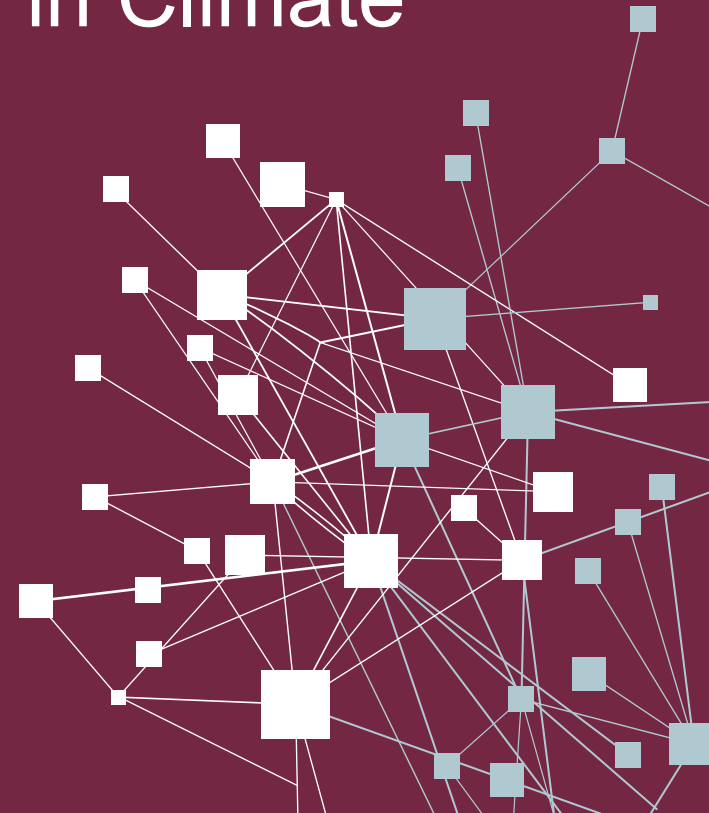


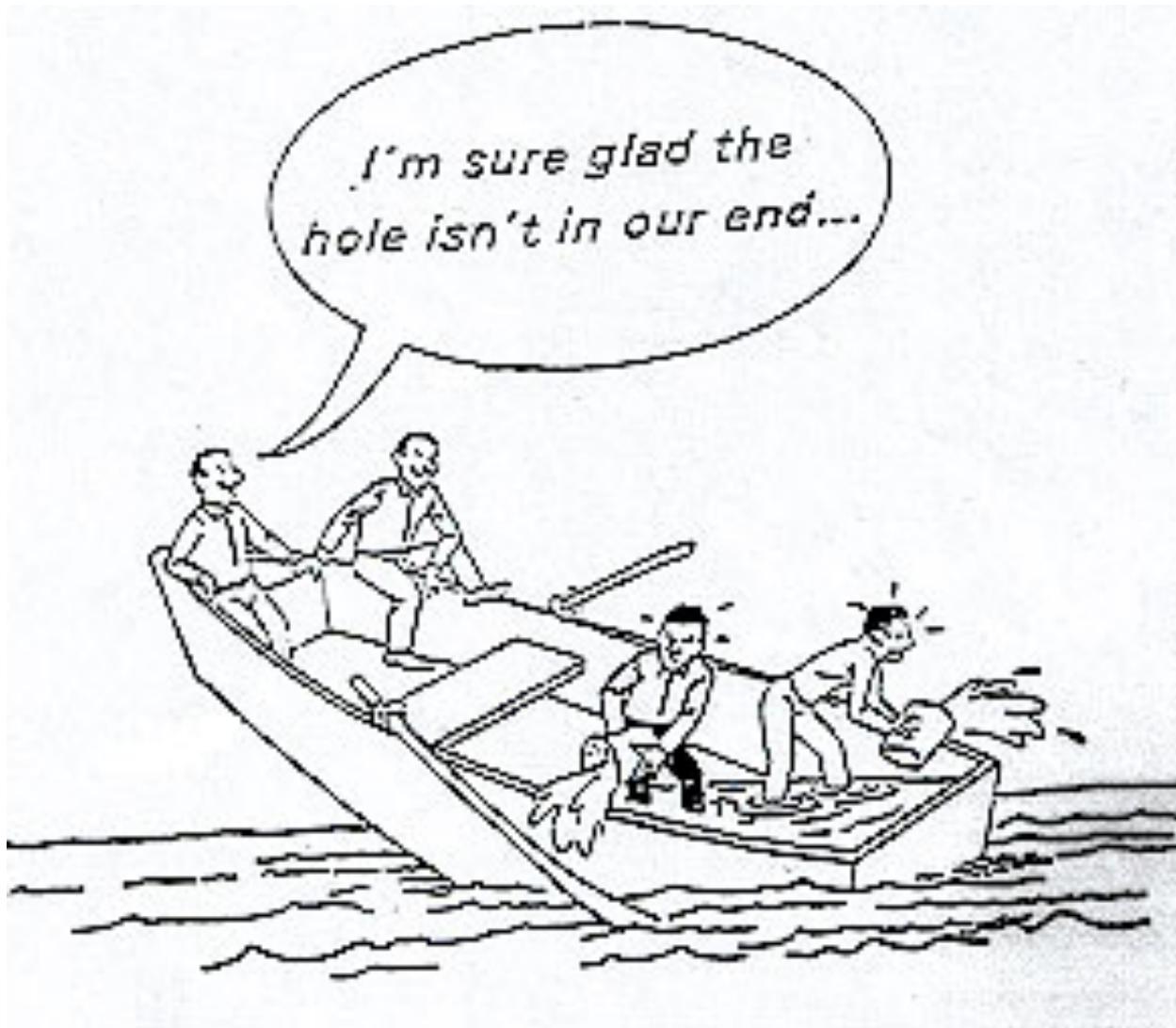
Disconnected Worlds

On Bridging the Technology Gap between the local and the global Scale in Climate Policy

Dr. Harald Katzmaier
FASresearch

European Forum Alpbach
2017/08/25





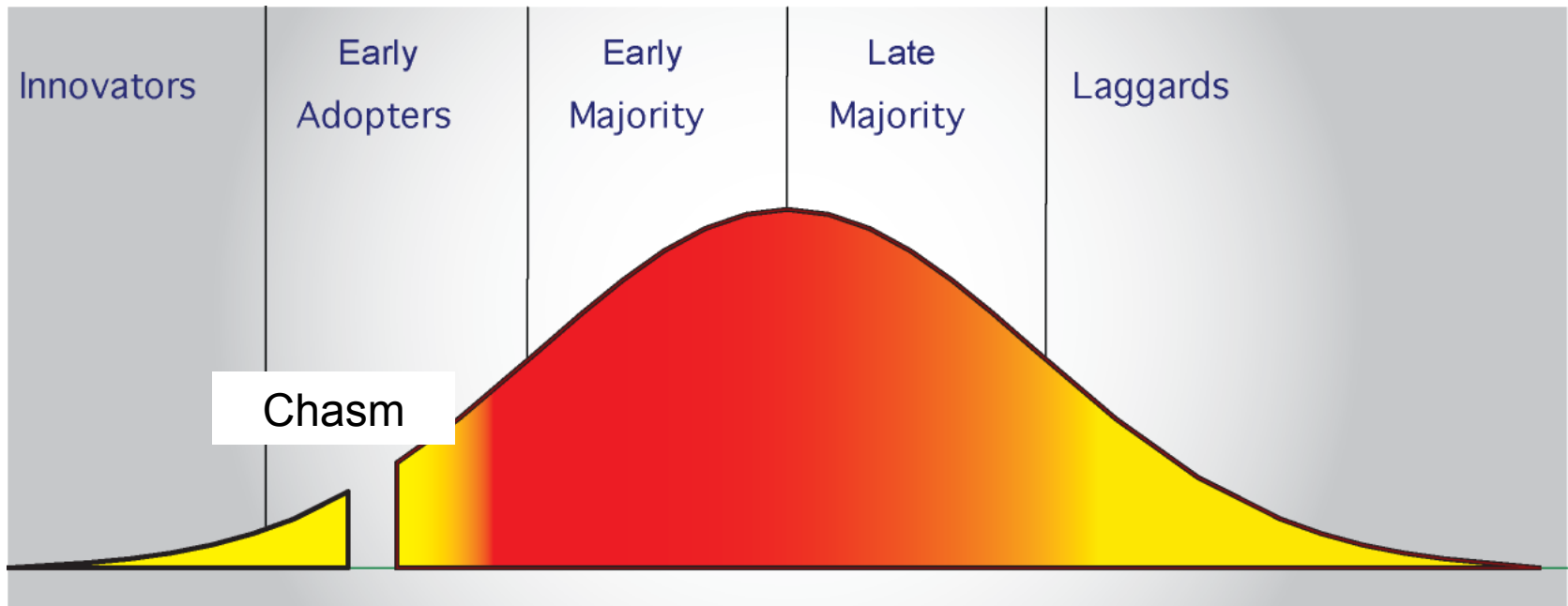
Alternatives?

