



*Petra Bera*

*School of Marketing*

*Email: petra.bera@hertie-school.de*

*Gender and diversity perspective  
reach the*

*led to*

NEEN Workshop Copenhagen 26.9.2018



## Background (The Power of Marketplace Mythologies in Transform Energy Marketing Systems)

**One of today's big wicked systems challenges is how to make the transition towards sustainable, renewable energy systems in order to slow down global warming.**

- ▶ Barriers identifies key macro and meso level, systemic challenges such as the lack of stable institutions (Negro et al 2012), -stable longterm energy planning (Elefthearidis and Anagnostopoulou 2015), -cohesive and integrated policy (Michalena and Hills 2102) and cost barriers (Painuly 2001)... literally all economic processes depend on the current energy (fossil) systems.
- ▶ **! NON TECHNICAL BARRIERS !**
- ▶ In marketing research there is a call to explore how marketplace mythologies are institutionally inscribed, to gain more understanding about how institutional logics render certain types of (consumer) behaviors “naturally” virtuous and others reprehensible. (Giesler & Veresiu 2014)
- ▶ A need to reveal ubiquitous and opaque institutional structures, as the Dominant Social Paradigm (DSP) of Western Societies, tied to materialism and growth, does not support sustainability. “We need a new greener paradigm”. (Kilbourne and Mittelstaedt 2012)



# Myths, Mythologies and Marketplace Mythologies

- ✓ Mythology from the Greek 'mythos' for story-of-the-people, and 'logos' for word or speech, the spoken word of a people, is the study and interpretation of often sacred tales or fables of a culture known as 'mythology'. A collection of such stories which usually deal with the human condition, good and evil, human origins, life and death, the afterlife, and the gods. (Mark 2009 [<https://www.ancient.eu/mythology/>])
- ✓ The function of a mythology as the provision of a cultural framework (beliefs and values) for a society or people to educate their young, and to provide them with a means of coping with their passage through the different stages of life from birth to death. Thus, mythology tries to answer the most difficult and the most basic questions of human existence (Campbell 1988).
- ✓ Marketplace mythologies (Levy 1981, Thompson 2004) marketing narratives to sell products and services, as well as used by consumers to construct their identities and challenge market power relations (Brown 2004, McDonagh & Shultz 2013)
- ✓ Humphreys & Thompson (2014) and Giesler & Veresiu (2014) use the concept of marketplace mythologies to theorize about how powerful discourses become leading meta-narratives, either maintaining or challenging the institutional structures of a societal system.
- ✓ So... Marketplace mythologies, with their heroes and villains (cultural archetypes) are stories we choose to believe in and which we repeat, 'how things are and have always been'.



# Sustainability Transitions & Transformations

- ▶ Sustainability transitions are concerned with how to promote and govern fundamental transformation of socio-technical systems towards more sustainable modes of production and consumption (Markard, Raven and Truffer 2012).
- ▶ Normative and applied, focusing on the role of frontrunners, based on the idea that under certain systemic conditions, specific kinds of actors can, in co-creation, heavily influence the course, speed and direction of transitions.
- ▶ Myopia and pathway lock-ins seems to be unavoidable challenges to transitions





Vaasan yliopisto  
UNIVERSITY OF VAASA

## Heroes, symbols...



[www.theguardian.com/commentisfree/2018/sep/06/colin-kaepernick-nike-activism-capitalism-nfl](http://www.theguardian.com/commentisfree/2018/sep/06/colin-kaepernick-nike-activism-capitalism-nfl)

**Transition** – moving towards a goal e.g. from A to B  
"Changes to large socio-technical systems, focus on higher order of change that highlights the ways that society motivates, facilitates, and benefits from change"  
Child & Breyer (2017).

**Transformation** – "Change to physical forms and systems" Child & Breyer (2017).

**Systems change** – practices, structures and their interaction

**Paradigm:** Dominant worldview or theory

I – Thou,  
Who am I?

Mythologies  
Socio-Cultural Contexts

Macromarketing  
Marketing Systems  
Quality of Life

Transformative  
Marketing

Transformative Consumer  
Research

Transition Management

Energy  
Transition

Green Transitions

Sustainability  
Transitions

Socio-technical transitions





## The DSP of Western Industrial Societies

- ▶ Dominant Social Paradigm, DSP, – A society's agreed upon worldview "how things are"
- ▶ The Dominant Social Paradigm (DSP) of Western Industrial Societies is linked to the imperative of eternal growth and materialism.
- ▶ Materialism – the dominant worldview – antroposentric meaning human domination over natural world. From the naturalistic beliefs systems to the belief in technology as means to solve all human challenges. "Nature is there to be appropriated by humans".
- ▶ "A mechanical worldview is based on the idea that human survival requires mastery over nature and this becomes the guiding principle of an anthropocentric society".
- ▶ "Every aspect of daily life militates against socially responsible consumption in Western industrial societies, and the consumer can be overwhelmed with contradictions, Because the DSP is ubiquitous and anticonsumption cues are not, it will likely prevail as currently appears to be in Western societies" (Kilbourne et. Al 2009: 274).
- ▶ Taken for granted habits of thought and action



