

# NO STICKS, JUST CARROTS

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'''

''' RESTRICTIVE  
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Fig. 7.  
No sticks,  
just carrots.

Overman From Lamb WF et al. (2020)

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“Society will only respond to supportive and voluntary policies, restrictive measures will fail and should be abandoned.”

This argument suggests that climate action should consist exclusively of enticing incentives (carrots), avoiding any restriction, regulation or even monetary disincentives (sticks) as these are deemed unacceptable to the population.

- Counting on voluntary changes is the solution used so far... with the limited success we know of
- Some people will never agree to lower their carbon footprint as long as it is legal to drive an SUV of more than 2 tons, to fly several times a year, to operate their air conditioning every day of the year. Why deprive yourself of it? This approach depends on personal willpower which is unlikely to work. Think of the cigarette ban – few people chose not to smoke indoors until you could be fined for doing it. Now hardly anyone can imagine a time where it was allowed
- Having only “carrots” as an incentive gives the impression the problem is not that serious – when governments really want to change something they introduce “sticks” as well
- The evidence suggests that “carrots” and “sticks” are complementary, that both are required for effective climate action
- “Sticks” are most likely to be applied to the worst polluters (eg frequent fliers) who tend to be in the top income classes. The effect would be minimal on most ordinary people

