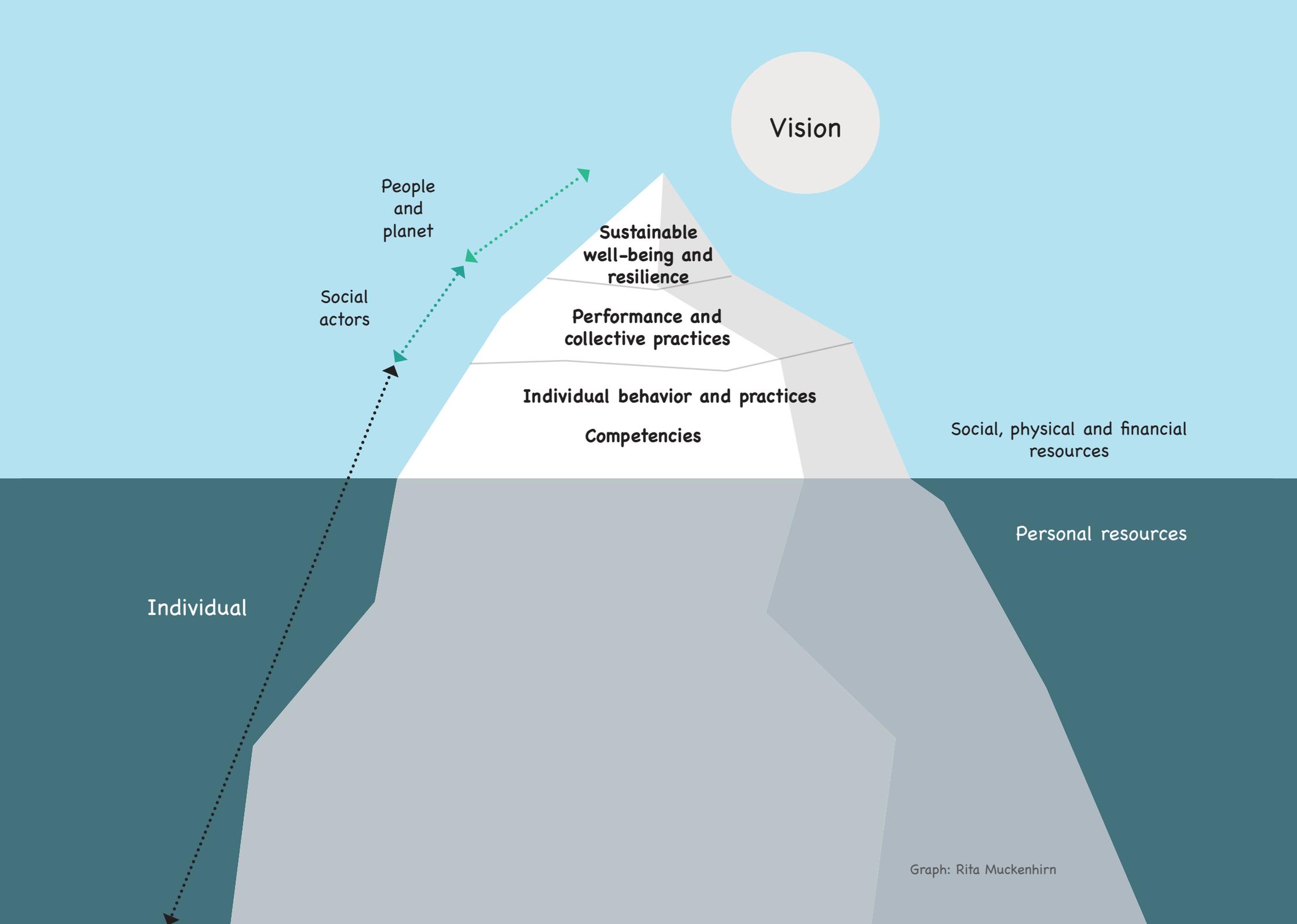
Intra-psychic processes

Behaviors

Intra-psychic processes

Knowledge, Skills, Attitudes





Vision

Sustainable well-being and resilience

