

Climate change discourse myths that strongly influence personal behaviour:

1. Achievement of the huge changes necessary is *impossible*
2. What you and I can do to help is so small that it's *pointless*

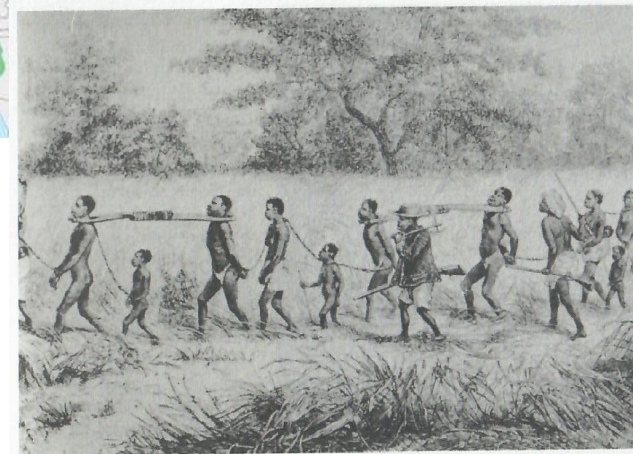
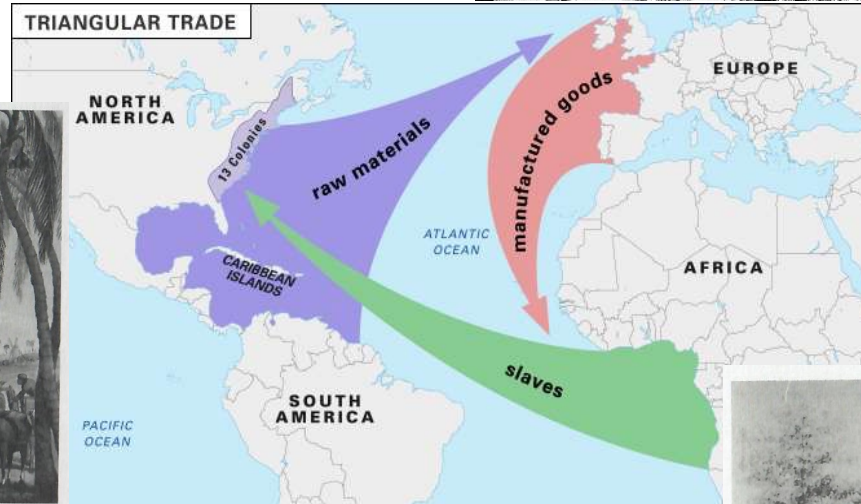


# Myth #1: Is it really impossible? Examples of *POSITIVE* societal change driven by our capacity for deep mindset shifts in the values by which we live:

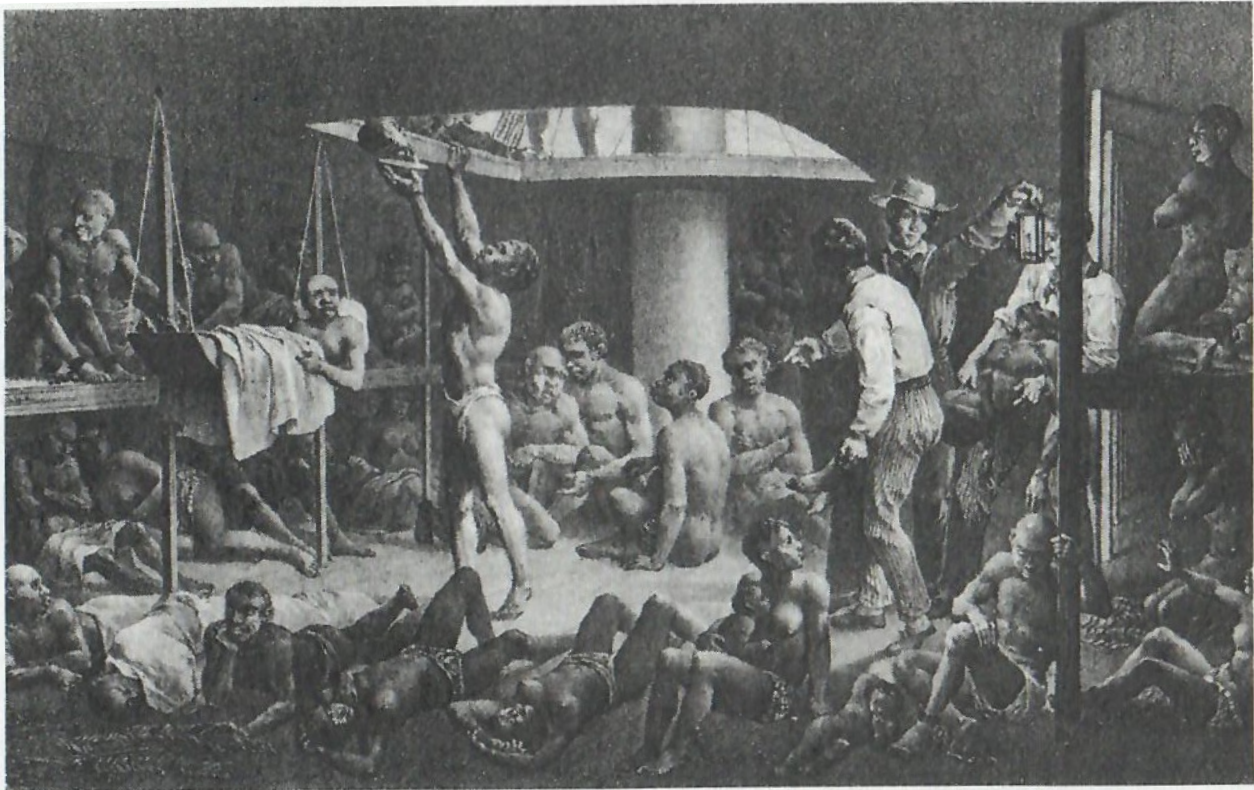
- **Women's rights** (suffragettes - getting the vote in early 1900s; improving protection from sexual violence)
- **Welfare state**; Universal Declaration of Human Rights
- **Civil rights** movements (e.g. Afro-americans in the 1960s; anti-apartheid in South Africa)
- **Indigenization - Equity, Diversity, Inclusion, Accessibility, and Anti-racism**; Black Lives Matter
- **Destigmatization of mental illness**
- **COVID response**: vaccination development and mobilization, and minimum income supports
  
