

How to have effective climate conversations

Nina Horstra
Climate coach and UX Research Manager

May 2023



Man Travels 7 Wonders Of World In Less Than 7 Days In World Record Attempt

Jamie McDonald flew on 13 flights, and rode in 16 taxis, nine buses, four trains and one toboggan during the trip.

World News | Edited by Amit Chaturvedi | Updated: May 17, 2023 3:57 pm IST



[Man Travels 7 Wonders Of World In Less Than 7 Days In World Record Attempt](#)



Jamie McDonald took up the world record attempt as a challenge.



caroline_foxwell71 You are truly inspirational. So honoured to be part of your journey. Keep being amazing x



paulaunc Congratulations on another World Record! Wow! I'm glad you have photos to look back on.



adventurequeenmother Congratulations! Love the film footage on this and another World Record isn't bad either!!
X

1 w. 3 vind-ik-leuks Reageren Vertaling weergeven

— Antwoorden verbergen



adventureman [@adventurequeenmother](#) it's insane isn't it?! Glad you enjoyed it, hope to see you soon 🥰



the_running_girls 🥰🥰🥰 wow!!

1 w. 4 vind-ik-leuks Reageren



nicholas_petre How much damage to our planet for your ego?

5 d. 4 vind-ik-leuks Reageren Vertaling weergeven

— Antwoorden weergeven (1)



thockt67 @nicholas_petre it's not like those planes weren't already going there adding an extra person doesn't do anything

2 d. 1 vind-ik-leuk Reageren Vertaling weergeven



nicholas_petre @thockt67 well if everyone takes that approach then yeah, nothing will change.

2 d. Reageren Vertaling weergeven



thockt67 @nicholas_petre well if he already booked a ticket on a plane that was going to that same destination regardless if he booked a ticket or not. Then the damage he did to our planet was 0...



agram__89 ?? Who would want to see them in such a short time? And who doesn't have at least a week to see them more leisurely? What is the value of this record ?!



barnacleswims What's the carbon footprint?

6 d. 5 vind-ik-leuks Reageren Vertaling weergeven

— Antwoorden verbergen



bex_band @barnacleswims Also my first thought! I think @travelporofficial need to check their greenwashing facts - they say 'removing carbon' but of course we all know the damage of flying can't be undone.

6 d. 3 vind-ik-leuks Reageren Vertaling weergeven



adventureman @barnacleswims it's 2,500kg in total. Travelport are working with @climeworks to remove the footprint. Hope this helps 😊



guillaumevrom This challenge is so disappointing.. why on earth would you do such thing? What are the values you promote?



thockt67 Why would you not wana see the world and go explore?



How to have effective climate conversations

Nina Horstra

Climate coach and UX Research Manager at Booking.com

May 2023



About me





MSc Industrial Design Engineering

Booking.com

UX Research Manager
Sustainability and Accessibility



KlimaatGesprekken
(Part of Carbon Conversations)

Climate coach

KlimaatGesprekken / Carbon Conversations

- Started as Carbon Conversations in UK in 2006, 2016 in NL
- Help make climate friendly choices more concrete
- Insights from psychology on how to change and how to communicate
- Principles: Hope, humor & actionability
- 400 Climate coaches active in NL
- Also in Belgium, Australia, Canada, Switzerland, France, Finland and Spain, Germany and Finland
- #17 of Dutch Sustainable Top 100 2022 (citizen initiatives)

The workshops

6 workshops to empower people to:

- Make more climate friendly decisions to reduce their **footprint**
- Increase **handprint**: Increasing your impact on others.
Help to have effective conversations with others

