

INDIVIDUALISM



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“Individuals and consumers are ultimately responsible for taking actions to address climate change”.

This discourse narrows down the solutions to personal consumption choices, obscuring the role of powerful actors and organisations in shaping those choices and driving fossil fuel emissions.

- Individual actions are not futile but it is more productive to focus attention on the collective potential of individual actions to bring about shifts in societal attitudes and build pressure towards regulation
- Regulations and structural shifts are complementary to supporting individual behaviour change
- Large corporations spend billions of pounds trying to convince us it's up to individuals to deal with the pollution caused by their products. BP invented the idea of the personal carbon footprint
- Of course members of the public have a part to play. We can vote with our money, boycott certain companies and choose certain products. But this shouldn't distract us from the fact that politicians and private companies are responsible for shaping those individual choices and driving down fossil fuel emissions
- Some of the choices we need to make are currently too hard or too expensive. For example, public transport infrastructure makes it too hard to give up our cars; heat pumps are too expensive to install in our homes. It's up to governments and corporations to make the right choices easier

