

# Potentiale der Mitarbeitenden nutzen & Klimaschutz lösungsorientiert denken

 Klimafabrik

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# Klimafolgen verschärfen sich



2°C scenario

1.5°C scenario

CO<sub>2</sub> emissions [tonnes/sec]

1'331

time left until CO<sub>2</sub> budget depleted

year month day hour min sec

6 9 18 2 4 48 33

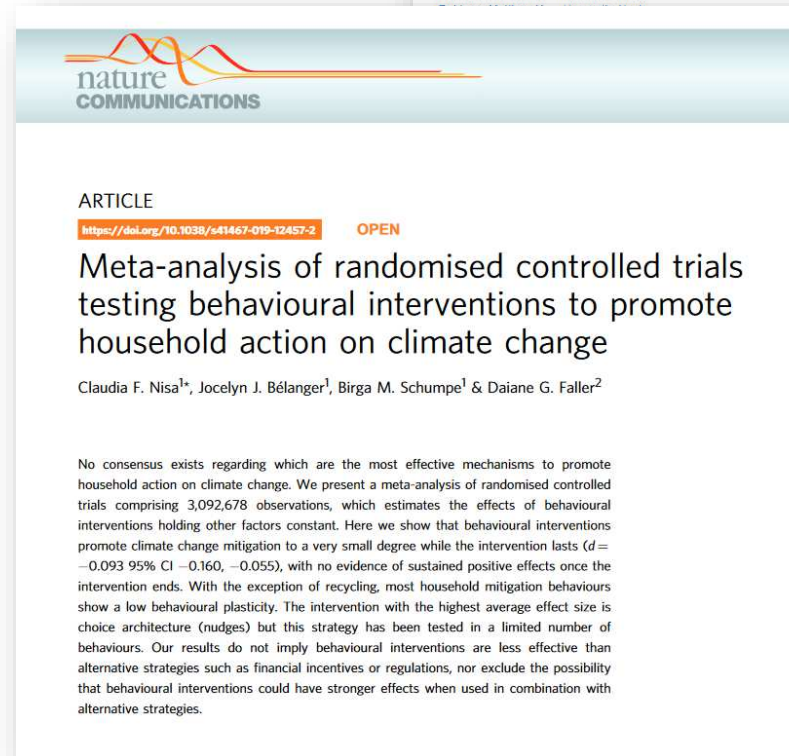
CO<sub>2</sub> budget left [tonnes]

285'989'431'896



# Wer hat Lust auf Klimaschutz?

Antwort:  
Niemand!



**nature COMMUNICATIONS**

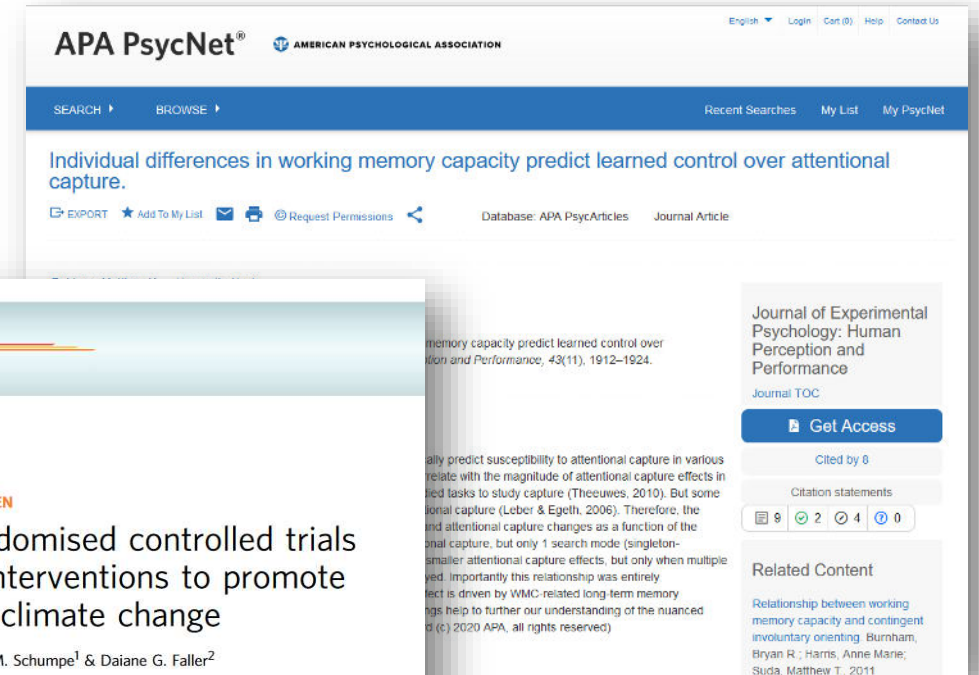
ARTICLE

<https://doi.org/10.1038/s41467-019-12457-2> OPEN

## Meta-analysis of randomised controlled trials testing behavioural interventions to promote household action on climate change

