



Raise Your Voice, Not the Sea Level

Motivations of Dutch Young Adults to Participate in Climate Activism

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Master Thesis: Society, Sustainability & Planning

Study Year: 2021/2022

Rijksuniversiteit Groningen (RUG),

Faculty of Spatial Sciences

Colophon

Title: Raise Your Voice, Not the Sea Level
Subtitle: Motivations of Dutch Young Adults to Participate in Climate Activism

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Word Count: 21,962

Date Final Version: January 17th 2022

Picture frontpage: Retrieved from Unsplash made by Callum Shaw, free to publish
URL: <https://unsplash.com/photos/7SE389kUVGw>

*“We can’t solve a crisis without treating it as a crisis. We need to keep fossil fuels in the ground, and we need to focus on equity. And if solutions within the system are so impossible to find, maybe **we should change the system itself.**”*

Greta Thunberg (2018) from her speech at COP24 in Katowice

Preface

This master thesis is the last step towards my master's degree in Society, Sustainability and Planning at the University of Groningen. For a couple of years, climate change has been a topic that interests me. Furthermore, it is also a topic that makes me worry regularly. In my day-to-day activities, I try to make sustainable choices concerning dietary choices, which products I buy and how I travel. However, I also often feel a bit hopeless, since I feel like my choices on themselves do not make a large impact. But what else can I do? On the previous page, there is a quote from Greta Thunberg, of which I am a big fan. In my opinion, she takes action into her own hands and we can learn a lot from her. She talks about *changing the system* in the quote, which is also a central topic in my thesis. My thesis is about young adults that take part in climate activism and discovering what motivates them to do so. I was curious to know what drives them and hoped this might give insights on how to attract more young adults to the issue. These climate activism groups focus on transformative climate adaptation, which in essence is changing the system and making decisions for the long term. Transformative adaptation is about sustainability and broadens the topic to equality and justice.

This research and the experiences along with it has taught me a lot. I especially enjoyed talking to climate activists and learning from them. However, since the COVID-19 pandemic was still relevant I also experienced some obstacles. Having online lectures and not getting to know many fellow students was a shame. Furthermore, always having to study at home was not easy. Therefore, I am extra thankful for my friends and family and their support during the time of writing this thesis. Especially during times of stress. Furthermore, I want to thank all the participants for their time and honesty. Without their input, this research would not have been possible. Last but not least, I want to thank my supervisor Ina Horlings for her enthusiasm, support, ideas, feedback and hard work. She helped me stay on track and often sent me interesting articles which were very helpful.

Have fun reading my thesis!

Luna van der Weij

Groningen, January 2022

Abstract

This research aims to identify the motivations of Dutch young adults (ages 18 until 29) to join climate activism groups that are active in the context of transformative climate adaptation. This was done through a mixed-method approach using semi-structured interviews, a newspaper analysis and an academic literature review. The results show that there are relevant intrinsic and extrinsic motivations. The most important intrinsic motivations are knowledge of climate change, values and emotions. Furthermore, the key extrinsic motivations are the frame of reference and social norms. Another crucial aspect of joining a climate activism group is having shared values and beliefs with that specific group. Although it became clear that a perfect match is not mandatory, participants often had some doubts or concerns about specific tactics or strategies of the group they were engaged with. The thesis contains some recommendations, focusing on education, communication and framing climate change by emphasizing certain values. Furthermore, creating a larger variety of climate activism groups with different strategies and tactics can attract more young adults to participate in climate activism. However, though this generation will face the impacts of climate change, it has to be kept in mind that the burden of the climate crisis should not solely be put on this generation. Therefore, a focus on positivity and potential for change is important. For future research, it is suggested that the motivations of young adults that do not participate in climate activism are further investigated. This will provide insights into the specific differences between active and non-active young adults.

Keywords: *climate activism, motivation, young adults, transformative climate adaptation, social movement, values, beliefs*

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List of Abbreviations

XR - Extinction Rebellion
YfCA - Youth for Climate Adaptation

Chapter 1: Introduction

This chapter provides a background on the research topic. Furthermore, the academic and societal relevance of the research is discussed. Moreover, the central research question and its sub-questions are introduced. The chapter ends with an explanation of the structure of the thesis.

1.1 Background

Despite the warnings of climate scientists over the last decades, climate change and global warming are still on the rise. The effects of climate change are already noticeable, and it is clear that human influence has warmed the atmosphere, ocean, and land (IPCC, 2021). Widespread and rapid changes in the atmosphere, ocean, cryosphere, and biosphere are occurring. The Intergovernmental Panel on Climate Change (IPCC) has been warning about ‘tipping points’ for two decades (Lenton et al., 2019). Tipping points are thresholds at which a relatively small change in conditions leads to a strong and irreversible change in the state of a system (Reyer et al., 2015). Furthermore, there is a growing concern amongst scientists that these tipping points are being triggered (Engström & Gars 2016; Lenton et al., 2019; Reyer et al., 2015). Examples are the melting of the permafrost or a breakdown in the Gulf Stream System. The effects have catastrophic potential and have consequences such as displacement of people, mass migration, food and water shortages and unliveable living conditions for humans in specific areas (McLemen, 2018; Krishnamurthy et al., 2020). The event of one tipping point crossing its threshold can also cause other tipping points to occur. For example, the methane that is captured within the permafrost will escape when it melts, this will increase the level of greenhouse gasses in the air and therefore speeding up climate change even more (Engström & Gars, 2016).

This research will focus on the Netherlands. Temperature measurements of 2016 compared to 1960 indicate the rise of global temperatures on average by 1 degree Celsius (CBS, 2017). However, in the Netherlands specifically, there is a rise of 1,7 degrees Celsius (CBS, 2017). Furthermore, the Netherlands is surrounded by sea, and large parts of the country are situated below sea level. Therefore, the country is very vulnerable to climate change and the expected additional sea-level rise. According to the CBS (2021), the Dutch Central Bureau of Statistics, 94% of the Dutch 18+ population believes that the climate is changing. Moreover, 60% believes that this change is (mostly) due to humans. Therefore, more and more people are trying to contribute to tackling climate change by eating less meat or taking the bike instead of the car (CBS, 2021). However, climate change is not the number one topic on the Dutch political agenda, and for some political parties, it is not on their agenda, to begin with. On the one hand, there are political parties for which climate is their top priority, like the Animal Party (*Partij voor de dieren*). And on the other hand, there are political parties who believe that climate change is a hoax and fake news, like the Forum for Democracy (*Forum voor Democratie*). Within a country divided by different opinions, represented by a fragmented political regime of many parties, not all citizens are satisfied with climate governance. As a response to climatic inaction, there have recently been a lot of protests. In 2019 and 2021, the ‘*klimaatmars*’ in Amsterdam attracted 40,000 people, vocalizing the need to take climate action and tackle climate change (NU.nl, 2021). But also on a smaller scale in many cities across the Netherlands, people are actively protesting.

Although people are more conscious about their ecological footprint, there is only so much an individual can do. Especially, within a system that is unsustainable, and which focuses on economic growth. Recently, critics have opposed neoclassical economic theory, criticizing economic growth and GDP. Arguing that a focus on economic growth values individual freedom and responsibility before equality and collective responsibility (Agboola, 2015). Critics also question both the desirability and the feasibility of exponential growth on a planet with limited resources (Georgescu-Roegen, 1975; Jakob et al., 2020). Recently, economists and other scientists developed theories that take these planetary boundaries into account. For instance, Kate Raworth introduced the doughnut economy, focusing on sustainable development and combining both planetary and social boundaries (Raworth, 2017). She broadens the scope of climate change to social justice and equality. In planning as well, there are the so-called ‘post-growth’ and ‘degrowth’ movements, where the focus on growth is being questioned, and it is being advocated that not all growth is good (Barry, 2020; Lamker & Schulze, 2021). For these movements to become reality on a large scale, some major changes are needed. For instance, the use of fossil fuels will have to switch to renewable energy and the CO₂ emissions of large polluters will have to be priced. These changes, however, will not happen overnight.

In the Netherlands, multiple groups are participating in collective climate activism. These initiators of change contribute to climate adaptation initiated outside the government. In 2001 the IPCC defined climate adaptation as: ‘*adjustment in natural or human systems in response to actual or expected climatic stimuli or their effects, which moderates harm or exploit beneficial opportunities*’ (IPCC, 2001, p. 365). This research deals with young adults that are active in climate activism groups that focus on transformative adaptation in the Netherlands. Transformative adaptation is different from ‘regular’ climate adaptation as it specifically focuses on the root causes of climate risks and vulnerabilities, it shifts systems towards a long-term, sustainable, equal, and just approach (Fedele et al., 2019; Hölscher, 2020). Despite the academic attention to transformative adaptation, in Dutch governance and politics, the issue has not been given that much attention. Generally, it has been suggested that young adults have a more favourable attitude towards the environment than older generations (Pickering et al., 2020). However, young people are often reluctant to participate in climate change mitigation behaviour (de Leeuw et al., 2015). Partly, because they believe that they have relatively little control and that the important decisions are taken beyond their influence (Robitaille, 2018). Learning what motivates the young adults who are already actively taking part in the climate activism domain, can be insightful for attracting a larger share of this generation.

1.2 Academic Relevance

Ziervogel et al. (2021) state that there is a need for transformative climate adaptation. Claiming that most capacity-building support efforts through the United Nations Framework Convention on Climate Change (UNFCCC) process have been ad hoc and short-term, rather than targeting institutional change. Furthermore, existing governance regimes, both relating to the domain of climate and other, tend to be ruled by incremental decision-making, short-term policy cycles, and powerful interests favouring improvements for the short-term (Hölscher et al., 2017; Mummery & Mummery, 2019). This ultimately counteracts changes in the long term and perpetuates dangerous maladaptation. Effective climate adaptation governance will stimulate innovation, learning, synergies, and multi-level cooperation (Termeer et al., 2017).

Amongst these reasons, the severity of climate change and its increasing effects also call for transformative climate adaptation. Although climate change affects individuals of all ages, young people can expect to bear a particularly heavy burden because they will live longer and will face this challenge throughout their lifetimes (United Nations, 2010; Ojala, 2012). But there is a knowledge gap on what motivates young adults to take action into their own hands. Within this research, young adults are defined as individuals between the ages of 18 until 29. This age range is often used to determine young adults (Grant & Potenza, 2009). Furthermore, the youth wing of Extinction Rebellion, a large climate activism group, also uses this age range.

1.3 Societal Relevance

The current young generation will live with the consequences of climate change, therefore, young adults should be involved with climate adaptation. People should become aware of the severity of climate change and what they can do about it. Therefore, learning about the motivations of young people that already take action into their own hands can be helpful. By knowing what motivates them, lessons can be learned for climate governance and how to attract more young adults to become active. Moreover, this research provides information on how climate change can be communicated effectively to young adults to mobilize them into active participants in climate action. The motivations of young adults that are active in climate activism, can help frame the issue to attract other young adults. Moreover, the current young adults will have to make important decisions on the topic of climate in several years. Part of them will be leaders of the future (Ojala, 2012). Additionally, the role of spatial planning in climate adaptation is crucial (Hurlimann & March, 2021; Wilson & Piper, 2010). Planning institutions are potential drivers of adaptation to climate change. Educating young adults on climate change now will help prepare them for making decisions on spatial planning in the future. Making them familiar with climate change and its consequences now can lead to a generation of ‘agents of change’. Given this large impact that climate change will have on the lives of young adults, they should be involved in decision-making, adaptation governance and should be seen as collaborators for initiating transformative adaptation. The domain of spatial planning provides a lot of opportunities to create more sustainable living conditions. The choices made by planning and governance authorities concerning e.g. greenery, transportation, and healthy ageing are all related to the issue of climate change. Furthermore, there is a growing recognition of the impact planning has in combating climate change (Wilson & Piper, 2010). During the past years, the focus of planning has shifted towards dealing with uncertainty. Based on the recognition that the world is complex and nonlinear (De Roo, 2010). Furthermore, resulting from the shift towards communicative and collaborative planning, planners have a more open attitude towards bottom-up initiatives, where citizens and non-governmental organisations take the lead (Fabian & Samson, 2016). This change in attitude from top-down to more bottom-up provides an opportunity for climate activism and climate initiatives to make a real impact in the domain of spatial planning.

1.4 Research Aim and Questions

This study aims to provide insights into what motivates Dutch young adults to participate in climate activism groups. Therefore, the central question in this study is:

What motivates Dutch young adults to participate in climate activism groups?

To provide an answer to this main question, four secondary questions are being answered in the process, listed below. The first sub-question will cover insights from newspapers referring to the different climate activism groups. Furthermore, to discover what factors influence motivation, two sub-questions (2 and 3) are formulated, dealing with both intrinsic (from within) and extrinsic (external) motivation (Ryan & Deci, 2000). These questions will explore what aspects of the individual and what aspects of their social environment are important motivational factors for climate activism. The last sub-question will explore the importance of aligning values and beliefs of the specific climate groups the participants are part of.

1 What do we know about the different climate activism groups in the Netherlands?

2. What motivates young adults from within?

3. What external factors motivate young adults?

4. To what extent do the individual motivations align with the shared values and beliefs of the climate groups?

1.5 Thesis Outline

The following chapter provides a theoretical framework to the research, with theories and research on transformative climate adaptation, climate activism, young adults, and motivation. Thereafter, in chapter 3, the research methodology is outlined. Chapter 4 summarises the results of both the interviews and the newspaper analyses. This is further elaborated in Chapter 5 where the results are linked to the theoretical debate, conclusions are drawn and recommendations are made. Thereafter, chapter 6 will reflect on the research, stating the strengths and limitations. Lastly, Chapter 7 will provide all the references used within this thesis.

Chapter 2: Theoretical Framework

This chapter will elaborate on the concepts of transformative climate adaptation, social movements, and motivation in the context of climate activism. To link the concepts together, the chapter will conclude with a conceptual model.

2.1 Background on Climate Activism

Protesting and striking on behalf of the environment and raising awareness on climate change became a global phenomenon during 2018 and 2019 (Martiskainen et al., 2020). Highlighted by a global protest which attracted 7.6 million in September 2019. Climate activism involves civic engagement to pressure governments to take action on the issue of climate change (Fisher & Nasrin, 2021). Civic engagement can be defined as the multiple ways that citizens participate in society to influence politics, communities, and the economy. Civic engagement is higher in democratic countries, like the Netherlands, where citizens are afforded the right to voice their opinions (Verba et al. 1995; DeBardeleben & Pammett, 2009). Overall, climate activism has the goal to pressure economic and political actors to change policies and behaviour leading to the reduction of greenhouse gas emissions (Fisher & Nasrin, 2021). Targeting the people in power (e.g. politicians and regulators) to make more environmentally friendly decisions. Most climate activism groups voice their opinions through strikes, protests or boycotts. However, some activists take action through litigation. An example is Urgenda in the Netherlands, which initiated a court case against the Dutch state (Antonopoulos, 2020). This eventually led to a legally obligated carbon dioxide emissions reduction of the Netherlands by 25% from 1990 levels by 2020.

Climate activism can take place on several levels, the individual level or the organized group level. Within this research, the group level will play a central role. The IPCC recognizes the importance of civil society in dealing with the climate crisis. They define civil society as: *'the arena of un-coerced collective action around shared interests, purpose and values'* (IPCC, 2007). Groups that participate in collective action can be classified as part of a social movement under certain circumstances, elaborated below (Della Porta & Diani, 2020). Social movements that originate in civic society are central actors in fostering social change (Caniglia et al., 2015). Social movements can be defined as: *'the organized collective behaviour of a class actor struggling against his class adversary for the social control of historicity in a concrete community'* (Touraine, 1981). Historicity means: *'the overall system of meaning which sets dominant rules in a given society'* (Touraine, 1981). However, since this definition only focuses on class struggles this is not sufficient for this research. A more recent definition of social movements is provided by Della Porta & Diani (2020, p.21): *'A distinct social process, characterized by the fact that actors engage in collective action: hold conflictual orientations to identified opponents; connect through dense, informal networks; share a distinct collective identity.'* This definition builds on the work of Touraine (1981) but provides a broader perspective on social movements. Touraine (1981) argued that social movements consist of social actors which identify themselves, their social opponents, and the stakes in a conflict. He defines this process as 'identity formation'. These elements can all be found in the definition of Della Porta & Diani (2020). The element of conflictual collective action is relevant since social movements are engaged in political and/or cultural conflicts, they take a stance of opposing or promoting social change. Conflict is related to an oppositional relationship between actors who seek to control the same issue. In the case of climate activism, this oppositional relationship is often found between the climate activists and either political or governmental

power. However, conflicts can also occur within the group about the strategies and tactics as well as values and beliefs. Another distinct element provided by Della Porta & Diani (2021) is a dense informal network. They argue this is present in social movements because individual and organized authors, although keeping their independence and autonomy, engage in exchanges of resources and information in pursuit of common goals. Lastly, a collective identity contains a sense of common purpose and shared commitment to a cause. This causes activists to feel connected or linked to other actors fighting for the same cause.

The climate movement is part of the overarching environmental movement. Environmental movements can be classified as New Social Movements (Pichardo, 1997), meaning that they were established since post-industrial times, mostly in western societies. These movements are generally more focused on human rights. Although social movements often have the primary aim of getting issues on the political agenda, recently there has been a trend in environmental movements targeting both business actors and consumers (Gulliver et al., 2020). Wolf & Moser (2011) and Martiskainen et al. (2020) highlight the importance of public engagement for environmental movements to be successful. Wolf & Moser (2011) add that there needs to be a '*personal state of connection*' to the topic of climate change and sustainability. Which arises through three components: knowledge (understanding), feelings (motivations and emotions) and behaviour (actions). It is emphasized that these three components interact in complex ways.