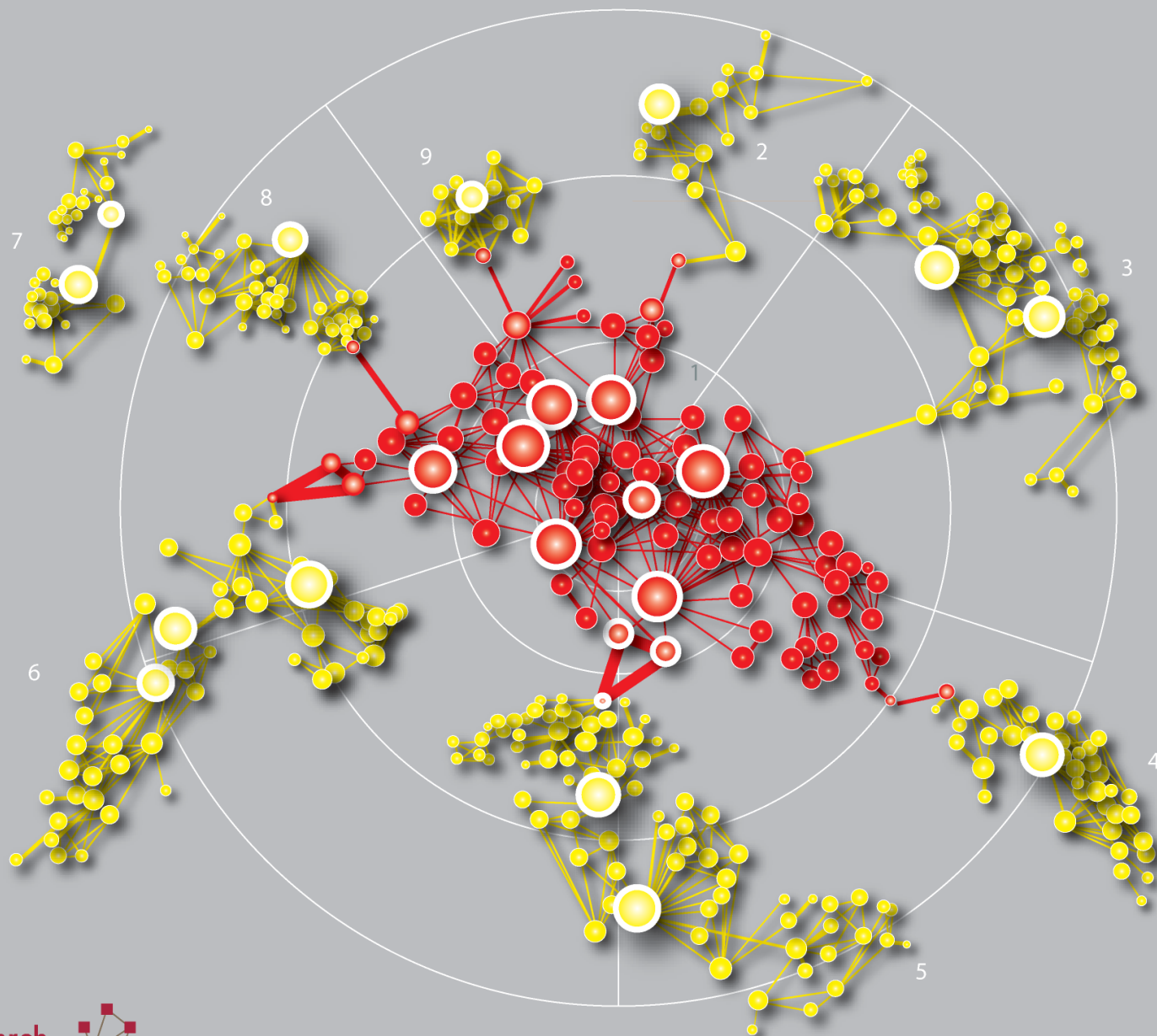


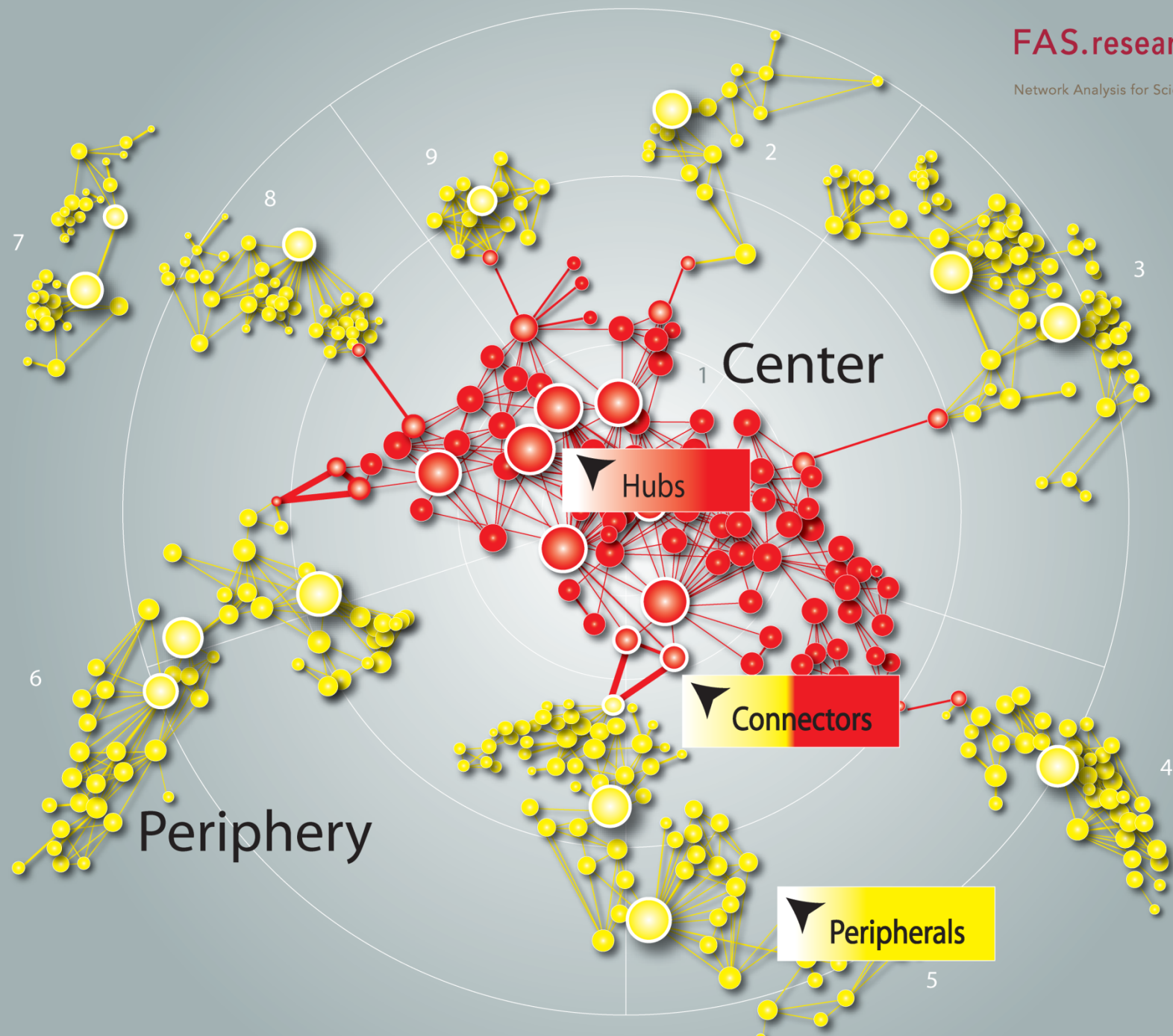
How the New Spreads

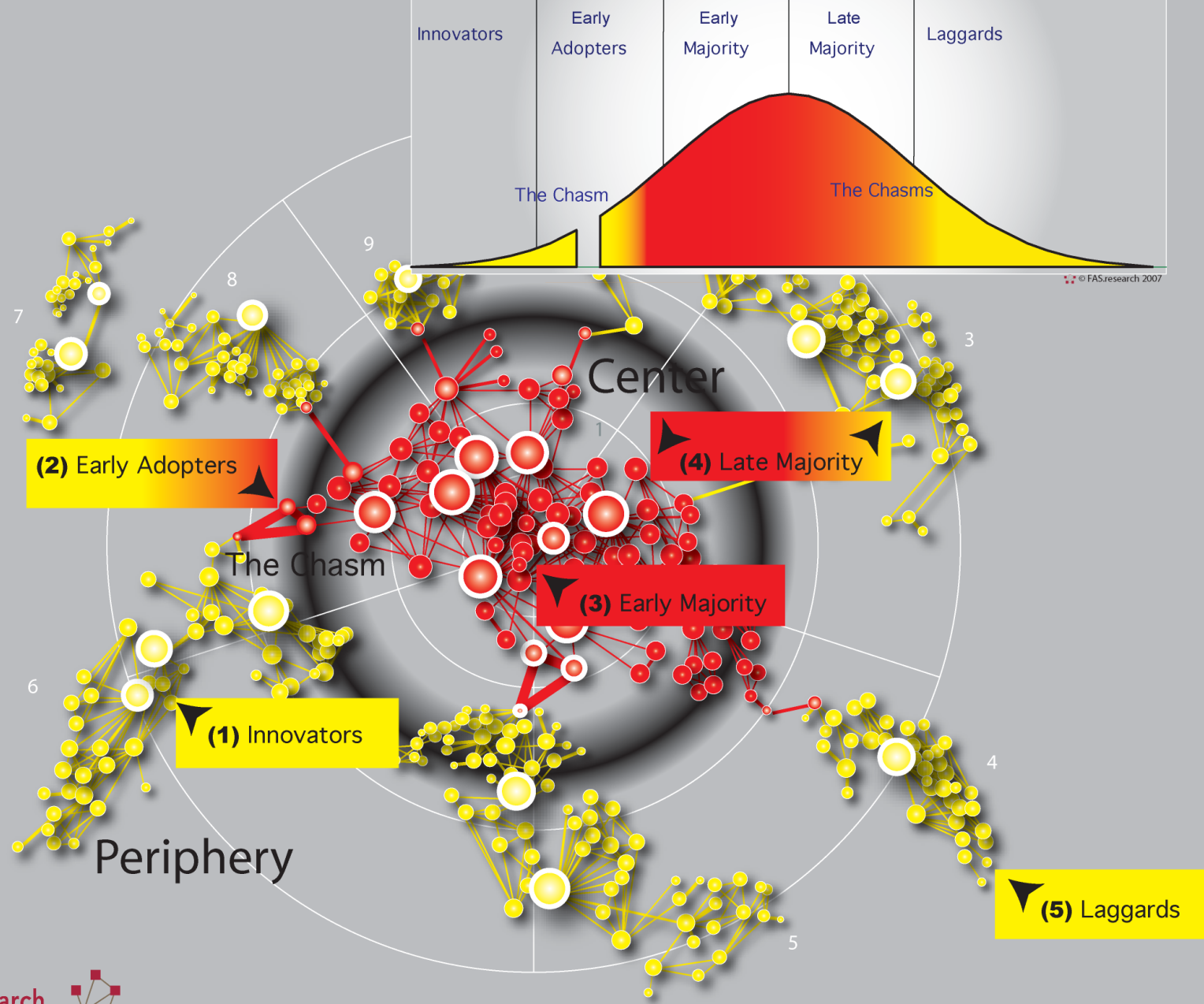
I. Awareness	1. Hears and remembers your story
	2. Understands your story
II. Conviction	3. Likes your story
	4. Talks with family, friends, colleagues
	5. Experiences consensus
III. Decision	6. Intents to adopt (new behavior, product, tech)
IV. Action	7. Actually adopts (new behavior, product, tech)
V. Confirmation	8. Gets positive feedback
	9. Passes your story on to others

Pathways and Blockages









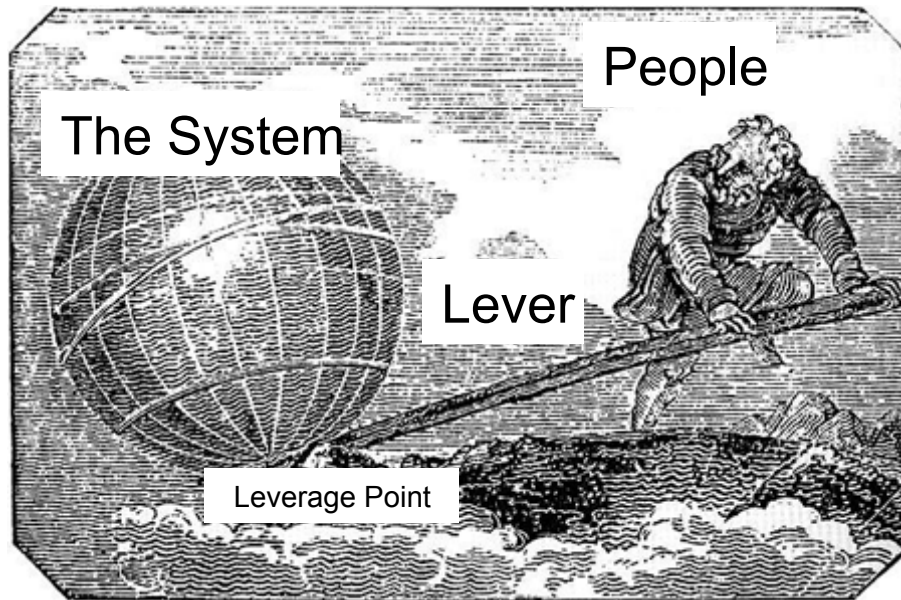


How to overcome the gap?



