

Ethical Stimulus for a Time of Climate Crisis

Exploring the practical role applied ethics can play in accelerating implementation of action on climate change

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Responding to climate change while balancing other urgent priorities has become not only a technical, economic, and political challenge but a deeply human one. Central to meeting this challenge are socio-cultural and behavioral changes that—if implemented—have the potential to reduce global greenhouse gas emissions in end-use sectors, such as buildings, land transport, and food, by up to 70 percent.¹

But despite a dramatic increase in climate commitments, strategies, and policies over the past decade, such changes remain elusive and implementation of action far from what is needed to ensure a safe, civilized, and prosperous future for humanity. To unlock deeper, faster, and more durable changes across diverse cultures, communities, and societies worldwide, urgently requires innovation.

Applied ethics—the practical use of moral reasoning in real-world contexts—offers promising potential to identify new pathways to motivate action at a deeper human level, catalyzing socio-cultural and behavioral changes to overcome division, broaden legitimacy, and trigger positive tipping points to normalize and accelerate implementation.

Introduction: Applied Ethics as a New Way Forward

As the global climate changes in response to ongoing and historic human activities,² what used to be a distant concern is fast becoming a clear and present danger as the adverse and unevenly distributed impacts for people, ecosystems, and future generations become increasingly evident across the planet.³

A decade ago, the Paris Agreement appeared to be an important turning point in the collective human response to a looming global crisis. But despite a marked escalation in government and corporate commitments and indications of increasing public support, 10 years on, the collective international response has remained incommensurate with the challenge.⁴

So why then, given what's at stake and the apparent need for urgent action, has implementation remained so inadequate? The political, economic, and technical processes we have so far relied on to make these decisions have enabled some considerable progress but are falling short.⁵ The answers then aren't only political, economic, or technical. They are also socio-cultural and behavioral.

If we want to create better conditions to accelerate action, we need to engage at a deeper human level, the level of socio-cultural values and moral norms of behavior: the domain of ethics. Not theoretical ethics, debating what's right or wrong in theory, but

applied ethics, using moral reasoning and reflection to better understand the diverse individual and collective motivations behind climate (in)action, and guide decisions, policies, and behaviors to better navigate the real-world choices faced in implementation.

Far from being an experiment in philosophy, the efficacy of applied ethics for enabling action in new, uncertain contexts is now well established in practice across science, engineering, medicine, and elsewhere. It can help identify innovative and transformative convergence in motivations and behavior, despite the diverse and even opposing values and principles of those involved.

So, could more widespread use of applied ethics help accelerate the implementation of climate action? And if so, how might it work in practice? These are the questions we have been exploring over the past year. Through meetings and interviews, surveys and literature reviews, expert workshops and conference research sessions, we've engaged with hundreds of leading thinkers and practitioners from the worlds of ethics, climate action, and sustainable development across the Global North and South. Our conclusion is that applied ethics offers considerable promise for helping create more favorable conditions to enhance implementation. We set out in this report, why and how.

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Overview: The Implementation Gap and Barriers to Action

The coming years are critical for global action to mitigate and adapt to climate change, if we are to both advance sustainable development and safeguard civilization. Responding to such a complex systemic challenge, while at the same time securing development gains and dealing with the other ecological and social crises humanity faces, is posing formidable challenges. It presents us with some of the most pressing ethical decisions of our time—as individuals, families, communities, organizations, and societies.

Despite strong indications of widespread institutional commitment and public support for action,⁶ and a consistent increase in the introduction of climate policies across sectors internationally,⁷ progress in reducing global emissions remains slow⁸ and a persistent implementation gap exists between intention and action.⁹

Deciding exactly how, when, and by whom action will be implemented is often a contentious and divisive process. Faced with the intensifying headwinds of disinformation, polarization, and populism, it's hardly surprising that implementation of climate action is progressing slower than needed. Innovative new approaches are therefore now urgently required to help conceive, design, and deliver implementation that better navigates a landscape of diverse and conflicting ethical frameworks.