## Discourse Analysis & Auto Ethnography in transition studies

- ▶ **Discourse analysis – How people talk about and position themselves in a consumption system**
- ▶ **Subjects – not actors. How people are talked about – different subject positions produced in language. Through discourses we create positions for ourselves and people to occupy.**
- ▶ **The institutional structures maintaining marketing systems are reinforced or challenged through discourses, where the most powerful ones might become marketplace mythologies, strengthening public perceptions of what is considered acceptable or not (Humphreys and Thompson 2014, Giesler and Veresiu 2014)**
- ▶ **Re-produced discourses, the ones repeated becomes the accepted truth.**  
**THE WAY THINGS ARE AND SHOULD BE**
- ▶ **Auto ethnography... who am I?**





# Energy Marketing Systems

- ▶ It is argued that the biggest “bottlenecks” regarding positive changes toward more sustainable behavior, can be found in the way our institutions operate and steer our consumption through economic, political and business decisions.
- ▶ 5 Dimensions: Economic, technological, political, organizational (ecocentric vs anthropocentric) and functional (cooperative vs competitive). (Kilbourne et al. 2009)
- ▶ “Responsible consumption shifts the burden for solving global problems from governments to consumers and ultimately benefits corporations more than society”. (Giesler & Veresiu 2014)
- ▶ There are different future visions for the energy market, where preferred development paths differ greatly. Technologically there is a possibility for different choices, and it is more the will of economic, cultural and institutional powers which will affect the future path and transition direction. (Verbong and Geels 2010)



# The Myth of the Lone Ranger

- ▶ Ok, ok, transitions, transformations, paradigms, marketing, systems... **how does this connect to the question about gender and diversity perspectives on reaching the climate goals?**
- ▶ First, one more thing about the central hero in our Dominant Social Paradigm or the Western Welfare Model: “The lone ranger”, the rational, independent individual. Mechanistic worldview, technology centeredness requires a strong belief in experts who maintain our current systems.



<https://www.flickr.com/photos/jiff01/8624093444>



# Gender Differences, Marketing research Perspective

## 5 Conclusions (Meyers-Levy & Loken 2015):

- ▶ Males are more self-oriented while females are more other oriented
- ▶ Females are more cautious responders
- ▶ Females are more responsive to negative data
- ▶ Males process data more selectively and females more comprehensively
- ▶ Females are more sensitive to differentiating conditions and factors



Are women **"the Canary in the Coal Mine"** when it comes to overstepping sound limits?  
Think about Rocktröm et al. (2009) and their research on planetary boundaries and doughnut economics by Raworth (2012).

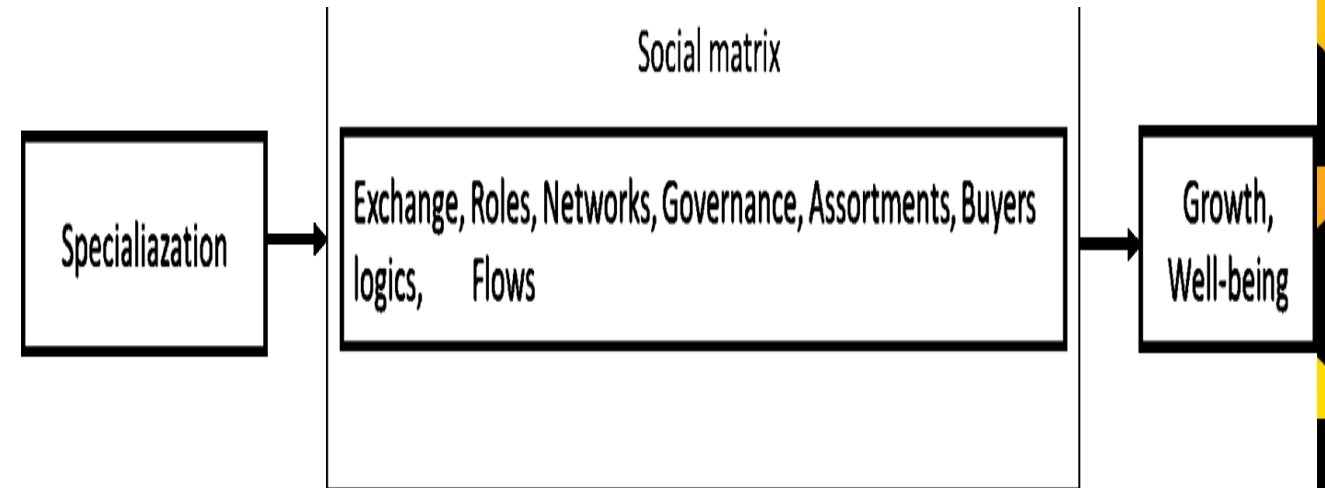
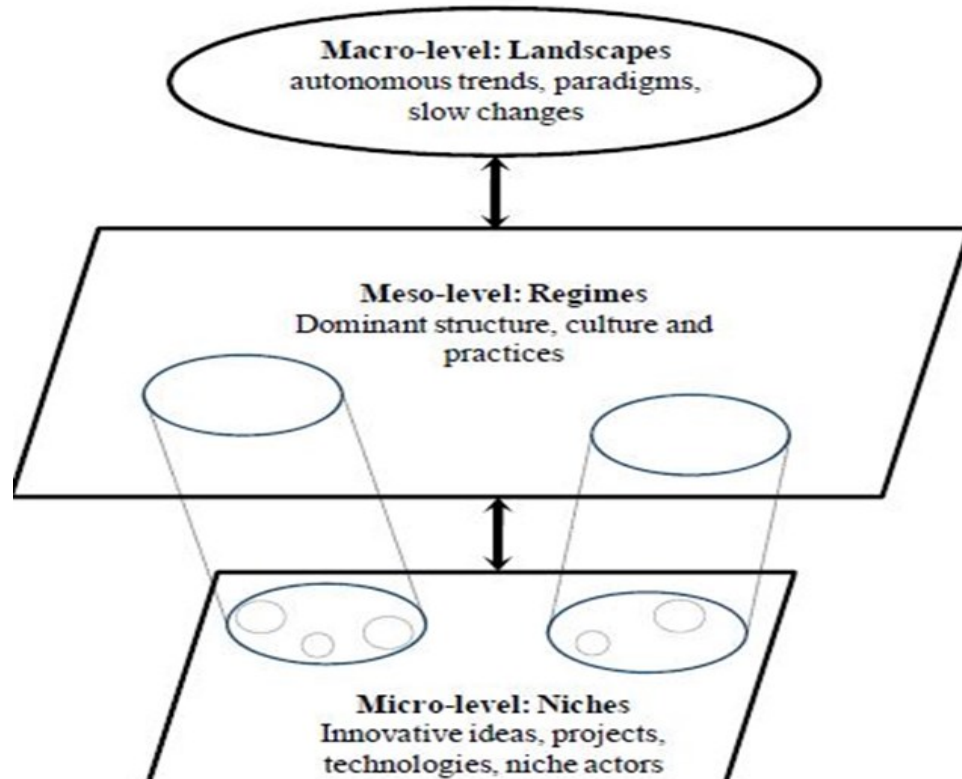
- ▶ Based on recent research related to raising awareness in order to counteract abusive behavior against women (Hess & Flores, 2016) we propose that gender inequality is so structural, that men might not even be aware of discriminatory behaviors. However, when they become aware, they take action of change (Fritze et. al 2018).





