

Cluster	Psychological Domains	Design Recommendations
<p><b>A. Sense-Making</b></p> <p>Understanding the problem and what effective action looks like.</p>	<p><b>Knowledge, Cognitive Clarity &amp; Imagination</b></p> <p>Actors face complexity and lack clarity on what effective action actually looks like.</p> <p><b>Cognitive Dissonance</b></p> <p>People avoid or justify action when it conflicts with identity, interests, or everyday realities.</p>	<p><b>Simplify complexity and make action pathways visible.</b></p> <p>Provide clear options, decision logics, and concrete examples of effective action.</p> <p><b>Avoid moral pressure and reduce defensiveness.</b></p> <p>Enable values-based reflection and invite action in ways that preserve dignity and self-worth.</p>
<p><b>B. Identity, Legitimacy &amp; Social Meaning</b></p> <p>Ensuring action is perceived as fair, relevant, and identity-aligned.</p>	<p><b>Needs &amp; Identity</b></p> <p>Climate and biodiversity action is perceived as a threat to identity, status, or ways of life.</p> <p><b>Meaning, Fairness &amp; Legitimacy</b></p> <p>Policies and decisions are rejected when they are perceived as unfair or disconnected from lived realities.</p> <p><b>Social Norms</b></p> <p>Sustainable behavior is not adopted because it is not seen as the norm.</p>	<p><b>Use dignity-protective and identity-sensitive framing.</b></p> <p>Connect climate and biodiversity action to existing roles, values, and sources of pride.</p> <p><b>Make fairness visible and explicit.</b></p> <p>Design transparent processes and acknowledge trade-offs to strengthen perceived legitimacy.</p> <p><b>Leverage social norms strategically.</b></p> <p>Highlight early movers and leadership coalitions to position action as the emerging norm.</p>
<p><b>C. Relational &amp; Emotional Conditions</b></p> <p>Creating the emotional and relational conditions for cooperation.</p>	<p><b>Trust Formation</b></p> <p>Lack of trust between actors undermines cooperation and slows down progress.</p> <p><b>Emotion &amp; Resilience</b></p> <p>Overload, fear, or frustration reduce engagement and decision quality.</p>	<p><b>Build trust through reliability and consistency.</b></p> <p>Ensure transparency, follow-through, and start with small, credible commitments.</p> <p><b>Acknowledge emotions and normalize reactions.</b></p> <p>Validate feelings as legitimate, reduce overload, and use hope-based but realistic narratives.</p>
<p><b>D. Action &amp; Follow-Through</b></p> <p>Translating intention into coordinated and sustained action.</p>	<p><b>Agency &amp; Collective Efficacy</b></p> <p>Actors feel their actions do not make a meaningful difference.</p> <p><b>Intention–Implementation Gap</b></p> <p>Commitments do not translate into action due to missing structures and routines.</p>	<p><b>Strengthen agency and collective efficacy.</b></p> <p>Make impact visible and create opportunities for shared ownership and collective action.</p> <p><b>Design for implementation, not intention.</b></p> <p>Define responsibilities, timelines, routines, and reinforce action through reminders and social support.</p>

**These domains determine whether climate and biodiversity cooperation translates into real-world implementation.**  
*A diagnostic framework by ClimateMind to identify where cooperation and implementation break down in practice.*