

# How Moralised Groups Can Help Promote Societal Transformation

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AMBITIOUS.**

# Who am I?

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- Deputy Director of the Centre for Qualitative Research
- Research interests in environment, ethics, identity and social change
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**bsi.**



**Bath & North East  
Somerset Council**

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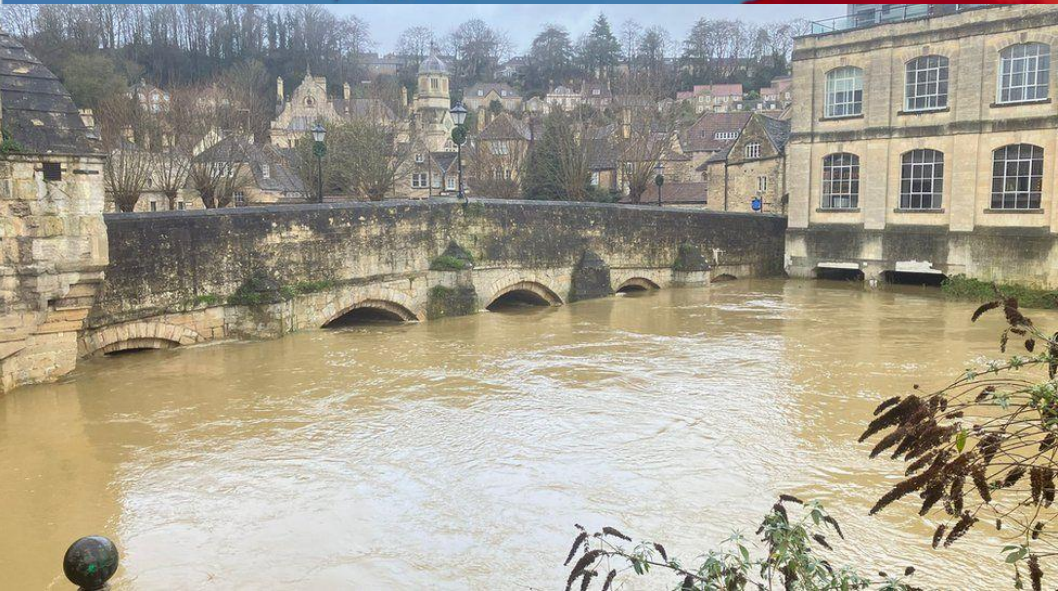
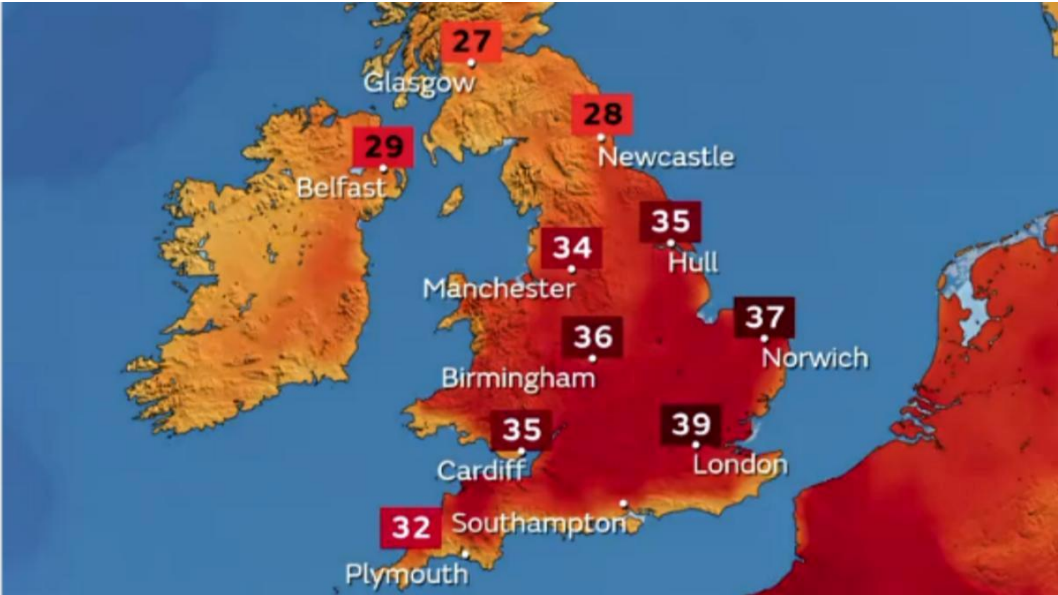
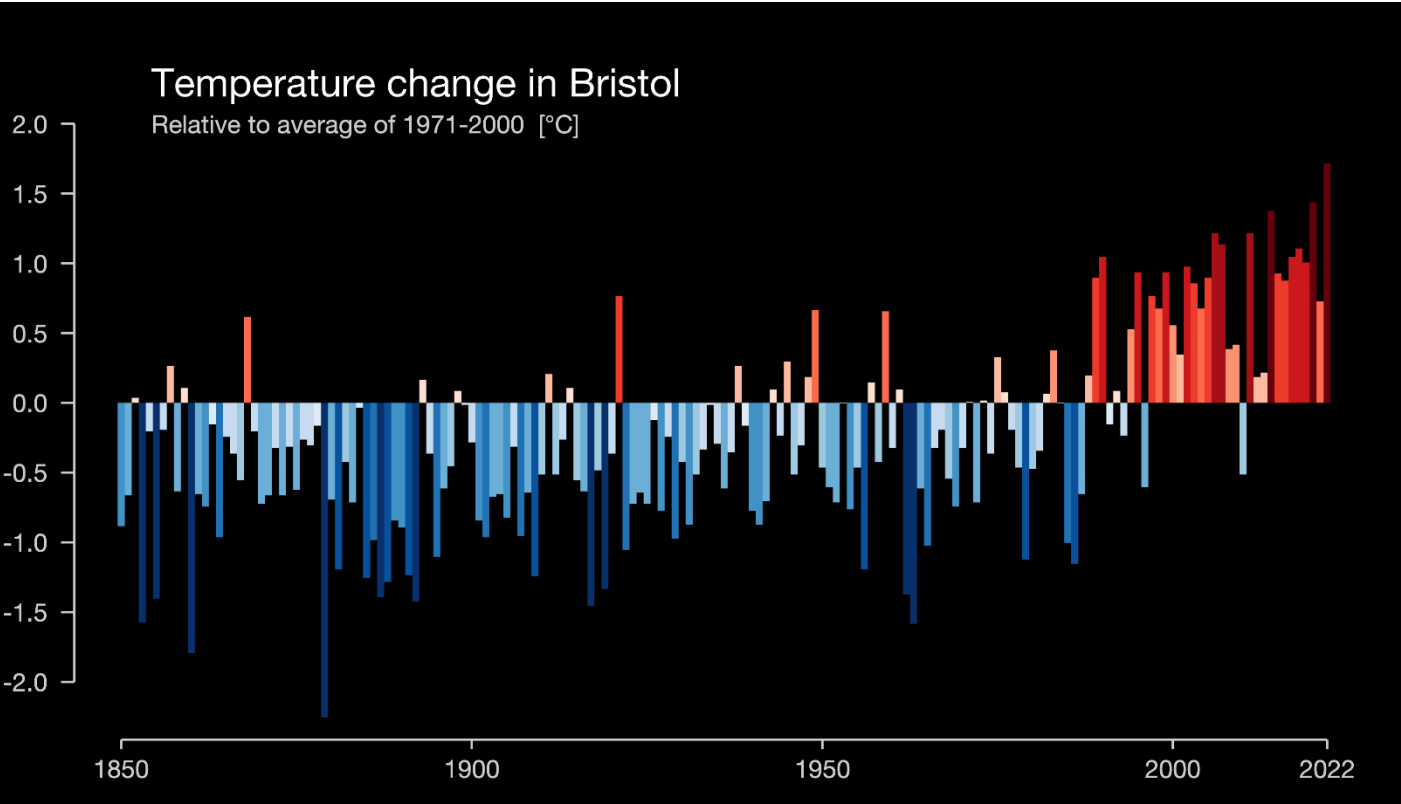
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**ALL-PARTY  
PARLIAMENTARY  
GROUP ON THE  
GREEN NEW DEAL**