Study commissioned by the Austrian
Climate and Energy Fund

How to overcome the gap?



Archimedes (285 - 212 B.C.)

„Give me a lever and a place to stand and I will move the earth.“

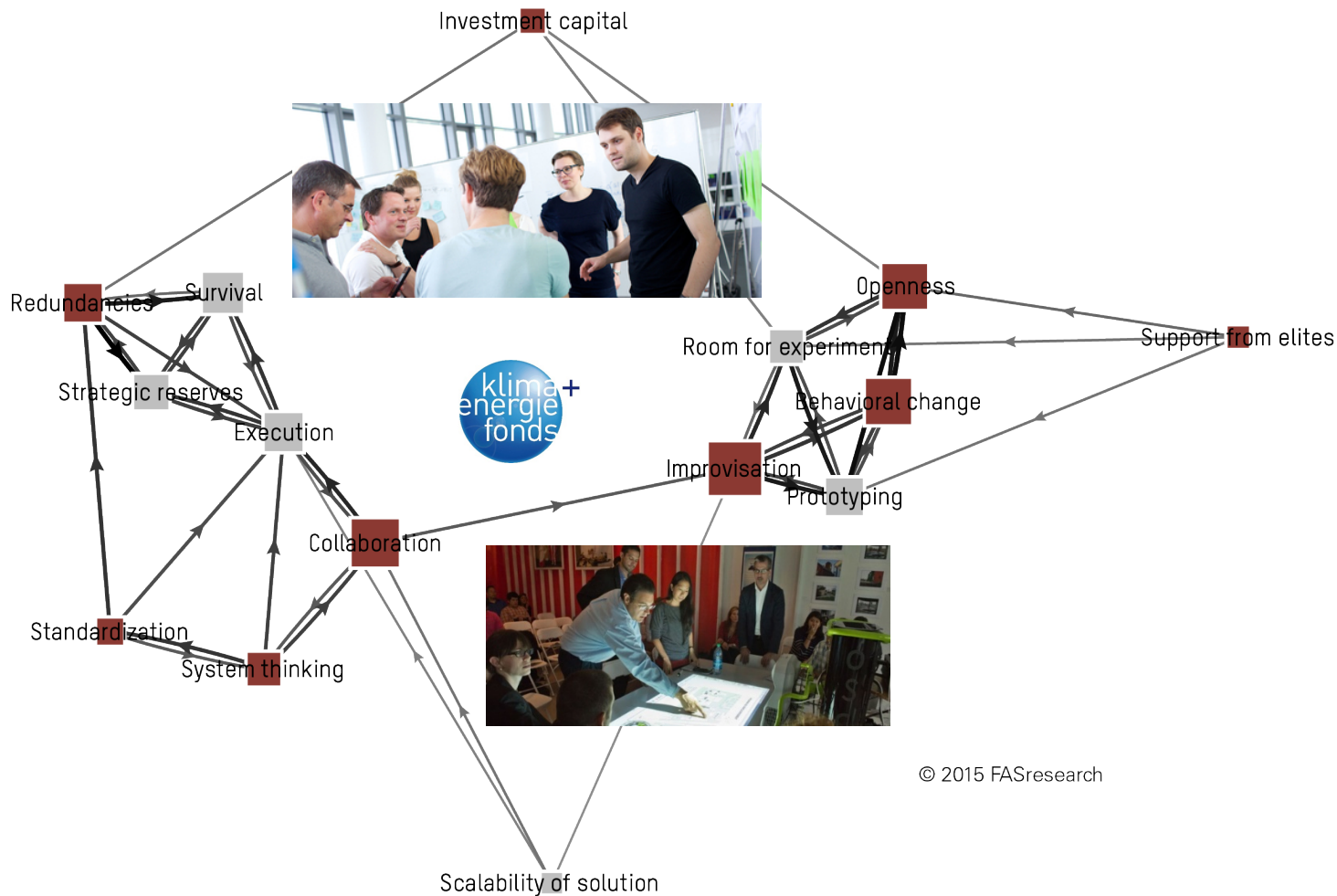
Picture source: thwink.org.

Leverage Point Mapping

Co-analyzing the decisive leverage points and key players required to change a system



Participatory Impact Analysis



Participants (in alphabetical Order)

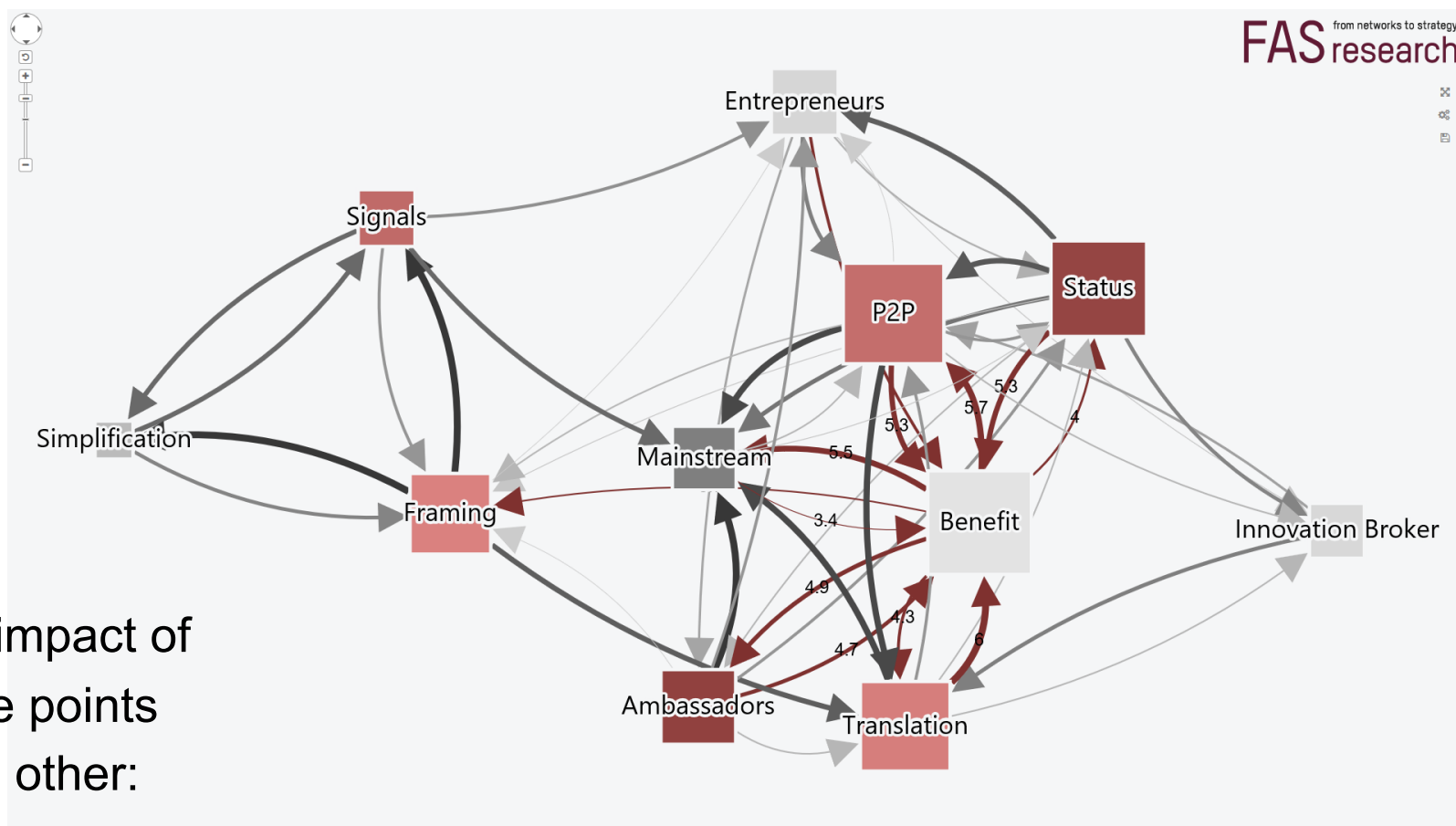
Monika Auer	ÖGUT – Österr. Ges. für Umwelt und Technik	Generalsekretärin & Geschäftsführerin
Astrid Bonk	Winnovation consulting gmbh	Consultant Open Innovation
Michael Fuchs	Industriellenvereinigung	Infrastruktur, Transport, Ressourcen & Energie, Energiepolitik
Katja Hoyer	Klima- und Energiefonds	PR Managerin
Sigrun Klug	u.s.e. Institut für nachhaltige Energienutzung	Psychologin und Market Research Expertin
Eric Poettschacher	Energies United	Gründer
Theresia Vogel	Klima- und Energiefonds	Geschäftsführerin
Johannes Wahlmüller	Global 2000	Klimasprecher
Theo Zillner	bmvit	Stv. Abt.-Leiter Energie- und Umwelttechnologien

The Leverage Points

Leverage Points to develop a supra-regional and adaptive innovation ecology:

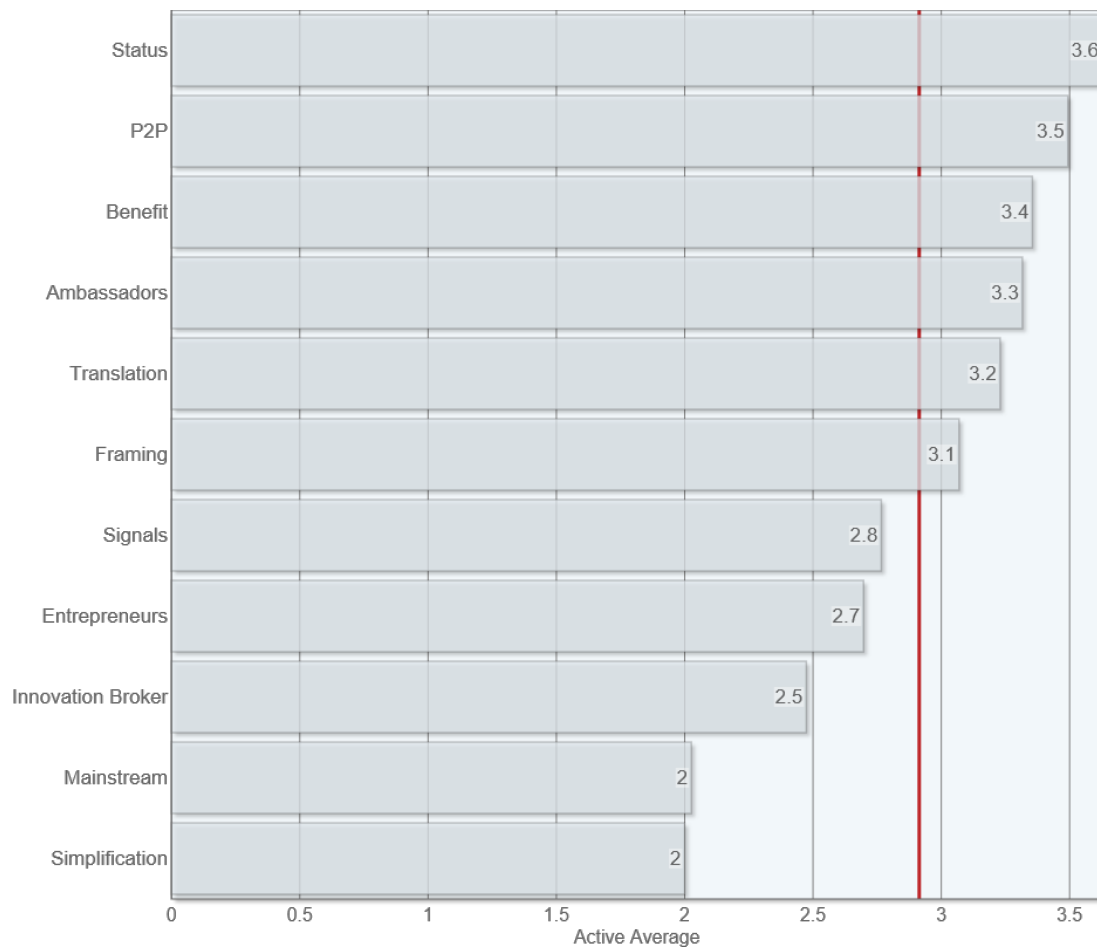
1. **Entrepreneurs:** Intrinsically motivated multipliers (entrepreneurs, change makers) who really support the goal.
2. **Innovation Brokers:** Active brokers to connect different stakeholders and areas.
3. **Benefit:** Visibility of benefit and USP for users.
4. **Peer-to-peer:** Authentic peer-to-peer exchange (community exchange).
5. **Mainstream:** Creating the feeling that to support the goal is „mainstream“.
6. **Ambassadors:** Active ambassadors (local celebrities) who support the narrative.
7. **Simplification:** Reducing the complexity of regulations.
8. **Framing:** Finding new ways of discourses (new forms of encounter to overcome lock-in phenomena).
9. **Status Competition:** Status competition between regions (to be better than the neighbour).
10. **Signals:** Real signals of politicians (commitment and coherence of what is said and what is done).
11. **Translation:** Finding terminologies which fit to target different target groups.

Network of Leverage Points

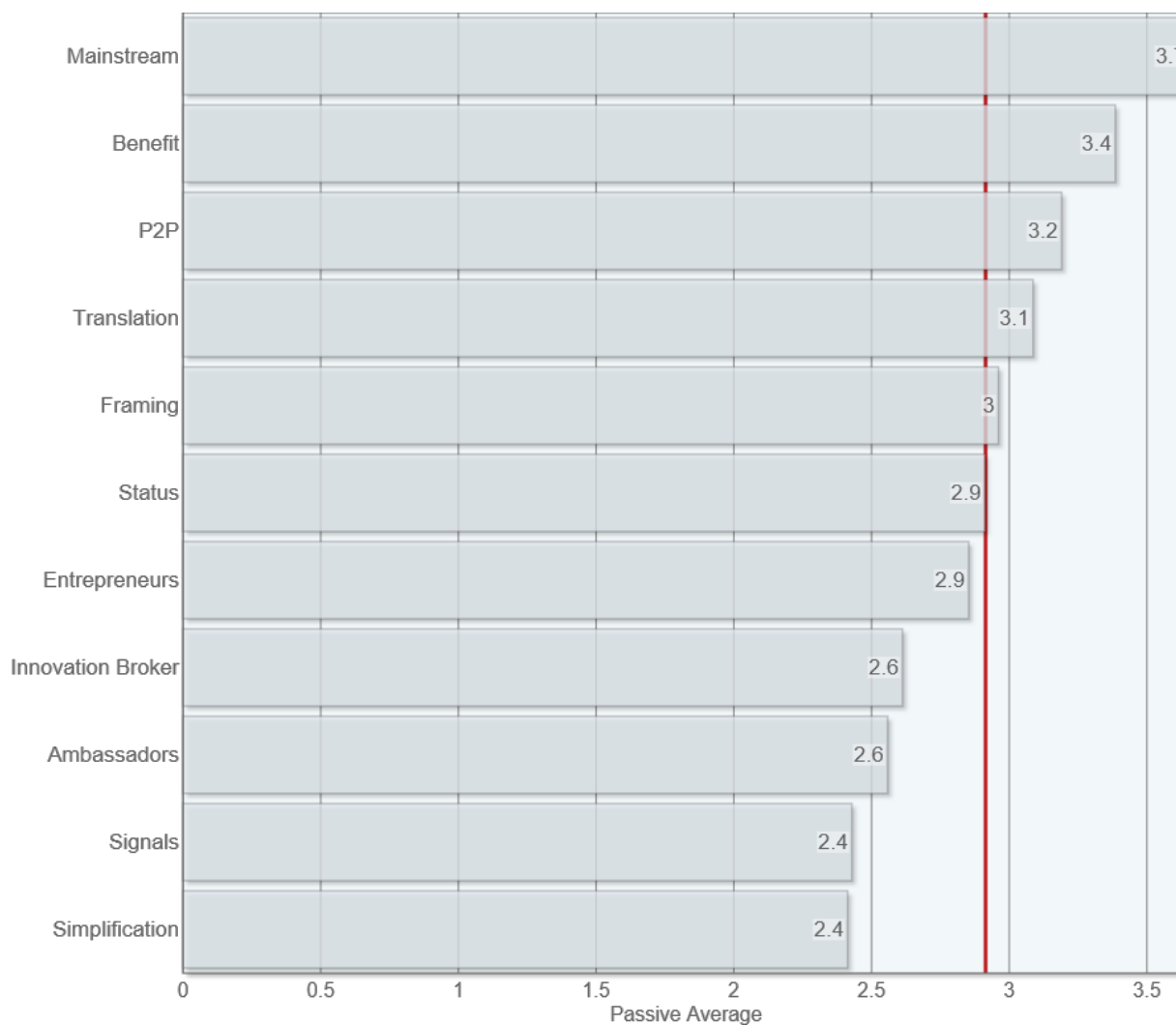


Causal impact of
leverage points
on each other:

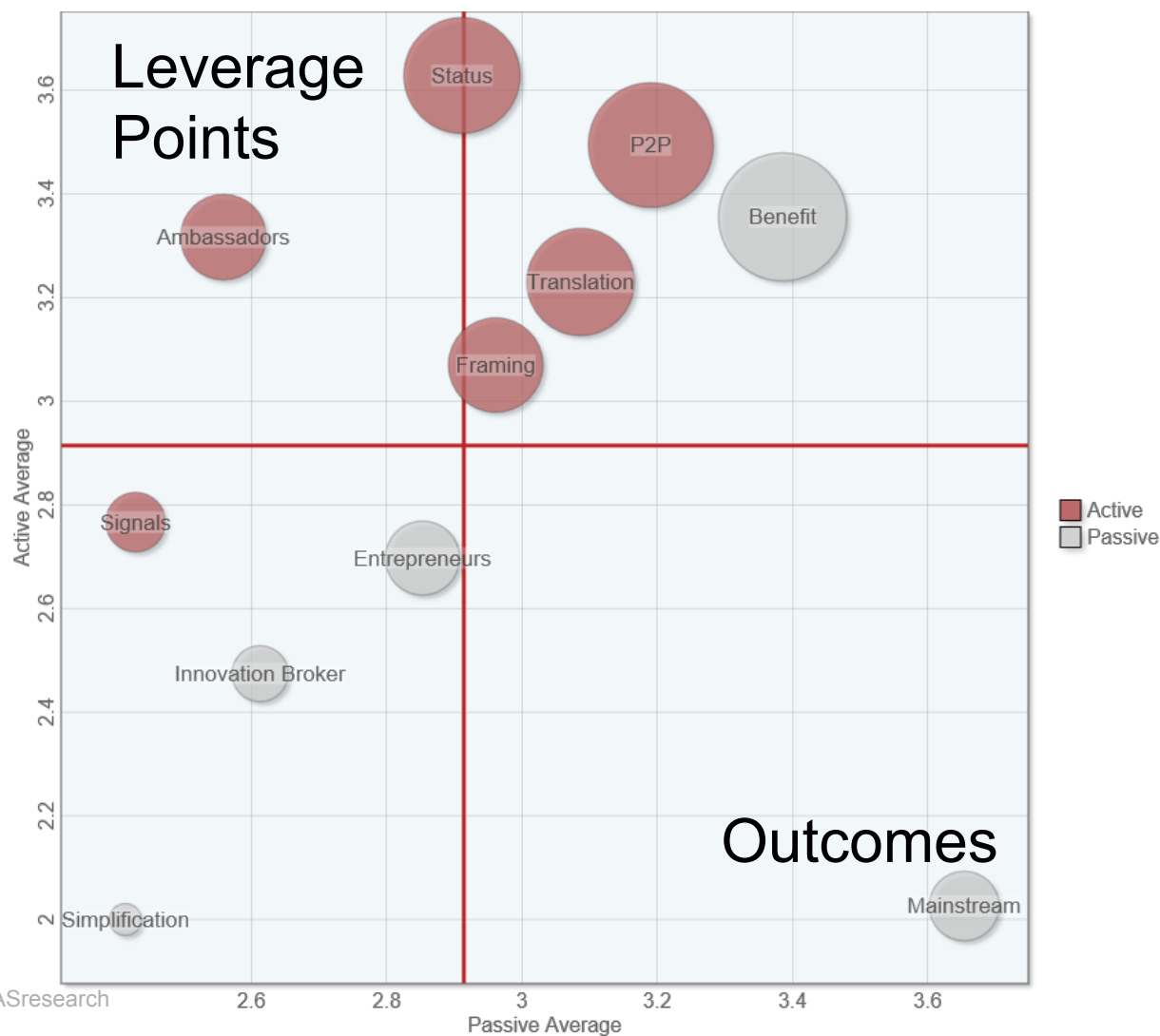
Most Active Leverage Point (Causes)