Social movements can make an impact by framing climate change in ways that resonate with other members of civil society. This is mostly done by focussing on and communicating certain problems, blaming particular actors and by suggesting specific solutions (Caniglia et al., 2015). By portraying climate change from a certain angle, highlighting some aspects, and shadowing others, these social movements try to influence how society perceives climate change and how political authorities respond to it. These framing efforts can cause people to participate in activities like protests. Pan & Kosicki (2001) found that for social movements to frame climate change successfully, they need to draw on existing cultural codes: they link their messages to societal values and beliefs that appeal to their target groups, which has also been described as 'frame alignment'. An example can be focusing on how certain groups in society e.g. the poor, women or people of colour are disproportionately affected by climate change (Martiskainen et al., 2020). Another possible framing technique can be focusing on emotions such as fear. In the social movements' literature, the emotion of fear is often negatively associated with collective action (Kleres & Wettergren, 2017). However, the opposite can occur in the context of climate activism, where in some cases it is motivating (Jarymowicz & Bar-Tal, 2006). The research of Kleres & Wettergren (2017) found that fear was an emotion strongly represented in climate activism, relating to the effects of climate change and the inaction of governments.

2.2 Climate Action Groups in the Netherlands

In the next sections, several organized climate action groups that are active in the Netherlands will be briefly introduced. An important notion is that not all groups are strictly for young adults, most of them have activists of all ages. However, within this research, the focus is on the young adults that are active within these organizations. In Chapter 3 more extensive information about the different groups and the reasoning for focusing on these groups in this research will be explained.

2.2.1 Extinction Rebellion

On their website they illustrate their purpose as *‘awakening to the reality of climate and ecological breakdown, by using mass civil disobedience with the strength of a growing movement, aligning with other movements and networks, to demand rapid change, and prefigure new systems that help life on earth thrive’* (Extinction Rebellion, 2021). Extinction Rebellion (XR) focuses on ‘telling the truth’, letting people realize the reality and severity of climate change. According to the definition of Della Porta & Diani (2020), XR classifies as part of a social movement with organized collective behaviour. They are opposing the political power towards the climate crisis, protesting for governments and political authorities to take more climate action. They actively take a stance in promoting social change, aiming to inspire both formal and informal individuals to make more pro-environmental decisions. XR as a group often works together with other climate activism groups and organise collective protests. This exchange of resources relates to the informal network they are part of. The aspect of connectedness is harder to capture from an outside perspective. However, this will come forward in the interviews of this research. Furthermore, on their website, they also claim that they are part of the environmental movement (Extinction Rebellion, 2021).

2.2.2 Urgenda

The main goal of Urgenda is to make the Netherlands more sustainable. Striving for a circular economy that is built on renewable energy and green raw materials (Urgenda, 2021). For Urgenda as well, it can be argued that they are part of the environmental movement. They critically oppose the current unsustainable systems represented by governmental and political actors. This is illustrated by the court case mentioned earlier in this chapter. Furthermore, Urgenda organised multiple initiatives that promote sustainable behaviour and products to citizens. An example is the initiative ‘Wij Willen Zon’, which translates to ‘We Want Sun’. Urgenda bought 50,000 solar panels and distributed these amongst Dutch citizens for a relatively low price. This illustrates the informal network that Urgenda is active in. As mentioned before, the aspect of connectedness will be researched through the interviews.

2.2.3 Youth for Climate Adaptation

Youth for Climate Adaptation (YfCA) is a local group that is active in the province of Groningen. As the name suggests, it is a group solely for youth, roughly between the age of 16 and 30. They are best known for organizing the Climate Adaptation Summit, a worldwide hybrid event that took place in January 2021. They strive for more climate action, in particular climate adaptation. It can be argued that they are part of the Youth Climate Movement since they are focusing on the impact that the youth can make on the climate crisis. It is clear that they are against current political and governmental inaction and want to promote more climate adaptation in general but especially on the local scale. Their focus is on influencing local municipalities and the province. They are eager to share their knowledge and resources. Also for YfCA, the connectedness will be researched through the interviews.

2.3 Background on Transformative Climate Adaptation

Climate change adaptation can be described as the process of adjusting to current or expected climate change and the effects that accompany it (IPCC, 2014). One thing that can be noticed from the different climate action groups introduced in chapter 2.2 is that they claim to want to change underlying systems. For example, XR wants to prefigure new systems that help life on earth thrive. Furthermore, Urgenda wants to change our current economic system to a circular one. And lastly, YfCA wants to influence governmental

activities concerning climate adaptation. This need for a change of systems overlaps with ‘transformative climate action’.

‘Transformation’ refers to fundamental institutional and system changes needed to align development to sustainability (Tàbara et al., 2018). Within the academic debate, transformative adaptation gained attention when it was introduced by the IPCC in their Special Report on Managing the Risks of Extreme Events and Disasters to Advance Climate Change Adaptation (IPCC, 2012). It was introduced here as one of the key pillars in adapting to climate extremes. Transformative adaptation is a strategy that aims to reduce the root causes of vulnerability to climate change in the long term by shifting systems away from unsustainable or undesirable (read: unjust and unequal) trajectories (Ziervogel et al., 2021). By addressing underlying social, cultural, and economic root causes of risk and challenging the existing power and governance structures, norms, values, and worldviews that may impede change (Deubelli & Mechler, 2020). Instead of making changes within the current system, it changes the system as a whole. In this way, tackling climate change, issues of social justice, and the root causes of risk are addressed simultaneously. Climate change is indicative of highly unsustainable and eroding social fabrics, which are deeply embedded in market patterns, the way services are provided, institutional conditions, and behaviours (Hölscher et al., 2018). Transformative adaptation focuses on long-term shifts towards alternative directions on a larger scale. Hölscher & Frantzeskaki (2020) add that viewing climate change as a transformation challenge provides opportunities for addressing climate change in holistic and radical ways. It redefines entire systems by changing both social and ecological processes. Therefore, both Ziervogel et al. (2021) and Fedele et al., (2019) argue that for transformative adaptation a multidisciplinary approach is needed.

2.3.1 Transformative Adaptation Activity Space

To make the concept of adaptation more practical, Pelling et al. (2015) created an illustration of the activity spaces of adaptation, see figure 1. This figure displays how a society focused on transformative adaptation would be shaped. Providing insight on what factors can be influenced, and which actors are important. Each action space is capable of transformation as a result of internal processes of change, but can also change in response to changes in other spaces. In the next section, the activity spaces that are most important for this research will be introduced.

The action space of *individuals* relates to changes in acts or processes by which individuals acquire knowledge. This often relates to the relationship between the self and society, therefore influencing one’s identity and values. Furthermore, how an individual looks at a certain issue, is influenced by their frame of reference. Which consists of personal experiences, parents, friends, education, culture and the media. This illustrates that multiple factors simultaneously create an individual’s opinion on climate change and influences their willingness to take action. Since every person has a different frame of reference, it would be interesting to see what those young adults participating in climate action have in common, and in which aspects they differ. They might all be surrounded by people that also care a lot about the environment, influencing their motivation to do the same. The concept of motivations would be an interesting addition to the action space of individuals provided by Pelling et al. (2015). Motivation can provide insights into why individuals participate in transformative adaptation and what the influence is of their frame of reference for their actions.

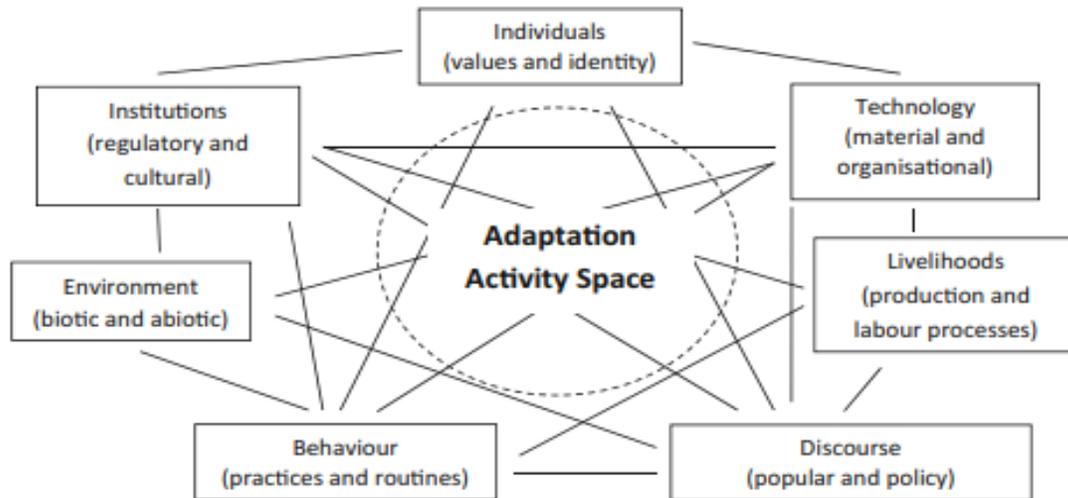


Figure 1: Adaptation Activity Space. Source: Pelling et al. (2015)

Technology includes material interventions (e.g. early warning systems) but also innovation in organization structure (e.g. inclusion of women) and function. As will be discussed later on in this research, there are different types of hope (Stoknes, 2015). One category is passive optimism, which occurs when an individual believes in a positive future that will come about on its own, or by someone else's doing, e.g. technological fixes. When an individual has hope for technological fixes, he or she might be less inclined to change their behaviour to become more pro-environmental.

Institutions reproduce power asymmetries, police its reproduction, and serve to regulate and facilitate social behaviour. Institutions can be formal through legislation and professional guidelines or informal and experienced as cultural norms. The current power distribution within existing institutions and lock-in to unsustainable development pathways discourage transformational adaptation (Pelling et al., 2015). Social movements could play an important role in changing the system through informal institutions. The action space of institutions faces a lot of anger from climate activists because there is a lot of inaction and short-term thinking (Kleres & Wettergren, 2017). Furthermore, the fear that current institutions and people in power will not change their ways, is a motivational impulse for climate activists.

The environment contains the physical, ecological and chemical systems and acknowledges that these are integrated with social systems. The recognition that global warming and climate change influence weather conditions, temperatures, and other variables increase the focus on large-scale transformative adaptation. It would be interesting to know whether the climate activists notice these environmental changes first-hand. Frantz & Mayer (2009) argue that people who are connected to nature notice environmental changes earlier, which is a driver to take action.

Behaviour can be summarized as everyday activities. Transformative adaptation is more likely to be directly observed through social contexts, and these can trigger fundamental changes in behaviour (Pelling et al., 2015). For example, when society is more open to a vegetarian diet and facilitates meat-free options, this can trigger people to eat less meat. Since climate activists are promoting sustainable decisions, it would be expected that they make pro-environmental choices in their daily lives, e.g. dietary choices, transportation, or which products they buy.

Discourse questions the content, borders, and path of adaptation strategies. It takes into account a larger set of ideas, e.g. the stabilization of greenhouse gas emissions. The larger socio-political framework that supports technological innovations, practices, and behaviours illustrates the power that adaptation has for assisting systemic changes towards sustainability. However, due to lock-in and path dependency, these changes often take up a lot of time. A transformative discourse on adaptation responds to the impacts of climate change and underlying drivers.

Having discussed all the different action spaces of transformative adaptation, it becomes clear that several factors have a large influence on behaviour and motivation. In the case of climate action, the current discourse is being challenged since it is perceived by climate activists as unsustainable and unjust. These groups often fight for a more sustainable, just and equal approach. Furthermore, they often feel like changes can be made quicker since they are taking a long time because of an institutional lock-in. However, these activists can change their own behaviour, through which they can influence people in their frame of reference. These activity spaces provide a framework that illustrates the underlying factors which can all influence an individual's motivation to participate in climate activism.

2.4 Why Motivation Matters

Transformative climate adaptation is about the transformation of systems. A transformation can be defined as: ‘*significant changes in form, structure, and/or meaning making*’ (O’Brien, 2018). However, not only the systems need to change, but also the people participating within these systems. Leichenko & O’Brien (2019) advocate that climate change and sustainability go hand in hand with ‘interior transformations’. These can be changes in worldviews, values, or paradigms that display new ways of treating nature or organizing society. They emphasize that these transformations are often highly unpredictable, which can lead to feelings of stress by those experiencing the transformation.

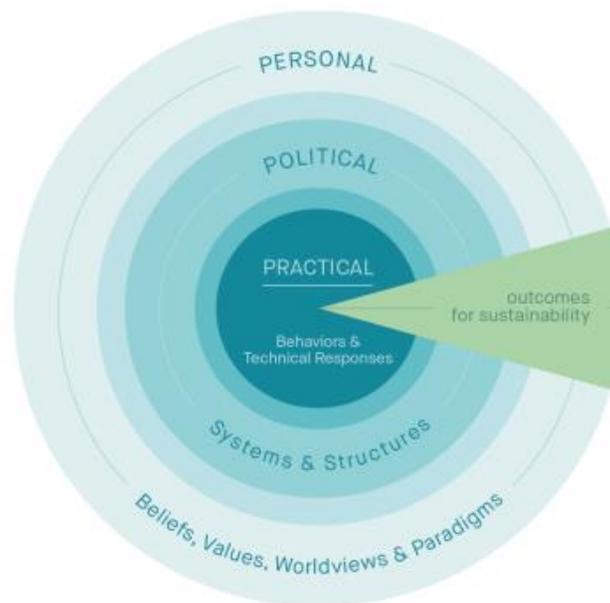


Figure 2: The Three Spheres of Transformation. Source: O’Brien & Sygna (2013)

According to O'Brien & Sygna (2013), a transformation takes place in multiple spheres, illustrated in figure 2. The three spheres are referred to as practical, political, and personal and demonstrate transformation as a continuous process with interrelated and interacting changes. The practical sphere focuses on sustainability outcomes through changes in form. These changes often address measurable results and goals, e.g. lowering greenhouse gas emissions. To make the practical transformations successful, they need to be supported by structural and systemic changes. These can be found in the political sphere, which includes governance systems, institutions, and social and cultural norms which all shape behaviour, actions, and investments. Through this sphere, goals and outcomes are prioritized, and movements emerge to influence the system. Social movements are embedded in the political sphere, challenging the current role of power, politics, interests, and agency. Specifically, they focus on a current view, policy, practice, decision, institution, idea, or assumption that is seen as contributing to climate change (O'Brien et al., 2018). The intention is to challenge business-as-usual economic and social policies, including their focus on economic growth (Escobar, 2015). Lastly, the personal sphere includes changes in meaning-making, individual and shared beliefs, values, worldviews, and paradigms that shape attitudes, actions, and perceived options. These aspects help to determine actions in the practical and political spheres, especially which ones are prioritized, and which ones are not. The personal sphere implicitly impacts the goals or objectives of systems, e.g. which individuals benefit from them, and whose decisions matter. Furthermore, the personal sphere emphasizes the importance of social consciousness in transformation processes.

Motivation is represented in the personal sphere of the model created by O'Brien & Sygna (2013). Why a person would like to contribute to change is important to start a transformation. Also, the personal sphere influences how an issue is framed, or which questions will be asked (and which will not). These have a large impact on decisions that will be made within the political and practical sphere. For example, when a person is motivated to make a lot of money, he or she might be less motivated to take action on sustainability or climate change.

2.5 Background on Motivation

Motivation can be defined as: *'an internal state that arouses us to action, moves us in particular directions and keeps us engaged in certain activities'* (Schreiber, 2017, p.2). This illustrates that motivation and behaviour are tied together (Schreiber, 2017). An incentive is something that motivates us to do a certain thing or behave in a particular way. There are two types of incentives: intrinsic and extrinsic (Ryan & Deci, 2000). The first motivates a person out of personal interest or desire, without pressure or a reward. The latter motivates an individual by rewards or by avoiding punishment. These rewards range from a financial reward to the pleasing of another individual. When people are primarily intrinsically motivated, they tend to be more persistent and creative. On the contrary, people who are primarily extrinsically motivated have higher stress and anxiety levels (Schreiber, 2017).

According to Maslow (1943) people are motivated by unsatisfied needs, represented in his widely known hierarchy of needs. That starts with the most basic needs and ends with more complex ones, see figure 3. Furthermore, he adds that these needs work as a hierarchy, meaning that to move up the ladder the needs in the previous section have to be met. Therefore, the needs at the bottom of the list must be fulfilled before motivation can be derived from the needs at the top of the hierarchy. Through climate change, the basic needs of people are being threatened. As the water cycle is changing, the land is becoming drier and more

extreme weather events are taking place. Following the theory of Maslow, for people to be concerned about climate change and make environmentally friendly decisions, their basic needs should be met. According to Malier (2021), this line of reasoning leads to the conclusion that individuals or households are not concerned with environmental issues when their basic needs are not met. However, he counters this assumption by finding that minorities, who are more likely to face environmental deprivation, report equal or higher rates of environmental concern. It is important to realise that in the context of the Netherlands, the consequences of climate change do not influence the daily lives of inhabitants (yet). More criticism is provided in the research of Fallatah & Syed (2018) who argue that these needs are not always universal. In addition, they add that the hierarchy of needs is more relevant in cultures that are dominantly individualistic and developed. They question if this hierarchy is also applicable in non-Western contexts.