# Multi-level Perspective (MLP) & Marketing Systems

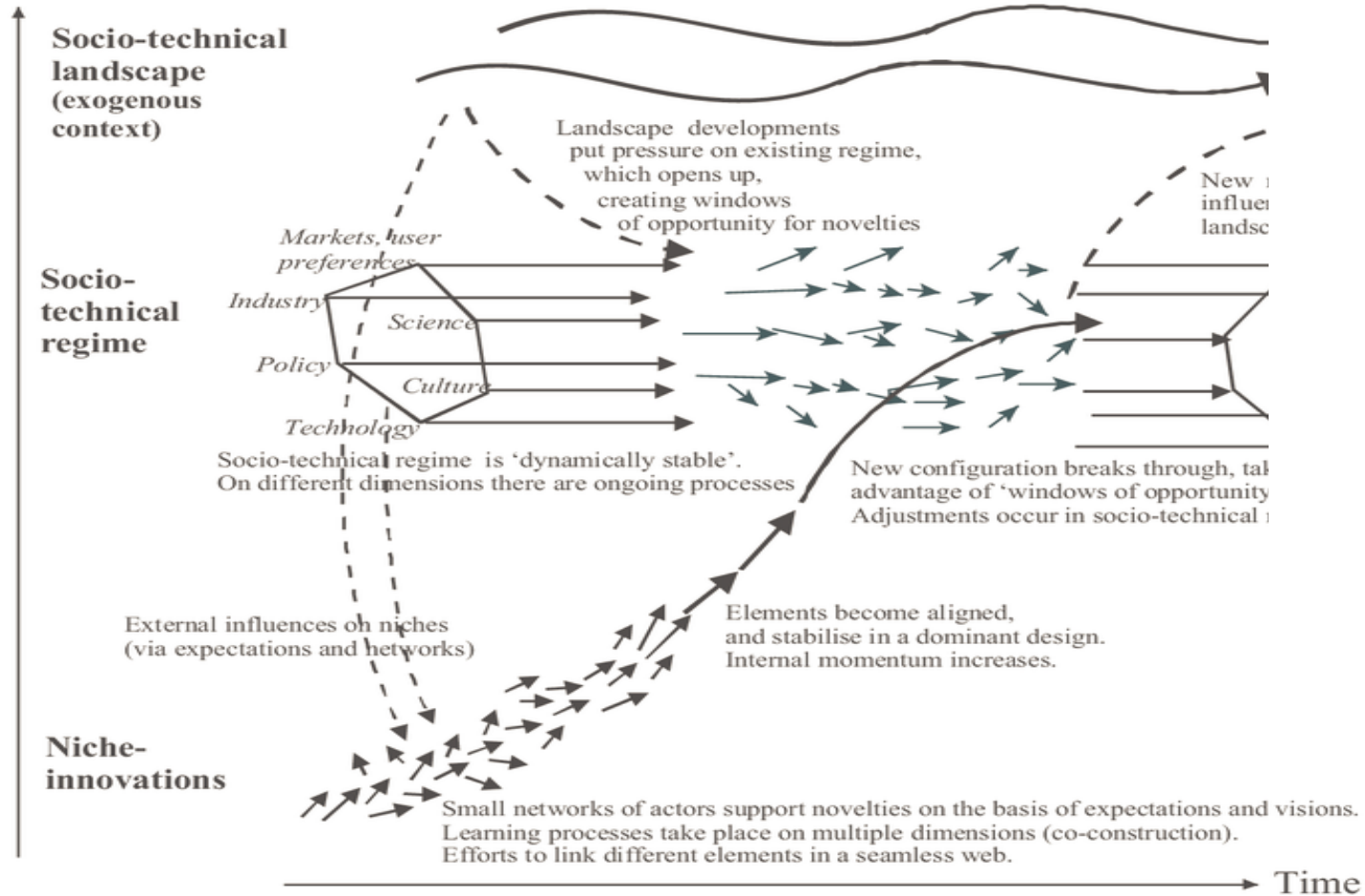
The elements of a marketing system (Layton 2011: 267).