Most Passiv Leverage Point (Outcomes)

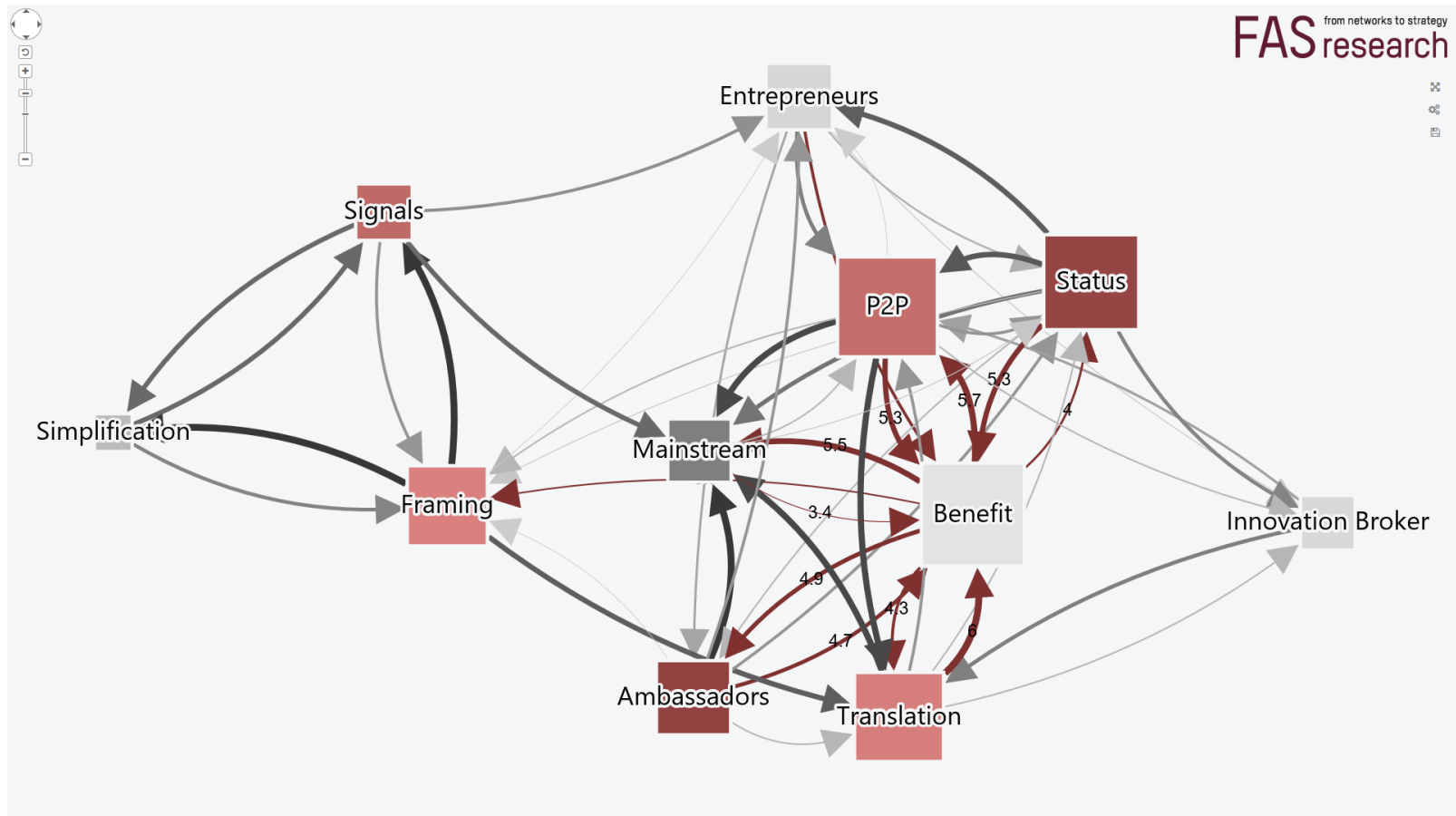


Leverage Point Mapping



Network of Leverage Points

Causal impact of leverage points on each other:

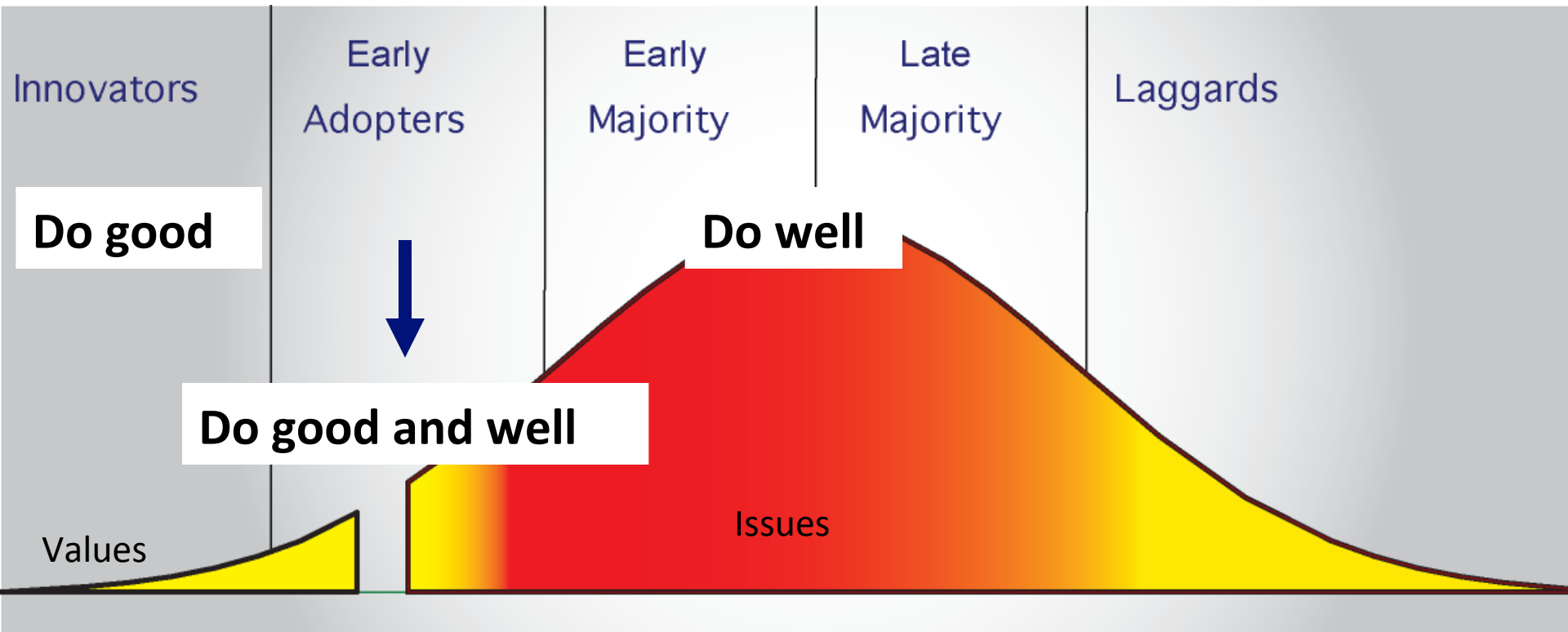


Measures

Ideas for measures and projects to operate the leverage points:

1. **Ambassadors:** Start program „Authentische BotschafterInnen des Gelingens“. Building up an Ambassadors network based on Klimafonds funded projects.
2. **Gamification:** Gamification apps (“Climate Energy Challenge”) for awareness and status competition.
3. **Charged Metaphors:** Charge topic with emotion by connecting it with design, culture, or sports.
4. **Infotainment:** Translation of scientific reports into infotainment formats.
5. **Competition Events:** Nationwide status competition events with awards.
6. **Networking Events:** Nationwide networking events with innovative moderation techniques.
7. **Mediation:** Translation and mediation between different stakeholder groups.

Diffusion of innovation



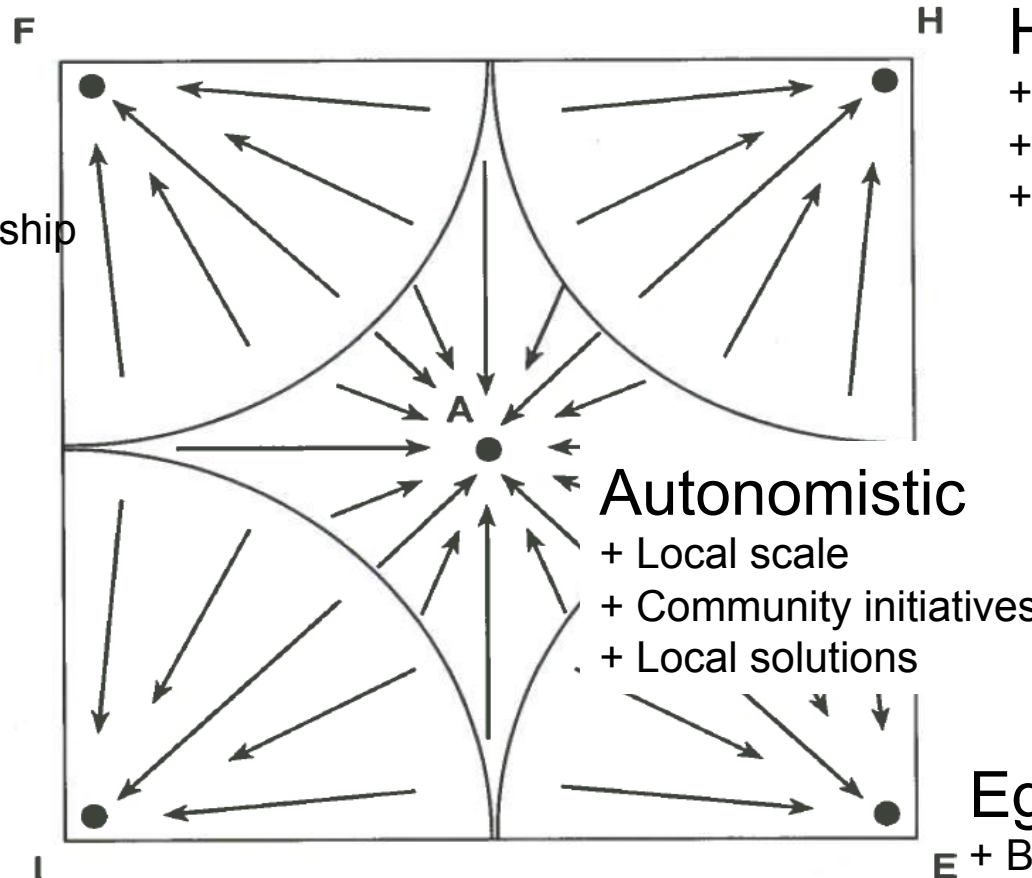
5 Frames on climate change (cultural theory)