Figure 3: Maslow's Hierarchy of Needs, Source: SimplyPsychology (2021)

Bandura's (1977) self-efficacy theory introduces another outlook on motivation. He focuses on an individual's perception of being able to accomplish certain courses of action required to deal with potential situations. Moreover, people will avoid transactions that in their perception exceed their coping abilities. 'Perception' is an important aspect, since it does not refer to actual capability, but if an individual thinks they are capable of doing something themselves. These perceptions also apply to collective capabilities when tackling an issue in a group. Expectations of personal efficacy are based on four sources of information: performance accomplishments, vicarious experience, verbal persuasion, and physiological states (Bandura, 1977). Performance accomplishments relate to how similar things have gone in the past for the individual. On the contrary, vicarious experiences relate to how other people have experienced something. Moreover, verbal persuasion of others can be used to influence someone or encourage them to do something. Lastly, emotional arousal like feelings of stress negatively influence someone's self-efficacy.

In the context of climate activism, the theory of Bandura can be of use. When someone believes that they can aid in combating climate change, they will be more likely to do so. This opinion can be shaped by their social relationships through vicarious experiences or verbal persuasion. Another important aspect is how a person perceives society, as a collective, capable of combatting climate change. Therefore, social initiatives that build people's sense of collective efficacy can be of great importance. The self-efficacy theory can be connected to the personal sphere of the model of transformation from O'Brien & Sygna (2013). A person's beliefs and values can influence their perception of their abilities.

Values are another key determinant in motivation. Values are cognitive, social representations of basic motivational goals that serve as guiding principles in people's lives, which motivate actions (Schwarz, 1992). De Dominicis et al. (2017) state that the values that drive a person's actions can be either self-transcendence or self-enhancement. The first comprises values that are outside the individual, e.g. the natural world or the welfare of others. The latter reflects values that promote an individual's interest. These values form the basis of attitudes towards climate action. In principle, both types of values can lead to pro-environmental behaviour. However, the intention of self-transcendence and self-enhancement motivated actions are different. An individual might act pro-environmentally to profit financially or to care for the well-being of future generations. De Dominicis et al. (2017) categorise the attitudes of people towards the environment in three categories: egoistic, altruistic and biospheric values. Egoistic values can be social power, wealth, or authority to make oneself better off. Furthermore, altruistic values are equity, justice, and peace which is rooted in helping others. Last, biospheric values can be linked to environmental protection and preventing pollution and are centred towards caring for planet earth. People that have egoistic values tend to respond better to self-enhancement messages, specifically on personal gains from pro-environmental behaviour. On the contrary, people that have more altruistic or biospheric values respond better to messages that represent a self-transcendence framework (Nilsson et al., 2016). Martiskainen et al. (2020) add another category of self-enhancement values, hedonic values, consisting of pleasure, enjoying life and gratification for oneself. These different values have a large influence on motivation and on how the topic of climate change can be successfully framed for different individuals. However, not all climate actions provide the ability to frame for either egoistic or hedonic benefits. Therefore, Bouman et al. (2021) argue that particularly altruistic and biospheric values motivate climate action. Furthermore, they claim that individuals with strong biospheric values typically have a stronger environmental self-identity, which encourages them to keep supporting climate action. This relates to performance accomplishments introduced by Bandura (1977), indicating that previous climate action can motivate further climate action since an individual succeeded in the past.

2.5.1 Motivation and Climate Action

Motivations to take part in a climate protest are emotional, ideological and/or identity-based (Martiskainen et al., 2020). Moreover, these motivations are linked with the aspiration to express one's personal views and opinions. Martiskainen et al., (2020) found that motivations for joining a climate protest are highly diverse. They found that the knowledge of participants on climate change is not always substantial and that, for example, some protesters join purely to support or impress a partner or friend. However, it is questionable if this applies to joining a climate activism group since this is more time consuming than joining a single protest.

Another key determinant of young adults' activism is the social influence of both parents and peers (Grønhøj & Thøgersen, 2017; Ojala, 2012; Pancer et al., 2007). In addition, social media can play an important role, illustrated by how Greta Thunberg became an important role model in youth climate activism. Through international press attention, she inspired youth worldwide to participate in climate action, leading to 'Fridays for Future', where youth skip school to protest.

Prior research suggests that environmental education can lead to climate activism (Malone, 2004). Environmental education can be either inside or outside (e.g. park, zoo or aquarium) of the classroom. Furthermore, the research of Frantz & Mayer (2009) combines the model of Latane and Darley (1970) on

helping behaviour in an emergency with environmental action. They describe a five-step model of helping behaviour in an emergency, see figure 4. The first step for people to act is to notice the problem. A characteristic of climate change is that it is not easily noticeable in the short term and therefore the influence on people's daily lives is hard to notice. Moreover, the most drastic climate changes happen in remote areas like the arctic regions. Furthermore, modern citizens spend a large amount of time indoors in artificial, temperature-controlled environments. This makes it harder for them to notice temperature changes. On the contrary, the relatively small number of people who are intimately tied to the environment, e.g. birdwatchers, do tend to notice the changes (Frantz & Mayer, 2009). Fisher (2016) adds that in general, time spent outside has a positive influence on climate awareness and can contribute to noticing climate change. Especially time spent outdoors in childhood can positively influence a connection to nature. When someone feels connected to nature, they are often more inclined to protect it. Both Malone (2004) and Frantz and Mayer (2009) emphasize that environmental education help people notice climatic changes. Both environmental education and time spent outside can therefore influence an individual's motivation to engage in climate action.

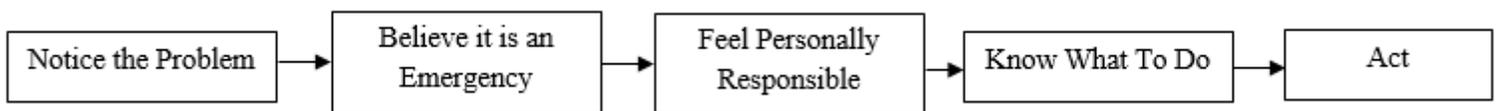


Figure 4: Model of Frantz & Mayer (2009). Visualised by Author

The next step, according to Frantz & Mayer (2009) is that people have to believe that the climate crisis is an emergency or crisis. Although climate change is a fact, many people are still in doubt or denial. Mazo (2013) describes four ways of denial: climate change is not happening, humans are not responsible, it is not a bad phenomenon and it is impossible to fix. It is emphasized that getting people to notice climate change is worthless if they deny it, deny responsibility, and have no idea what to do and how to help. Therefore, Frantz & Mayer (2009) plead for communication about climate change that is not concentrated around fear. In addition, the concept of cognitive dissonance gives a broader perspective on why some people might not choose to engage with pro-environmental behaviour. Cognitive dissonance occurs when an individual acts in a way that is inconsistent with their self-concept. They will change their beliefs, attitudes, and self-concept to be in line with their actions, this way they do not feel the unpleasantness of being inconsistent. Frantz & Mayer (2009) add that our society is structured to make people do things that are not beneficial for the climate. Not a lot of people are in the position to avoid the production of greenhouse gasses. Therefore, they cannot avoid making unsustainable choices because they, for example, cannot afford the sustainable option. To avoid the unpleasant tension of inconsistency, they might adjust their beliefs and self-concept to be consistent with these actions. When the current system changes to a system that makes pro-environmental choices accessible for everyone, people's actions change, also influencing their beliefs and self-concepts.

Once people recognize that the climate crisis is an emergency, they have to feel personally responsible to do something, to take action. This is often associated with large psychological barriers because the magnitude of the climate crisis is greater than the personal resources that are available to an individual. Thus, people tend to not feel responsible. Two kinds of coping with climate change have been introduced by Lazarus & Folkman (1984), problem-focused and emotion-focused. The first occurs when an individual takes direct action to confront a threat, the latter makes an individual ignore and/or deny the threat. The major component that decides how an individual reacts is their perception of control (Lazarus & Folkman,

1984). When they feel in control, people tend to go for a problem-focused coping mechanism and when they feel like they have little control they tend to handle it emotionally-focused. But how do we feel in control? McKenzie-Mohr and Smith (1999) argue that an individual's sense of community is the determining factor. They add that when people feel that together with others they can have an impact, people are likely to act. In the case of climate change, this sense of community can happen through participation in action groups like the ones introduced in chapter 2.2. Through this collective action, people can experience a greater sense of self-efficacy and control. However, Bendell & Read (2021) point out that this control can be perceived, but does not necessarily need to be true.

The next step is that people need to know what they can do, they need to be aware of their scope of influence. According to Frantz & Mayer (2009), the list of things an individual can do goes on and on. However, recently it is being questioned if the solution has to be found at the individual or household level. Environmentalists are more and more urging for change at the governmental and industrial levels. Collective action in the form of climate activism can put serious pressure on these parties to take action. The final step of the model of Frantz & Mayer (2009) is to act. The possibility to act has to be available, e.g. public transport has to be accessible. Furthermore, even when you anticipate being more pro-environmental, people just simply forget sometimes or do things based on routines (e.g. forget to turn off the lights when leaving a room).

Although the model of Frantz & Mayer (2009) is insightful, it does not take the influences of other people into account. In psychological literature, the concept of social norms is often discussed. Information about what others think one should do (injunctive norms) and what they actually do (descriptive norms) influence an individuals' decisions to think and/or behave in particular ways (Steentjes et al., 2017). In the context of climate, social norms can stimulate environmental action, e.g. recycling (Pei, 2019). Or, social norms can discourage sustainable choices, such as the expectation of car ownership. Moreover, Haidt (2007) adds that individuals generally strive to act morally and wish to be seen as moral by others. Therefore, social norms that are understood in moral terms are more influential than in a non-moral context. However, Steentjes et al. (2017) argue that the climate crisis is not necessarily perceived as a moral issue by everyone. They emphasize that the concept of climate change might be too abstract and that self-defensive biases triggered by guilt are stopping people from perceiving climate change as a moral issue.

Moreover, emotions play an important role in motivating people to participate in climate activism. It is highlighted that fear motivates an activist's own willingness to take action. However, it is not a mobilizing tool that works for all. Where fear is an emotion that leads to action, the activity of collective action gives hope (Kleres & Wettergren, 2017). Furthermore, Ojala (2012) found that hope is a better way of mobilizing others and especially motivates young adults. Hope can be triggered by, for example, focussing on collective action and collective responsibility. Stoknes (2015) differentiates between different types of hope. The first type he describes is passive optimism, which indicates that a person believes in a positive future that will come about on its own, or by someone else's doing, for example, a technological fix. He continues with the second type which he conceptualises as active optimism, a person has a positive outlook but understands he or she needs to actively contribute to creating this future. Third, passive scepticism is a type of hope in which a person is not at all convinced that the future will be bright and easy but believes not much needs to be done because it will be bearable. Lastly, active scepticism is a type of hope in which a person is realistically informed about the issue, and thus sceptical of a positive outlook, but chooses to do

whatever she or he can to bring about decisive action. In conclusion, a person that experiences active optimism or active scepticism is more likely to actively participate in climate action.

The research of Lertzman (2015) provides us with a framework on climate change related emotions which she calls the three A's. These consist of anxiety, ambivalence, and aspiration. These represent coexisting affective and experiential dimensions relating to climate change and ecological threats. More specifically, anxiety is often about the scale and nature of the issue. Moreover, ambivalence concerns how to respond and make certain choices about how we live. Lastly, aspiration reflects wanting to live in alignment with our values and being part of the solution, not the problem. These dimensions often relate to tensions found in competing attachments, identities, affiliations and desires. To illustrate this, she provides the following example: 'I am not an environmentalist, but I am deeply concerned about the fishing population in our local lake. I would like to do something about this.'

It is important to realise that there are also factors that hinder the motivation to act. Bendell & Read (2021) introduces the acronym of ESCAPE that stands for entitlement, surety, control, autonomy, progress and exceptionalism. This framework demonstrates that certain mindsets can undermine an individual's willingness to act. An example is our perception of control. According to Bendell & Read (2021) dominant modern culture accepts the idea that it is possible for humans, both collectively and individually, to control the environment and that this is a good phenomenon. Instead, Bendell & Read (2021) argue that we, as humankind, should realize that although our actions influence nature, we are not in control of nature and never were. Another mindset that obstructs climate action is 'Progress', which is described as narratives and beliefs about progress and a positive future. Often represented in the climate debate in combination with technological optimism.

2.6 Conceptual Model

In Figure 5 the conceptual model is illustrated, based on the literature previously introduced. It gives a visualization of how the concepts discussed in this chapter are interlinked and related to each other. Motivation can be classified into two categories, intrinsic and extrinsic (Ryan & Deci, 2000), which are both represented in the conceptual model. In the next sections, every concept of the conceptual model will be explained, and the focus will be on how these terms should be interpreted within this research.

'Knowledge on Climate Change' is based on the theory of Frantz & Mayer (2009) which indicates that people need to feel that the climate crisis is an emergency, on which they have an influence, and they need to know how they can act environmentally friendly. Furthermore, it represents what Wolf & Moser (2011) conceptualize as a 'personal state of connection' to the topic of climate change and sustainability through knowledge, feelings, and behaviour. It is connected to 'Environmental Education' both inside and outside of the classroom (Malone, 2004), which can positively influence knowledge on climate change and can add to an individual's connection to nature.

Moreover, 'Perception of Control' is another factor influencing intrinsic motivation. Lazarus & Folkman (1984) argue that people can cope with the climate crisis in two ways; problem-focused and emotion-focused. Where the first will lead to taking direct action to confront a threat, the latter will make someone ignore and/or deny the threat. Lazarus & Folkman (1984) define the perception of control as the key concept

dictating which coping mechanism is used. Arguing that when people feel in control of dealing with an issue, they cope with a problem-focused mechanism.

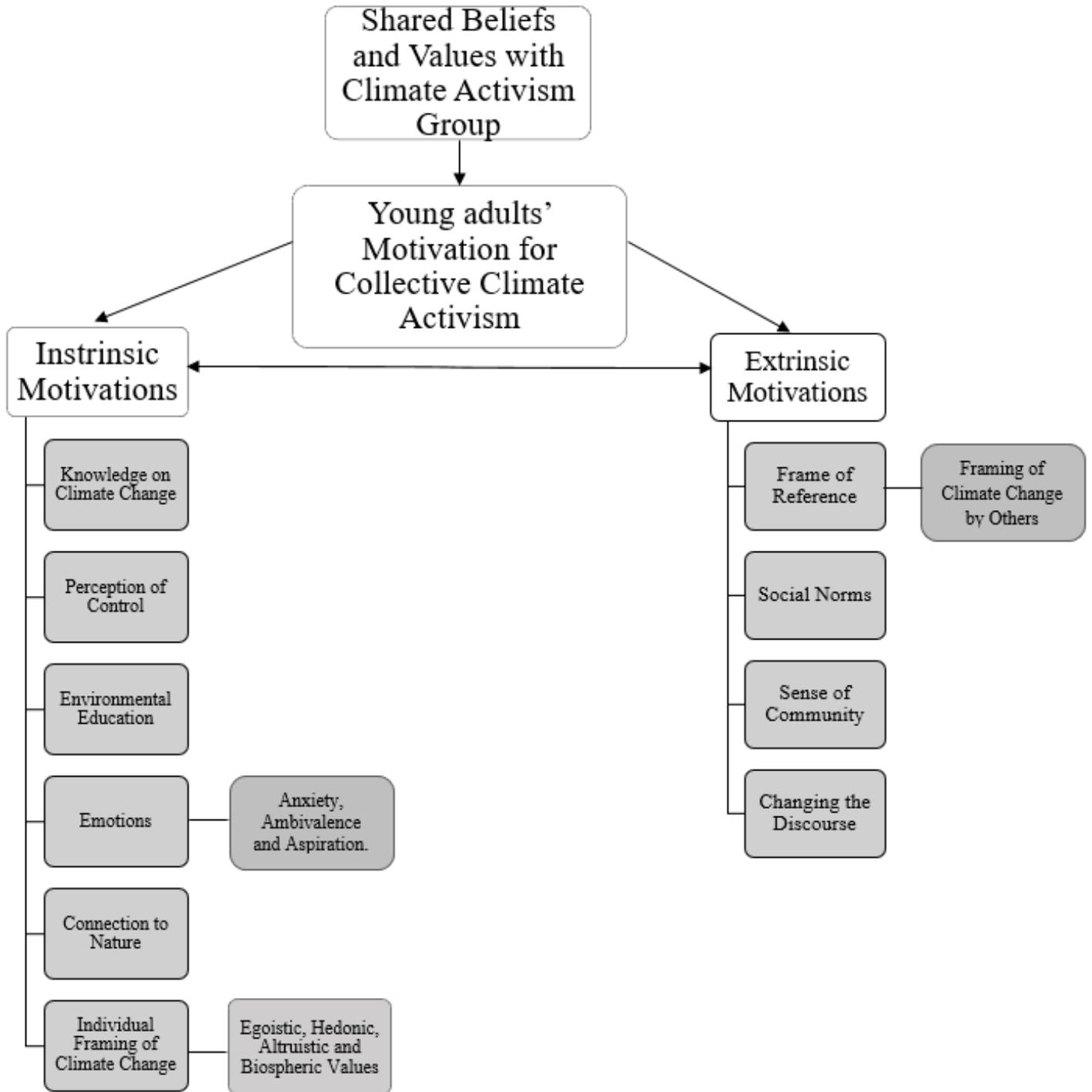


Figure 5: Conceptual Model. Source: Author

Furthermore, 'Emotions' is a concept referred to by several researchers. Kleres & Wettergren (2017) argue that fear plays a central role in climate activism, either towards climate change and/or governmental inaction. Jarymowicz & Bar-Tal (2006) argue that in the context of climate activism fear can also work as a motivation to take action. But, it is emphasized that this is not a mobilizing tool that works for all. Kleres & Wettergren (2017) highlight that collective action can create hope for the people that participate. Ojala (2012) found that it especially motivates young adults. The framework of Lartzman (2015) classifies climate change related emotions in the three A's: anxiety, ambivalence and aspiration.