Economic, social, cultural and physical are the characteristics of a social matrix, and these effect the marketing system's exchange logic, roles, flows, networks, governance, assortments and buyers. The structure and functioning of embedded marketing systems shapes and is shaped by social matrix. (Layton 2011)

# Niche <-> Regime <-> Landscape = Multi-Level Perspective

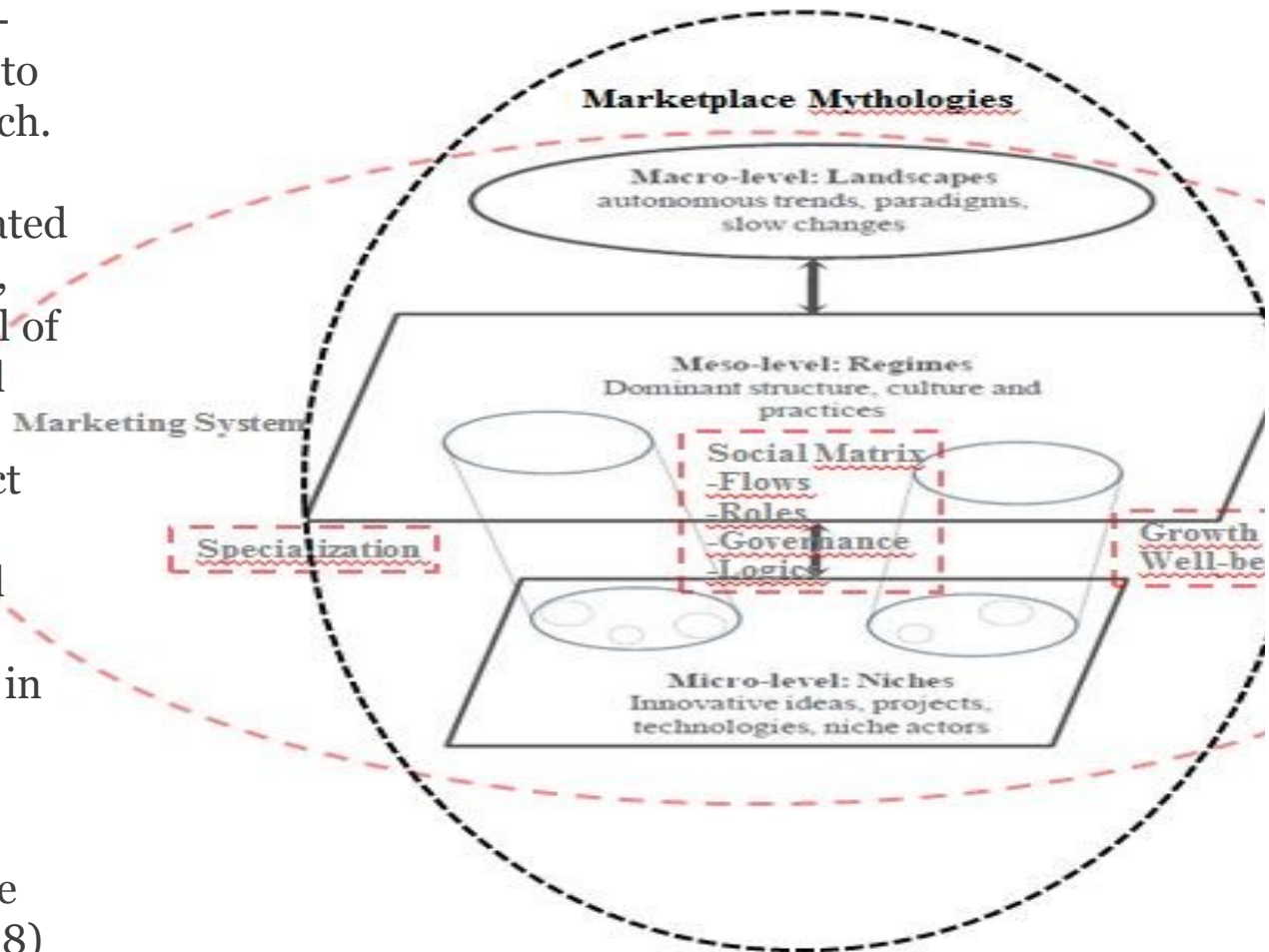
Increasing structuration  
of activities in local practices



