

Why do we need now the IPBC*?



* [International Panel on Behavior Change](#)

Is there a pilot on the plane?

The Human Factor (HF), in the broad sense, is at the heart of all changes... or no changes in our societies.

But by what mechanisms? What about more specifically, in areas as diverse as information, social networks, advertising, education or training, management and governance, mobility, consumption, food, indicators and incentives, regulations or taxations, etc.?

For which impact on our consumption patterns, critical thinking, sense of coherence and responsibility, sociality, serenity vs stressability, satisfaction vs frustration or addictive tendencies...?

And, of course, reciprocally, systemically...

As with other sciences, sharing early, from school and university to training, some fundamental knowledge about our brain and behaviors will allow us to do better:

- *Individually: perceive, understand and manage our own operating mode more “intuitively” (like a mother tongue)... such as for example, the key role of attitudes (acceptance vs refusal, nuance vs simplification, etc.) in the relevant mobilization of skills, emotions (and neural substrates), etc.*
- *Collectively: prepare our society today to meet the immense challenges of a development that cannot be sustainable without being also desirable and equitable...*

As citizens-consumers-voters, actors or decision-makers, what would we gain from having now :

- ***An exhaustive, up-to-date, integrated knowledge and database, available to all, as well as***
- ***Compact summaries, accessible and robust, generalist or targeted (depending on the public and sectors), practical and immediately useful tools?***

Tired of the “the road to hell is paved with good intentions ? We need to produce, real means, to carry real strategies and make real investments reliable... because the HF is “just essential » to make all our ambitions succeed!

Make no mistake, we will not produce quickly (within 10 years) nor, above all, by chance, the conditions conducive to emergence of a structurally / intrinsically satiated / satisfied world, therefore frugal, desirable and fair, peaceful... and sustainable!

But we think that an insoluble problem is first and foremost a badly (or not) well defined problem. And isn't a crucial / cardinal unmanaged problem just catastrophic (repeated crises ... before collapse)?

The IPBC, a new catalyst for sustainable transitions!

Like the IPCC, the IPBC is an international scientific institution of behavioral sciences (fundamental and applied) aimed at :

- Better understanding, anticipating and managing the **Human Factor (HF)**..,
- Both at the **individual or collective level as well as at organizational and systemic levels**..,
- To make it **more of an asset than a risk** (exponential because it grows with the size, time and complexity of our company ...).

The IPBC will periodically publish General and thematic Reports that will offer:

- **Total transdisciplinarity**, the only one capable of bringing out **integrated modeling**, robust **indicators** and **trajectories**, essential tools to anticipate, orient, optimize and secure strategies and investments empower change (public and / or private), due to of the very great complexity of the facts and issues...
- For the **sake of utility and social responsibility** (behavior scientists who are members of the IPBC, all disciplines combined, express their common desire to actively engage in this process that they consider urgent. This is all the more remarkable as these disciplines communicated with each other very little in the past ...;
- In order to **enlighten and empower in a neutral, scientific based factual, intelligible and applicable manner, decision-makers and all other actors and citizens**.

These Reports will be:

- **Thematic** (annual or biennial): the **First Thematic Report (TR1), on behaviors linked to the Covid19 crisis, will be published shortly** (before the end of 2020);
- **General** (every 4 years): the **First Global Report (GR1)**, scheduled for 2022, will study the drivers of behavioral change and non-change from a long-term perspective in selected sectors;
- The objective will be both to shed light on what **science knows, what it does not know and what deserves to be studied as a priority**.

The IPBC initiative is French (2018) before becoming very quickly global (in a year and a half, more than 1000 scientists or experts have signed the Manifesto for IPBC, from nearly 35 disciplines around behavior - 70 in total - and 76 countries on 5 continents).

In the troubled and uncertain framework that we know, which may only be a "prelude", the IPBC can play an essential role in the facilitating the transition process **in several fields** (climatic, health and environmental... but also digital, professional, marketing, social, societal, etc.).

If the HF is at the heart of all risks, it will also necessarily be solutions.

So much the better, this will finally give us good "serious" reasons to take care of ourselves 😊

The IPBC brings together three groups:

- The WG1 (scientists, producers of reports and other documents or publications), which met on UNEP premises in Paris in October 2019 and February 2020
- The WG2 (economic actors), which also met on UNEP premises in Paris on March 6 and 27, 2020 and then three times in June at a distance.
- The WG3 (other stakeholders and institutions) will be created in early 2021.

If the hummingbird strategy is not enough for you, join the IPCC Alliance!

Faced with the acceleration and acuteness of the crises, which pokes at our conscience, between wait-and-see and feelings of reactive urgency as well as helplessness, **individual action - be it that of a State or a large company - no longer seems to be enough to respond and anticipate.**

So, like Prince William and his [EarthShotPrize](#) (to which we hope to be a candidates, support our nomination) let's join forces!