Claudia F. Nisa<sup>1\*</sup>, Jocelyn J. Bélanger<sup>1</sup>, Birga M. Schumpe<sup>1</sup> & Daiane G. Faller<sup>2</sup>

No consensus exists regarding which are the most effective mechanisms to promote household action on climate change. We present a meta-analysis of randomised controlled trials comprising 3,092,678 observations, which estimates the effects of behavioural interventions holding other factors constant. Here we show that behavioural interventions promote climate change mitigation to a very small degree while the intervention lasts ( $d = -0.093$  95% CI  $-0.160, -0.055$ ), with no evidence of sustained positive effects once the intervention ends. With the exception of recycling, most household mitigation behaviours show a low behavioural plasticity. The intervention with the highest average effect size is choice architecture (nudges) but this strategy has been tested in a limited number of behaviours. Our results do not imply behavioural interventions are less effective than alternative strategies such as financial incentives or regulations, nor exclude the possibility that behavioural interventions could have stronger effects when used in combination with alternative strategies.



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### Individual differences in working memory capacity predict learned control over attentional capture.

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memory capacity predict learned control over attention and performance, 43(11), 1912-1924.

ally predict susceptibility to attentional capture in various tasks that relate with the magnitude of attentional capture effects in different tasks to study capture (Theeuwes, 2010). But some studies have shown that individual differences in attentional capture (Leber & Egeth, 2006). Therefore, the relationship between working memory capacity and attentional capture changes as a function of the amount of attentional capture, but only when multiple tasks are used. Importantly this relationship was entirely driven by WMC-related long-term memory effects help to further our understanding of the nuanced relationship between working memory capacity and attentional capture (c) 2020 APA, all rights reserved)

Journal of Experimental Psychology: Human Perception and Performance

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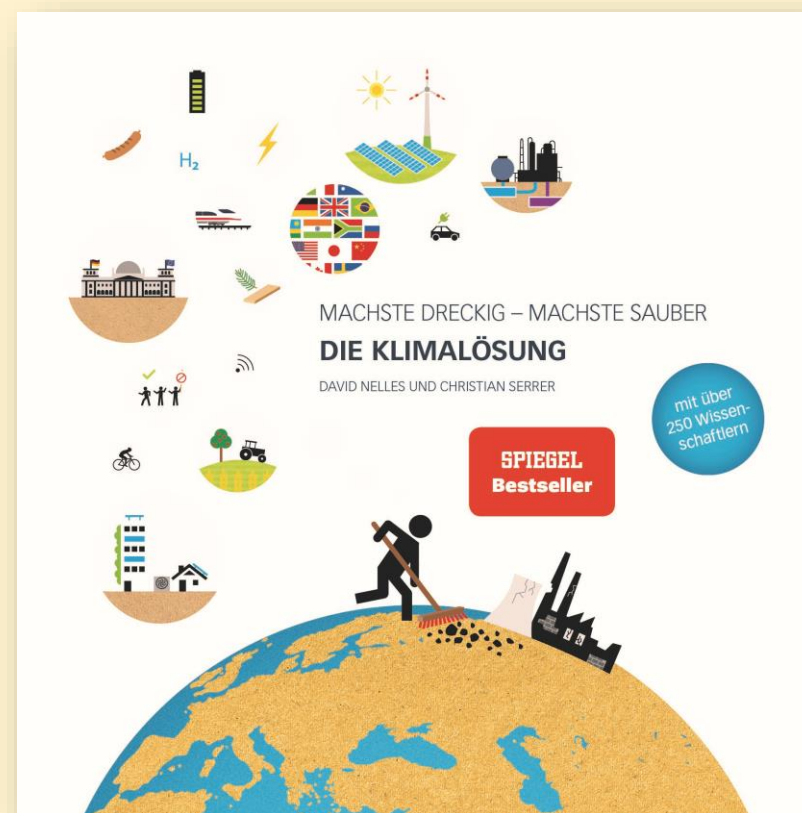
Citation statements

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# Unsere Antwort: Fakten statt Emotionen