- **Restorative Justice** (acknowledging and making reparations for past behaviours)
  - Indigenous peoples and colonization
  - U.K.'s current national wealth having at least partly originated from the use of slavery

**N.B. Awareness and acknowledgement growing for each, but still a long way to go to fully achieve any of the above**

# The slave trade and its sugar production was enormously beneficial to British society, and controlled by a few very powerful men



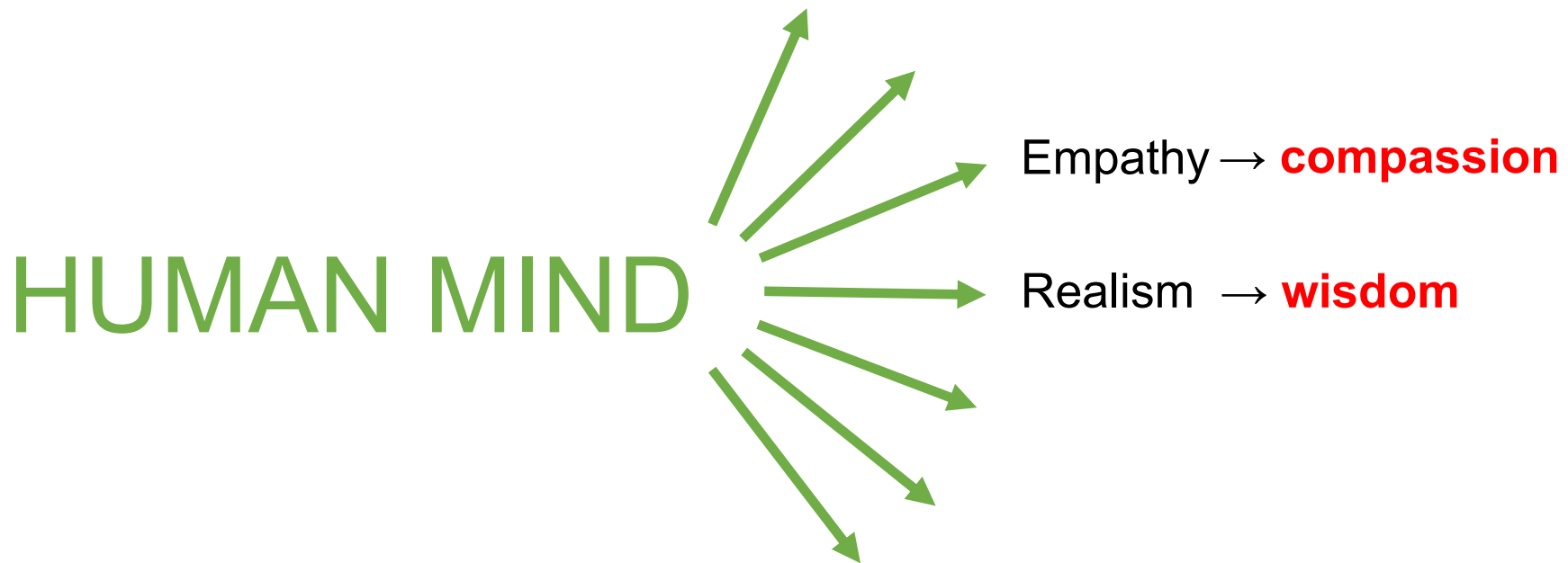
# Slave trade abolition: The first major citizens' movement (1787-1838) focussed on raising awareness of 'connections' to promote *empathy*