Moreover, 'Connection to Nature' is a key determinant in climate action emphasized by Fisher (2016). Particularly, the time spent outside during childhood. When people feel connected to nature, they are more frequently concerned with nature in the context of climate change. Furthermore, this connection to nature can influence if people notice environmental changes due to climate change (Frantz & Mayer, 2009).

All these factors impacting intrinsic motivations influence the 'Individual Framing of Climate Change'. Which indicates how an individual perceives climate change. Framing relates to different aspects, for example, if climate change is real in the first place, who is perceived as the largest contributor to climate change and how climate change can be stopped or delayed if this is perceived as possible. An important aspect of framing is the values of an individual, focusing on egoistic, altruistic, biospheric and hedonic values (De Dominicis et al., 2017; Martiskainen et al., 2020; Bouman et al., 2021).

Besides intrinsic motivations, extrinsic motivations also play a role. In the context of intrinsic motivation, the personal sphere from the model of O'Brien & Sygna (2013) is relevant. On the contrary, for extrinsic motivation, the practical and political spheres are more important. The importance of social influence by parents and peers is highlighted by Ojala (2012) and Pancer et al. (2007). Pelling et al. (2015) broaden this phenomenon and talk about the 'Frame of Reference'. Which is influenced by e.g. personal experiences, parents, friends, culture and the media. Closely related to the frame of reference is 'Framing of Climate Change by Others'. This can be within a person's frame of reference or larger societal groups e.g. political parties that influence how an individual perceives climate change. For instance, reading articles in which climate change is framed as a hoax can influence a person's perception of climate change.

Another important extrinsic factor is the 'Social Norms' that are present in the wider society. People can be influenced by social norms stimulating or discouraging environmental action (Steenjtes et al., 2017). An example of environmental action that is encouraged through social norms is recycling (Pei, 2019). These social norms can take place both on a societal level but when zoomed in can differ within smaller settings like the household, neighbourhood, or a community. Social norms are closely related to the behaviour activity space of the model introduced by Pelling et al. (2015). People might feel obligated through these social norms to behave pro-environmentally.

'Changing the Discourse' of society is another motivational factor. This is represented in the discourse action space introduced in the model of Pelling et al. (2015). Where they illustrate that the content, borders, and path of adaptation strategies are being questioned. Furthermore, a transformative discourse on adaptation not only responds to the impacts of climate change but also to underlying drivers. It relates to the action space of institutions since they are highly influential in deciding the discourse. For example,

climatic inaction of institutions and governments and a focus on growth and profit can be observed. This inaction of governments, businesses and others can drive people to take action.

The concept of 'Sense of Community' links to the concept of 'Perception of Control' discussed earlier. McKenzie-Mohr and Smith (1999) argue that an individual's sense of community is the determining factor in the perception of control since it creates a greater sense of self-efficacy and control. However, Bendell & Read (2021) point out that this control can be perceived but does not necessarily need to be true. This sense of community can occur within climate activism groups.

When a person is motivated to join a climate activism group, another important aspect are the shared values and beliefs with a specific climate activism group. If an individual is debating which specific group to join, they might look for a group that represents their values and beliefs. For example, when one wants to be part of XR that person needs to be comfortable with participating in initiatives of civil disobedience. Furthermore, it is important to realise that some of the intrinsic and extrinsic motivations also influence each other. For example, the knowledge a person has on the topic of climate change can influence their emotions towards climate change. These interrelationships will be explored based on the interviews in the discussion.

Chapter 3: Methodology

3.1 Research Strategy

This research aims to get insights into what motivates young adults to participate in organized transformative climate adaptation. In this chapter, the methodology used to answer the main research question: *What motivates Dutch young adults to participate in collective transformative climate activism groups?* is discussed. A mixed-methods approach is used, with literature research, newspaper analyses, and semi-structured interviews. The methodological approach in Appendix A elaborates on each research question, how data was collected and what the output of the question is. It is important to acknowledge that for every individual participant, specific motivations might vary. Therefore, the importance of qualitative research in the form of interviews is of high importance. The use of semi-structured interviews offers the chance to get to know the research participants personally and ask probing questions (Jain, 2021). Moreover, the benefit of qualitative research is that it can go more into detail and in-depth than quantitative research. Since this research is about underlying motivations, which are not easily quantified, qualitative research will provide valuable insights. Since the underlying motivations of climate activists are unpredictable, the research method of semi-structured interviews leaves room for questions that are thought of on the spot. Furthermore, the use of research methods like desk research and newspaper analyses might provide more generalizable elements. Together, this mixed-method approach will provide more in-depth knowledge on the subject of motivations for climate activism. Moreover, abducting results by the use of multiple methods will lead to confirmation and reliability of the results, this process is also known as ‘triangulation’ (Clifford et al., 2010). Lastly, triangulation leads to higher credibility and overall validity of the study (Yin, 2013). The methods used for the triangulation of this research are illustrated in figure 6.

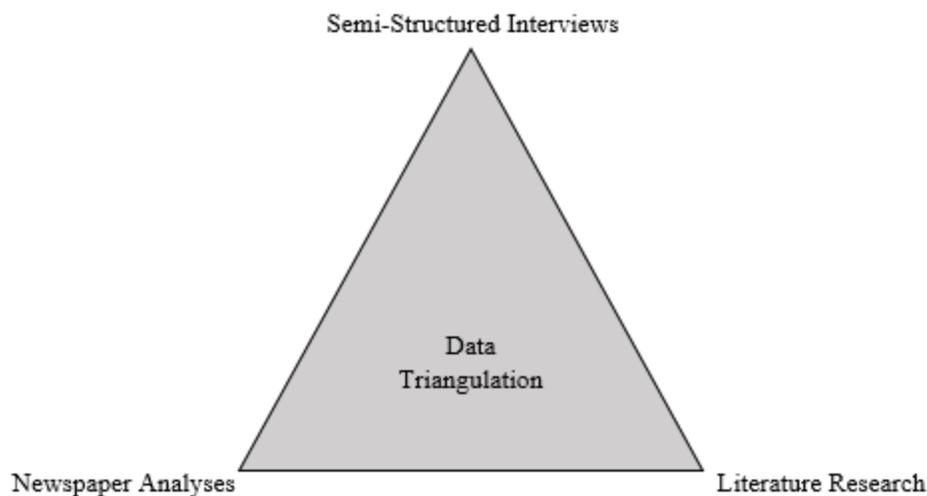


Figure 6: Triangulation in the Research. Source: Author

The unit of analysis in this research are individual young adults that are active in climate activism groups. Furthermore, the unit of analysis is determined by defining the spatial boundary, theoretical scope, and timeframe (Yin, 2013). As a spatial boundary for the research, the country of the Netherlands was chosen. The potential influence of climate activism groups in the Netherlands can be national, illustrated by the

court case of Urgenda against the Dutch state discussed earlier (Antonopoulos, 2020). Furthermore, as stated previously, climate activism involves civic engagement which is more prominent in democratic countries like the Netherlands (Verbal et al., 1995; DeBardeleben & Pammett, 2009). Altogether, these facts make the Netherlands an interesting country to focus the research on. The timeframe of the research is from May 2021 until January 2022. Lastly, the theoretical scope is mostly focused on climate activism, motivations, and transformative climate adaptation. Since this research will focus on young adults, an important criterion is the age of the participants. Which, as stated before, is from 18 until 29.

3.1.1 Selection of Climate Group Cases

Since this research will focus on the motivations of young adults participating in collective climate activism, some climate activism groups needed to be chosen. The climate activism groups needed to fulfil certain criteria, namely the following:

1. *The organisation is active in the field of climate action*
2. *The climate activism group is based in the Netherlands or has a Dutch branch*
3. *The climate activism group needs to be accessible to people between the ages of 18 and 29*
4. *The climate activism group can be seen as part of a social movement*
5. *The climate activism group strives for transformative adaptation*

As the study focuses on the motivations of young adult climate activists, criteria number 1 and 3 follow logically. Furthermore, the spatial criteria of number 2 are in cinque with the spatial boundary of the research. A combination of national groups (XR and Urgenda) and a local group (YfCA) can provide interesting insights into possible differences in motivations. In Chapter 2.2 the groups presented in table 1 are shortly introduced, and it is illustrated why they are considered as part of a social movement, relating to criteria 4. Moreover, in Chapter 2.3 it is discussed why these groups meet the criterion of participating in transformative adaptation, relating to criteria 5.

Action Group	Established in	Initiator(s)	Purpose	Part of Social Movement
Extinction Rebellion <i>International movement</i>	Started in 2018, since 2019 in NL	Gail Bradbrook, Simon Bramwell, Roger Hallam	Awakening to the reality of climate and ecological breakdown through civil disobedience, to demand rapid change and prefigure new systems that help life on earth thrive.	Environmental Movement
Urgenda <i>National movement</i>	2007	Jan Rotmans, Marjan Minnesma	Making the Netherlands more sustainable through a circular economy with sustainable energy, infrastructure and construction.	Environmental Movement
Youth for Climate Adaptation <i>International movement</i>	2020	Province of Groningen	Influencing local governments in making more sustainable decisions. By offering them knowledge on climate adaptation.	Youth Climate Movement

Table 1: Action Groups of the Research

3.2 Case Descriptions

This section will provide a case description based on grey documents and academic articles of the three climate activism groups that are introduced in table 1. The aim is to get a better understanding of the different climate activism groups, their strategy, tactics, values, and beliefs.

3.2.1 Extinction Rebellion

Ginanjar & Mubarrok (2020) classify XR as a civil society group and part of a social movement. Furthermore, they argue that XR strives for informal participation by protests and mass actions. Stuart (2020) identifies the aim of XR as; (1) tell the truth about the realities of the climate and biodiversity crises, (2) enact legally binding policies to reduce carbon emissions to net-zero by 2025, and (3) create a democratic citizens' assembly to direct climate action. Berglund & Schmidt (2020) claim that XR contributes considerably to the increasing attention paid to climate change by policymakers, citizens, and others. They add the strategy of XR is civil disobedience in a way that has been hard to avoid and has created tensions in society as intended. Berglund & Schmidt (2020, p. 97) argue that '*XR has captured the zeitgeist of political polarisation and used this to their advantage.*'

Stuart (2020, p. 488) argues: '*The group (XR) claims that because governments have failed to take meaningful action on climate change and biodiversity loss, people should rebel until governments respond.*' Recurring themes are 'civil disobedience' and 'disturbing business-as-usual' through their protests. The research of Stuart (2020) goes in-depth by interviewing several rebels on, amongst other things, their motivations to become part of XR. All rebels perceived the climate crisis as a dangerous situation that is getting worse. Furthermore, almost all interviewees indicated that they felt hopeless about climate change. However, this hopelessness was mainly aimed at the utopian world. Rebels did show hope towards a future that is avoiding the worst dystopias. Stuart (2020) argues that XR rebels often reject mainstream climate rhetoric, false hope, and stories of technological solutions.

The research of Westwell & Bunting (2020) discusses the internal culture of XR, which according to them is less commonly discussed. This internal culture is referred to as the 'regenerative culture' and can be understood as: '*an evolving concept that challenges the 'fundamentally uncaring and destructive' relations of modern western society*' (Westwell & Bunting, 2020, p. 546). They argue regenerative culture has a foundation of self-care, people care and planet care. This first relates to personal well-being, both emotionally and physically. Which makes its way into the organisation by, for example, openly discussing how one is feeling. However, a downside to this approach is that not all rebels feel comfortable sharing their true feelings. The second category of 'people care' is focused on relationships, represented by amongst other things a session on non-violent communication. Lastly, planet care relates to creating a new relational culture into an imagined future.

In conclusion, it can be noted that the strategy of XR is civic disobedience and disturbing business-as-usual through protests and actions. Through their demands, their worry about climate change is clearly illustrated. Furthermore, the focus on well-being is represented by the regenerative culture.

3.2.2 Urgenda

Most academic literature referring to Urgenda concerns the court case against the state. However, some articles did provide some insights into the values and beliefs of the organisation. De Graaf & Jans (2015) introduced Urgenda as a Dutch citizens' platform, which aims to stimulate and accelerate the transition to a more sustainable society. Cavalcanti & Terstegge (2020) elaborate that Urgenda, whose name is a portmanteau of the words 'urgent' and 'agenda', is a foundation engaged in developing plans and measures to prevent the risk of climate change. They argue the objective of Urgenda is promoting and implementing sustainability in practical ways. Hisschemöller & Sioziou (2013) add that Urgenda embraces a sustainability platform of frontrunners consisting of people from the scientific realm and major businesses. They argue the mission of Urgenda is to accelerate sustainability and to aggregate existing knowledge to create a broad sustainability movement. Furthermore, they argue that the Netherlands is considered a sustainability laboratory that could potentially act as a role model for other countries. Hisschemöller & Sioziou (2013) claim that Urgenda communicates to the public how to move to a society without fossil-fuel dependency. For example, with the project Texel Energy, which invests in solar panels on the island Texel. Through these activities, Urgenda aspires to foster the adoption of innovations (Hisschemöller & Sioziou, 2013).

In conclusion, Urgenda is well-known for the court case against the Dutch state. They aim to accelerate sustainability through a transformation of society. It becomes clear that they try to influence society as a whole by conducting action that also influences the public. A difference that can be noted in comparison to XR is that Urgenda focuses less on protests and more on fostering innovations and actions such as lawsuits.

3.2.3 Youth for Climate Adaptation

There is no academic literature on YfCA, therefore this case description is purely based on grey documents. YfCA is an initiative to let the voices, concerns and ideas of the youth concerning climate change be heard. They see climate change as one of the biggest challenges for humanity. Arguing that all the protests of youth around the world illustrate the importance of giving the youth a voice in the climate debate (Klimaatadaptatie Groningen, 2021). Their main contribution to the climate debate is the Youth for Climate Adaptation Conference, which is organised by the group. Youth from all over the world were welcomed during this event to talk about the climate crisis, and their ideas were represented in the Climate Adaptation Summit. The organisation presents different goals: more action now, a climate course in schools and more youth participation in the climate debate (Rtlnieuws, 2021). On their social media accounts, they also promote local initiatives, e.g. planting trees and collecting trash.

In conclusion, YfCA is an organisation representing the voice of the youth in the climate debate. They are well-known for their contribution to the global Climate Adaptation Summit. However, they generally focus more on the local scale. Their goals are clear, and their focus is mainly on youth through education and participation.

3.3 Data Collection

3.3.1 Literature Analysis

Through a scientific literature analysis, references to the different action groups in the academic literature were analysed. This provides the research with more insights into the groups, their motivations, and goals. For the literature search, only peer-reviewed scientific articles that were either published on SmartCat (search engine on the University of Groningen) or Google Scholar were taken into account. This is also the case for the literature that was used in chapter 2 the theoretical framework of the research. Keywords used for the academic literature search were; motivation, aim, culture, tactics, strategy, values and beliefs.

3.3.2 Newspaper Analysis

A newspaper analysis was conducted to learn more about the different climate activism groups. To get a broader understanding of the different groups, what they do, how they do it and why they do it. This is an addition to the academic literature that is still limited as these groups are a fairly recent phenomenon. These insights will help to see if the motivations of the young adults align with the activism group in which they engage.

The program of ‘Nexis Uni’ will be used for newspaper analyses. Through this program, all the articles referring to one of the action groups in Dutch newspapers will be collected. Each action group was searched for individually, and the articles were categorized according to what new insights they provided. The information was gathered on each group until a point of saturation was achieved, meaning that new articles do not provide new information and therefore all relevant information is known. To make sure that the search was unbiased, different national newspapers were researched. To capture the width of the debate, both the more politically left and the more politically right newspapers were added. The ‘Volkskrant’ represents the political left media, the ‘Telegraaf’ the more political right media and in the middle ‘het Algemeen Dagblad (AD)’. However, for YfCA these specific newspapers were not possible to use since they were not referred to. Therefore, local and international newspapers were used. The local newspapers are Dagblad van het Noorden and the Leeuwarder Courant. The newspaper analyses enable the research to create a better understanding of the different groups, which was not possible solely based on their website.

3.3.3 Semi-structured Interviews

To collect primary data on what motivates young adults to participate in climate activism groups, activists of all organisations described in table 1 were interviewed. A difficult aspect of these groups is that an individual does not become a ‘member’. When someone wants to join a group, there is not a formal membership they have to sign up for. For example, when one wants to become active in XR or Urgenda they can just join an activity or protest. All groups do work with other terms: Urgenda has ‘regiospinners’ which are volunteers that play an active role in their region. YfCA works with ‘ambassadors’, which are the young adults that are active in the organisation. And XR has ‘rebels’, which are the people who are protesting and taking action in the name of XR. Every organization was sent an email if people would be interested in participating, with the only requirements of them being between the ages of 18 and 29 and active in the Netherlands. Furthermore, for XR also local groups were sent an email, e.g. XR Amsterdam. Thereafter, since the amount of response was low, people that were active on the Facebook/LinkedIn page of their group were sent a personal message asking if they want to participate. On LinkedIn, for example, was searched for people who indicated on their profile that they volunteer as ‘rebel’ for XR. On the website

of Urgenda, there is a page for the ‘regiospinners’, where the volunteers between the ages of 18 and 29 were sent an email with an invitation to participate. Furthermore, when choosing participants, representation of gender and age were kept in mind. This eventually led to eleven participants, introduced in table 2. It can be noted that only one respondent was found from Urgenda. More people from Urgenda were contacted, however, only one was willing to participate. Therefore, unfortunately, only one participant represents Urgenda.