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**Katjes**

STADTWERKE KIEL <sup>24/7</sup>



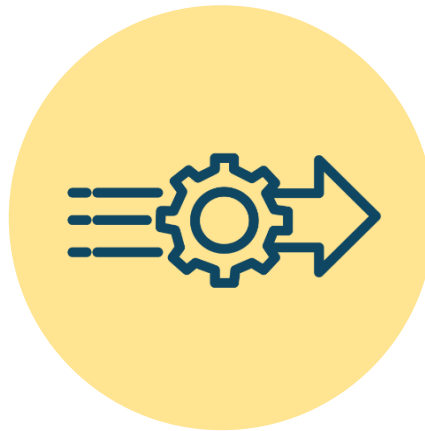
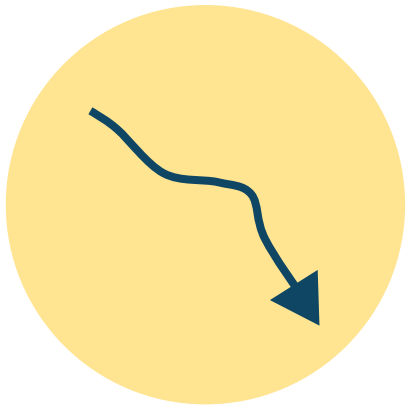
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„Mitarbeitende sind der Schlüssel für  
Klimaschutz im Unternehmen“  
- aber warum?



# Mitarbeitende als Schlüssel zum Klimaschutz – Ideen und Innovation



Idee eines Mitarbeiters Verpackungsdesign zu ändern  
→ Jährlich Einsparungen: 300 km Plastikfolie

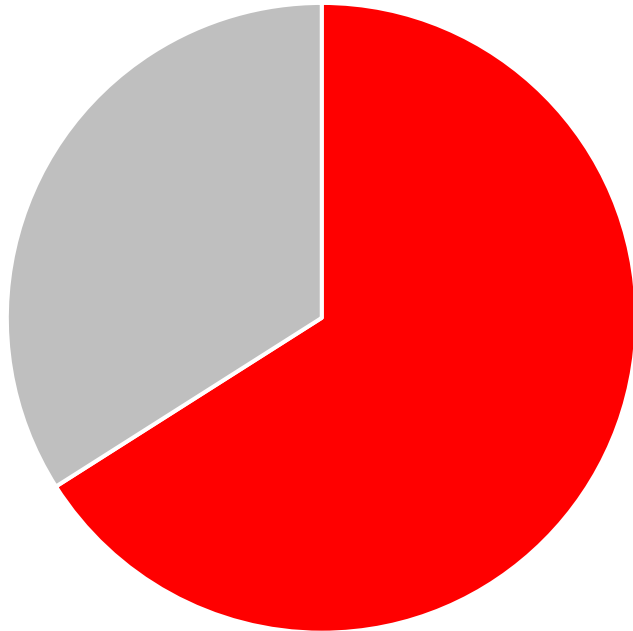


Idee der Mitarbeitenden Teebeutel um 3 mm zu kürzen  
→ Jährlich Einsparungen: 10 Tonnen Papier und ca. 50.000 €



16,5 Millionen € in 186 Projektideen investiert  
→ CO<sub>2</sub>-Emissionen um 4,6 % reduziert

# Klimaschutz gelingt nur, wenn Mitarbeitende einbezogen werden!



66% der Mitarbeitenden können nicht  
die Klimastrategie des eigenen  
Unternehmens nicht sicher erklären  
(Quelle: Kite Insights, 2022)

# Wie schafft man es Mitarbeitende einzubinden?

## 1. Format



Wie schafft man es  
Mitarbeitende  
einzubinden?

