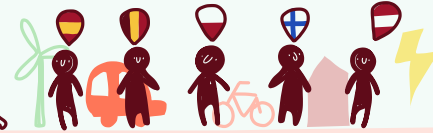


ASSESSING JUSTICE IN LOW-CARBON PERSPECTIVES TRANSITIONS THROUGH DELIBERATION AND STAKEHOLDER-BASED IMPACT SCORING: INSIGHTS FROM FIVE EUROPEAN CASE STUDIES

5 DIFFERENT CASE STUDIES around **CONTROVERSIAL TRANSITION POLICIES** in **ENERGY** and **MOBILITY**

SURVEYS
PANELS
INTERVIEWS
3 Years - 135 citizens



TANDEM PROJECT
approach

CITIZENS' INSIGHTS + SCIENTIFIC APPROACHES
* ARTS-BASED METHODS
DELIBERATIVE DEMOCRACY

BUSINESS-AS-USUAL SCENARIOS = HIGHEST NEGATIVE IMPACTS

STRICT POLICIES → POSITIVE ENVIRONMENTAL IMPACTS
BUT varied NEGATIVE RESULTS on VULNERABLE GROUPS

KEY TRADE-OFF
speed > social impact

clear TIME-LINES for the transition
VARIOUS MEASURES

learnings on transdisciplinary and just policies

CLOSE COLLABORATION between researchers, authorities, decision makers & citizens = SUCCESSFUL & INFORMED DELIBERATION

Many WORKING HOURS for RECRUITMENT

REMUNERATION for participation

the CHALLENGES are INTERSECTIONAL (Not sector based)
possible lack of awareness of the impacts across society

What WE NEED:
EDUCATION
AWARENESS
TRAINING
SUPPORT
HOLISTIC POLICY DESIGN

ENGAGING SOCIETY IN JUST TRANSITION: FROM CITIZEN ASSEMBLIES TO CLIMATE MARKETING



FACING THE PLANETARY CLIMATE BOUNDARY: POTENTIALS AND LIMITS OF CITIZENS' ASSEMBLIES IN CLIMATE GOVERNANCE

Exceeding climate boundaries GENERATE RISKS physical-social-economic & POLITICAL
including TRUST CRISIS in DEMOCRATIC INSTITUTIONS

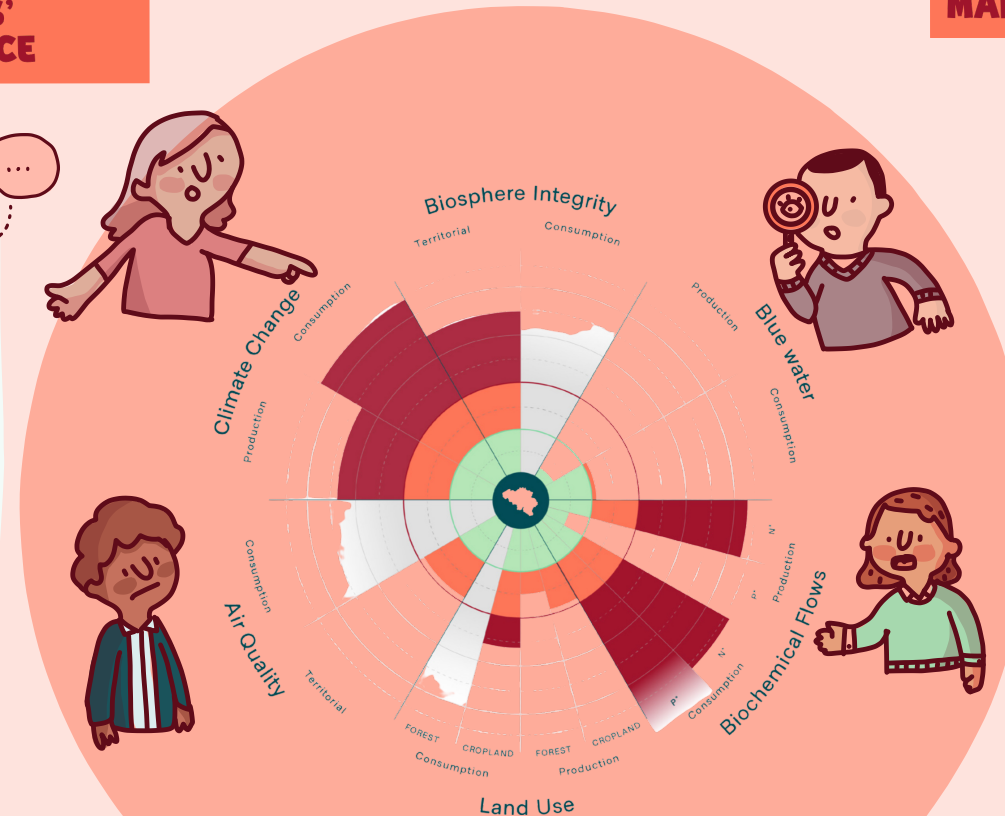
Struggle to respond effectively to global threats

example: CITIZENS' CLIMATE PANEL of WALLONIA (2021)
Plan Air Climat Énergie
OUTPUTS? (recommendations)
OUTCOMES? (real impact on governance)

CONCLUSIONS

- NON PARTICIPATION
- Strong FRAMING EFFECTS on the proposals
- LIMITED IMPACT

CLARIFYING the OBJECTIVES of CLIMATE ASSEMBLIES is a key lever



MARKETING AS A DRIVER OF SUSTAINABLE CHANGE

MARKETING = perceived as a TOOL for ECONOMIC GROWTH and OVERCONSUMPTION

ROLE in SUSTAINABILITY?

Can marketing serve the Ecological & social transition?

GENUINE IMPACT or GREENWASHING?



HOW MARKETING can HELP REDEFINE our RELATIONSHIP with the ENVIRONMENT

and FOSTER NEW CONSUMPTION BEHAVIORS



Studies on CONSUMER BEHAVIOR & RESPONSIBLE CONSUMPTION



research on ACCESS-BASED SERVICES & REBOUND EFFECTS

Role of LABELING & CERTIFICATION in food sector



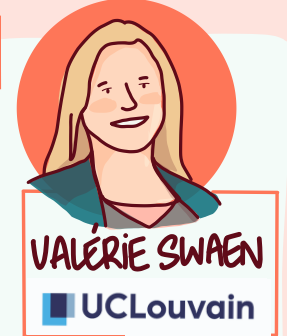
SUSTAINABLE MARKETING → 5 PILLARS

REDUCE over production over consumption

ENCOURAGE sustainable consumption and lifestyle

DESIGN & PROMOTE responsibly - rebound effect!
COMMUNICATE - specific communication - policy implications

REDUCE the negative impact



PLANETARY LIMITS AND COMPLEX RISKS : DEVELOPING INTERDISCIPLINARY PERSPECTIVES

PANEL 2

DECEMBER 2ND OF 2025
BRUSSELS

cerac

ULB