Referred to as:	Climate Activism Group	Age	Sex	Nationality	Place of Residence	Duration Interview	Interview Date and Place
P1	Extinction Rebellion	25	Female	Chinese	The Hague	58:04	Online on October 4th
P2	Extinction Rebellion	23	Female	Dutch	Rijswijk	1:08:54	Online on October 4th
P3	Extinction Rebellion	26	Male	Hungarian	Amsterdam	1:00:37	Online on October 5th
P4	Extinction Rebellion	26	Female	Dutch	Wageningen	1:16:02	Online on October 8th
P5	Extinction Rebellion	25	Male	Dutch	Amsterdam	1:19:48	Online on October 20th
P6	Extinction Rebellion	24	Female	Dutch	Groningen	52:53	Online on October 11th
P7	Urgenda	26	Female	Dutch	Sittard	1:05:57	Online on October 18th
P8	Youth for Climate Adaptation	22	Female	Dutch	Scheendam	46:54	Offline on October 4th
P9	Youth for Climate Adaptation	24	Female	Dutch	Marum	1:05:16	Online on October 8th
P10	Youth for Climate Adaptation	22	Male	Dutch	Midlaren	1:02:43	Offline on October 8th
P11	Youth for Climate Adaptation	28	Male	Dutch	Groningen	1:20:05	Online on October 18th

Table 2: Personal Information Participants

For the interviews, both introductory questions and statements were used. The introductory questions captured the personal information of the participant, e.g. age, gender and education. The remaining topics were discussed through statements. The benefit of statements is that participants could freely associate. A question can sometimes influence an answer by indicating a certain direction, this is less likely with the use of statements. The statements were divided into different sections and can be found in Appendix C. The statements operationalise the concepts of the conceptual model, introduced in chapter 2. Although a list of predetermined statements was prepared, semi-structured interviews leave the opportunity to explore other issues during the interview (Clifford et al., 2010). Furthermore, the interviews started with a very broad first statement on what motivated the individual to join a climate activism group, leaving it open for interpretation. Afterwards, the interview zoomed in on more specific topics of the conceptual model. Of course, the conceptual model is of high significance to the interview statements, but to provide new insights for motivation other elements might also be of interest.

3.4 Data Analysis

3.4.1 Newspaper Analysis

To turn the raw data of the newspaper analysis into clear and presentable information, the data were categorized. The first category consists of practical information about strategy and tactics. And the second consists of the beliefs and values of the groups and their members. Furthermore, the information was split per newspaper. In the case of XR and Urgenda, these were the aforementioned Volkskrant, Telegraaf and AD. For YfCA the analysis was split into local and international newspaper references.

Within the program of Nexis Uni, all references to the three groups from the 1st of January 2016 until the 22nd of November 2021 were collected. For XR, the requirements led to 359 results for the AD, 153 in the Volkskrant and 95 in the Telegraaf. The results for Urgenda led to 292 references in the Volkskrant, 153 in the AD and 165 in the Telegraaf. The analysis of YfCA was based on 6 references in local newspapers and 3 in international newspapers. To analyse all the references, only the information of either of the two categories (strategy/tactics and beliefs/values) was used. For example, a lot of references to Urgenda did not provide any additional information on the groups but solely mentioned the group in an irrelevant context for this research. For example, the court case against the state was often referred to in other contexts, e.g. ‘comparable to the climate court case of Urgenda’. However, these articles did not mention anything about Urgenda in particular. Therefore, these articles did not add anything significant to the research.

3.4.2 Literature Analysis

The additional information on the climate activism groups, collected through literature analyses, are presented in the case descriptions of section 3.2.

3.4.3 Semi-structured Interviews

The first step in the analysis of the interviews was transcribing the recordings. Furthermore, during the process of transcribing, any personal identifiers that were not permitted were removed. After finalizing the transcripts, the data were analysed and coded with the program ‘Atlas.ti’. Coding is a way to make sense of data, by identifying categories and patterns (Clifford et al., 2010). Through coding, different sets of information were organised into overlapping topics. Coding enables the researcher to get to know their data intimately and see patterns and themes emerging in a way that would not be possible otherwise. This research used both deductive and inductive coding (Epstein & Martin, 2004). Deductive coding has been carried out by using codes derived from the theoretical framework. Furthermore, inductive codes were added later based on the interview results. A coding tree with all the codes of the interviews is provided in Appendix D. Finally, since most interviews were conducted in Dutch and the research is in English, quotes were translated by the researcher.

3.5 Ethical considerations

Brinkmann & Kvale (2005) describe the asymmetrical power relationship of an interview. The interviewer defines the situation, initiates the interview, determines the topic, and terminates the conversation. To make interviewees feel comfortable and share personal information with the interviewer, ethical considerations are important. Hammersley & Atkinson (2019) distinguish four different ethical aspects in the context of qualitative research. First of all, informed consent by the participants is required. For this research, the interviewees were informed about the content of the research and had the right to decline or accept to participate. Furthermore, they had the right to stop the interview at any time. Second, the privacy of the participants has to be assured, therefore names were not shared and participants were made anonymous. Especially since climate change is a topic that people have strong opinions about, both positive and negative, the interviewees are fully in their right to stay anonymous in the research if that is preferred. Moreover, since certain individuals are politically active, privacy becomes even more important. Before any personal information like gender or age was shared, the participants approved of this. If at any later time before publication participants decided that they do not want the interview to be part of the research, they were entitled to withdraw. Third, the information provided by the participants may not harm them either during or after the research. Lastly, exploitation is something that must be avoided. This might occur if the participants feel like they were being used, and get nothing out of the interaction. The asymmetrical power relationships described above can negatively influence the feeling of exploitation. To create an environment where participants feel comfortable, safe to share and not exploited, several measures were taken. For instance, after the interview ended participants were asked how they perceived the interview. Some indicated they were curious what the personal opinion of the researcher was on particular issues, which led to interesting conversations. Sharing some personal information and stories with the interviewees was done after the interview ended, therefore not influencing their answers. Furthermore, not all participants were as comfortable talking about certain issues such as politics. When these topics came up it was emphasized that they should only share what they felt good about. Moreover, letting the participant choose the location was a way of making sure they were in a comfortable space during the interview.

The raw data of the recordings and the transcriptions were exclusively accessible to the researcher and supervisor. The transcriptions and recordings of the interviews were saved on a computer that is protected by a password. Furthermore, as a backup, this raw data was saved on the personal storage space of the researcher and supervisor on the university's drive. Which is only accessible on university computers with their personal accounts. The transcripts of the interviews were anonymised and full transcriptions were not published online.

To make sure that the participants were fully aware of the ethical aspects of the interview, a letter of consent was signed by each participant, see Appendix B. Participants signed this form before the interview started, stating their rights, permission for recording and using their gender and age. In case of an online interview, the consent form was sent to the participant beforehand with the request to sign it digitally. Also in light of the COVID-19 pandemic and travel distance, the interview location was left to the participants, who might opt for an online or offline interview. Eventually, two interviews were held face-to-face and the remaining interviews were done online through Google Meet.

Chapter 4: Results

This chapter analyses the data collected through the interviews and newspaper analyses. Section 4.1 will demonstrate the results of the newspaper analyses linked to the sub-question: *What do we know about the different climate activism groups in the Netherlands?* Next, the results of the two research questions: *What motivates young adults from within?* and *What external factors motivate young adults?* will be discussed in section 4.2 based on the analysis of the interviews. Combined these results will answer the remaining sub-question: *To what extent do the individual motivations align with the shared values and beliefs of the climate groups?* The answers to these research questions and their link to the theoretical debate will be presented in chapter 5.

4.1 Values, Beliefs, Strategy and Tactics: Results from the Newspaper Analyses

The newspaper analyses cover most of the relevant information of the different groups written in the last five years in these newspapers. These insights add additional information to the case descriptions from section 3.2. For every climate activism group, a table illustrates the information gathered, divided among the different newspapers. More in-depth knowledge on the different groups from this analysis benefits this research since it provides insights into their values, beliefs, strategy and tactics. Furthermore, it will be interesting to see if the beliefs and values that come forward in the newspaper analyses are in line with those of the participants.

4.1.1 Extinction Rebellion

The main findings of the newspaper analysis on XR can be found in table 3. According to the Volkskrant, the aim of XR is threefold: for governments to tell the truth about the climate crisis, do what is necessary and let citizens decide. Letting citizens decide refers to the citizens' assembly XR proposes. It is added that XR does not want to determine which measures should be taken since they do not have a monopoly on wisdom. Instead, they vouch for an assembly of 150 citizens that are selected by lottery and informed by independent scientists to decide on climate policy. XR aims to challenge the public order by specific actions such as blockages, civil disobedience and interventions. The protests and actions of XR do make an impact, an article of the AD mentioned that partly due to protests of XR the pension fund of ABP no longer invests in fossil fuels. The newspaper references of XR confirm the fact that they claim to be non-violent. None of the articles indicated that an activist got violent. Although XR is being portrayed as radically left in the article of the Volkskrant, an article in the AD states that XR exists out of regular people who are genuinely worried about the climate crisis.

A lot of articles in all three newspapers inform the public on arrests of XR rebels, to which an article in the Volkskrant adds:

‘Protests of XR know two types: the merry type with dancing and sitting. And the darker side of blockages, ‘die-ins’ and getting arrested.’

The ‘darker’ protests are receiving more newspaper attention. These protests are framed as ‘guerrilla-like’ by the AD. Although not everyone appreciates the civil disobedience protests, XR sees this as the best way to get attention. Illustrated by an interview in the Volkskrant, where a rebel states that their goal is not to find more allies. This rebel indicates that they strive to disturb the public and that they get attention by being annoying. An XR Rebel validates these protests by stating the following in an AD article:

“Nelson Mandela and Mahatma Gandhi all violated the law on purpose and got arrested, but eventually provided the world with justice. Through politics, the climate crisis will not be solved.”

	Beliefs and Values	Strategy and Tactics
Volkskrant	<ul style="list-style-type: none"> - Young and radically left organisation - XR strives to disturb public order: by being annoying, we get attention. - XR justifies blockages because obedience has not worked. ‘As citizens, we have a contract with the government, we pay taxes and they provide us safety’ - Non-violence. - Vouch for a Citizens' Assembly - The system is the cause of the climate crisis, and the government is responsible. - XR has three main points: tell the truth, do what is necessary and let citizens decide. 	<ul style="list-style-type: none"> - Protests in a peaceful way, by blocking multiple traffic flows. - Protesters are dancing and eating a sandwich. Police officers are keeping an eye on the protest. - Hundreds of activists of XR are protesting. - The rebels of XR are well-known for getting arrested - 7 XR activists will have to appear in court for taking part in the first Dutch protest. - Protests of XR know two types: the merry type with dancing and sitting. And the darker side of blockages, ‘die-ins’ and getting arrested.
Algemeen Dagblad	<ul style="list-style-type: none"> - XR exists out of regular people who are genuinely worried about the climate crisis. Who feel that the way we are living on earth is untenable, and feel that the temperature rise of 1.5 we are maximum we are striving for will not be reached. - XR rebel does not want children because the earth will not be a safe place to live on in a couple of years - XR argues that governments have been falling short on climate action for decades. - Climate activism groups, among others XR, are working together in the largest protest so far, to encourage the Dutch government to take more action. 	<ul style="list-style-type: none"> - Fourteen protesters of XR are arrested since they did not want to leave voluntarily - XR rebels in the Hague are arrested for hanging a banner with ‘A sustainable prime minister here please’ at the office of Mark Rutte - Partly due to protests of XR the pension fund of ABP no longer invests in fossil fuels - XR is holding guerrilla-like protests in The Hague, where activists are gluing themselves to the street and are using chains to lock themselves to buildings. - A journalist writes: the way XR handles things is causing alienation of regular civilians. The climate crisis needs a serious approach, these asphalt-licking lunatics are not going to make any change.
Telegraaf	<ul style="list-style-type: none"> - XR feels that there is a human-made crisis that is ruining life on earth. - Members of XR are protesting under the motto: ‘Geen gelul, nu naar nul’ which translates to No nonsense, to zero now! Referring to the emissions of the Netherlands. - Politicians should abandon the focus on political feasibility and economic growth and focus on the policies necessary to preserve the planet for plants, animals and people. 	<ul style="list-style-type: none"> - A group of rebels at the Ministry of Economic Affairs demands that they stop investing in the fossil fuel industry. - The British government is thinking about classifying XR as a criminal organisation due to its blockage of politically right newspapers. - The ‘Lenterebellie’ is a protest against three cabinets of Rutte, in which according to XR no climate goals were achieved.

Table 3: Main Findings Newspaper Analysis Extinction Rebellion

The opposing relationship XR has against Dutch climate politics is described in multiple articles. It is mentioned that the government is responsible and that ‘the system’ is the cause of the climate crisis. Furthermore, the inaction of the government on the climate crisis is discussed multiple times. Moreover, an article in the Telegraaf mentions that XR believes that the focus of politicians on economic growth and feasibility should be replaced. A noticeable difference between the different newspapers is that the Telegraaf generally publishes more about arrests and actions, and the Volkskrant and AD provide more

information about the underlying motivations and the importance of the climate crisis. The Telegraaf occasionally also writes about this, but noticeably less than the other newspapers.

4.1.2 Urgenda

The newspaper articles on Urgenda paint a rather different picture than the aforementioned analysis on XR, illustrated in table 4. Whereas XR focuses on civil disobedience and protests, Urgenda is known worldwide for the court case they initiated against the Dutch state. As mentioned in the methodology a large number of the articles spoke about this, and it is often referred to in the context of other, for this research irrelevant, issues. The impact of the court case is illustrated by articles that suggest that other environmental organizations in foreign countries are following the example. Urgenda is known for wanting to make the Netherlands more sustainable in general, relating to issues ranging from energy to planting trees. The Telegraaf adds to this that Urgenda strives for a new economy, in which the focus on prosperity is replaced by one on well-being. The AD adds:

“Marjan Minnesma (director Urgenda) says that we need a 'crisis approach' so that measures can be taken in time to prevent the climate disasters that scientists are predicting for us. A crisis approach, that does not mean; panic! But: put your heads together, decide, execute.”

	Beliefs and Values	Strategy and Tactics
Volkskrant	<ul style="list-style-type: none"> - According to Urgenda the state should invest 10 to 20 billion in making industrial processes more sustainable. - The moment when we will demand a penalty payment from the court is approaching', says Minnesma. - If the government does not comply with the Urgenda court decisions, then society will ask: why should I, as a citizen, still consider myself bound by a court decision? - Nature is powerful and reproduces itself exponentially. 	<ul style="list-style-type: none"> - With the climate court case against the Netherlands, Urgenda legally obligated the state to meet the CO2 emission goals. - Because of the revolutionary Urgenda case about greenhouse gases, the State has to do more to protect citizens against climate change. - Polen is getting an Urgenda-like court case against its State to do more in the climate crisis. - Urgenda, together with Caring Farmers and the Tree Festival, has set itself the goal of giving away and planting 1 million trees.
Algemeen Dagblad	<ul style="list-style-type: none"> - 'The earth gives all the signals in the world' says director Marjan Minnesma, referring to recent forest fires, heat records and floods. "If we remain blind and deaf, we don't deserve it." - Urgenda organized the tour to draw attention to the climate crisis. The summit in Scotland is "critical to preventing disruptive climate change". 	<ul style="list-style-type: none"> - Similar lawsuits have been filed against the government in Germany and France, following Urgenda, and won. - Urgenda runs the 'Put it on 60' campaign. Which can save a family 60 euros per year, by installing a lower boiler temperature. - With a crowdfunding campaign, Urgenda and agricultural advocacy group LTO are helping farmers to sow herb-rich grass fields. The crops are good food for the cows and the clovers absorb nitrogen.
Telegraaf	<ul style="list-style-type: none"> - Marjan Minnesma says: don't eat meat for a day. She does not believe that everyone should stop eating meat. - The Netherlands has four coal-fired power stations. The early closure in the Netherlands, urged by Urgenda, should help to combat climate change. - Urgenda is a great champion of a rapid transition to climate neutrality. - Urgenda advocates for making the Netherlands more sustainable. - Urgenda strives for a new economy, in which well-being is more important than prosperity. 	<ul style="list-style-type: none"> - Urgenda has added to many sustainable transitions such as electric transport and the roll-out of affordable solar panels among private consumers. We will have to do things differently in the field of living (without energy bills); transport (cleaner, faster, quieter, cheaper), food (more plant-based, more seasonal and regional), production (circular and bio-based) and energy generation (plenty of sun and wind). - In 2021 Urgenda is threatening to go to court again because environmental measures are not being implemented quickly enough. - Urgenda came up with a 54-point plan under the motto 'every little bit helps.' Amongst other things reducing the maximum speed, pressure tires, a lower commuting allowance, the lighting off after working hours, wetter peat meadows, the doors of shops closed in winter, the use of a green search engine.

Table 4: Main Findings Newspaper Analysis Urgenda

Next to the court case, Urgenda also organises other actions, e.g. the Climate Miles in 2021 and handing out trees for free. However, these got much less attention in the newspapers. Urgenda tries to influence multiple important actors, amongst others the government. Next to a focus on governmental influence, Urgenda also tries to influence individuals. For example, with the initiative ‘Put it on 60’, where they promoted individual households to adjust the temperature on their boiler. However, an article in the Telegraaf also addresses that not everybody has to act perfectly pro-environmental to make a difference. Therefore, they are addressing individual responsibility, but they do not strive for every citizen to behave in a perfect pro-environmental way. However, their main focus is aimed at governmental and political influence. For example, the 54-point plan Urgenda developed has many society-wide ideas. Furthermore, the Volkskrant addressed potential criticism towards the government if they do not comply with the court decisions. If this happens, they expect citizens to also start questioning court decisions. The different newspapers illustrated an overlapping picture on Urgenda. Whereas for XR the Telegraaf mentioned less on their values and beliefs, they did indicate this more about Urgenda.