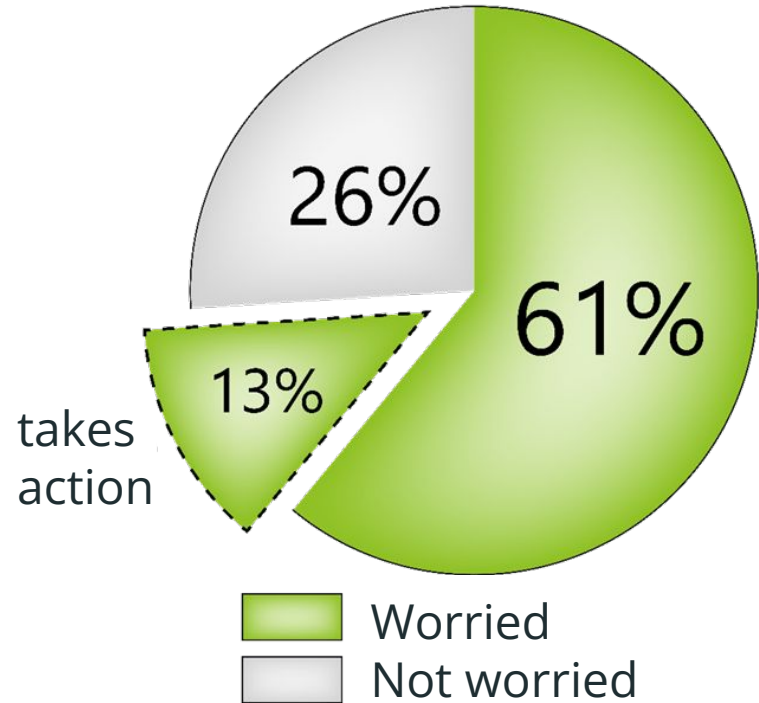
Workshop themes:

- 1. You and climate change, 2. Housing & Energy, 3. Food, 4. Travel, 5. Consumption, 6. Conversations about climate change



How do you feel?

- 74% of Dutch people are very concerned about climate change. (76% UK)
- People want to change, but don't translate intentions into action.
- Climate psychology helps to build the bridge from knowing to action.



Source: [CBS](#)