Performance and collective practices

Individual behavior and practices

Competencies

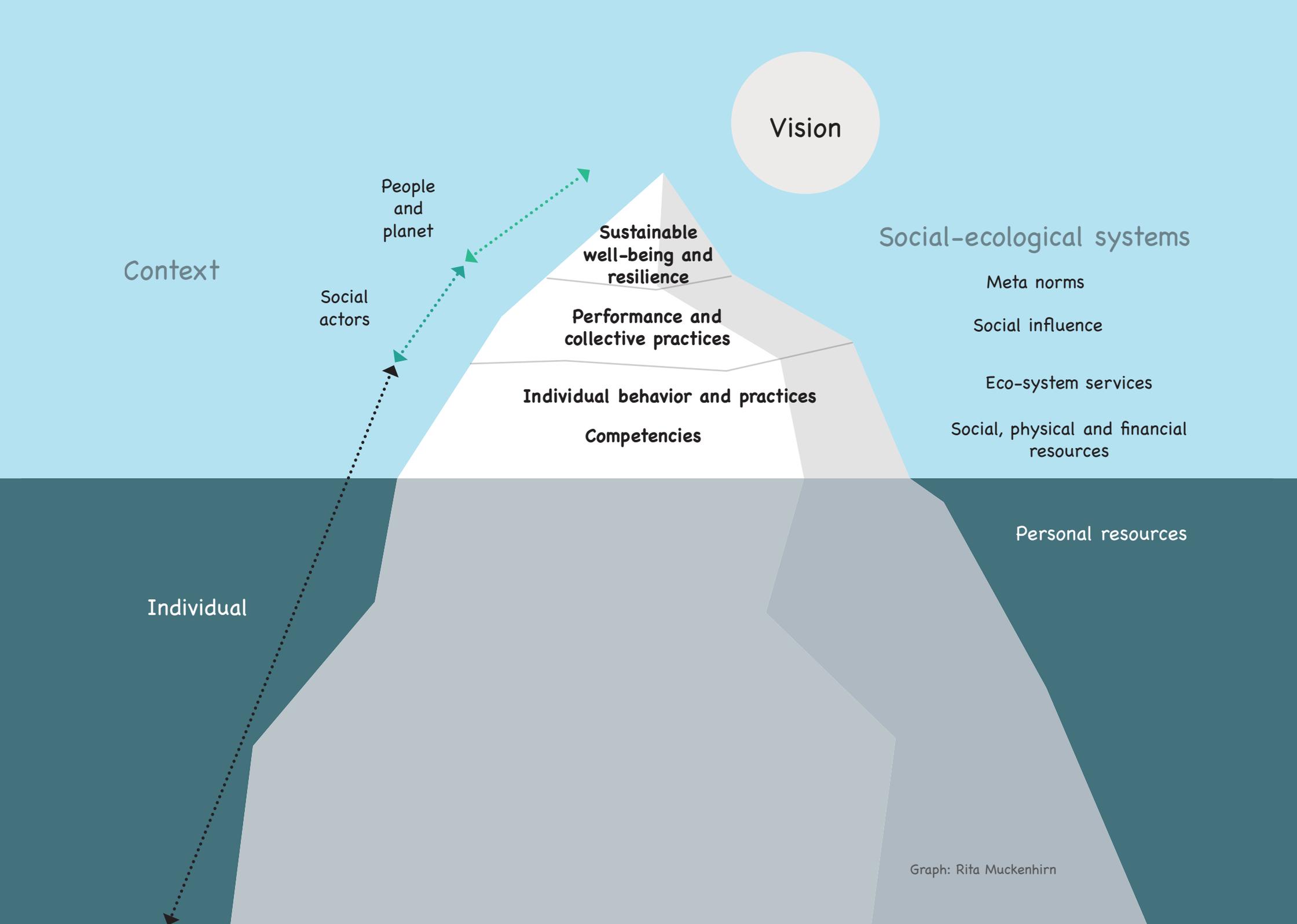
Social, physical and financial resources