4.1.3 Youth for Climate Adaptation

The main findings of the newspaper analysis on YfCA can be found in table 5. The strategy of YfCA differs significantly from the ones of XR and Urgenda. First of all, the focus of YfCA is mainly on the local scale of the province of Groningen. In an interview in a local newspaper, one of the ambassadors states:

“I would rather work locally than talk highly abstractly on a global level. This is where the understanding must arise that we must do it together. Otherwise any change from above will come as a slap in the face.”

	Beliefs and Values	Strategy and Tactics
Dutch Newspapers	<ul style="list-style-type: none"> - YfCA is a group of young people that originated during the Climate Adaptation Week Groningen and is concerned with how we should adapt to climate changes. - YfCA believes that adaptation is about dealing with a changing environment. We have already passed important tipping points, after which change is inevitable. For example, research shows that the melting of the Greenland icecaps is inevitable. What remains for us is to be humble and adapt. - This generation is the first which has never known a world without global warming. The ambition, dynamism, and determination, when coupled with opportunities and financial support, of this generation will be a huge boost towards building a more resilient future. 	<p>YfCA was active at the Let's Gro festival in Groningen: harvesting trees with Meerbomen.nu and claying a beautiful world with children.</p> <ul style="list-style-type: none"> - At the Youth for Climate Adaptation Conference young people from all over the world work online on climate adaptation. This week leads up to the Climate Adaptation Summit, where world leaders discuss global action on climate adaptation. - In Groningen, Youth for Climate Adaptation is investigating how this generation can have a visible influence on policy. Dozens of young people have been working since November on an action plan, a list of measures they consider necessary. They are given master classes on lobbying and campaigning, and they discuss regional 'climate adaptation' with policymakers from all Groningen municipalities.
International Newspapers	<ul style="list-style-type: none"> - The Youth for Climate Adaptation Conference is organised by youth, for youth. 	<ul style="list-style-type: none"> -During the Youth for Climate Adaptation Conference, youth from all around the globe come together in Groningen. Jointly they contribute to a Global Action Agenda and a Regional Groningen Action Agenda, to be presented at the Climate Adaptation Summit.

Table 5: Main Findings Newspaper Analysis Youth for Climate Adaptation

However, they did organize a worldwide event. At the Youth for Climate Adaptation Conference youth came together online to discuss climate adaptation, their input was bundled and presented at the Climate Adaptation Summit before world leaders. Second, they emphasize the power of the youth. The ambassadors of YfCA are all between the ages of approximately 15 and 29. Lastly, their focus is specifically on climate adaptation, in an interview, an ambassador elaborates on this:

“Adaptation is about dealing with a changing environment. We have already passed important tipping points, after which change is inevitable. For example, research shows that the melting of the Greenland ice caps is inevitable. What remains for us is to be humble and adapt.”

Generally, the activities, aside from the conference and one local festival, do not become clear from the newspaper analysis and might not have received any media attention. This can be explained by the fact that they are quite a young organisation. More background information about the organisation will be asked in the interviews. A clear difference that does become clear is that whereas XR and Urgenda try to influence the government, YfCA tries to work together with governments directly. This is illustrated by one of the local newspapers that writes that the group is discussing regional plans with policymakers within the municipality of Groningen.

4.2 Motivations: Results from the Interviews

This section illustrates the results from the semi-structured interviews. It is divided into the concepts introduced in the conceptual model of chapter 2. Table 2 of section 3.3.3 indicates the personal information of the participants. Participants are referred to as P1, P2 etc. according to the identification of this table.

4.2.1 Motivations Open Statement

The interviews started with the broad statement: *‘What motivated me to join a climate activism group is...’* exposing the motivations the participants themselves perceived as most influential. Multiple participants indicated that they felt the urge to do something about the climate crisis since they were a child or teenager. This did not apply to everyone, some indicated that their studies, mostly referring to either their bachelor or master, encouraged their climate activism. Most participants conducted a study concerning climate change to a higher or lesser extent, which will be explored in section 4.2.3. Furthermore, multiple participants indicated they joined a climate activism group to create a practical implementation of their theoretical knowledge on climate change. Illustrated by P8:

“For a long time I had been debating what I could do as an individual, and what I can change. When I got informed about the existence of YfCA, this was something concrete and practical. This provided me with the opportunity to not only read about it and feel sad, but to use my knowledge in practice and make a difference.”

Another aspect that was mentioned several times was the urgency of the issue. The urgency the participants perceive adds to the fact that they want to be influential and make an impact. Furthermore, P5 stated that being part of a climate group makes it more believable when he says climate change is important and adds to his credibility. Some other motivations that came forward were: CV boost (P1 and P9), meeting people after moving to a new city (P3 and P5), feelings of anxiety (P1 and P8), meeting like-minded people (P6, P10 and P11), inspire others to do something (P7), and protecting nature (P11). These preliminary findings suggest that there are a lot of motivational factors and that participants experience different motivations.

4.2.2 Shared Values and Beliefs

The six interviewed participants that are part of XR mostly shared the values and beliefs of the group. However, not all participants had the same interpretation of what the central values and beliefs of XR are. For example, P1 recognized them as love, rage and solidarity. On the other hand, P5 perceived the central values and beliefs as the three demands of telling the truth, acting now and creating a citizens assembly. However, they all thought climate change is an important issue and that actions need to be taken to tackle this issue. Multiple participants mentioned that they occasionally feel conflicted about the radical and extreme approaches of XR. For example, P6 stated:

“A couple of years ago I was really active within XR. At one moment, it became too much for me. There is a lot of negativity, people are angry and that creates a negative feeling. That made me decide to take a couple of steps back.”

Participants also mentioned that the goals of XR are not always realistic, saying that their goals are too ambitious which P3 indicated can even work counterproductive. Also, some critical points were made about the non-hierarchical aspect of the organisation. For example, P4 indicated she thinks this is not realistic since there will always be a hierarchy. P5 added that he questioned if a non-hierarchical organisation is always beneficial. Indicating that in some situations it would be useful if someone would take the lead.

Furthermore, multiple participants mentioned they occasionally feel conflicted about the methods of XR. P6 mentioned that she sometimes felt conflicted about damaging other people or public property. P5 added:

“During the last week, we had a large protest. And it did make me think about our methods. A lot of our time and energy went to dealing with police violence. I experienced it as quite heavy, both physical and mental. I think when the police ask us to leave, we should do so. I think the time gain, which is about half a minute, is not worth it.”

Other important values and beliefs that were mentioned are: fighting animal cruelty, being your authentic self, regenerative culture and personal well-being.

Participants of YfCA did not always have a clear picture of what the values and beliefs of the organisation were, P9 indicated this is because they are a young organisation. Furthermore, P9 indicated that the important values and beliefs of YfCA are starting the conversation and setting a good example. She sees the ambassadors of YfCA as go-getters since they feel that only being angry at the big companies is not achieving anything. On the contrary, P8 experienced the management of YfCA as messy. However, she does add that generally, they have quite similar values and beliefs. She stated that everyone believes climate change is important and actively tries to contribute to creating more awareness. It was mentioned multiple times that there are some differences between the ambassadors of YfCA, P11 elaborated on this by stating that they all have their own opinions about what climate activism is and where YfCA stands for. Furthermore, this participant added that this makes YfCA as a group stronger since they bring all these different opinions together and respect one another. Participants did not always agree on if all members should act pro-environmentally, for example, if they should or should not eat meat. Some said they would like everyone to do so, and others indicated that everyone should decide for themselves. Furthermore, it is indicated that some members are more radical, arguing that they would like to organise protests and actions instead of focusing on starting the conversation collaboratively. Despite these differences, they all agreed on the fact that climate change is an issue that needs to be taken seriously. P10 indicated:

“I think the central message is that we cannot stop climate change. The climate is already changing because of the emissions we are causing. I think YfCA strives to prepare the world for a changing climate through adapting and changing our living environment.”

P7 is the only respondent that represents Urgenda. P7 partly agrees with the values and beliefs. For example, she is in favour of Urgenda aiming to influence all actors in the transition. Not only the governments and big companies but also the individual. However, she is also critical as she thinks it is not always well received in the real world. She indicated that in her work she sees their approach can be counterproductive.

In conclusion, it can be stated that all participants to some extent share the values and beliefs of the group they are part of. However, the values and beliefs that represent an organisation are not always clearly known or perceived by all participants. Especially for those of YfCA since the group is so young. Some conflicts relate to the strategy and tactics of the organisations, particularly, the radicalism of XR and the counterproductive tactics of Urgenda.

4.2.3 Environmental Education

Nearly all participants indicated that climate change was a topic barely discussed in either primary or high school. It was for example often mentioned that participants had a geography lesson about climate change and greenhouse gasses. However, this was frequently experienced as little and shallow information. When asked about the broader topic of nature, participants indicated this was more often discussed through subjects such as plants and animals. The level of attention provided to these subjects differs between the participants. For example, P3 indicated his elementary school was heavily focused on sustainability. On the contrary, P2 indicated:

“We discussed climate change one time, the message was that you should turn off the lights when you leave a room. Otherwise, your grandchildren will not be able to see a polar bear.”

Most of the participants finished or are currently studying a subject that overlaps with climate change, illustrated in table 6. Some participants indicated that climate change was not necessarily a topic of discussion during their further education. However, when the opportunity arose to pick a topic themselves, they often chose one relating to climate change. As stated earlier, the environmental education of participants often motivated them to participate in climate activism. Some participants even mentioned that after a specific lecture, they were extra motivated to act more pro-environmentally and contribute to combating climate change. As a preliminary conclusion, it can be said that environmental education played an important role in motivating the participants. Most activists have received a lot of knowledge through their Bachelor or Master and experienced that this contributed to their participation in climate activism.

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11
Bachelor Political Science and International Relations	Bachelor Climate and Management	Master Energy Analyses	Master International Land and Water Management	Master Water, Society and Technology	Bachelor Communication and Multimedia Design	Master Cities, Water & Climate Change	Master Climate Adaptation	Master Environmental Governance	High School	High School

Table 6: Level of Education Participants

4.2.4 Knowledge on Climate Change

Except for P11, all participants indicated that they think they know a lot about climate change and how to act pro-environmentally. P11 indicated that he does know much but to his own opinion not enough since he does not always know how to act pro-environmentally. Since most participants study a topic connected to climate change, they indicated this was their main source of knowledge. In addition, documentaries, the news, books, conversations with other people, newsletters from specific organizations, social media, and academic articles were all mentioned multiple times as a source of information. From these additional sources conversations and discussions with others and reading about climate change were mentioned the most. Some participants were aware that their knowledge is framed by being part of a specific bubble. For instance, P8 indicated:

“I follow a lot of accounts on Instagram, and sometimes I wonder... maybe this creates a distorted picture since I create my bubble. And I discuss climate change with the same friends, also adding to this bubble.”

All participants indicated that there is a particular subject that they are lacking information on and would like to learn more about. Multiple participants stated that they want to learn more about potential solutions,

on a local and global scale. As a preliminary conclusion, it can be argued that knowledge plays an important role and is positively related to climate activism. All participants expressed that they already know a lot about climate change. However, they all indicated that there are topics they would like to learn more about.

4.2.5 Connection to Nature

Most participants indicated that they notice the effects of climate change through the news but not with their own eyes. Some added that they have seen these changes abroad. And some argued that they noticed a temperature change in the Netherlands. Concerning a connection to nature, all participants indicated that they like spending time outdoors, that they think it is important to spend time in nature and often that they would like to spend more time outside. However, in reality, a lot of the participants spend most of their time indoors due to their work and studies. This sometimes made them question if they were connected to nature since they also spend a lot of time on their phone and behind screens. However, other participants did express feeling connected. For most respondents, this connection to nature started in their childhood. P4, P6, P7, P8, P9 and P10 all grew up in villages or other rural areas and indicated they spent a lot of time outside in their childhood. On the contrary, P1, P2, P3, P5 and P11 grew up in urban environments. However, all but P1 indicated that as a child they did spend a lot of time outside. However, there is a difference between playing outdoors in nature or alongside a busy road. Currently, participants indicated that they spend time outdoors doing activities such as walking the dog, hiking, cycling, swimming, meditating, exercising and observing the landscape and animals. P9 and P11 stated that they also spend time outdoors for work-related activities. However, through these activities, they do not notice the consequences of climate change. These preliminary results indicate that connection to nature plays an important role for most participants. For some participants, this connection started in their childhood, and for others, it came with age.

4.2.6 Emotions

When asked which emotions the participants feel about climate change, they expressed they feel a lot of negative emotions. Hopelessness, sadness, anger and stress were all indicated several times. All these emotions can be linked to anxiety. For example, P1 said she feels anxious and hopeless since things are happening too slowly. P4 added to this:

“I feel really sad, sometimes I even cry when I think about it. I think about what is happening, and I feel powerless. I want to try to change society, but eventually, there is only so much I have an influence on.”

This quote illustrates all the three A's: anxiety, ambivalence and aspiration. P4 felt sad and powerless (anxiety) towards the climate crisis and also wanted to do something to make a change (aspiration). However, the participant also realised she has a limited influence and feels conflicted between hope and anxiousness (ambivalence). Overall, the feelings towards climate change of the participants have the most overlap with anxiousness.

The emotions the participants experienced towards participating in climate activism are more positive. All participants mentioned that they feel strengthened and understood by not having to deal with the issue alone and sharing the burden with like-minded others. Furthermore, participants also indicated that by doing it together they feel like they make a larger impact. However, it was also expressed that these positive feelings of participation do not make the generally negative emotions against climate change disappear. Overall, these emotions have the highest overlap with aspiration. These feelings towards climate change and

participation conflict with each other, indicating the last A of ambivalence. These preliminary results indicate that all three A's can be found in the results. There is a clear difference between the emotions experienced by climate change and during participation in climate activism.

4.2.7 Perception of Control

The feeling of being in control was not mentioned explicitly by any of the participants. On the contrary, participants sometimes indicated they feel powerless towards the climate crisis. P1 even mentioned that she does not feel in control at all. However, participants stated that by being part of a climate activism group that do feel like they make an impact. For example, P6 said that being part of a large demonstration made her feel like they were making an impact. Other participants feel like some actions have larger impacts than others, for example, P2 stated:

“Sometimes I feel like we make an impact and sometimes I do not. Some actions do not make the news. But you never know the influence on the long term, you plant seeds in people's heads. That is an impact you cannot measure, but it is there.”

P4 suggested that this influence is becoming more prominent, since she sees that the ripple effect is increasing, meaning that the support base, goodwill, positivity and understanding towards the climate activism movement is growing. As a preliminary conclusion, it can be argued that control is not really experienced, therefore, not contributing to the motivations of the participants. However, it is often indicated that participants feel like they make an impact through participation in collective climate activism. Moreover, this impact differs highly between actions and it is not always visible.

4.2.8 Individual Framing of Climate Change

Participants were asked to put the following statements in the textbox below in order from most to least important to them personally, corresponding with the different values (Bouman et al., 2021).

- Number 1 (Egoistic): I am participating in climate activism because I want to create a better world for my future children.
- Number 2 (Hedonic): I am participating in climate activism because I want to increase my well-being.
- Number 3 (Altruistic): I am participating in climate activism because I want to increase climate equality and climate justice.
- Number 4 (Biospheric): I am participating in climate activism because I want to save the earth and prevent pollution.

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11
4123	3214	4312	3214	3412	4312	4123	3412	4321	4321	1234

Table 7: Results Order of Values

All participants except for P11 either put number 3 (altruistic) or 4 (biospheric) in the first place, illustrated in table 7. P11 mentioned that the earth does not need to be saved, since it will survive. What does need to be saved is humanity. This was indicated by multiple participants as a reason to not put number 4 in the first place. On the contrary, others stated that they felt a responsibility towards nature, animals and/or plants to create a better living environment. For example, P3 stated:

“It is actually sort of climate justice actually. Because normally when we talk about climate justice we talk about humans. But I think we have even more... we need to show climate justice to nature and plants and animal species who are in such dire situations. I want to be more just towards them.”

The reason for putting number 3 high on the list was often a moral responsibility towards the countries that are already experiencing the consequences of climate change. Participants that put their well-being last expressed that they did not experience any problems with this aspect and did not expect to soon. Therefore, they did not strive to increase their well-being. An important distinction is that some participants rated number 1 high, although later stated that they thought future generations and not particularly their own children were important. This means they didn't really adhere to egoistic values.

Another aspect of personal framing is who participants perceived as the biggest contributor to climate change and emissions. Their answers ranged from politicians, government and big companies to the individual or society as a whole. For example, P9 stated that capitalism is the biggest contributor. On the contrary, other participants did not believe that there is one main contributor, they stated that everybody should take responsibility, both big companies and the individual. Other participants were really clear on seeing governments and big companies as the biggest contributors to climate change. However, when in the remaining interview they were asked about individual responsibility they sometimes were conflicted and indicated that there is also an individual responsibility.

4.2.9 Frame of Reference/ Framing by Others

Participants indicated how much the five people closest to them care for the climate, results are illustrated in table 8. Overall, participants rated their close friends and family as caring about the environment quite highly. A clear exception is P1 who gave all her closest friends a five since she feels like they do not act sufficiently. Another exception is P7 who gave some friends a 1 because they are not concerned about climate change at all. This means some participants were quite critical of the people in their close circle.