The **Alliance for the IPBC** aims to **co-construct the societal and economic ecosystem, its independence, its sustainability ...**

More specifically, the Alliance for the IPBC seeks to ensure:

- Peace of mind and **continuity of work** (planned budgets, access to databases, organizational and territorial experimentation grounds, etc.)
- The **independence of scientists and experts** relative to all pressure groups (public or private)
- Through **diversified and global funding** (public and private)
- For the sake of **total transparency**, under the **supervision of ad hoc auditors / observers and in partnership with international reference institutions.**

The Alliance is open to all stakeholders who share:

- The **same awareness of the urgent need** to have such an institution
- The **same will to act** and to contribute, in a concrete way, to its rapid "launching" ...
- ... in **project mode**: what roadmap, what resources to mobilize, what roles and contributions of each, what mobilization of professional networks, etc. ?

Mode of operation and "status" of the Alliance:

- Alliance meetings participation is free (information or working groups, plenary sessions, etc.).
- You become a "**Member of the Alliance**" by signing a "[Manifesto](#)" and a "**Convention**" governing financial **contributions** (patronage / tax-exempt donations, sponsorship, etc.) and / or "in kind" (skill-based sponsorship, provision of data, resources or organizations, etc.)
- The Alliance is a "(non-commercial) brand", a "signature" carried by the IPBC. It offers an open, readable and visible framework for a **collective of actors and citizens mobilized by a crucial project (better understanding and mastering of our drivers of change and fulfillment, key factors of a peaceful and sustainable society) around an objective of synergies to achieve it.**

Objective 2021: finance the 1st Global Report (RG1). Target budget: 1 Million Euros.

- **Target publication date:** during 2022
- **Tax-exempt donations** (in particular via the IME Fund and TransGivingEurope ... or any other Foundations / Funds in the world)
- **Companies** of all sizes, from all sectors
- **Private Patronage...**
- **Citizen mobilization** / fundraising campaigns via the Internet, via **“non-profit” partners** (NGOs, associations, etc.)
- Partnership of **institutions & local authorities** - cities, partner regions

A few dozen committed actors would be enough to launch the program... and change our future!

Target (estimated) budget "over time": ≈ 5 Million Euros / year, selon (?)**

** Variable according to Reports being produced.

FOCUS on IPBC News

1/ [Our first Newsletter is downloadable on our website](#)

2 / In short:

- **WG1:** we are finishing **our First (mini) Thematic Report (RT1):** a simple “taste” of approximately 80-100 pages, where the views of ten specialists representing as many disciplines... meet on “the behavioral drivers of change and non changes relative to COVID 19 measures and the lessons to be learned for the ecological transition”.
We are talking to two potential international publication partners (“The Conversation” and “Brain & Psycho”).
- **WG2:** we have just sent our **first CR of Working Group 2 meetings to around fifty participants / contributors during the 5 meetings in March and June** (mainly from large and medium-sized French companies): it includes two types of analyzes: **qualitative semantics** of content (Stéphane La Branche, Scientific Coordinator of WG1) and **quantitative lexical** (Stéphanie de Chalvron, member of WG1) of verbatims recorded during meetings. This first level of scientific analysis was also passed on to around fifty WG1 scientists. It will then help build a questionnaire administered to companies to clarify / prioritize the preparatory work of the teams responsible for drafting the First Global Report (RG1), the first “big block” that we hope to publish in 2022 (depending on the level of funding obtained).

- **WG3:** we are starting preparations for launching Working Group 3 (institutions and other stakeholders such as NGOs, Foundations, professional organizations, actors in health, education, culture, etc.).

Among the first partners of the IPBC:

- [Esprit de Service France \(ESF\)](#)
- [Interprofessional Federation of Atmospheric Environment Trades \(FIMEA\)](#)...

... and in close exchanges:

- [UNEP \(Paris, Nairobi\)](#)
- Transitions Factory ([Fabrique des Transitions](#))
- French Business Movement ([MEDEF](#))

3 / The IPBC candidate for EarthShotPrize (ESP)

(<https://www.ipbc.science/news/ipbc-candidate-to-earthshotprize/>):

- € 1 million per award-winning project ... and you will notice that this is precisely the (estimated) cost of our First Report!
- The impact in terms of notoriety of a possible appointment to the ESP would certainly put the IPBC in orbit!

CONTACT ONE OR MORE ESP NOMINATORS FOR THE IPBC ...! For our part, we are in the process of mobilizing all our internal "troops" (network of active members and signatories) to inform and raise awareness of all that can be done with the actors of the ESP Alliance. Redundancy can certainly not hurt in this area!

4 / WG2: "What if we speed up time (a little)...?":

- At the suggestion of some participants in the WG2 ("How can we outline what the IPBC could concretely bring to our businesses?"),
- And at the initiative of specialized actors and co-facilitators of Working Group 2 (Imagin'Able, SBT, Audencia...), we plan to design a few test **modules of a global (transdisciplinary) HF approach**. A concrete and immersive way of "touching" on what the IPBC can instill / enable... and an animation **whose profits would (of course) be fully paid for the benefit of the work of the IPBC.**

To learn more about us:

<https://www.ipbc.science/>

<https://www.ipbc.science/news/>

<https://www.fonds-ime.org/actualites/actualites-du-fime-2-2-3/>

Contact us:

IPBC Chairman, Jacques Fradin

jacques.fradin@ipbc.science

IPBC Scientific Coordinator, Stéphane La Branche

stephane.labranche@ipbc.science