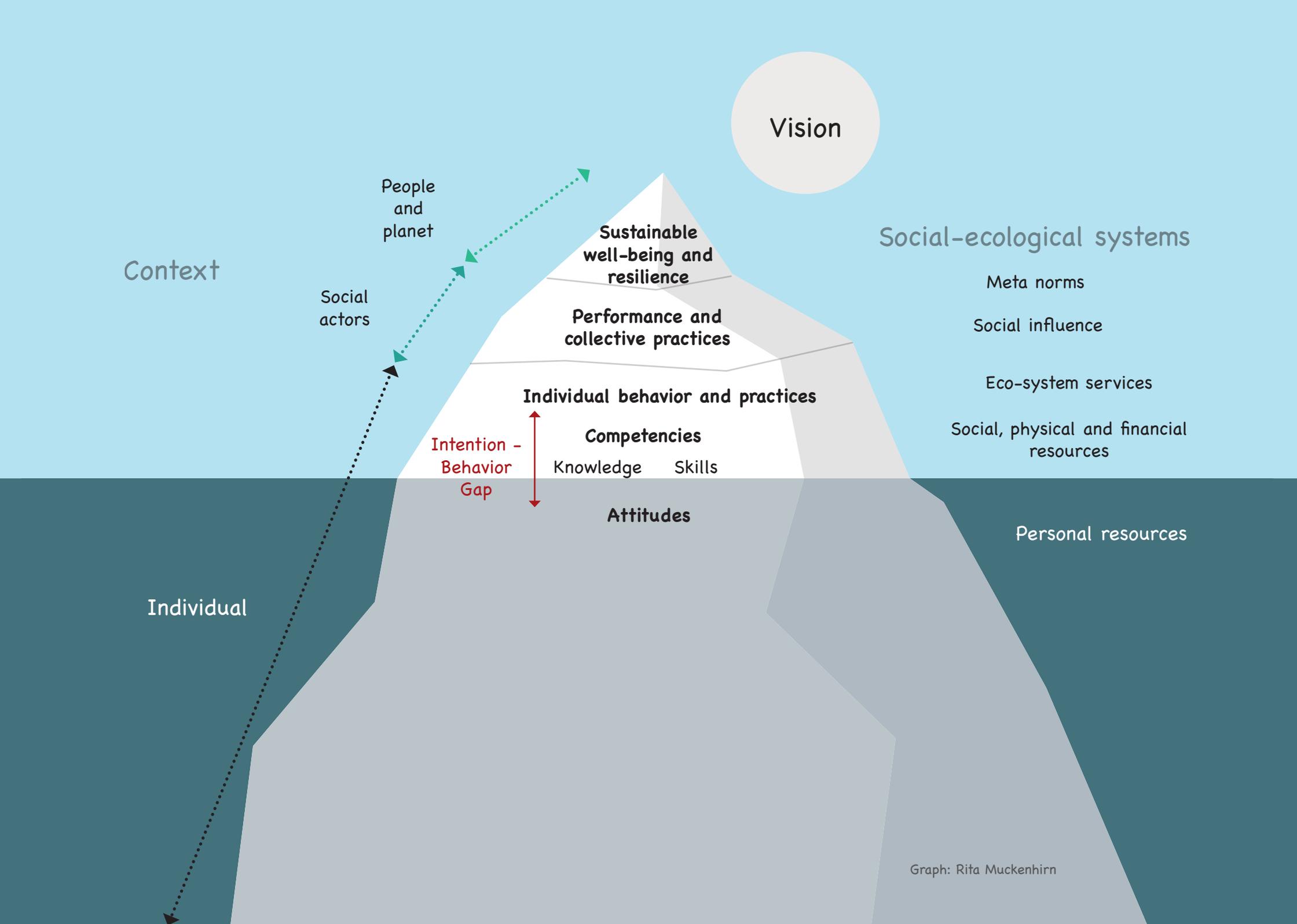
Personal resources

People and planet

Social actors

Individual





Our business... how to overcome the intention - behavior gap



The intention-behaviour gap describes why, despite a strong intention, appropriate behaviour does not always occur (Sheeran & Webb, 2016).