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11
5,5,5,5,5	10,7,6,5,4	9,8,7,7,7	10,10,9,7,5	9,8,7,7,6	9,9,8,7,7	8,8,7,1,1	9,8,6,6,6	9,8,8,6,6	9,8,8,7,7	7,6,5,6,5,4

Table 8: Results of Exercise Frame of Reference

P3, P5, P6, P8, P9 and P10 all rated the people closest to them with grades between 6 and 9 indicating that their frame of reference is a group of people that cares quite a lot about the environment. Participants indicated that higher grades express more pro-environmental behaviour. Furthermore, some mentioned that higher grades indicated more internal motivation, and lower grades indicated copying the behaviour of others. P2, P4 and P11 had a slightly more varied group of people in their direct environment. Low grades were often given to people who were not concerned about climate change, and it was indicated that they could engage in more pro-environmental behaviour. All participants were asked if their upbringing played an important role in their thoughts on climate change. Answers varied greatly; some participants do not think it played a big role since their parents are not that concerned with climate change. Others are very certain that it had a large impact since their parent(s) were very aware of and passionate about the topic. Generally, participants agreed that it did have some impact. Some emphasize that they learned certain pro-environmental behaviour from their parents, e.g. a specific diet. Others emphasized that their upbringing played an important role in creating their connection to nature.

Participants often indicated that they think the same about climate change as the people around them. However, they often expressed that their own beliefs are more extreme. For example, P4 stated:

“I met most of my friends through XR, so they think the same as I do. But I also have other friends, who think that we can solve the whole climate crisis with technological solutions. I do not think this is possible, I think we need a system change. I also do not always feel understood by my family, I think I am way more extreme than they are. I also have friends who are just not bothered with the issue at all.”

Some participants were glad that not everyone they know thinks the same about the issue. They indicated that this variation is interesting and can lead to informative debates. It also broadens their scope on the issue. When asked if they would be able to be friends with anyone who thinks climate change is a hoax, participants had quite different opinions. Some were very sure that they could or could not. Others indicated that it depends on the level of friendship. These preliminary findings show that most participants are surrounded by people who care about the environment. However, they often indicated that their own beliefs on climate change are more extreme.

4.2.10 Social Norms

A lot of the participants stated that they feel pressured or obligated to act pro-environmentally. However, most participants felt this pressure from themselves and not from other people. For instance, P9 mentioned that the downside of wanting to do good is that you feel guilty if you do not. Some participants also indicated that they feel obligated by themselves since they would otherwise feel hypocritical. A few participants did experience pressure from others because they felt like they have to behave in the same way as people in their environment. Moreover, they were worried about not coming across as genuine when they always talk about how important the climate is and the next day would travel by plane. Moreover, almost all participants indicated that they occasionally alter their opinion or avoid the topic of climate change in a conversation. Sometimes because they felt like people do not understand their opinions and sometimes because they did not want their opinions to lead to a disagreement or discussion. A few participants expressed that this made them feel uncomfortable since they would like to share their opinions but not feel safe to do so. For some, this led to feelings of shame.

The pro-environmental behaviour that participants integrate into their lifestyle is; vegetarian or vegan diet (all participants), transport choices (P2, P5, P7, P8), buying second-hand clothing (P2, P4, P6, P8, P9), buying ecological products (P1, P6, P7, P9, P10, P11), not throwing away food (P1, P10), and reducing water usage (P1, P3). A lot of the participants indicated that either because of financial or time reasons they did not always choose the most environmentally friendly option. Most participants expressed that this made them feel uncomfortable. However, some participants said that sometimes it is okay not to think about the environmental impact of a specific decision, since you cannot behave perfectly. The preliminary findings on social norms show that all participants integrated specific pro-environmental behaviour into their lifestyles. The largest share of the participants indicated that they feel obligated to behave in these ways. However, this obligation is mostly from within.

4.2.11 Sense of Community

Some participants experienced a stronger sense of community than others. P2, P4, P5 and P6 of XR experienced a very strong sense of community. Important aspects of this sense of community were; like-minded people, support, having the same beliefs and values and feeling connected and understood. P5 stated:

“I experience a very strong sense of community. And it is growing now that I am getting to know more and more people in XR. It is a group of people with the same beliefs and ideas about the future. I sometimes see people with an XR button and when I start talking to them, there is an instant connection.”

Other participants of XR, P1 and P3, indicated they did not experience this sense of community so strongly. They stated that COVID-19 was a reason for this since most of the meetings were online. Participants of YfCA indicated this as well, stating that because a lot of the events were online, they have not experienced a very strong connection. However, most emphasized they think there is a community of many like-minded people. P7 of Urgenda was also unsure, she does not know many others who are part of Urgenda. She indicated she experiences it as a movement, of which she is part. These findings show that the sense of community differs highly between participants. For some, it was highly positively related to their climate activism and for others, this sense of community was less present.

4.2.12 Changing the Discourse

Participants were asked ‘*If I have the power to decide how the Netherlands deals with the climate crisis I would...*’. A lot of ideas were mentioned, and multiple participants mentioned a change of system. For example, participants indicated they want to pull the plug from economic growth, announce a state of emergency, have the power to disregard capitalism and create a system change by including e.g. changes in education and health care. Other participants had more practical examples, mostly concerning reducing the number of cattle, investing in innovative agriculture, investing in the energy transition, getting more binding rules on emissions of big companies, educating children, investing in nature, making public transport more accessible and no longer investing in fossil fuels. Participants often mentioned that companies like Shell need to be held accountable. These preliminary results indicate that some participants argue for a change of system and discourse although others do not and opt for more incremental change.

Chapter 5: Discussion and Conclusion

This chapter briefly summarizes the findings and links them with the literature. This will provide an answer to the sub-questions. In section 5.4, the results will be combined to answer the main research question and some recommendations are made.

5.1 Differences Between the Climate Activism Groups

The newspaper analyses and the case descriptions help to answer the first sub-question: *What do we know about the different climate activism groups in the Netherlands?* The results from the newspaper analyses are in line with the insights from the case descriptions which were based on academic and grey literature. Although all groups have values and beliefs concerning the environment and are committed to combating climate change, there are some clear differences between the groups. The strategies and tactics of the different organisations are divergent. XR focuses on protest and action through civil disobedience and disrupting business-as-usual, illustrated by the number of arrests and ‘guerrilla-like’ protests. This is a clear contrast with the strategy of YfCA, a young and local group of ambassadors that vouch for the voice of the youth. Their approach is milder, and they aim to start conversations with governing organisations such as municipalities. The strategy of Urgenda is to gain influence on a national scale. Of course, the court case illustrates their approach but there are many more actions through which they aim to contribute to a more sustainable society. A difference with the other groups is that Urgenda also tries to influence the behaviour of individuals. XR and YfCA mainly aim to influence the government and companies. Moreover, Urgenda and XR are rather outspoken about the fact that they want to change the system. They criticize the current economic focus on prosperity and vouch for a focus on well-being. This focus on well-being is represented within XR by the ‘regenerative culture’. Although YfCA might also aim for this, they are not as outspoken about it. This relates to the fact that they are a young organisation, who is still searching for and learning about who they are and what they stand for.

As became clear from the literature, social movements foster social change (Caniglia et al., 2015). Where older social movements focused mainly on class struggle, the climate movement is focussing on environmental effects and has a critical outlook on societal systems. Moreover, they seem to pay attention to individual well-being, especially represented in XR. From the research of Della Porta & Diani (2021), it became clear that social movements often oppose government and companies. However, the actions of Urgenda are also aiming to influence the individual. This insight shows that the aim of the social movements might be broadening. One of the aspects that Della Porta & Diani (2021) argue social movements have is a collective identity that contains a sense of common purpose and shared commitment to a cause. This causes activists to feel connected or linked to other actors fighting for the same cause. From the results, it can be concluded that this sense of community was not felt by all participants. For others, this was very strongly present.

5.2 The Motivations of Young Adults to Participate in Climate Activism

The hierarchy of needs (Maslow, 1943) indicates that for people to be concerned about climate change and make environmental-friendly decisions, their basic needs should be met. In principle, this is true for the participants in this research. However, this does not prove that individuals whose basic needs are not met

do not participate in climate activism, since they were not part of this study. Furthermore, the self-efficacy theory of Bandura's (1977) suggests that when people think they can accomplish certain actions, they will be extra motivated to perform specific behaviour. Moreover, it argues that positive experiences of pro-environmental behaviour can trigger others. All participants already consciously choose other pro-environmental behaviours, which increases their positive attitude towards climate activism. Furthermore, almost all participants have other people in their frame of reference that think climate change is important and who are actively engaging in pro-environmental behaviour. The final aspect Bandura (1977) introduces is emotional arousal, about which he argues that feelings of stress negatively influence someone's self-efficacy. However, it is debatable whether this applies to climate activism since all participants experience these negative emotions and are still motivated to take action.

The answers to the open statement at the start of each interview identify most intrinsic and extrinsic motivations of the conceptual model. Participants mentioned: knowledge, education, emotions, connection to nature and being part of a community with like-minded people. However, new motivations were also found: a CV boost and meeting people after moving to a new place. These new findings suggest that self-enhancement values are also playing an important role. The next sections will dive deeper into the intrinsic and extrinsic motivations.

5.2.1 Motivations from Within

The intrinsic motivations mentioned in the interviews answer the sub-question: *What motivates young adults from within?* From the results, it can be concluded that the most relevant intrinsic motivations were knowledge, values, and emotions. Furthermore, environmental education and connection to nature played an important role for most of the participants, but not for all. The least evidence was found to support that perception of control leads to more climate activism.

Although knowledge can be seen as an internal factor it is important to realise that the knowledge originates mainly from outside the individual. In line with theory, almost all participants indicated that they have a lot of knowledge about climate change and how to act pro-environmental. For most respondents, this knowledge was acquired during either their Bachelor or Master studies. Knowledge is represented in the model of Frantz & Mayer (2009), who indicate that it stimulates people to believe climate change is a real emergency and increase people's information on knowing what to do. Frantz & Mayer (2009) refer to knowledge in a broad sense, this research shows that knowledge is mainly obtained through higher education. However, most people are not educated on a university level. This indicates a lack of knowledge retrieved in lower education, the participants added that barely any information on climate change was taught in both elementary and high school. People might be educated through other sources, like the internet, but this information can contain untruthful facts.

Evidence was found for all three A's introduced by Lertzman (2015). Both negative and positive feelings can lead to motivations to participate in climate activism. The results indicate that climate activism helps create more positive emotions of hope and feeling understood. However, the burden that is experienced by having such an active role can be serious. This burden of the climate crisis should not be put solely on the younger generations. Although education can play an important role in creating more knowledge on climate change it is important to make sure that this does not only lead to negative emotions of anxiety. This can

be done by focusing on what you can do as an individual. The more positive emotions are experienced by participants in the collective context, and therefore the classroom could play an important role.

Another important intrinsic motivation is a connection to nature, in line with the research of Fisher (2016). His research indicates that time spent outside during childhood is most crucial. Although almost half of the participants grew up in urban places, all but one indicated they spent a lot of time outside as a child. This indicates that a connection to nature can also be developed through contact with urban green. The role of parents and their content of upbringing can be positively related to a connection to nature. Participants mentioned that as a child they used to go walking and camping with their family, which helped create their connection to nature. A critical point is that it does not become clear in the research of Fisher (2016) how nature is defined. Nature is quite a broad term, and therefore a clear definition would be beneficial. Are trees in a street sufficient to create a connection to nature or is a big forest required? Whatever the case, some participants felt conflicted about this connection to nature. In reality, almost all participants are currently spending a lot of their time indoors and behind screens. This is a potential barrier since children are growing up with more technological inventions, therefore, spending more time inside and behind screens. Nevertheless, the internet could play a role in educating children and young adults about climate change. For example, participants mentioned that they perceive environmental changes through the internet, by reading about natural disasters or extreme weather conditions. A downside to retrieving information from the internet, as mentioned earlier, is identifying true and false information. A potential solution could be special websites that are created by researchers and governments to educate children and young adults on climate change. Other informational sources could be books or TV series, an example is the book '*Once Upon the Future: Everyday Adventures that Change the World*' written to educate children on sustainability (Sustainable Place Shaping, 2022).

Lastly, the individual frames of climate change were quite divergent in some aspects. Participants have different opinions about who is responsible for climate change. On the contrary, participants have quite similar values. All but one participant indicated that they found self-transcendence values, either biospheric or altruistic, the most important, in line with the results of Bouman et al. (2021). The results show that egoistic and hedonic values are also present, indicating that there might be possibilities to attract more young adults with these values. For example, by framing the climate crisis in a way that also emphasises self-enhancement values, by communicating the financial gain of some pro-environmental behaviour or by emphasising that clean air positively influences personal well-being. Lastly, the action space of behaviour introduced by Pelling et al. (2015) plays an important role since all participants engage in pro-environmental behaviour, to a higher or lesser extent. This indicates that this action space can be a frontrunner in comparison to the other action spaces of transformative adaptation. The easiest changes are made here since it merely involves individual choices and behaviour.

5.2.2 External Motivations

The extrinsic motivations answer the sub-question: *What external factors motivate young adults?* Evidence of all extrinsic motivations in the conceptual model was found. However, not all aspects apply to all participants. Most indicate that they experience social norms, although often from within. Moreover, a lot of the participants have a frame of reference that exists of people who care about the climate. However, participants do indicate that their own beliefs are more extreme. Some participants indicated that they feel

a strong sense of community and others indicated that they want to change the discourse. This shows that extrinsic motivations are different for all young adults.

The research of Steentjes et al. (2017) emphasised that social norms in the context of climate change can both stimulate or discourage pro-environmental behaviour. Most participants indicated that they sometimes feel obligated to act pro-environmentally. Interestingly, most theory on social norms focuses on pressure from other people. However, although some participants indicated feeling this pressure by others, most stated that this obligation comes from within. Some mentioned a responsibility towards the earth. Therefore, it is questionable if this is evidence of social norms. Some participants did not want to come across hypocritical, which does indicate evidence of social norms. When participants experienced discomfort by behaving unsustainable, it can be evidence of cognitive dissonance instead of social norms.

Furthermore, the frame of reference of the participants was an important factor whose influence is emphasized in multiple studies (Ojala, 2012; Pancer et al., 2007; Pelling et al., 2015). Overall, most participants were surrounded by people that care, to a higher or lesser degree, about the environment. However, some participants rate their close circle rather low. This indicates that the participants are quite critical of their friends and family and shows that they are not afraid to be a frontrunner in the climate debate. This is an interesting finding since it shows that people can also be motivated to tackle climate change in a situation where their close circle is not or partly involved in the subject. It is possible that other aspects of the frame of reference, e.g. school or media, play a more important role for these participants that rate the people in their close circle low. However, not all participants that rate their close circle low have an educational background that relates to sustainability or climate change.

Moreover, the feeling of being understood is often mentioned as a motivation to participate in collective climate activism. It relates to the sense of community, which is described by McKenzie-Mohr and Smith (1999) as the determining factor in the perception of control. However, this sense of community differs strongly between the participants. An obstacle to this sense of community is COVID-19 because a lot of the meetings had to be online and people could not meet face-to-face. This indicates that meeting in real life could be a demand to create a deeper sense of community. Furthermore, in the context of climate activism, it is important for the sense of community that people feel understood. Because this feeling is sometimes lacking with friends or family that are not part of the climate movement.

Finally, there is the extrinsic motivation of changing the discourse. A lot of the participants express negative feelings towards political inaction. This relates to the discourse action space of transformative adaptation that Pelling et al. (2015) introduce. They argue that a transformative discourse on adaptation responds to the impacts of climate change and underlying drivers. This can be found in the arguments of multiple participants, who argue that they want to pull the plug from economic growth or disregard capitalism.

5.3 Alignment of Motivations with the Beliefs and Values of the Climate Groups

The insights of both the newspaper analyses and the interviews can be used to answer the sub-question: *To what extent do the individual motivations align with the shared values and beliefs of the climate groups?* The results indicate that all participants have largely aligned values and beliefs with the groups they are part of. Most importantly, all participants emphasise that they agree with the views on climate change.

However, some conflicts are present that mostly relate to the strategies and tactics of the groups. As mentioned earlier, some participants struggle with the radicalness of XR. These criticisms are often in conflict with the personal values of the participants, e.g. damaging the property of others and delaying people with important appointments. Furthermore, these conflicts have the potential to disturb the functioning of the climate movement if it would lead to people leaving the groups. Moreover, the extremeness of XR can create a barrier for more people to join the climate movement. Since their strategy and tactics can lead to negative associations of the group by the general public. It can also be noticed that participants experience negative emotions due to the burden of the climate crisis, which was mostly mentioned by participants that are part of XR. This burden is created by a lot of negative information and especially negative consequences for the future. This is probably not the intention of these climate groups, but it is a consequence that needs to be kept in mind. Multiple participants mentioned that they sometimes need to guard their well-being by also reading more positive messages. A focus on more positive information, e.g. potential solutions or what you as an individual can do, could be a strategy of these climate groups to help solve this issue. Another focus point can be that you do not have to behave perfectly. A strength of YfCA, mentioned by multiple participants, is the fact that ambassadors think differently about specific issues e.g. who is responsible or how the issue should be dealt with. There is room for debate in this organisation and people who do not conduct much pro-environmental behaviour still feel welcome. Lastly, the strategy of Urgenda and XR can work counterproductive since it is sometimes seen as too activististic and therefore unrealistic.

