

# Impact Cases: Building Psychological Infrastructure for Climate & Biodiversity Governance (Examples)

## 1. COP30 Presidency – Integrating psychology into global climate governance

**Context:** The COP30 Presidency faced the challenge of enabling international climate cooperation under geopolitical pressure, fragmented interests, and low trust between actors.

**Intervention:** ClimateMind provided ongoing strategic advisory to the Presidency's strategy team, integrating psychological insights into negotiation design, narratives, and consultation processes. This included briefings, concept notes, and a dedicated report on the psychology of international climate policy.

**What changed:** Psychological factors such as trust, identity, participation architecture, and collective agency were systematically integrated into strategic planning and COP preparation processes. Psychological expertise was used continuously over several months.

**System effect:** This case demonstrates that psychological dynamics are not a communication add-on, but a core lever of effective global climate governance. It establishes a new reference point for integrating psychology into high-level multilateral processes.

## 2. Vanuatu – Reframing climate diplomacy through psychological leadership communication

**Context:** As one of the countries most affected by climate change, Vanuatu faced the challenge of communicating complex Loss & Damage mechanisms in a way that mobilizes international support while maintaining dignity and leadership.

**Intervention:** ClimateMind worked with the Prime Minister's Office and the Loss & Damage Department to develop a psychologically informed communication strategy for high-level video statements ahead of UNFCCC negotiations (SB62). This included audience targeting, emotional journey design, and moral framing.

**What changed:** Communication shifted from technical explanations to dignity-based, leadership-oriented narratives. Messages emphasized moral responsibility, global cooperation, and integrity — avoiding blame while increasing engagement.

**System effect:** The case shows how psychology can reshape climate diplomacy by reducing defensive reactions, increasing moral resonance, and enabling Global South leadership narratives. It serves as a prototype for psychology-informed climate diplomacy.

## 3. Dominica – Embedding psychosocial resilience into national climate policy

**Context:** The Government of Dominica aimed to strengthen its national disaster preparedness and climate resilience systems, but psychosocial factors were not structurally integrated.

**Intervention:** ClimateMind collaborated with the Department of Social Services and a national task force to integrate mental health and psychosocial resilience into disaster risk reduction, emergency response, and long-term climate policy frameworks.

**What changed:** Psychosocial resilience was reframed as a core component of national resilience planning. Concrete elements such as training systems, referral structures, and prevention strategies were integrated into policy design discussions.

**System effect:** This case illustrates how psychological perspectives can shift national policy frameworks from infrastructure-focused resilience to human-centered, systemic resilience. It provides a model for integrating psychology into climate governance at the state level.

#### 4. BAUM e.V. – Scaling psychological approaches through institutional networks

**Context:** Many organizations struggle to implement sustainable practices (e.g. business travel reduction), not because of lack of knowledge, but due to behavioral and organizational barriers.

**Intervention:** ClimateMind partnered with BAUM e.V., a leading German sustainability network, to integrate psychological insights into their work through webinars, practical guidance, and advisory formats focused on decision-making, routines, and social norms.

**What changed:** Psychological factors became a systematic part of BAUM's approach. Organizations adjusted communication strategies, decision processes, and implementation practices. The program was repeated multiple times due to high demand and led to follow-up projects.

**System effect:** The case shows how psychological approaches can scale through networks and institutions, influencing multiple organizations simultaneously and creating sustained demand for behaviorally informed sustainability strategies.

#### 5. International Field Building – Creating a global network for psychology in climate governance

**Context:** Despite growing interest, the field of psychology in climate governance remained fragmented, with limited coordination between key organizations.

**Intervention:** ClimateMind initiated and convened an international network of leading actors (e.g. American Psychological Association, Global Psychology Alliance, United for Global Mental Health). This included establishing regular exchange formats and a shared communication infrastructure.

**What changed:** A previously fragmented field began to organize into a coordinated, ongoing collaboration. Regular meetings, shared communication channels, and joint initiatives were established.

**System effect:** This case demonstrates how new fields can be built by creating structures for coordination and shared learning. It strengthens the long-term integration of psychological perspectives into global climate governance.

#### 6. Organizational Resilience System – Embedding self-sustaining psychological structures in teams

**Context:** A climate-focused foundation faced high emotional pressure, workload, and long-term stress without structured approaches to maintaining team resilience.

**Intervention:** ClimateMind designed and implemented a resilience program including training and a structured peer-based buddy system integrated into daily work routines.

**What changed:** Resilience shifted from an individual topic to a collective practice. Regular reflection, peer support, and psychological awareness became part of everyday team operations.

**System effect:** The buddy system continues independently after more than three years, demonstrating how psychological interventions can become self-sustaining organizational structures.