Intention - behaviour gap

For many people a change in their intentions is only weakly related to corresponding actions.

For example:

*I want to produce less rubbish (intention),
I give a hint at the baker that I do not want a bag*

The gap

Many or even **most people** are **in favour of protecting the environment.**

The **main theories** depict a kind of domino sequence leading from:

values



norms



attitudes



intentions



pro-environmental
behavior

The gap

Many or even **most people** are **in favour of protecting the environment.**



"The pathway to hell is paved with good intentions."

The main theories depict a kind of domino sequence leading from:

values



norms



attitudes



intentions



pro-environmental
behavior

What prevents progress and action?

Structural macro influences:

- **Geophysical factors:**
“Can’t live without”... home heat, air condition
- **Economic factors:**
Marketing, grow-or-die capitalism
- **Techno temptations:**
“My ride is so comfy!”
- **Infrastructure problems**
Ride a bike in traffic?
- **Political constraints:**
Getting legislation passed is hard



Personal and interpersonal factors

- **Intra-personal factors:**

Personality, values, attitudes, skills, aspirations, ignorance...

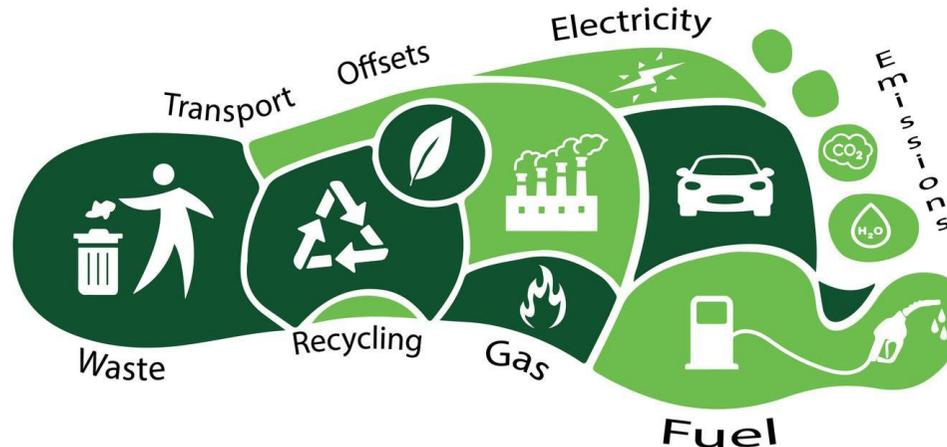
- **Inter-personal relations:**

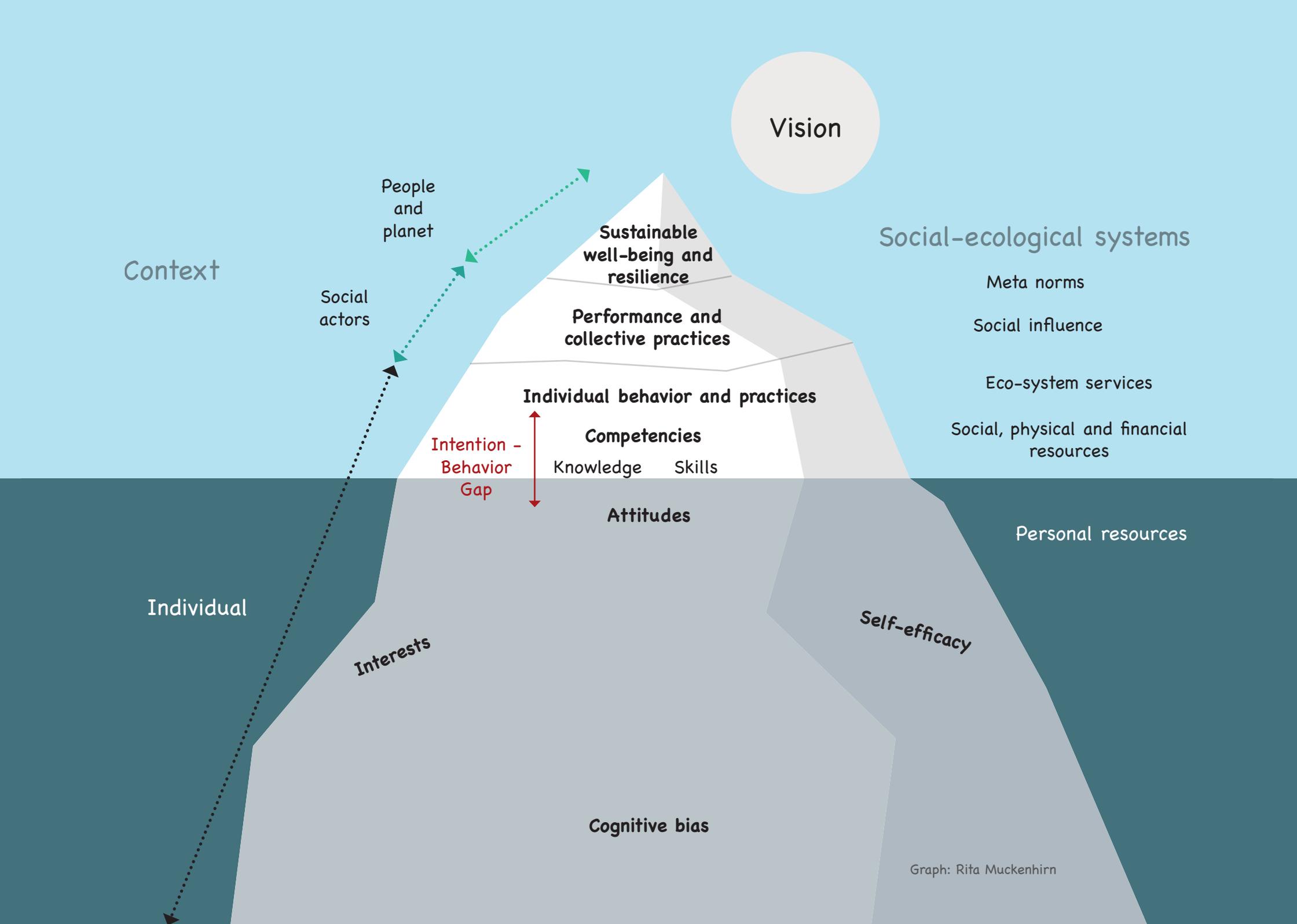
Social comparison, trust, friendship, norms, etc.