Fatalistic

- + All lies
- + Look after yourself
- + Benevolent Dictatorship

Individualistic

- + Competition
- + Individual initiative
- + Technical -Market solutions



Autonomistic

- + Local scale
- + Community initiatives
- + Local solutions

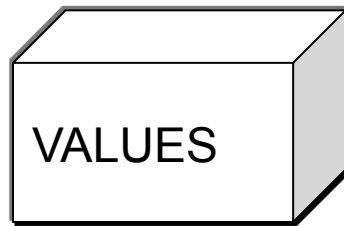
Hierarchistic

- + Top down
- + Expert knowledge
- + Big solutions

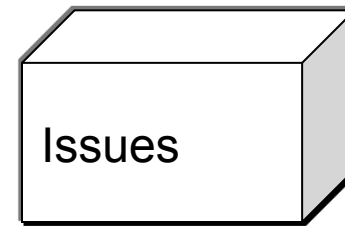
Egalitarianistic

- + Bottom up
- + Participation
- + Systemic solutions

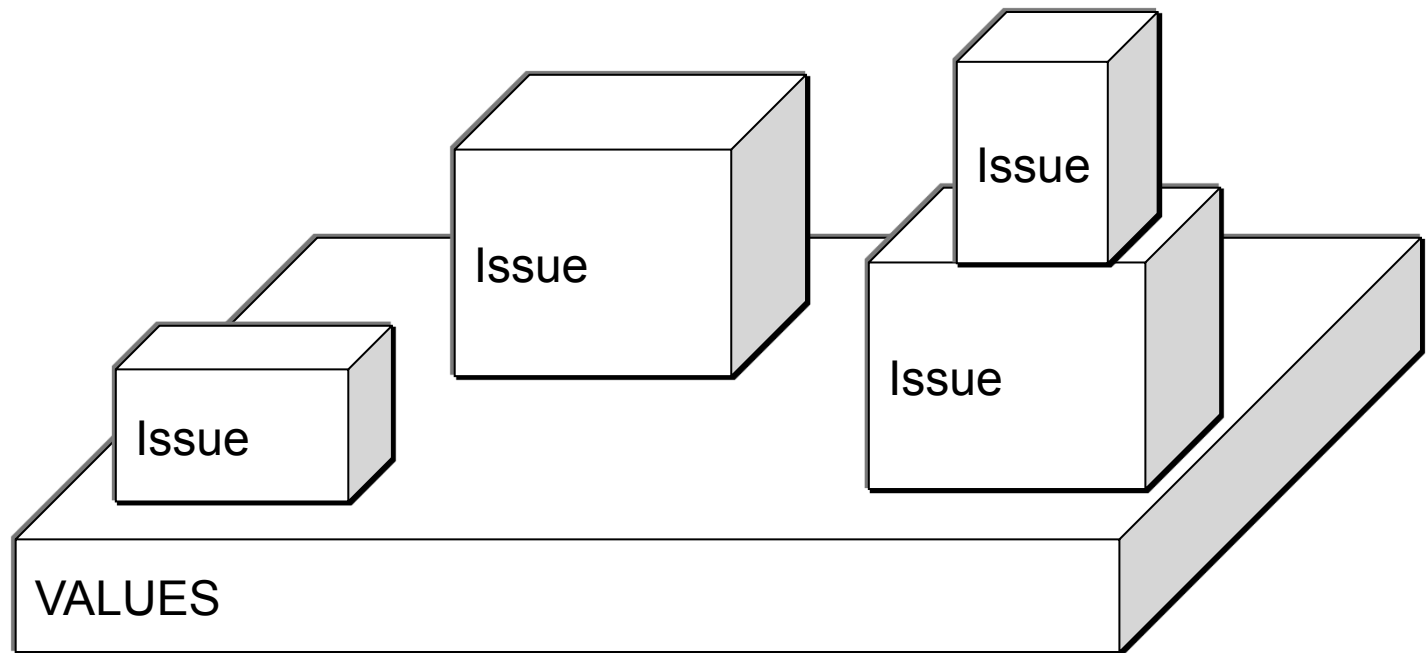
Co-designing new stories



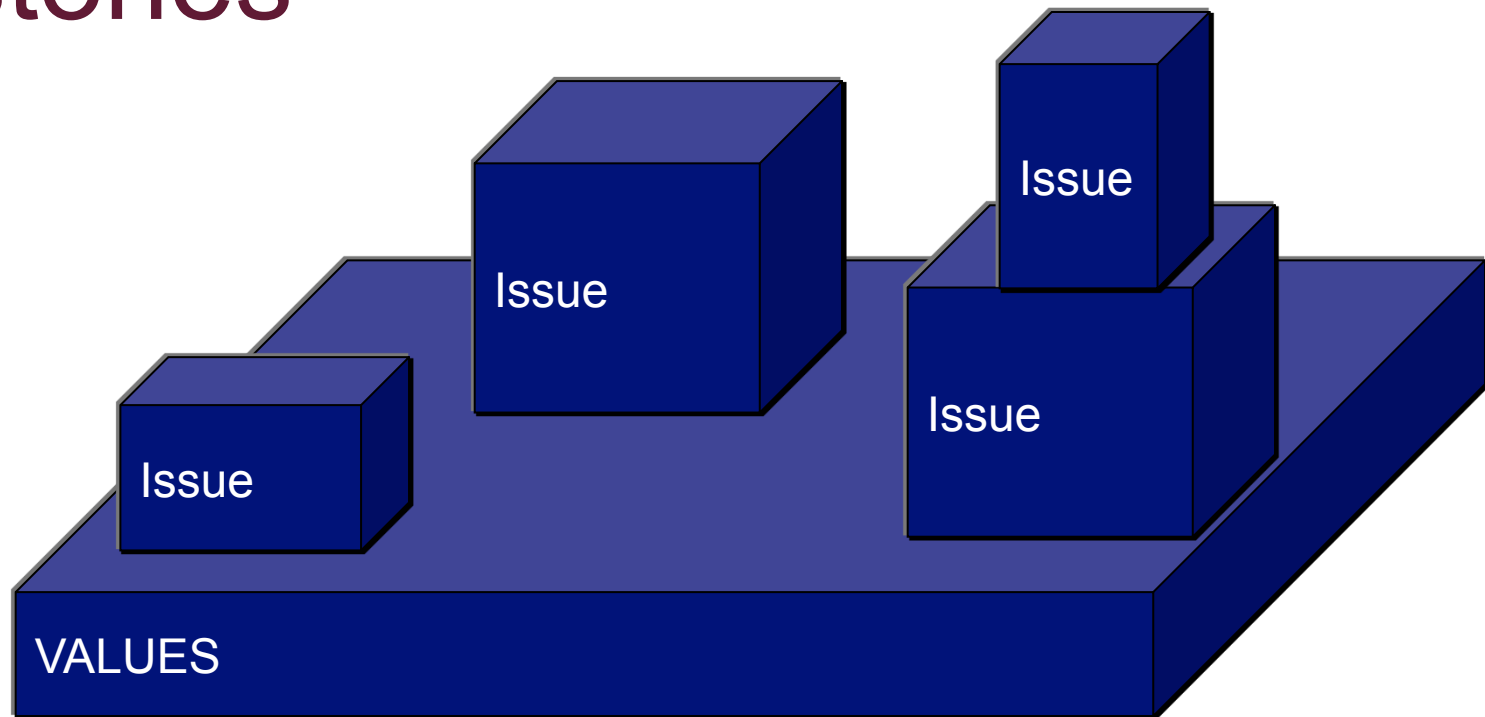
&



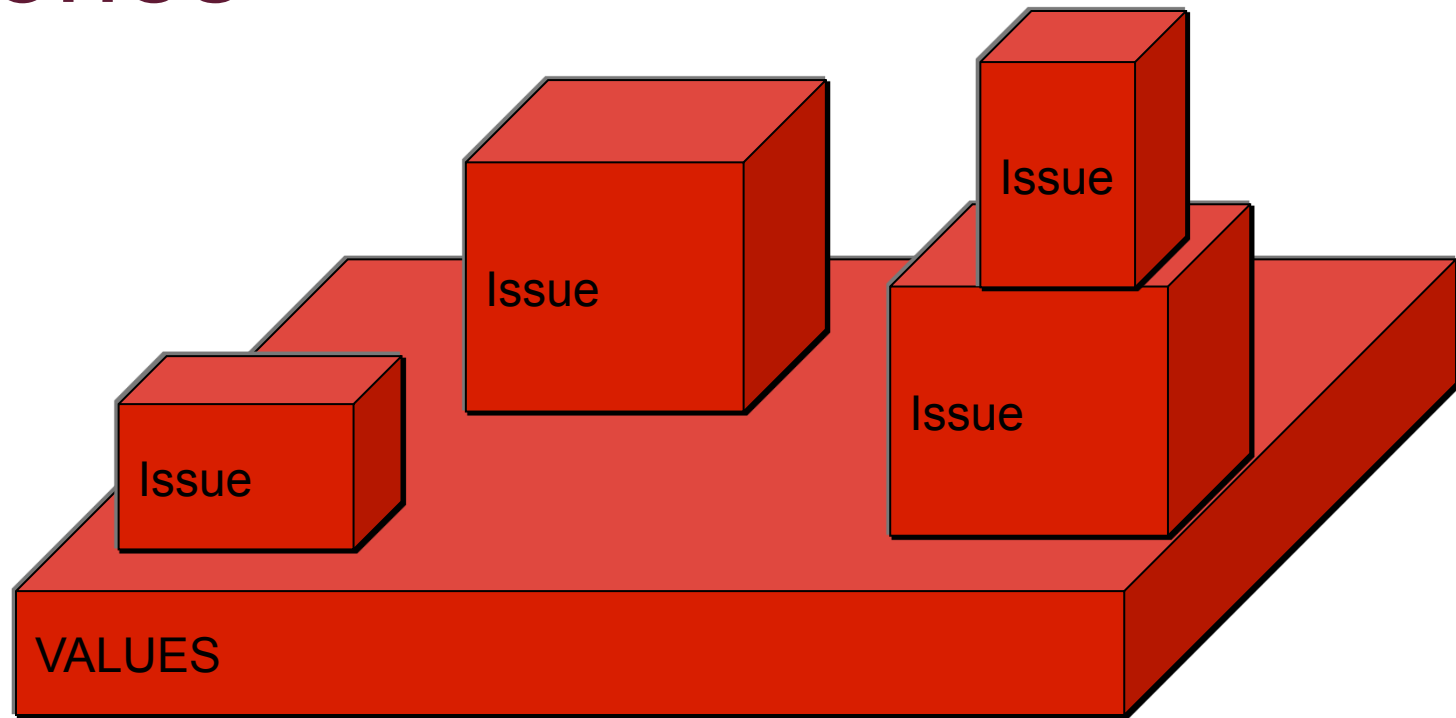
Values as Platform for Issues



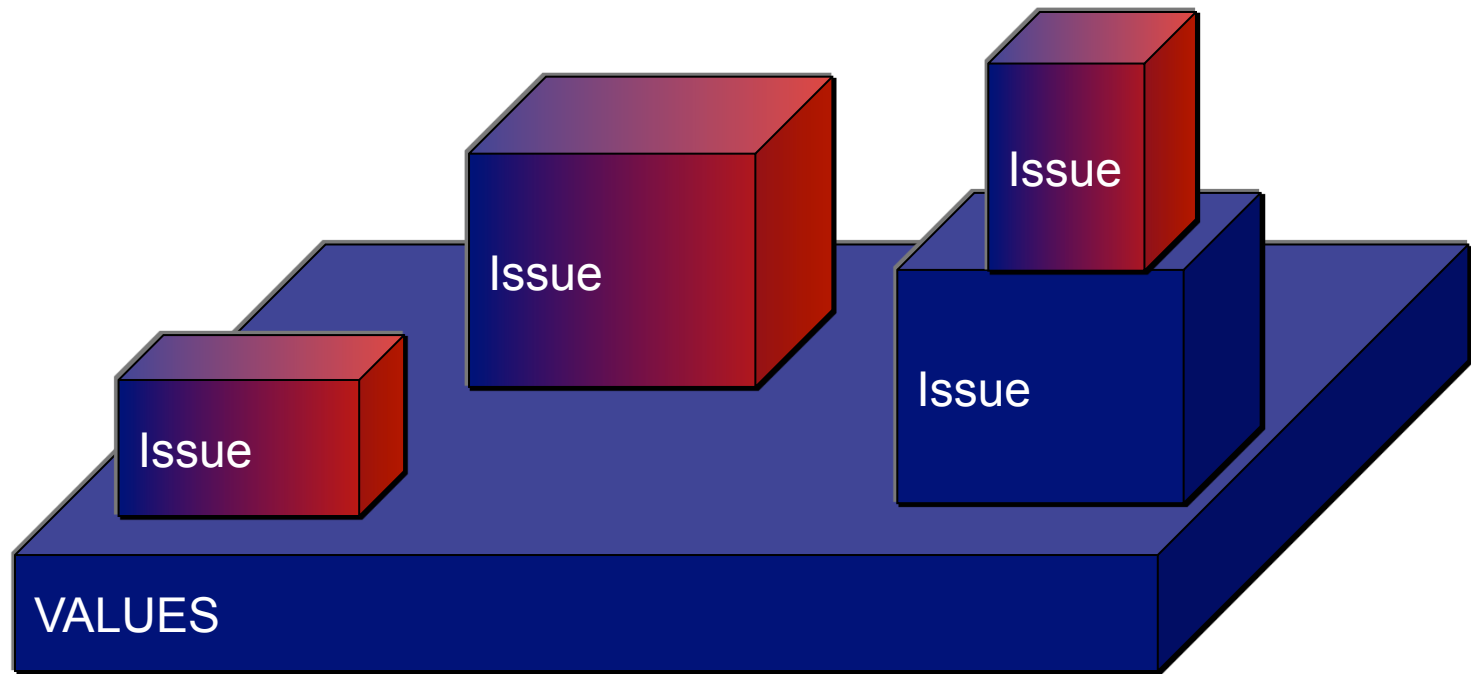
Blue stories



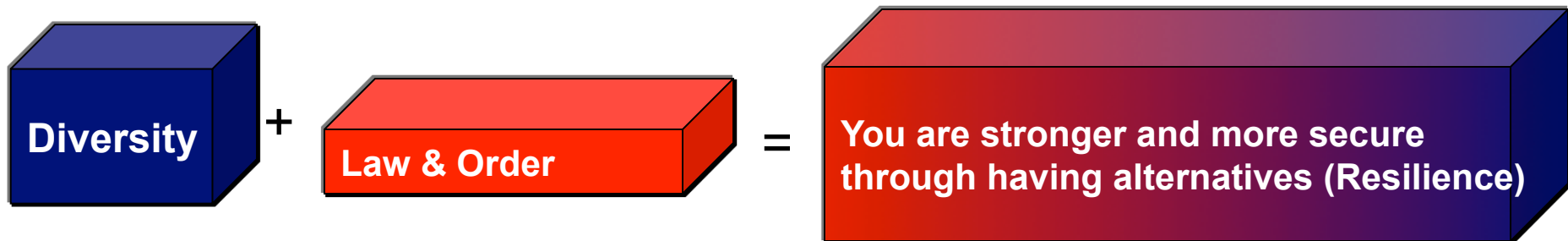
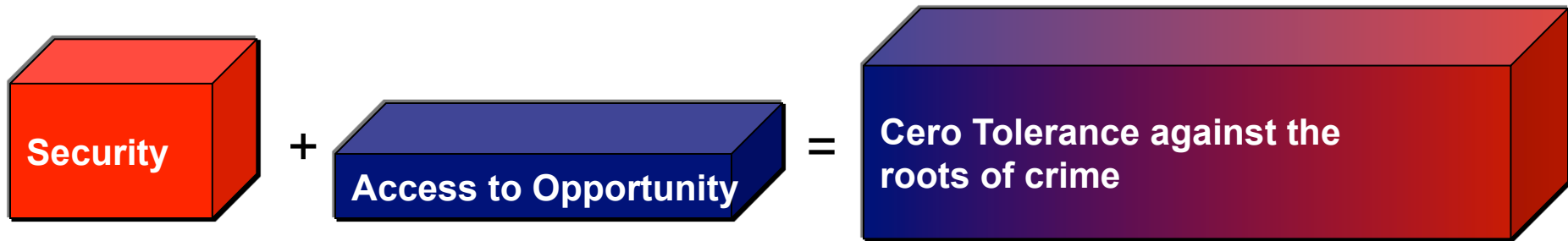
Red stories