- Petitions
- Logos/lapel pins/stickers
- Boycotts
- Local activist groups
- Flyers/Newsletters
- Posters
- Letter-writing campaigns
- Report cards on voting history of local M.P.s
- First-hand testimony from witnesses



Myth #2: If our individual actions to counter climate change are just casting a 'drop in the ocean', are they *pointless?*



The mind's capacity for intuition is a sacred gift, and its capacity for rationality a faithful servant. We have created a world that honours the servant, but has forgotten the gift. (*after Einstein*)

What do we need to do to learn to live more sustainably? We need to hear within us the sound of the Earth crying. (*after Thich Nhat Hanh*)

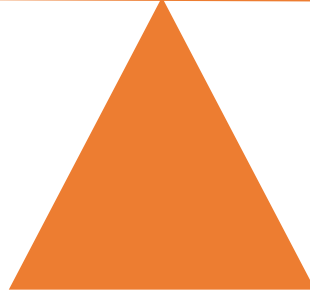
Coping resilience



Extreme  
despair

**Realism**

Extreme  
hope



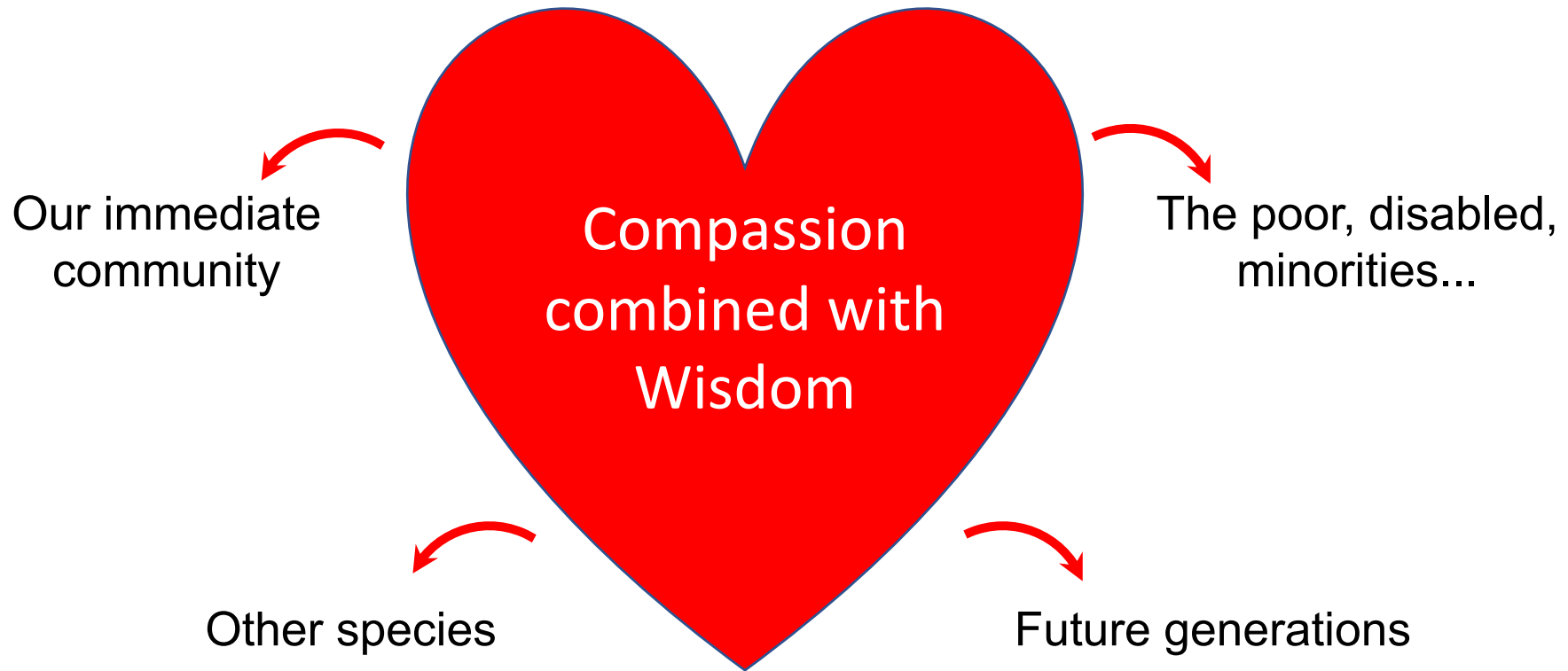
Despair.....Hope

Hope as an obstacle (Thich Nhat Hanh)

Active Hope: Doing 'the right thing' here and now (Joanna Macey)



Being fully human: Doing 'the right thing',  
regardless of the likelihood of achieving the desired  
outcome.....



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