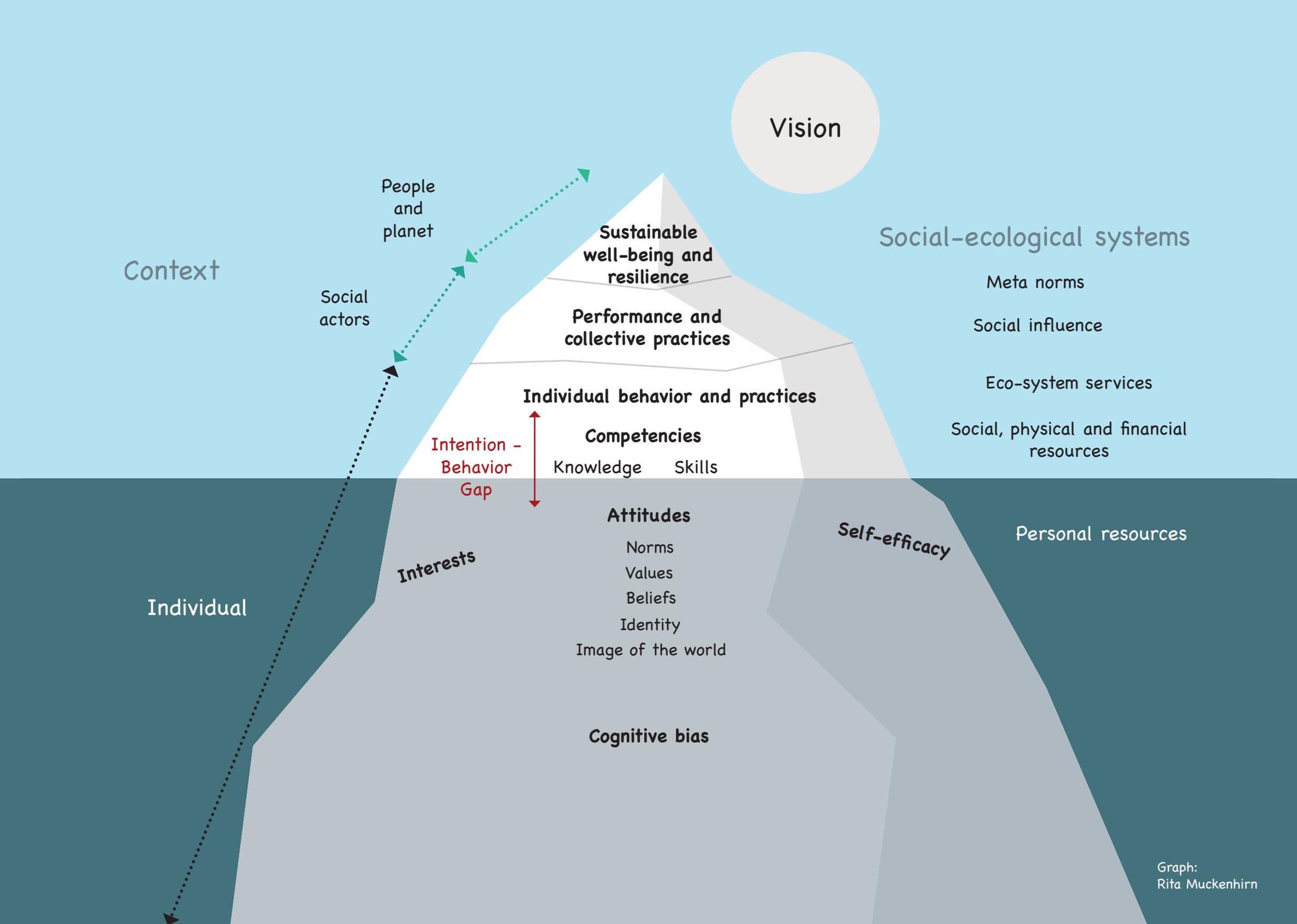
- **Decision-making:**

Each one of us, everyday, citizen or CEO, makes choices every day, and these choices matter in the aggregate

About half of all emissions are made by “us” - not industry, etc.







Vision

Context

People and planet

Social actors

Sustainable well-being and resilience

Social-ecological systems

Meta norms

Social influence

Performance and collective practices

Eco-system services

Individual behavior and practices

Social, physical and financial resources

Competencies

Knowledge Skills

Intention - Behavior Gap

Attitudes

Norms
Values
Beliefs
Identity
Image of the world

Self-efficacy

Personal resources

Interests

Cognitive bias

Individual



Context

People and planet
Social actors

Social-ecological systems

- Meta norms
- Social influence
- Eco-system services
- Social, physical and financial resources

Sustainable well-being and resilience

Performance and collective practices

Individual behavior and practices

Competencies

Knowledge Skills

Intention - Behavior Gap

Attitudes

- Norms
- Values
- Beliefs
- Identity
- Image of the world

Cognitive bias

- Information avoidance
- Availability heuristic
- Anchoring
- Confirmation and belief bias
- Cognitive dissonance
- Representativeness heuristic