Climate change can be overwhelming

- With complex issues people prefer to imitate the ostrich.
- The climate discussion is polarised: before you know it, you are seen as climate activist.
- At times you feel alone and don't dare to talk with others about it.
- It can conflict with identity and values.



[Photo credit Dawn Hudson](#)



Climate dilemma's

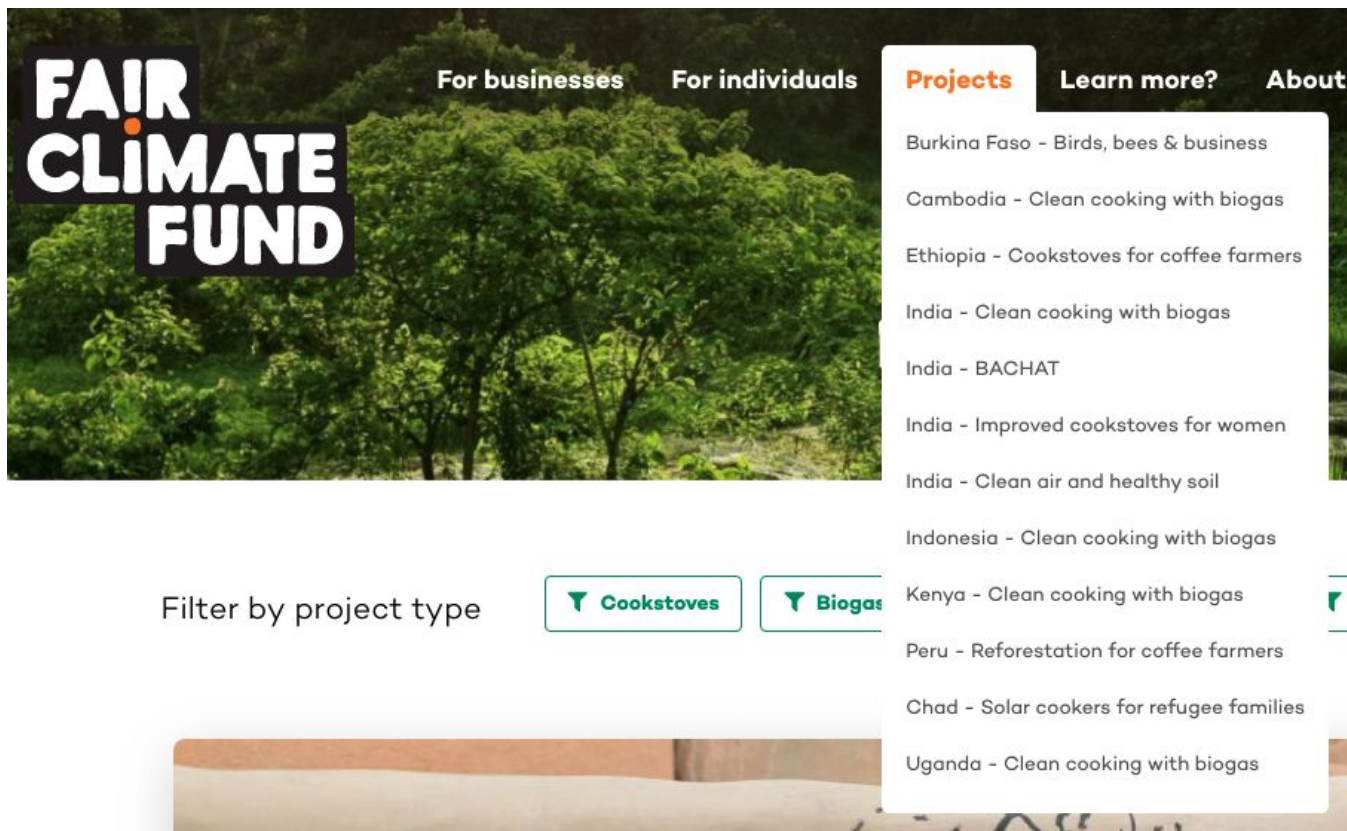
What is your climate guilty pleasure?