2. Art der  
Kommunikation



# Klimaschutz neu denken!

Schwarz-Weiß-Denken  
aufbrechen



In Lösungen denken,  
nicht in Problemen

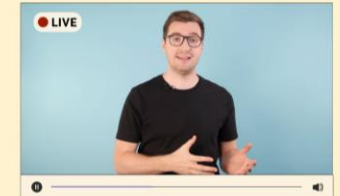
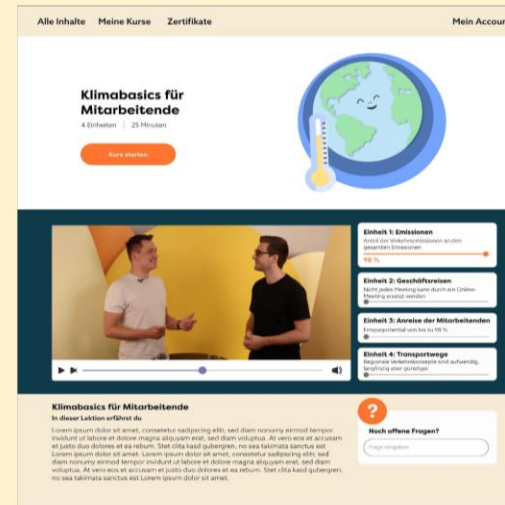
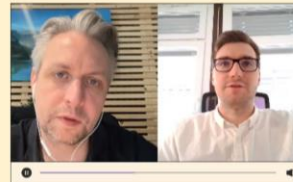
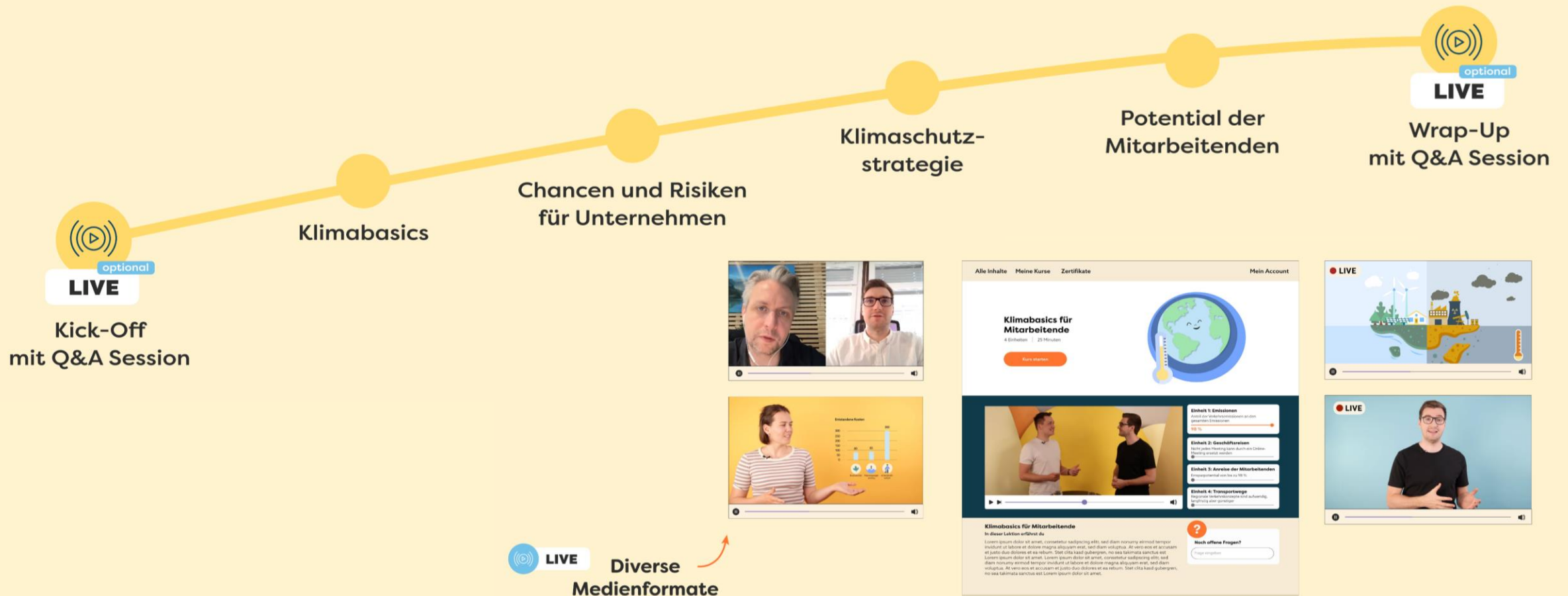
Veränderung ist nicht einfach,  
man kann aber etwas gewinnen



Klimaschutz ist  
Wettbewerb!



# Die Fortbildungsreihe für Unternehmen: 4 x 30 min E-Learning + 2 Live-Events!

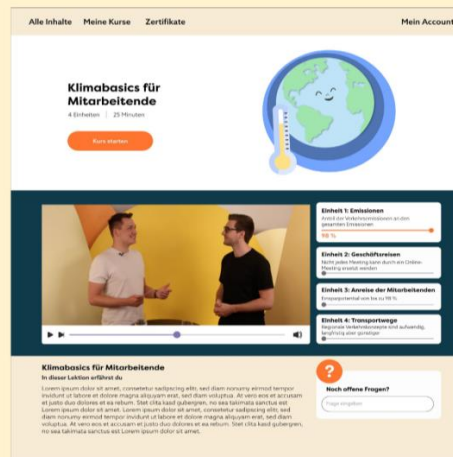
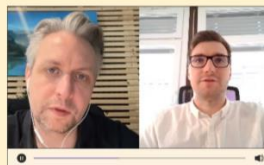


# Vielen Dank!

## Klimaschutz neu denken

- Schwarz-Weiß-Denken aufbrechen
- In Lösungen denken
- Man kann etwas gewinnen
- Klimaschutz ist Wettbewerb

## Mitarbeitende fit machen für Klimaschutz!



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