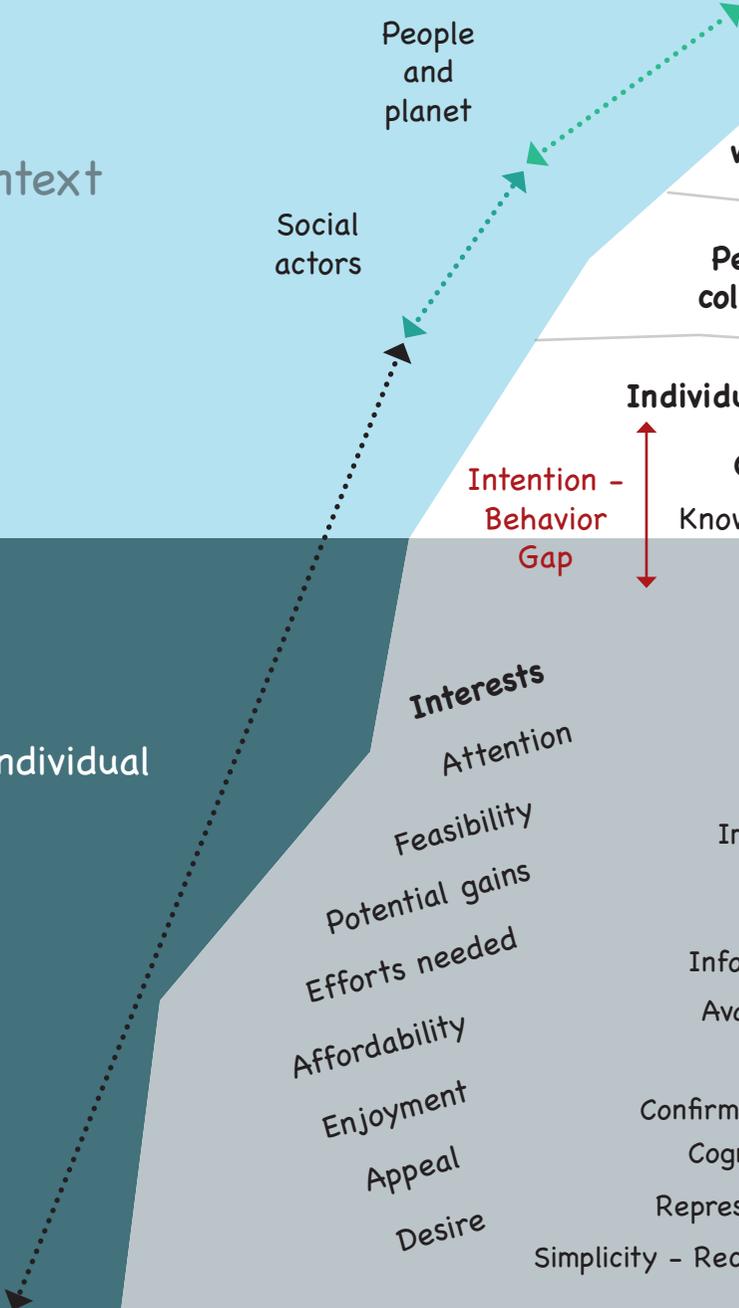
Simplicity - Recency - Optimism - Memory bias

Self-efficacy

- Agency
- Emotional well-being
- Physical capacity
- Fatigue
- Decision autonomy
- Social autonomy
- Support
- Confidence
- Self-image
- Emotional intelligence

Personal resources

Individual



What's the problem with this intention-behavior gap?