Implementing climate action presents tough decisions, not least around how burdens and benefits are (or are perceived to be) distributed. They manifest at all levels, from individual decisions such as whether to install a solar panel, eat less meat, fly on vacation, or vote for carbon taxes; societal decisions such as how fast to decarbonize or whether



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to invest in renewable energy or nuclear or carbon removal technologies; or international decisions around responsibilities and mechanisms for financing action or potential interventions such as solar geoengineering. Such decisions pivot on perhaps one of the most powerful forces on the planet today: human choice. Choosing to accept, reject, support, or ignore a (climate) action is contingent on what those affected and involved value and consider to be a good or right course of action for them, and those they care about. When policies, investments, instruments, or interventions designed to promote action are blind to, or neglect, such ethical considerations, their implementation can be limited, face backlash, or fail altogether.

This can present real resistance or barriers to implementation. Think of the middle-aged steelworker facing redundancy from a transition to low-emissions furnaces,¹⁰ or the subsistence forester whose land is taken for carbon credits;¹¹ the farmer facing escalating costs from net zero policies¹² or impacts from wind energy installations;¹³ the suburban worker who sees an urban low emissions zone as an attack on personal freedoms;¹⁴ the retired couple who don't want renewable energy infrastructure¹⁵ spoiling the view from their home; the mayor concerned about how wind turbines will affect tourism,¹⁶ or fishermen their livelihood;¹⁷ or the solar power developer frustrated by locals blocking installation.¹⁸

This is where applied ethics comes in. It offers a practical and innovative approach to better navigate the drivers of human choices in the face of real-world problems. While ethics can sometimes be considered as impractical or overly burdensome, the utility and efficacy of applied ethics for decision-making in new, uncertain contexts is now well established across a variety of contexts.¹⁹ Our inquiries over the past year suggest that climate action is a space ripe for more systematic application of these methodologies and approaches.

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Ethics in the Context of Climate Action

Ethics represent shared moral understandings about rules, roles, and relations within groups and societies. Upstream of politics, they shape the Overton window and provide the foundation for action.

At the international level, governments through the United Nations have normalized a widely agreed set of ethical principles. In relation to climate change, these have been codified into international agreements such as the 1992 Rio Declaration and Conventions²⁰ with its UN Framework Convention on Climate Change (UNFCCC) including principles such as intergenerational justice and equity,

precaution, prevention of harm, and common but differentiated responsibilities. In 2017 the UNESCO Declaration of Ethical Principles in relation to Climate Change was joined by 195 states,²¹ and to date, statements on the need for action have been made by all major world religions.²² While such ethical norms have undoubtedly been important drivers of national and international commitments to action on climate change, they do not always resonate with all actors at all times, when deciding whether, how, or when to act. But the geophysical realities of climate change now demand that more of us act, more effectively

and quickly, if we are to collectively respond commensurately with the challenge we face. So how do we find the motivation to act both individually and collectively?

Ethics evolve over time, inherited and influenced through our culture and experience. They serve as a sort of internal shortcut or guide for decision-making, and are often applied unconsciously, without a second thought. This has utility in saving the effort required for active ethical consideration over every decision. But when faced with complex, new, uncertain circumstances—such as we now find ourselves in with climate change—passively defaulting to inherited or familiar ethical positions may not always serve our

best interests. The action needed to address climate change is disruptive and challenging and if we are to navigate an effective path through the disruption, we will need to better navigate the ethical landscape that pushes and pulls us in different directions.