My guilty pleasure - skiing



My guilty pleasure - skiing




The screenshot shows the Fair Climate Fund website. The main header features the logo "FAIR CLIMATE FUND" on the left and navigation links "For businesses", "For individuals", "Projects", "Learn more?", and "About" on the right. The "Projects" menu is open, displaying a list of projects. Below the navigation, there is a "Filter by project type" section with two buttons: "Cookstoves" and "Biogas". The "Cookstoves" button is selected. The project list includes:

- Burkina Faso - Birds, bees & business
- Cambodia - Clean cooking with biogas
- Ethiopia - Cookstoves for coffee farmers
- India - Clean cooking with biogas
- India - BACHAT
- India - Improved cookstoves for women
- India - Clean air and healthy soil
- Indonesia - Clean cooking with biogas
- Kenya - Clean cooking with biogas
- Peru - Reforestation for coffee farmers
- Chad - Solar cookers for refugee families
- Uganda - Clean cooking with biogas

Quiz: An average Dutch person emits most CO2 with:

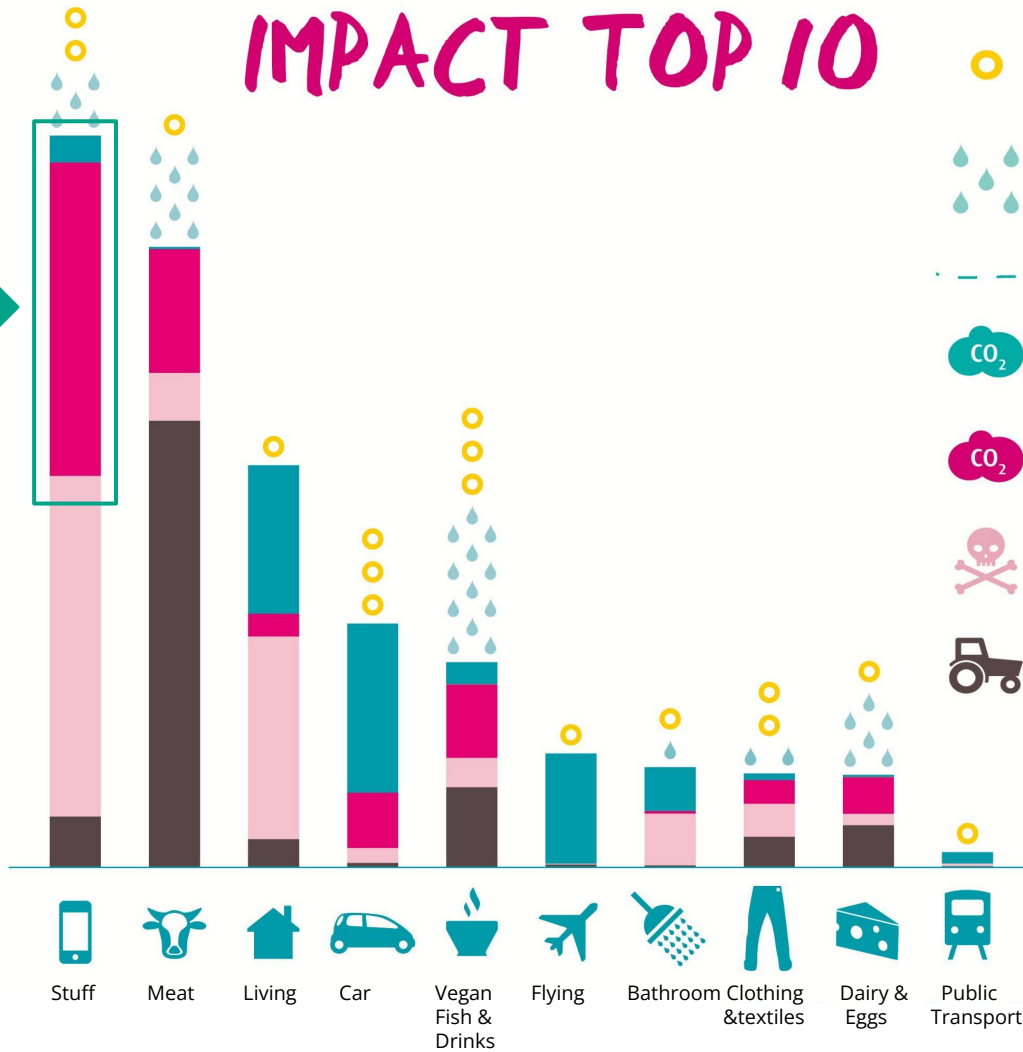
1. Meat consumption
2. Flying
3. Consuming
4. Driving a car



Or probably similar for
an average Belgian/
Danish person

IMPACT TOP 10

Mining, industry, data and electronics (25%)