Key
problem

Fail to get started

Fail to keep goal
pursuit on track

Fail to bring goal
pursuit to a
successful close

How to overcome intention-behavior gaps

Intention realisation

Key tasks

Initiate goal pursuit

Maintain goal pursuit

Close goal pursuit



Intention - behaviour gap

Key problem

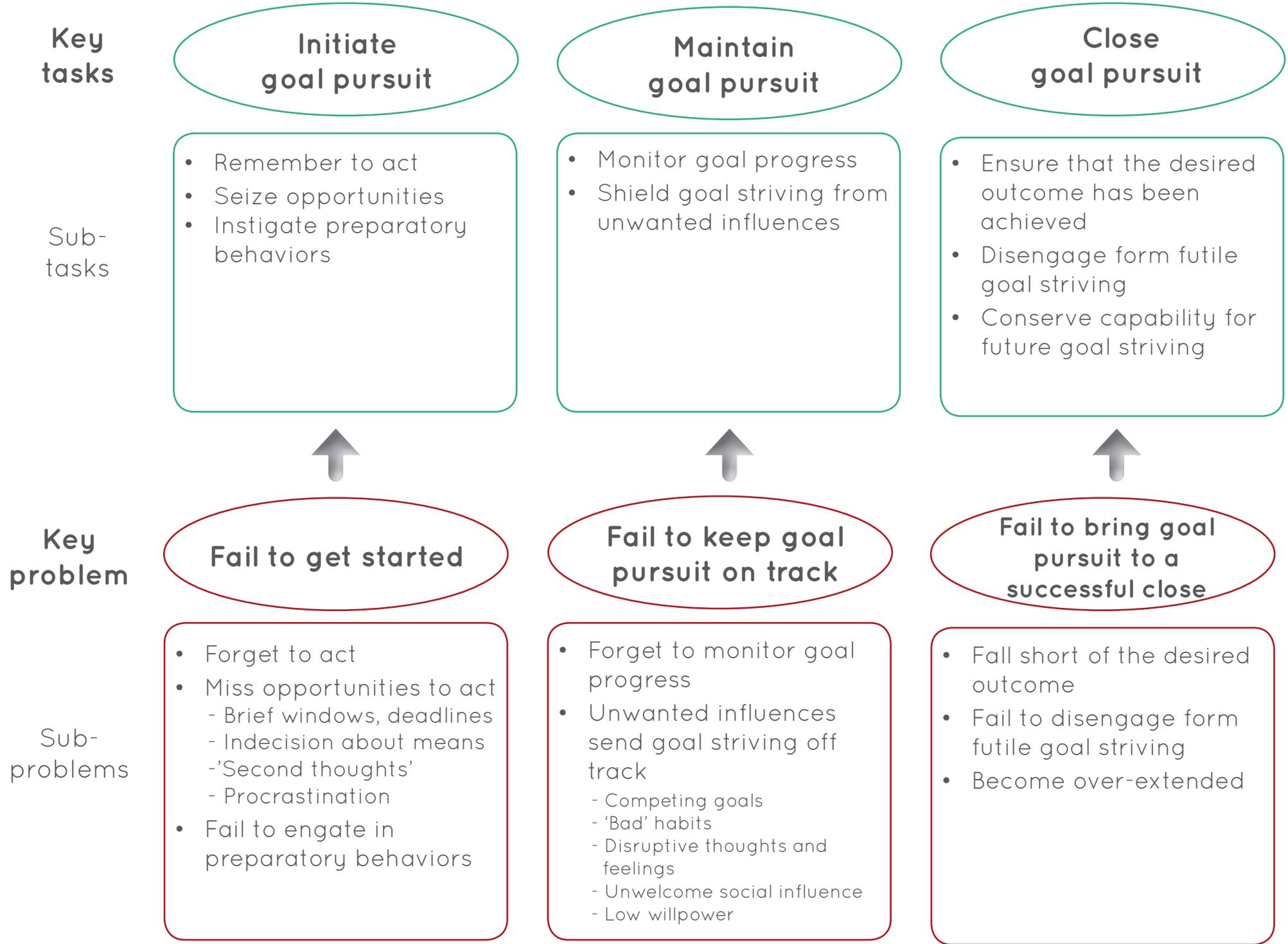
Fail to get started

Fail to keep goal pursuit on track

Fail to bring goal pursuit to a successful close

Intention realisation

Intention - behaviour gap



What does this mean in terms of organizational development and capacity building?



Sources

In addition to the sources already cited, the presentation draws on contributions from the following authors.

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