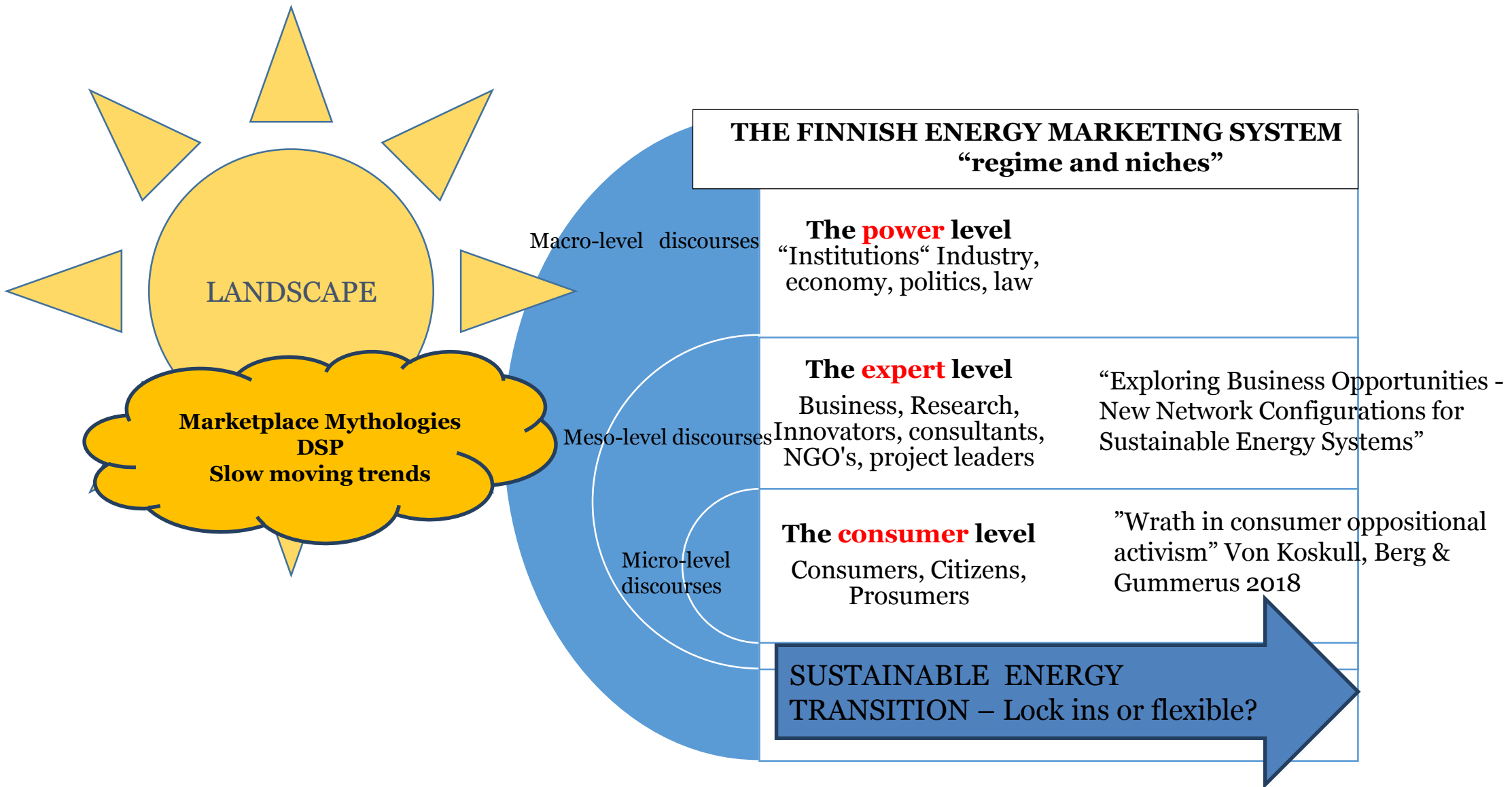
Geels (2004)

# Framework v.1.0

- ▶ MS adds a socio-cultural layer onto the MLP approach. Marketplace mythologies located at the landscape, 'intangible', level of a socio-technical system. The landscape's effect on the collective and institutional beliefs often remains opaque in day to day interactions and decisions on the regime and niche levels. (Berg 2018)







Integrating framework to unveil powerful discourses and marketplace mythologies in energy marketing systems to create more understanding about the dynamics in sustainability transitions.(Berg 2018)



# The report *Nordic Energy Co-operation* ***Strong today – stronger tomorrow***

14 proposals for closer Nordic collaboration. The report is the result of over a year's work from Jorma Ollila (2017), former Nokia CEO, on evaluating Nordic energy cooperation.

- ▶ “Competition in the field of green energy is getting fiercer at an unprecedented rate, and the Nordic countries need to work together to remain at the top, the most important step is to formulate a new vision for the co-operation” – Jorma Ollila 2017
- ▶ “There is enormous potential here. The Nordic Region is one of the 12 largest economies in the world. This is more than just a number – it is living proof that green transition is not incompatible with economic growth, even in a large-scale, integrated economy” (Jorma Ollila 2017).
- ▶ The Paris Climate Change Conference of December 2015 and the EU's goal of working towards an European Energy Union make this review particularly timely. It is also based on the Nordic countries' own reviews of their national climate and energy policies. The geopolitical landscape is currently in a state of flux – global trade and climate policies are under pressure, and nationalist tendencies are emerging in many countries. This presents many challenges to Nordic energy co-operation, which has achieved ground-breaking results based on cross-border co-operation. Various studies have also shown that the Nordic Region has made similarly dramatic gains in terms of welfare. The time has come to assess how the Nordic countries can build on this success, despite adverse international trends.
- ▶ Question: How do we define Nordic Welfare? And how does that definition affect our choice of experts and final decisions?