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# We are living through a Climate and Ecological Emergency





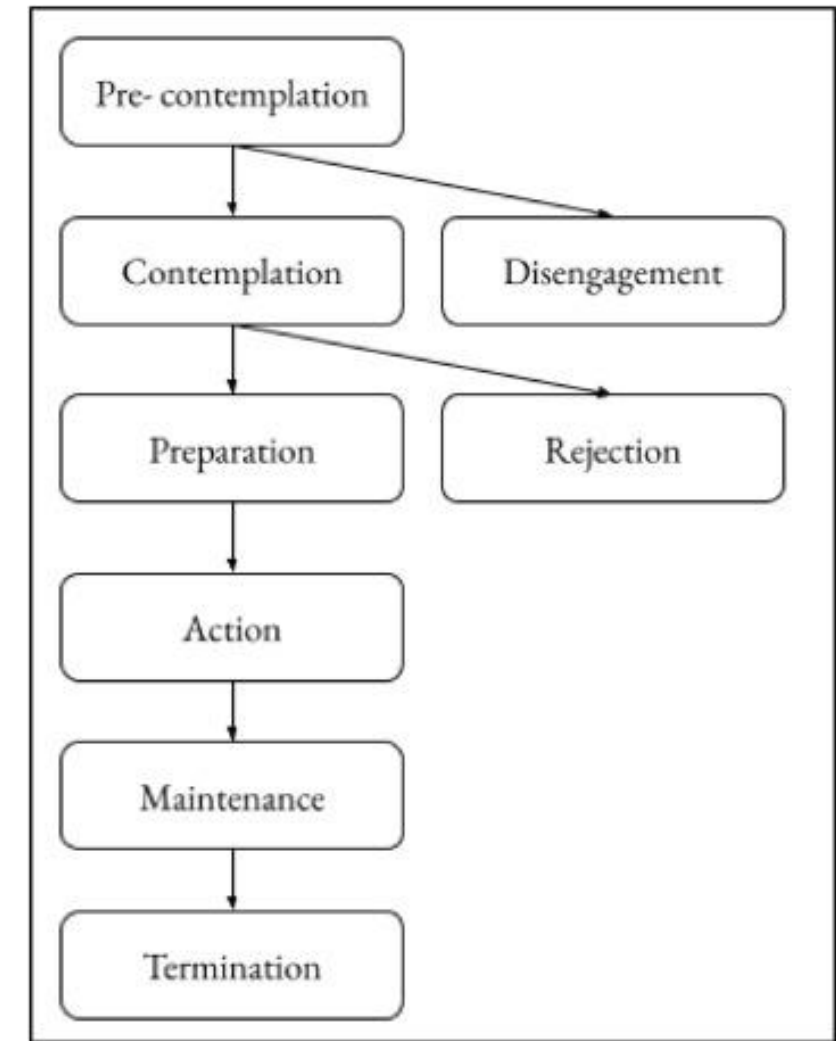
# Widespread Societal Transformation and Behaviour Change is Needed



Prosser & Whitmarsh (2022). Commissioned Report for the BSI.

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# But, change is challenging.



*Going Veggie: Bryant, Prosser & Barnett (2020). Appetite.*



# What can we learn from those who are already making big changes?



**STAY  
GROUNDED**




Kurz, Prosser et al (2020). *Journal of Social Issues*.

