



## THE NORMS LETTER | VOL 2, ISSUE 4 | OCT - DEC 2024

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Dear reader,

Wish you a happy new year!

We are in the final lap of Q1 of the 21st century, but just leaning into the first quarter of 2025 - and my focus is on the latter as I begin to draft this *norms-letter*.

First things first, ***the secretariat team of SA-SNALC is gearing up to start the year with a blast and welcome you to***

**Intersection 2025**  
SOCIAL NORMS • GENDER EQUITY • CLIMATE ACTION

on 22nd January | 10 am - 4 pm | New Delhi, India

If you are able to be in Delhi that day, we would be thrilled to have you at the event!

Register here: <https://forms.gle/5TPVramei53RGTM37>

More details are available on our website, [read here!](#)



**Intersection 2025 is building on our agenda from the last quarter of 2024** where we invited experts and enthusiasts for a webinar to discuss “**Care Economy & Climate Change**”, with a presentation by Dr Sona Mitra, *Director - Research and Policy, IWWAGE*.



Recognizing that many of us are novices in the domain of climate action, here are a few foundational courses that we have found to be useful:

- ❖ **Becoming a Climate Champion**
- ❖ **Gender Equality and Human Rights in Climate Action and Renewable Energy**

We are also looking for subject matter experts to co-create open access capacity building modules on norms shifting for climate action. If you are reading this and are interested, **drop a hi** to [southasialc@gmail.com](mailto:southasialc@gmail.com) and we'll be in touch!

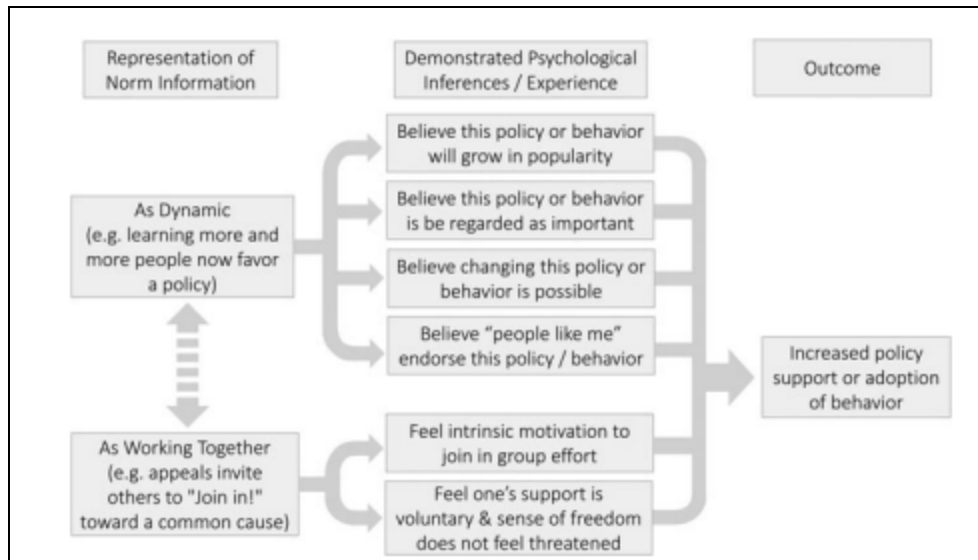
### **Why do social norms matter for climate action?**

Since the effectiveness of public policy measures is influenced heavily by their behavioural foundations, social norms are as much a part of the solution as they are a barrier. In the context of climate change and action, evidence has been encouraging:

**Appealing to dynamic norms** has led to an increasing number of people  saving water,  opting for reusable cups - indicating the power of the '*tides are shifting*' narrative in eliciting behaviour change. Combining these appeals with an **invitation to the “in-group”** to *work together* with calls to action such as “Join us” works through different pathways:

*Scenario A:* Meena has always wanted to opt for reusable utensils and now learns that more and more people are thinking like her. In this case, the ‘join us’ call can trigger the shift from intention to action.

*Scenario B:* Raju learned that people were shifting to reusable cups when he still defaulted to disposable ones and felt left out. However when he read ‘Join us’, he saw an invitation to change and identify with a community that was welcoming.



(Source: [How social norms are often a barrier to addressing climate change but can be part of the solution](#))

Micro actions of individual actors can compound and interact with attitudes, beliefs and preferences over time, and influence adherence and advocacy for climate-friendly policies. At the same time, gender just climate initiatives are the need of the hour and they need to be responsive to the systemic discrimination and power imbalance resulting from gendered norms (among other socio-economic forces) in all areas of life.



**At the South Asia Social Norms and Agency Learning Collaborative (SA-SNALC), we'll continue to have critical conversations in this regard.** We hope you stay with us and be a part of the conversation!

Our channels of communication are [LinkedIn](#), [X](#), Mail(southasialc@gmail.com) and WhatsApp (only for registered members).

All past resources and events of SA-SNALC are available on our website:  
<https://socialnormscollaborative.net/>

With regards,  
 Team SA-SNALC