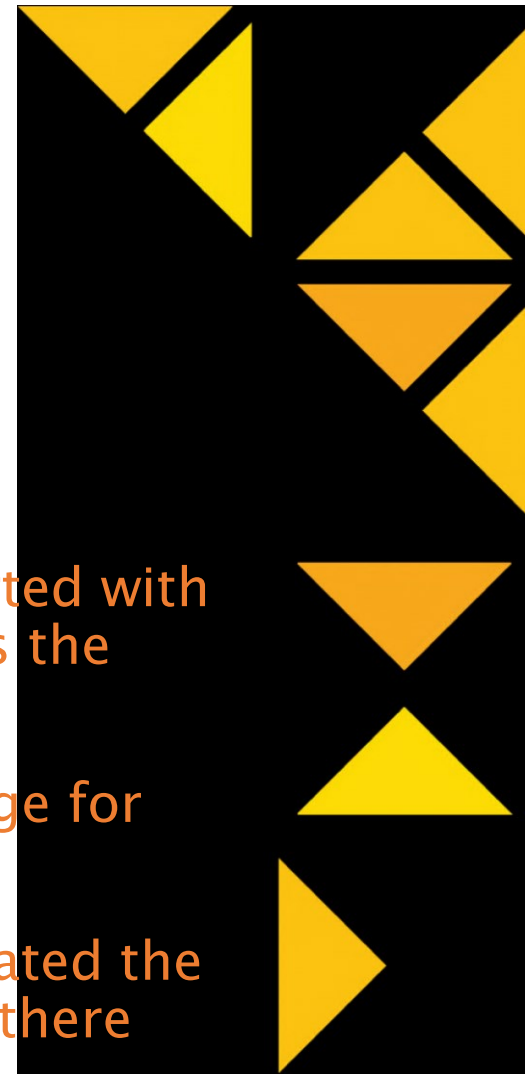
<http://www.nordicenergy.org/article/a-vision-for-nordic-energy-co-operation/>



# Nordic energy co-operation takes as its starting point the ambitious national plans for ongoing green transition.

- ▶ A vision for national or international co-operation is almost always started with the notion of competition. The one who makes most economic profit is the winner.
- ▶ Climate change is not a competition for economic gains, it is a challenge for humanity that needs to be solved, urgently.
- ▶ Can we work with this enormous task using the same mindset that created the problem? If our belief system is built upon growth and competition, is there space for social and ecological values? E.G “SOFTER VALUES”
- ▶ “When two (wo)men in business always agree, one of them is unnecessary.”  
(Britt-Mari Kullas-Nyman -Wärtsilä)

<http://norden.diva-portal.org/smash/get/diva2:1106010/FULLTEXT01.pdf>





## ”Paradigms and climate goals”

- ▶ How does understanding the drivers of our DSP translate into achieving the climate goals?
- ▶ How do we choose the right “experts” who should be included in the processes?
- ▶ Responsibility means the ability to respond and that also means that the one who has the ability to respond is the one who should do it. “Has the moral obligation to act”. (Helge Loebler 2018, University of Leipzig)
- ▶ Participation, experts in projects have a lot of power in the energy transition, they decide directions and pathways.
- ▶ Inclusiveness, ownership, empowerment...
- ▶ Nudging and Priming – showing consumers in the right (or wanted) direction while maintaining “freedom of choice”.
- ▶ **“You cant promise pears if you plant an(other) apple tree”.**



Vaasan yliopisto  
UNIVERSITY OF VAASA

# UN 2030 Agenda for Sustainable Development



development.un.org/sdg2

<https://sustainabledevelopment.un.org/?menu=1300>



## Goal 13 targets (climate action)

- ▶ Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries
- ▶ Integrate climate change measures into national policies, strategies and planning
- ▶ Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning
- ▶ Implement the commitment undertaken by developed-country parties to the United Nations Framework Convention on Climate Change to a goal of mobilizing jointly \$100 billion annually by 2020 from all sources to address the needs of developing countries in the context of meaningful mitigation actions and transparency on implementation and fully operationalize the Green Climate Fund through its capitalization as soon as possible
- ▶ Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities
- ▶ The Paris Agreement central aim is to strengthen the global response to the threat of climate change by keeping a global temperature rise this century well below 2 degrees Celsius above pre-industrial levels and to pursue efforts to limit the temperature increase even further to 1.5 degrees Celsius. Additionally, the agreement aims to strengthen the ability of countries to deal with the impacts of climate change.



# Climate targets and GHG emissions

*"Denmark is to be independent of fossil fuels by 2050"*



*"GHG emissions reduced in Finland by at least 80% by 2050"*



*"Reduction of Iceland's net GHG emissions by 50-75% by 2050"*



*"Norway will be carbon neutral in 2050"*



*"Sweden to have no net emissions of GHG into the atmosphere by 2045"*



- Total GHG emissions (excluding LULUCF)
- Energy supply (electricity, heat, fuel extraction & refining)
- Manufacturing industry (including process emissions)
- Transport

Source: UNFCCC, national governments (targets). Note: Norway's increase in energy supply emissions is due to oil and gas extraction. Iceland's target is currently under revision, its energy supply emissions are insignificant and not shown, and its increase in industrial emissions is due to aluminium production. Fluctuations in energy supply emissions in Denmark, Finland and Sweden are primarily due to thermal generation providing seasonal balancing to hydropower (wet/dry years) and heat demand (cold/warm winters).