5.4 Conclusions and Recommendations

Collectively these sub-questions provide an answer to the main research question: *What motivates Dutch young adults to participate in climate activism groups?* From the results, it became visible that not all intrinsic and extrinsic factors that influence climate activism in theory, are experienced by all participants. From the intrinsic motivations, knowledge was the most important factor, of which environmental education in higher education played an important role. Furthermore, all participants conduct other pro-environmental behaviour. For example, all participants have either a vegetarian or vegan diet. Another important intrinsic motivation is emotions. Climate activism creates an opportunity to change the negative emotions associated with climate change to more positive emotions of collective action. These negative emotions are often a heavy burden for young adults. Moreover, biospheric or altruistic values often worked motivationally. Some additional motivations represented self-enhancement values, e.g. a CV boost. Important extrinsic motivations that were found are social norms in the form of feeling responsible or an obligation for oneself since these biospheric or altruistic values are considered so important. Furthermore, the frame of reference of young adults has a large impact, especially the parents and their style and content of upbringing. Moreover, participants positively valued the feeling of being understood and being surrounded by like-minded people in the climate group, relating to the sense of community. These feelings were sometimes lacking within their circle of friends and family. When these motivations are (partly) present, a final demand for collective climate activism is that an individual experiences shared values and beliefs with a specific climate group. It is emphasized that they do not need to fully align since there were some conflicts and doubts about certain specific tactics and strategies of the groups.

5.4.1 Recommendations

Based on these findings some recommendations can be made. First of all, most participants in this research relate more to either biospheric or altruistic values. However, a potential way to attract other young adults is to communicate about climate change by also focussing on hedonic and egoistic values. This can be done in schools by emphasizing personal gains of certain pro-environmental behaviour, e.g. in the long term, solar panels are often cheaper. Furthermore, the climate groups are quite different in their approaches. It is emphasized by participants that they think the approach of XR can be too radical. Creating a larger variety of climate groups would allow these young adults to find a place they feel comfortable in. Groups with tactics that are more consensus-seeking and about informing and discussing, like YfCA, can be a solution for these young adults. This variety can lead to mobilizing more young adults. Moreover, practical actions on the local scale can be the first step to climate action on a higher scale. It can be argued that these recommendations can be used to attract people of all ages to become more environmentally active.

One of the most important factors influencing motivation that came forward in this research is knowledge and environmental education. Education can play a major role in making children and young adults more aware of climate change. Especially since most participants indicated that in both elementary and high school information on climate change was barely scratching the surface. This would be a good place to start since it will reach all children and not only those young adults that eventually go to university. However, multiple participants do experience quite a heavy burden and a lot of negative emotions. This has to be kept in mind since this is not desirable. One suggestion is to also focus on more positive aspects, e.g. on which aspects you do have an impact on and what we want the world to look like. This could be done by creating practical actions, for example, a vegetable garden at a school or by planting trees with a school class.

Chapter 6: Reflection

This chapter elaborates on the contribution of this research for planning, governance and society. Furthermore, this chapter contains a critical reflection on the outcomes and the research process. Lastly, some suggestions for future research are made.

6.1 Relevance of the Research

More awareness on the topic of climate change will increase the willingness of the general public to cooperate with pro-environmental changes in the planning domain. Since the youth is the future, getting them on board is crucial. This research adds to the knowledge gap on the motivations of specifically young adults to participate in climate activism. Different layers of government can play important roles in establishing more environmental education. National governments can subsidise certain educational projects about how to create more biodiversity in your environment. Furthermore, local governments can organise outdoor school activities. Lastly, investing in greenery can add to a better connection with nature, especially in urban areas where this is lacking.

The climate movement is leading the way to transformative climate adaptation and puts the topic on the agenda. The government and universities should have an open attitude towards this information and advice. Furthermore, practical recommendations could be implemented in their policies. For example, XR has handed over a manifest to each Dutch university concerning the sustainability of the universities (University Rebellion, 2020). They argue that, for example, universities should pressure their pension fund to divest from harmful industries (e.g. fossil fuel, mining and weapon industry) and that they should only offer plant-based food in canteens. Moreover, they argue universities must pressure the government to take more climate action. Universities can provide the scientific data, tools and scenarios to aid climate action by governments.

6.2 Reflection on the Research

Critically looking back on the outcomes of this research, it has become clear that motivation is a very broad research topic in the context of climate activism. Each aspect of motivation, e.g. environmental education or frame of reference, would deserve a separate investigation in itself. Although one of the strengths of this research is the broad focus on different motivations, it is also a limitation since it provides less in-depth information about each factor than would be expected when they are researched separately. Furthermore, the young adults interviewed for this research do not represent all young adults. Although they fall into the same age category, there are still many differences between young adults, e.g. socioeconomic status, culture and life experiences. Therefore, the results of this research are not generalisable for young adults in general. However, it is a start in learning about the motivations of young adults to participate in climate activism.

A strength of this research is the mixed-method approach. By using newspaper analyses, literature research and semi-structured interviews a broad and in-depth picture of the different climate activism groups and the motivations of the young adults was created. Furthermore, a focus on climate activism groups with different strategies and tactics was an interesting perspective. A limitation to take into account is that the sampling depended partly on who was part of social media groups, who was part of specific regional groups,

who was active on social media, who viewed messages on social media and email and who responded positively to my requests. Therefore, the sampling process was selective. The participants that eventually took part in the research could represent a part of the climate movement that is highly motivated and outspoken about the issue. Furthermore, it has to be kept in mind that only a small number of participants represented the different groups, especially for Urgenda only one participant was interviewed. Therefore, the findings are not generalizable. Quantitative research would have reached more respondents, however, a lot of the variables in this research are not easily quantified.

6.3 Suggestions on Future Research

An interesting comparison between the motivations of young activists would be to research the motivations of young adults who do not participate in climate activism. The different motivational aspects of the conceptual model could all be researched concerning young adults that choose not to participate in climate activism. It would be interesting to see if there are any differences between the two groups. For example, if the non-participants lack knowledge on the topic or if they perceive climate activism as not the right solution to climate change. Furthermore, more additional research on YfCA would be beneficial since there is still much to discover about this young and local organisation. Lastly, large-scale quantitative research would benefit the knowledge on motivations of young adults for more generalisable data. From this quantitative data, it can be retrieved to what extent certain characteristics are represented in the young adults, e.g. high or low income and educational level.

Chapter 7: References

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Appendix A: Research Strategy and Methods Used

Research Question	Which information	Moment of Collection	Source/ Method of Retrieval	Documentation Method	Method of Analysis
<u>Main Question:</u> What motivates Dutch young adults to participate in collective transformative climate activism groups?	The intrinsic and extrinsic motivations of young adults participating in climate activism groups. Insights can be used for making more young adults involved since they are the future.	From June 2021 until January 2022	Mixed-Method Approach: newspaper analysis, interviews and literature research	The main question is answered with data collected from the subquestions	Combining the literature research and empirical findings of the subquestions
<u>Sub-Question 1:</u> What are the goals and motivations of climate activism groups in the Netherlands?	Discovering the different climate activism groups in NL, and why they exist.	From September 2021 until November 2021	Newspaper analysis and scientific literature research	Tables with outcomes of the Newspaper Analysis	Newspaper Analysis through 'Nexis Uni'
<u>Sub-Question 2:</u> What motivates young adults from within?	What factors of intrinsic motivation are of importance	October 2021 until December 2021	Semi-structured interviews with climate activists	Recording and transcribing	Transcription and coding with Atlas.ti
<u>Sub-Question 3</u> What external factors motivate young adults?	What factors of extrinsic motivation are of importance	October 2021 until December 2021	Semi-structured interviews with climate activists	Recording and transcribing	Transcription and coding with Atlas.ti
<u>Sub-Question 4:</u> To what extent do the individual motivations align with the shared values and beliefs of the climate groups?	If the shared values and beliefs overlap with individual motivations	October 2021 until December 2021	Semi-structured interviews with climate activists and newspaper analysis	Tables with outcomes of the Newspaper Analysis and Transcriptions	Data of Q1, Q2 and Q3 are combined

Appendix B: Consent Form Interview

Dear Participant,

First of all, I would like to thank you for participating in my research. This research will be about what motivates you to be part of an organized climate action group. Before we start, I would like to point out some practical information about the interview and your answers.

- To start with, it is important to know that you will stay anonymous throughout this research. You will be referred to as 'Participant 1' or '2' etc. depending on the order of mentioning the participants.
- Unless you give me explicit permission, any personal information (e.g. age or gender) will not be used in this research.
- To make sure that you feel comfortable at any time during the interview, feel free to not answer a question when you do not want to. Furthermore, you can stop the interview at any time you would like to.
- If you want to, you can get a copy of the interview notes and make changes where you would like to do so.
- The information you will provide me with will be used for my master thesis, which afterwards will be published on the universities thesis database. This database is publicly accessible. However, a full transcription of the interview will only be accessible to the researcher and supervisor and will not be published online. Furthermore, the results can be used for a presentation given on Graduation Research Day.

As a participant, you have the right to:

- Stop or pause the recording and/or the interview at any moment
- Not answer to a question
- Ask as many questions about the research as you want
- Ask the researcher to delete some or all of the information shared in the interview until publication

I am aware of my rights and I give my permission for recording the interview: YES / NO

I allow the researcher to openly state my age in the research: YES/NO

I allow the researcher to openly state my gender in the research: YES/NO

The pronounces that I personally prefer are: _____

My name: _____

Signature: _____

Dutch Version of the Consent Form

Geachte deelnemer,

Allereerst, bedankt voor het deelnemen aan mijn onderzoek. Dit onderzoek gaat over de motivaties van jong volwassenen om zich aan te sluiten bij klimaat activistische groepen. Voordat het interview begint, zou ik u graag willen wijzen op de volgende informatie.

- In de publicaties van dit onderzoek zal uw volledig anoniem blijven. Er zal naar u worden verwezen op de volgende wijze: ‘Participant 1’ or ‘2’ etc. dat wordt gebaseerd op de volgorde van voorkomen in het onderzoek.
- Tenzij hier expliciet toestemming voor is gegeven zal er geen persoonlijke informatie gedeeld worden in het onderzoek, zoals geslacht of leeftijd.
- Om ervoor te zorgen dat u zich op uw gemak voelt tijdens het interview, is het belangrijk om te weten dat op elk moment het interview gestopt kan worden. Ook kan u een vraag niet beantwoorden, als u dat niet wil.
- Mocht u hier behoefte aan hebben, dan kan er een kopie van het interview worden opgestuurd, en kunt u hier nog aanpassingen aan maken.
- De informatie die u geeft in het interview zal alleen worden gebruikt voor dit onderzoek, dat uiteindelijk wordt gepubliceerd op de online scriptiedatabase van de Rijksuniversiteit Groningen. Deze website is openbaar toegankelijk. De volledige uitwerking van het interview zal niet openbaar toegankelijk zijn. Verder kunnen de resultaten gebruikt worden voor een presentatie die wordt gegeven tijdens de Graduation Research Day.

Als deelnemer heeft u de volgende rechten:

- Stop of pauzeer de opname of het interview op elk moment
- Een vraag niet beantwoorden
- Zoveel vragen stellen over het interview als je wil
- De onderzoeker vragen om het interview of delen hiervan te verwijderen tot publicatie

Ik ben me bewust van mijn rechten en geef toestemming om het interview op te nemen: JA/ NEE

Ik geef toestemming om mijn leeftijd te noemen in het onderzoek: JA/NEE

Ik geef toestemming om mijn geslacht te noemen in het onderzoek: JA/NEE

De voornaamwoorden waarna ik verwezen wil worden: _____

Mijn naam: _____

Handtekening: _____

Appendix C: Interview Questions and Statements

Introduction

What is your name?

What is your gender?

How old are you?

Where do you live?

What is your highest level of education?

What do you do for a living?

Which climate activism group are you part of and for how long?

Open Statement:

What motivated me to join a climate activism group is

Environmental Education

The environment and climate change are topics I have (not) learned about during my educational past

- Elementary school
- High school
- University

Shared Beliefs and Values with the Climate Activism Group

My personal values and beliefs are represented by the climate activism group I am a member of

- What do they see as the beliefs/values of the group?
- Which aspects do not overlap

Connection to Nature

I feel (not) connected to nature

- Time spent outdoors
- Childhood; rural/urban
- Adulthood

Individual Framing of Climate Change

Statement: I have (not) experienced the consequences of climate change in real life

Exercise: Place these statements in order of most important to least important:

- 1: I am participating in climate activism because I want to create a better world for my future children
- 2: I am participating in climate activism because I want to increase my well-being
- 3: I am participating in climate activism because I want to increase climate equality and climate justice
- 4: I am participating in climate activism because I want to save the earth and prevent pollution

- Biggest contributor to CO2 emissions
- Role Model

Emotions

Because of climate change, I feel.....

Because of my participation in collective climate activism, I feel.....

- Anxiety/Ambivalence/Aspiration
- Perception of control

Knowledge on Climate Change

I feel like I know a lot about climate change and how to act pro-environmentally

- Sources of information
- What knowledge is missing

Frame of Reference

My upbringing influences how I perceive climate change

Exercise: Can you think of the 5 people that are closest to you, and give them a rating on a scale from 0 to 10 on how much you think they care for the climate.

- Political party parents

Framing of Climate Change by Others

I am surrounded by people who perceive climate change in the same way I do

I cannot be friends with anyone who thinks climate change is a hoax

Social Norms

I sometimes feel obligated by others to act environmentally friendly

- Made fun of your opinion

Sense of Community

Through participating in a climate activism group, I feel like I am part of a community

Changing the Discourse

If I had the power to decide how the Netherlands deals with the climate crisis, I would....

Closing Questions

Are there any aspects of your motivation that have not come up yet in this interview? If so, which?

Is there anything else you would like to add?

Interview Questions and Statements in Dutch

Introductie

Wat is je naam?

Wat is je geslacht?

Hoe oud ben je?

Waar woon je?

Wat is je hoogst afgeronde opleiding?

Wat doe je voor werk?

Van welke klimaat activistische groep maak je deel uit, en voor hoe lang al?

Open Stelling:

Wat mij gemotiveerd heeft om me bij een klimaat activistische groep aan te sluiten is

Environmental Education

Het milieu en klimaatverandering zijn onderwerpen waar ik tijdens mijn opleidingen (niet) over heb geleerd

- Basis school
- Middelbare school
- HBO/Universiteit

Shared Beliefs and Values with the Climate Activism Group

Mijn persoonlijke waardes en overtuigingen komen overeen met die van de klimaatgroep waar ik lid van ben

Connection to Nature

Ik voel me (niet) verbonden met de natuur

- Tijd die buiten doorgebracht word
- Kindertijd
- Tegenwoordig

Individual Framing of Climate Change

Ik heb de gevolgen van klimaatverandering (niet) bewust meegemaakt

Oefening: plaats de volgende statements in volgorde van meest tot minst belangrijk

1: Ik doe mee aan klimaatactivisme omdat ik een betere wereld wil creëren voor mijn toekomstige kinderen

2: Ik doe mee aan klimaatactivisme omdat ik mijn welzijn wil verbeteren

3: Ik doe mee aan klimaatactivisme omdat ik klimaat gelijkheid en gerechtigheid wil verbeteren

4: Ik doe mee aan klimaatactivisme omdat ik de aarde wil redden en vervuiling wil voorkomen

- Grootste bijdrager aan CO2-uitstoot
- Rol model

Emotions

Als ik denk aan het onderwerp klimaatverandering, dan voel ik mij...

Door deel te nemen aan gezamenlijk klimaat activisme, voel ik mij

- Anxiety/Ambivalence/Aspiration
- Perceptie van controle

Knowledge on Climate Change

Ik weet (niet) veel over klimaatverandering en hoe ik milieuvriendelijk kan zijn

- Sources of information
- Informatie die mist

Frame of Reference

Mijn opvoeding heeft invloed op hoe ik over klimaatverandering denk

Oefening: Bedenk de vijf mensen die het dichtst bij je staan, en geef hun een cijfer van 1 tot 10 als indicatie van hoeveel jij denkt dat zij om het milieu geven

- Politieke partij ouders

Framing of Climate Change by Others

In mijn omgeving zijn vooral mensen die hetzelfde denken over klimaatverandering als ik

Ik zou geen vriendschap kunnen beginnen met iemand die denkt dat klimaatverandering een hoax is

Social Norms

Soms voel ik me verplicht om milieuvriendelijke keuzes te maken

- Made fun of your opinion

Sense of Community

Door deel uit te maken van een klimaat activistische groep, heb ik het gevoel dat ik deel uitmaak van een community

Changing the Discourse

Als ik de macht had om te beslissen hoe Nederland om zou gaan met de klimaatcrisis, dan zou ik

Afsluitende Vragen

Zijn er aspecten van je persoonlijke motivatie die nu nog niet aan bod zijn gekomen? Zo ja, welke?

Is er verder nog iets dat je kwijt wil over het onderwerp?

Appendix D: Coding Tree

Thematic Codes (Deductive)		Open Coding (Inductive)
Intrinsic Motivations	Knowledge on Climate Change	Sources Information Lacking
	Perception of Control	Making Impact
	Environmental Education	Primary and High School University
	Emotions	Emotions Thinking about Climate Change Emotions Participation Climate Activism
	Connection to Nature	Place Growing Up Outdoor Activities
	Individual Framing of Climate Change	Biggest Contributor Values
Extrinsic Motivations	Frame of Reference	Upbringing Rating People Close to Participant Friends & Family
	Framing of Climate Change by Others	Perception
	Social Norms	Obligated by Others Obligated by Myself Made fun off
	Sense of Community	Strong community feeling Weak community feeling
	Changing the Discourse	System Change Power to change NL