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# Understanding moralised groups helps us understand societal change

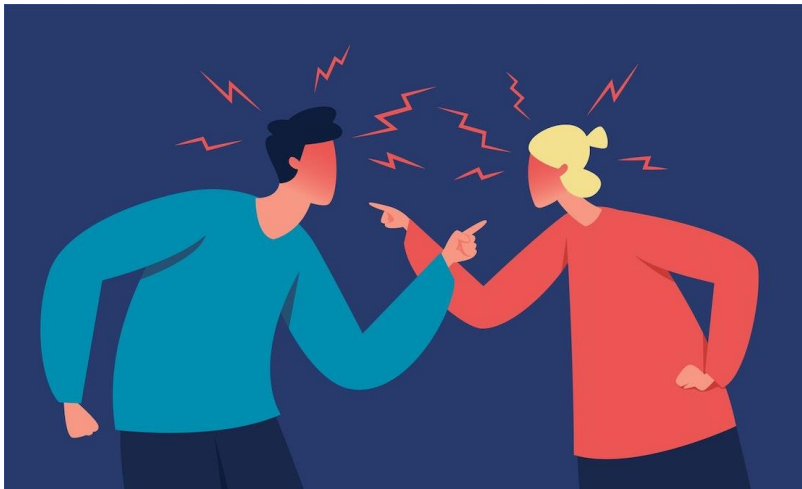
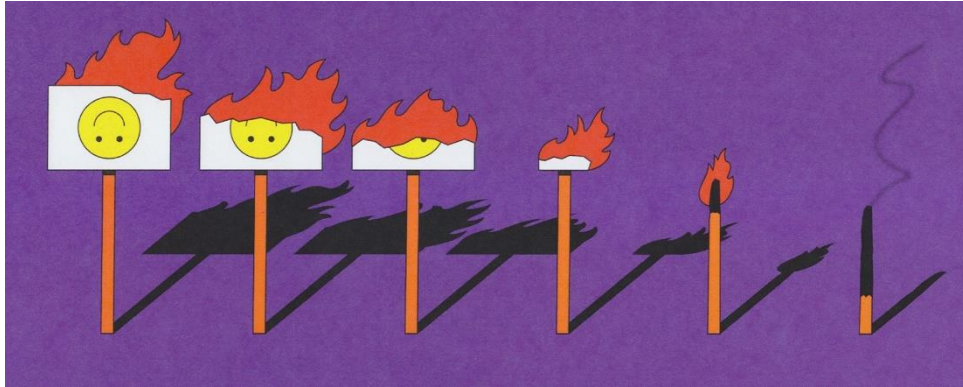
## Moralised Minority Practice Identities



Kurz, Prosser et al (2020). *Journal of Social Issues*.  
Prosser et al (2023). *Qualitative Research in Psychology*.



# This change potential comes at a *personal* risk...



Prosser et al (Under review): Overcoming (Vegan) Burnout

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# This change potential comes at a *societal* risk...



Special Section Paper | [Open Access](#) | [CC](#) [i](#)

## 'Distancers' and 'non-distancers'? The potential social psychological impact of moralizing COVID-19 mitigating practices on sustained behaviour change

Annayah M. B. Prosser [✉](#) [v](#), Madeline Judge [v](#), Jan Willem Bolderdijk [v](#), Leda Blackwood [v](#), Tim Kurz [v](#)

First published: 25 June 2020 | <https://doi.org/10.1111/bjso.12399> | Citations: 64

"...these processes can render such social identities sticking points to the achievement of societal-level tipping points in rates of practice adoption."

*Prosser et al (2020). BJSP*

# How can we help moralized actors promote societal transformation?

Advocating for policy change

Innovating and investing in 'moral markets'

More flexible boundaries between groups

Building community to prevent burnout

Being more understanding and compassionate





# Working towards more sustainable futures **together**



Prosser & Whitmarsh (2022). Commissioned Report for the BSI.

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# References

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- Kurz, T., Prosser, A. M., Rabinovich, A., & O'Neill, S. (2020). Could vegans and lycra cyclists be bad for the planet? Theorizing the role of moralized minority practice identities in processes of societal-level change. *Journal of Social Issues*, 76(1), 86-100. <https://doi.org/10.1111/josi.12366>
- Prosser, A. M., Judge, M., Bolderdijk, J. W., Blackwood, L., & Kurz, T. (2020). 'Distancers' and 'non-distancers'? The potential social psychological impact of moralizing COVID-19 mitigating practices on sustained behaviour change. *British Journal of Social Psychology*, 59(3), 653-662. <https://doi.org/10.1111/bjso.12399>