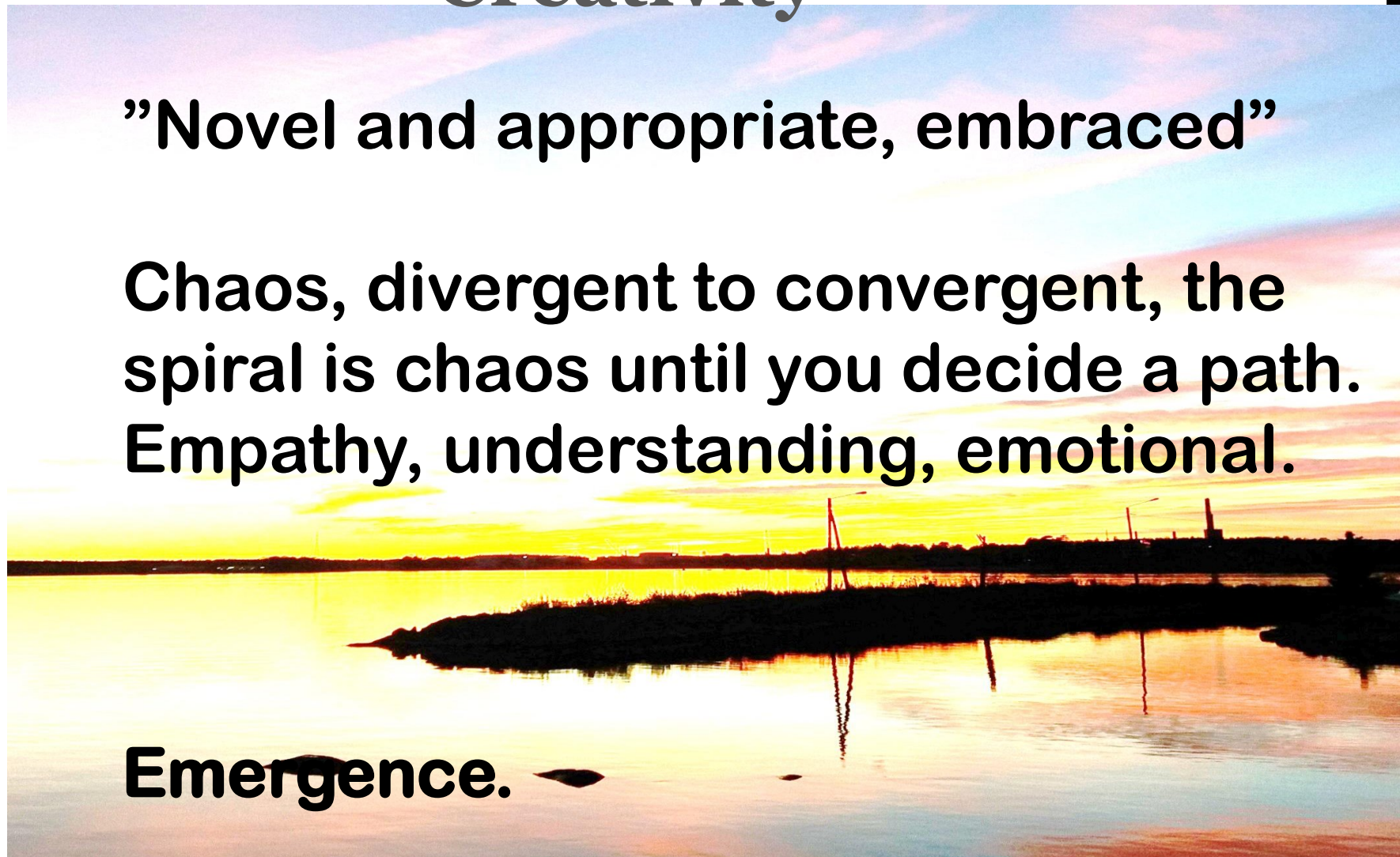


# Creativity

**”Novel and appropriate, embraced”**

**Chaos, divergent to convergent, the  
spiral is chaos until you decide a path.  
Empathy, understanding, emotional.**

**Emergence.**



# Earth as a Spaceship”



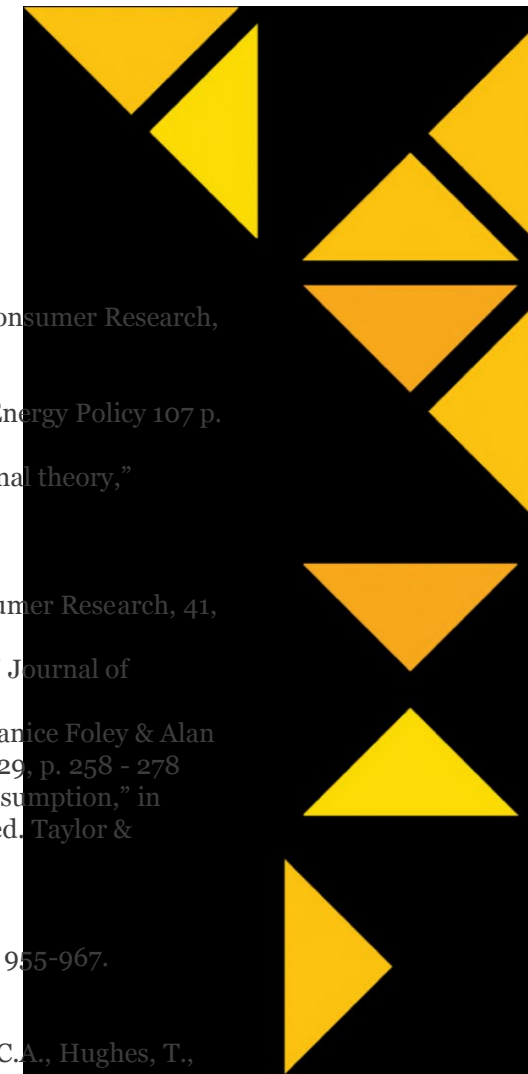
<https://fossbytes.com/nasa-working-warp-drive-faster-than-light-spaceship-1/>