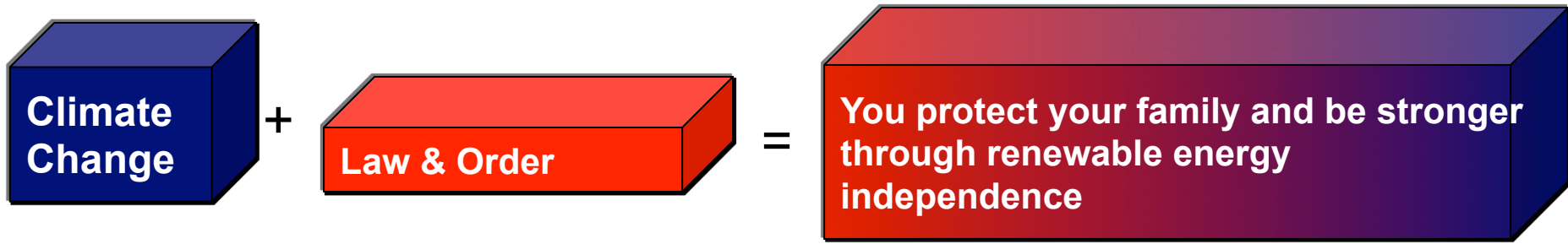
Bridging stories



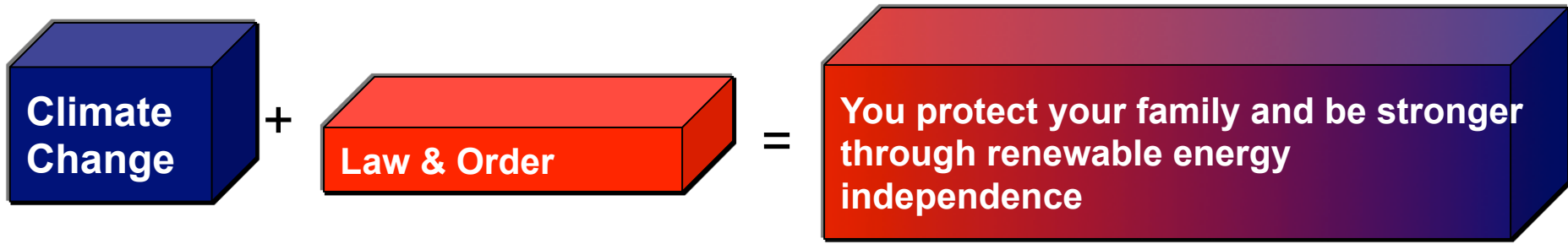
Bridging stories



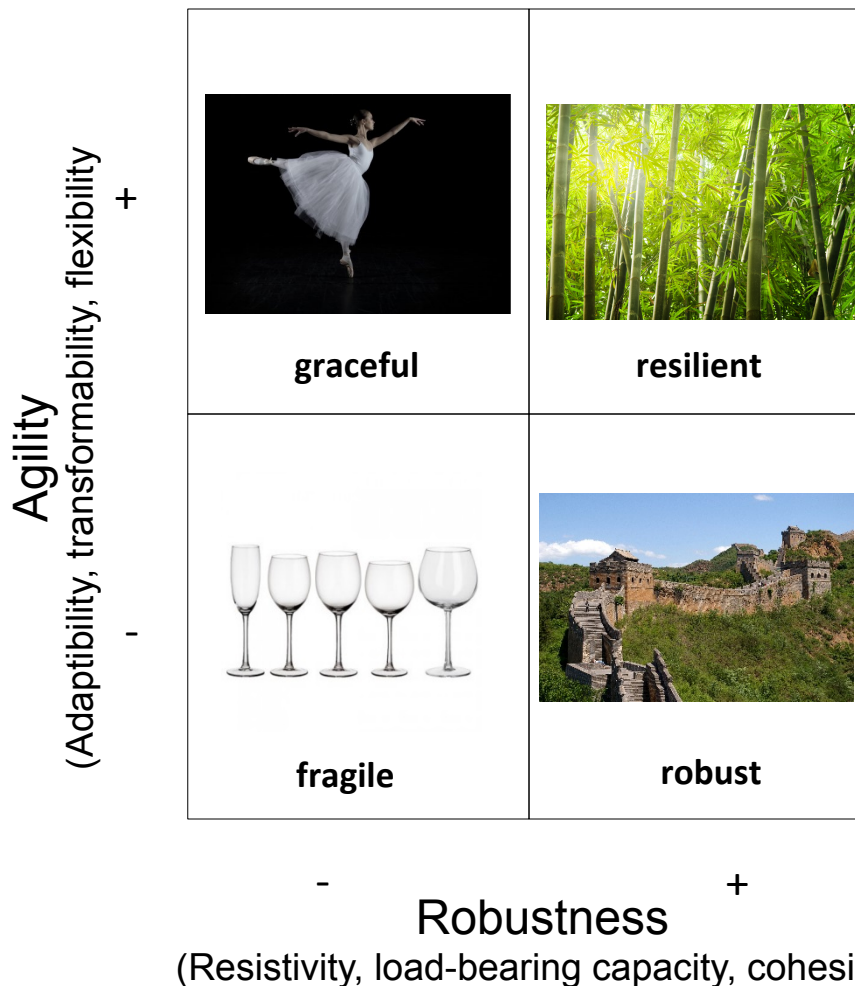
Bridging stories



Bridging stories



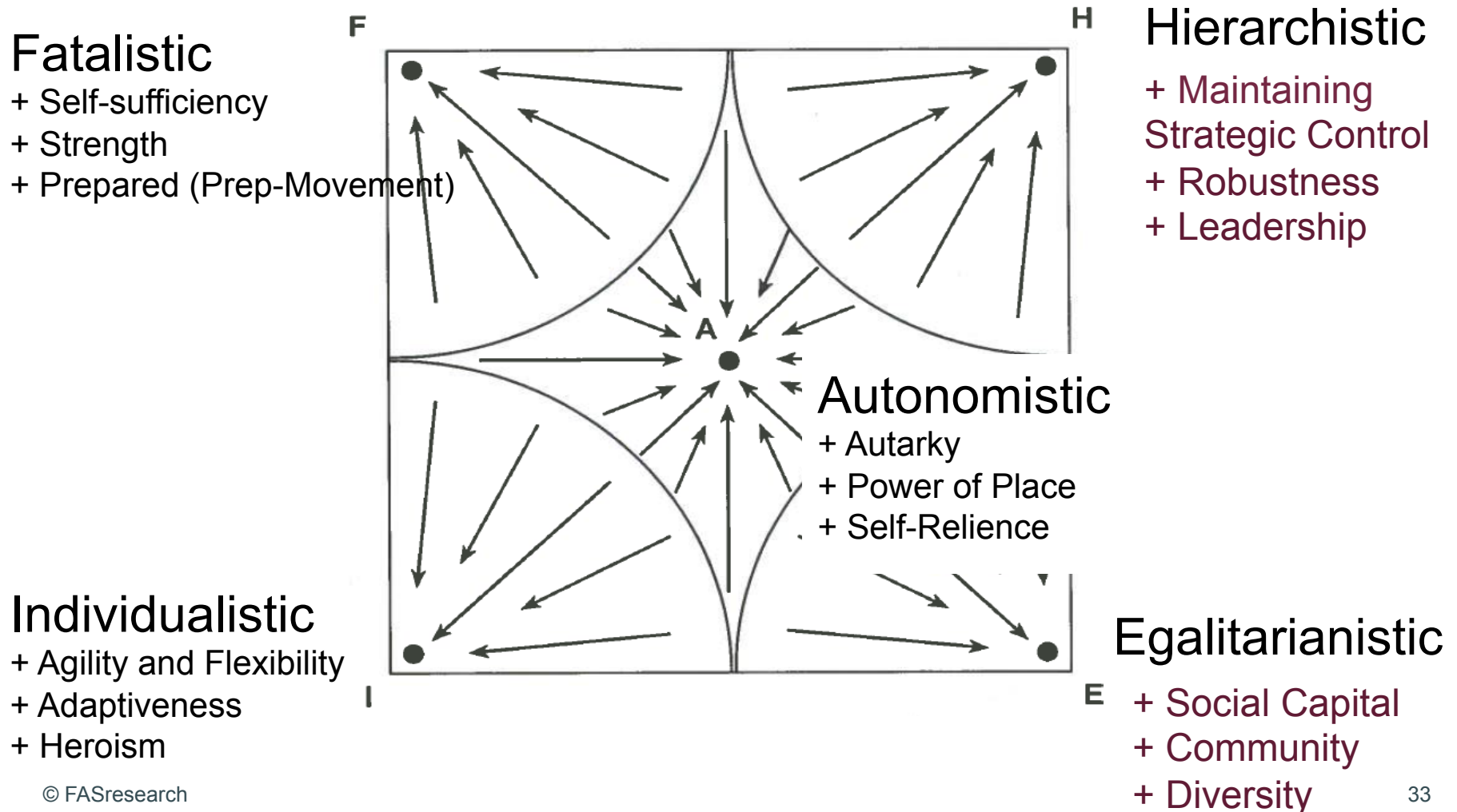
Resilience as integrative Bridging Story



“We will
master the
future!”

based on © R. Lukesch 2013

Resilience and frames of cultural theory



To Do's

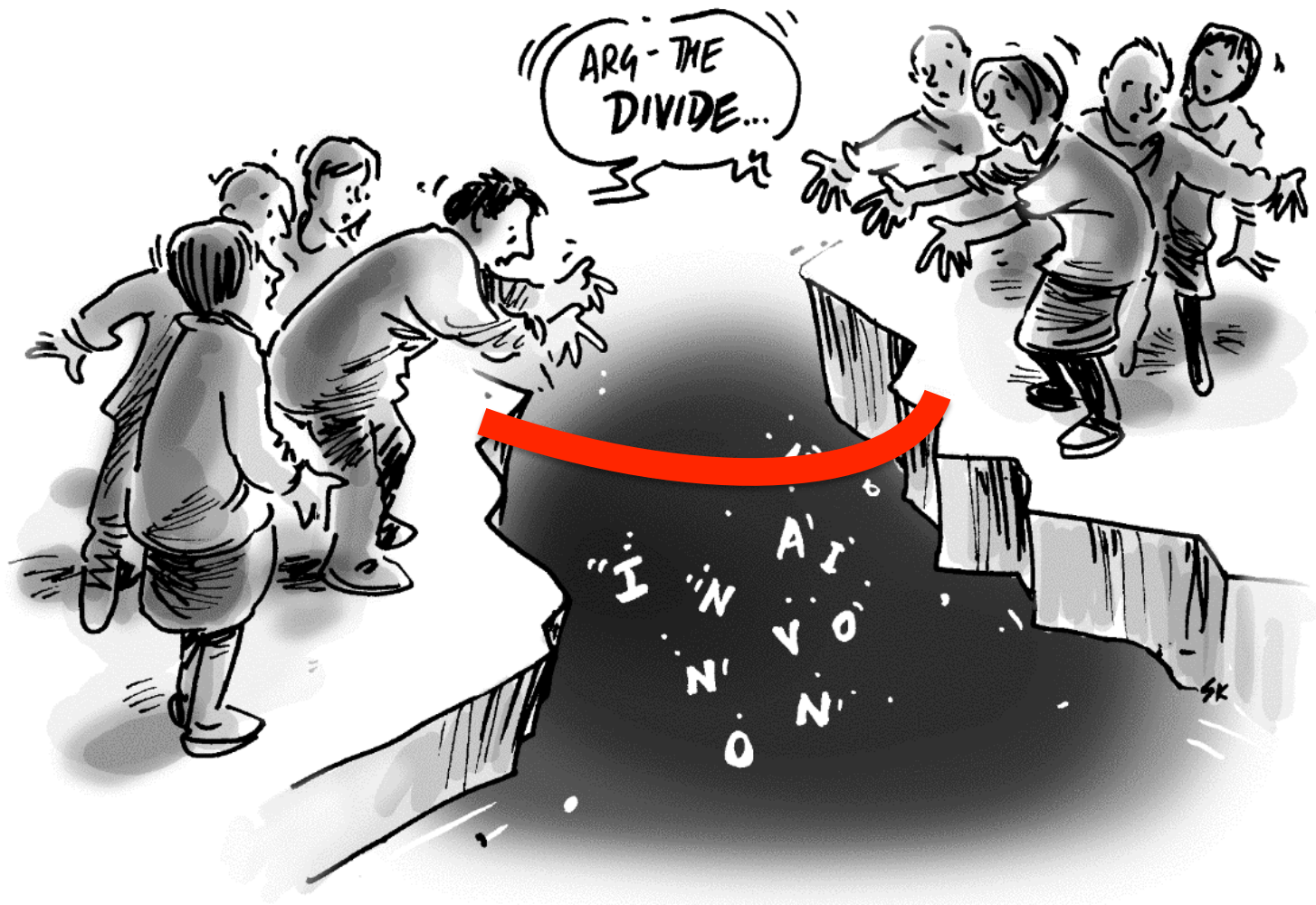
- Bridging the chasm as Networking challenge:
 - => Identify brokers and mediators and the local and global scale
 - => Empower bridgers and ambassadors to co-create new stories aligned with the status-spheres of different groups
- Bridging the chasm as framing challenge:
 - => Gamification and Infotainment
 - => link solutions and products with framing models (cultural theory, Lakoff etc.)
- Bridging the chasm as encounter challenge
 - => Places of encounter and co-creation
 - => advocate for the establishment of a „House of the future“

Flexibility as Ressource



“Flexibility may be defined as uncommitted potentiality for change...Social flexibility is a resource as precious as oil or titanium and must be budgeted in appropriate ways, to be spent (like fat) upon needed change.”

Gregory Bateson, Ecology of Mind



Learn from the tightrope walkers



Disconnected Worlds

Thank you for your attention!

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European Forum Alpbach

2017/08/25

