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**Abstract:** Understanding factors that influence Individuals Willingness to Act to Reduce Climate Change  
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Mitigating the impacts of climate change by reducing global greenhouse gas emissions will require individuals to change their personal consumption choices and political decisions. Individual’s personal and political behavior and their consumption choices are primary causes of greenhouse gas emissions. Furthermore, individual behavior and demand are primary drivers of government decisions to implement climate change reduction policies and business decisions to offer low-carbon products and services. In this study we investigate factors that influence individuals’ willingness to undertake climate change reduction behaviors. Our results suggest that positive attitudes towards climate change reduction behaviors are the strongest predictor of individuals' willingness to act to reduce climate change. We also found that positive attitudes are influenced by belief that climate change is occurring, knowledge of the causes of climate change and perceived likelihood that climate change will have personally relevant consequences. The proposed model explains over 75% of variation in willingness to act to reduce climate change in our sample. These findings have important implications for policymakers, educators, and others who are working to reduce climate change impacts. For example, campaigns aimed at motivating individuals to increase their adoption of climate change reduction behaviors should focus on (1) proving that climate change is occurring; (2) clarifying the causes of climate change; and (3) portraying the impacts of climate change as both personally relevant and likely to occur.

**Bio:** Alison is currently pursuing a PhD in environmental psychology, consumer behavior, and economics at the University of Montana’s College of Forestry and Conservation. Her research focuses on understanding factors that influence individuals to take action to reduce climate change. Specific factors she is assessing include: perceived personal relevance of the consequences of climate change and translating the impacts of climate change to the community level, hope/solution-focused vs. fear/problem-focused messaging about climate change, price signals and economic incentives, and direct feedback on energy consumption and conservation actions. Alison has two graduate degrees from the University of Michigan: a MBA from the Ross School of Business and a MS from the School of Natural Resources and Environment. Before returning to school for her PhD, Alison worked as a Sustainability Strategy and Communications consultant. Her worked focused on developing profitable strategies for improving environmental performance and encouraging positive environmental action. For example, for Ford Motor Company she coordinated a “white-space” sustainable mobility project, which included developing new business model opportunities and assessing consumers’ perceived benefits of sustainability. Alison continues to work as a consultant while pursuing her degree. She is currently a lead author.
on Ford Motor Company’s annual Sustainability Report and she provides communication and outreach services for the National Biodiesel Board. Contact information: Alison Dimond 406-570-1083 Alison.dimond@umontana.edu