## References

- ▶ Andrews-Speed, Philip (2016), Applying institutional theory to the low-carbon energy transition. *Energy Research & Social Science* 13: 216-225
- ▶ Brown, Stephen, Pierre McDonagh, and Clifford J. Shultz II (2013), "Titanic: Consuming the Myths and Meanings of an Ambiguous Brand," *Journal of Consumer Research*, 40 (De-cember), 595–614.
- ▶ Campbell, Joseph (1988), *The Power of Myth*, Doubleday
- ▶ Child M. & C. Breyer (2017), "Transition and transformation: A review of the concept of change in the progree towards future sustainable energy systems", *Energy Policy* 107 p. 11-26
- ▶ Geels, Frank W. (2004), "From sectoral systems of innovation to socio-technical systems: Insights about dynamics and change from sociology and institutional theory," *Research Policy* 33, 897 - 920.
- ▶ Fritze M.P., L. Giugni & F. Di Nuzzo (2018), Discrimination Against Women and Girls – Prevention Through Education?, <http://society.macromarketing.org/assets/proceedings/2018-macromarketing-proceedings.pdf>
- ▶ Giesler, Markus, and Ela Veresiu (2014), "Creating the responsible Consumer: Moralistic Governance Regimes and Consumer Subjectivity," *Journal of Consumer Research*, 41, 840 - 857.
- ▶ Humphreys, Ashlee and Craig J. Thompson (2014), "Branding disaster: Reestablishing trust through the ideological containment of systemic risk anxieties," *Journal of Consumer Research*, 41(4), 877-910.
- ▶ Kilbourne, William E., Michael J. Dorsch, Pierre McDonagh, Bertrand Urien, Andrea Prothero, Marko Grunhagen, Michael Jay Polonsky, David Marshall, Janice Foley & Alan Bradshaw (2009), The Institutional Foundations of Materialism in Western Societies: A Conceptualization and Empirical Test, *Journal of macromarketing*, 29, p. 258 - 278
- ▶ Kilbourne, William E. and John D. Mittelstaedt (2012), "From Profligacy to Sustainability: Can We Get There From Here? Transforming the Ideology of Consumption," in *Transformative Consumer Research – For Personal and Collective Well-being*, David G. Mick, Simone Pettigrew, Cornelia Pechmann, and Julie L. Ozanne, ed. Taylor & Francis Group, LLC, USA: Routledge, 283 - 300.
- ▶ Layton, Roger A. (2011), "Towards a theory of marketing systems," *European Journal of Marketing*, 45(1/2), 259 - 276.
- ▶ Levy, Sidney (1981), "Interpreting Consumer Mythology: A Structural Approach to Consumer Behavior," *Journal of Marketing*, 45 (Summer), 49–61.
- ▶ Markard, Jochen, Rob Raven and Bernhard Truffer (2012), "Sustainability transitions: An emerging field of research and its prospects," *Research Policy*, 41, 955-967.
- ▶ Meyers-Levy J. & B. Loken (2015), Revisiting gender differences: What we know and what lies ahead, *Journal of Consumer Psychology* 25(1) p.129-149.
- ▶ Raworth Kate (2012), Doughnut Economics. <https://www.oxfam.org/en/tags/doughnut-economics>
- ▶ Rockström, J., Steffen, W., Noone K., persson, Å., Chapin III, F.S., Iamin, E.F., Lenton, T.M., Scheffer, M., Folke, C., Schellnuber, H.J., Nykvist, B., de Wit C.A., Hughes, T., van der Leeuw, S., Rodhe, H., Sörlin, S., Snyder, P.K., Costanza, R., Svedin, U., Falkenmark, M., Karlberg, L., Corell, R.W., Fabry, V.J., Hansen, J., Walker, B., Liverman, D., Richardson, K., Crutzen, P., and Foley, J.A. (2009). "A safe operating space for humanity – Identifying and quantifying planetary boundaries that must not be transgressed could help prevent human activities from causing unacceptable environmental change, argue Johan Rockström and colleagues". *Nature* Vol.461 (24): 472– 475. Macmillan Publishers limited.
- ▶ Thompson, Craig J. (2004), "Marketplace Mythology and Discourses of Power," *Journal of Consumer Research*, 31 (March), 162–80.
- ▶ Verbong, and Geels, (2007, Feb.). The ongoing energy transition: Lessons from a socio-technical, multi-level analysis of the Dutch electricity system (1960–2004). *Energy Policy*. [Online]. 35(2), pp. 1025–1037.
- ▶ Von Koskull Catharina, Berg Petra & Gummerus Johanna (2018, forthcoming). "Wrath in consumer oppositional activism". In Syrjälä, Henna & Leipämaa-Leskinen, Hanna (Eds.). *Seven deadly sins in consumption*. Edward Elgar Publishing.





THANK YOU!