Plastic pollution

Water usage

Greenhouse emissions **during** use

Hidden greenhouse gas emissions

Various types of pollution

Land use and deforestation

©Babette Porcelijn 2018

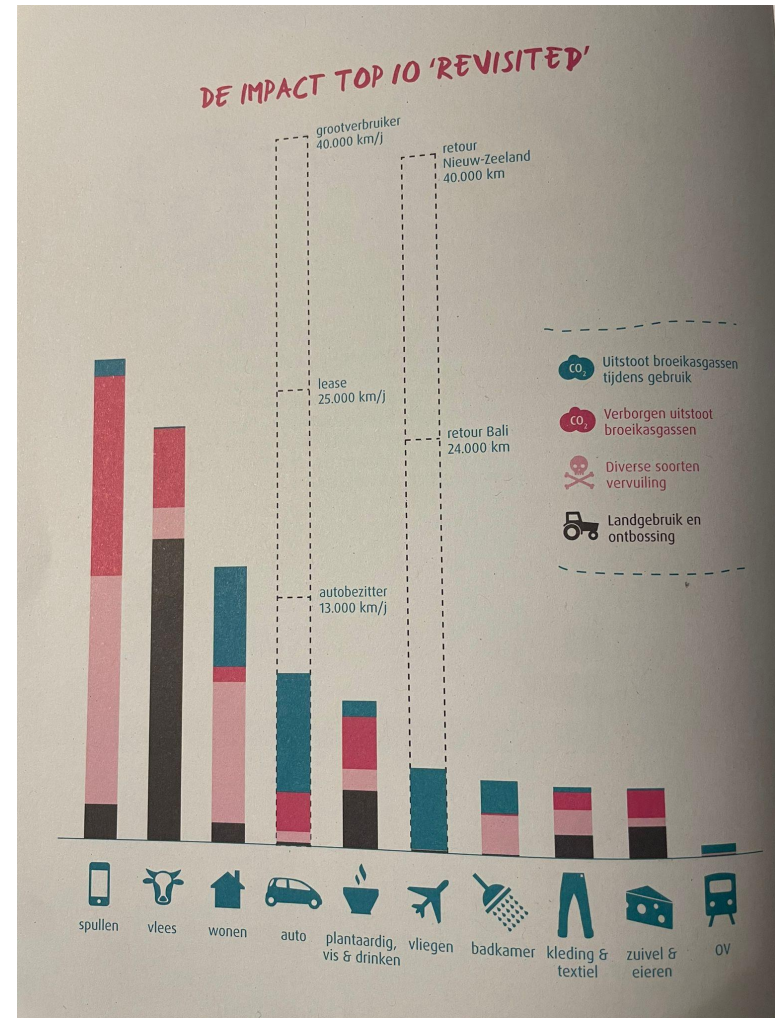
Everybody is different

With some changes you can make a much bigger impact than with others.

For flying: the impact is about linear with the distance.

Do you know your own footprint?

- www.footprintcalculator.org (English)
- www.mijnverborgenimpact.nl (Dutch)



Change

A close-up photograph of a person's hand reaching towards a body of water. The hand is positioned just above the surface, with fingers slightly spread. The water is a vibrant blue-green color, and the hand's reflection is visible in the water below. The background is a bright, sunlit sky, creating a shimmering effect on the water's surface.

You must **want** to be different before you can change yourself.

Hear the facts - Know it
Feel it
Want it
Do it

**Doing nothing is
not an option.**



So, I commented on his post!



adventureman  · Volgen

Originele audio



So I teamed up with [@travelporofficial](#) + for the ultimate travel challenge...

Can I visit the 7 Modern Wonders of the World in just 7 days?

The clock is ticking...

Have a watch and let me know what you think below 📌

[#7Wonders](#) [#Sponsored](#) [#WorldRecord](#)

1 w. Vertaling weergeven



ninahorstra1 Hi [@adventureman](#),

While I love travelling, the mix of emotions that your trip has triggered in me is almost worth an entry in the Guinness book itself.. 🤔🍷🌱🙏🥰

What did you like most about your trip? Anything you would change next time?

[@travelpor](#), [@climeworks](#) - I'm curious to see how you calculated the total of 2500 kg of CO2. The SustainableTravel.org website tells me that the Rome - Rio flight is already 2.56 tons one way.

10 m. Reageren Vertaling weergeven



1.092 vind-ik-leuks

MEI 16

My answer



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Effective climate conversations

**The #1 most important
thing to do in climate conversations**





Listen



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Speak from your heart



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Roll with resistance

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Listen and ask questions

Don't expect instant change

Roll with resistance

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Speak from your heart

Choose the right timing

Nourish your creativity

Listen and ask questions

Don't expect instant change

Roll with resistance

TALKING ABOUT CLIMATE CHANGE

Summary: 7 tips for an effective climate conversation

- **Listen:** Empathise, accept, offer support, don't judge.
- **Speak from the heart:** Express what you feel, notice your own responses, reflect.
- **Understand ambivalence:** Accept that we all have mixed feelings and struggle with our inner conflicts.
- **Choose the right timing**
- **Roll with the resistance:** Focus on feelings and find a new angle if you hit a brick wall.
- **Don't expect instant change:** Work through the complex feelings so that change becomes permanent.
- **Nourish your creativity:** Take care of yourself and seek support.

If there's one thing
you take away:

Doing nothing is not an option

Social scientists have found that when one person makes a sustainability-oriented decision, other people do too ([source](#))



What's your first next step?

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Thank you!