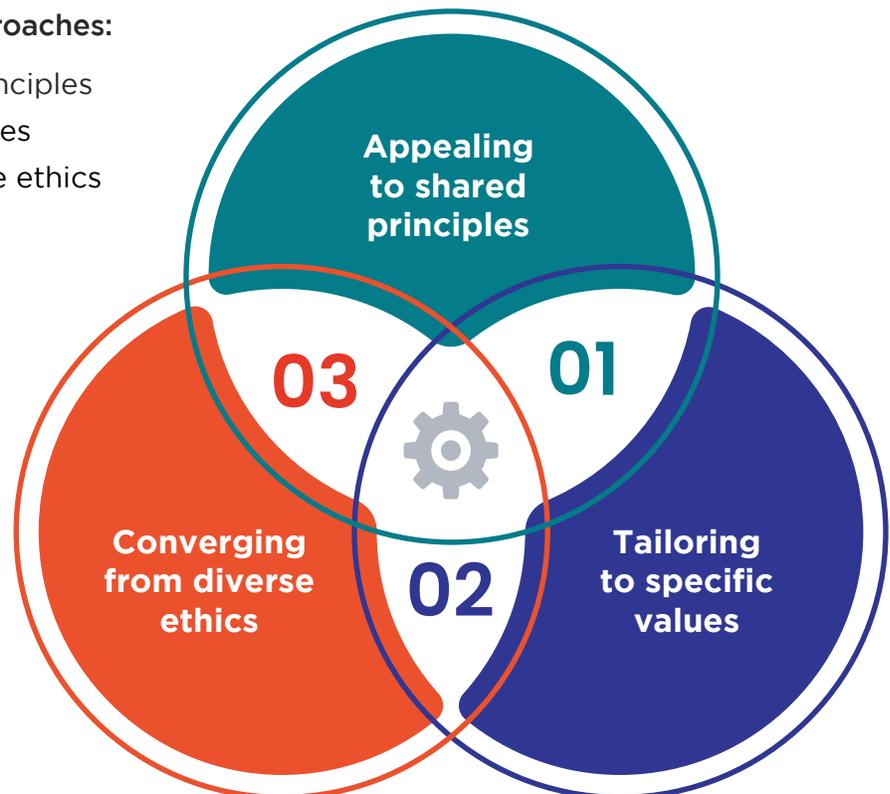
Fresh reflection on our own and others' ethical considerations then can help provide useful clarity for designing and driving climate action. Building such understanding can help inspire new ways forward that are personally and mutually acceptable and catalyze support for more durable and transformative decisions and actions through better accommodating diverse ethical priorities across communities, societies, and the world.

How Applied Ethics Can Work in Practice

So how can the use of applied ethics help accelerate implementation of action on climate change in practice?

We identified three main approaches:

1. Appealing to shared principles
2. Tailoring to specific values
3. Converging from diverse ethics



(1) Appealing to shared principles

Understanding how widely agreed ethical principles associated with climate action, e.g. intergenerational justice, can effectively motivate further action. This approach has demonstrated efficacy across a range of sectors and contexts where injecting or creating space for such ethical thinking and moral reasoning—appealing to such norms and building on shared principles—has been transformative. This approach is perhaps the most widely applied use of ethics in driving climate action, for example:

Legal: Court cases enforcing climate responsibility

Example: *Urgenda Foundation v. State of the Netherlands* (2019)²³

Applied ethics played a central role in this landmark legal case, where Dutch citizens sued their government for not doing enough to reduce emissions. The court ruled that the state had a legal and moral duty to protect its citizens from the dangers of climate change—especially future generations.

Impact: This ruling forced the Dutch government to accelerate its climate targets and inspired similar lawsuits in Germany,²⁴ Belgium,²⁵ South Korea,²⁶ and elsewhere.

How applied ethics helped: The court’s decision wasn’t just about science—it pivoted on ethical principles such as “no harm,” fairness, and the precautionary principle.

Financial: Ethical investment and divestment campaigns

Example: University endowments and pension funds divesting from fossil fuels

Thousands of institutions including the Church of England, Harvard University, and major pension funds have divested billions of dollars from fossil fuel companies. These decisions are often based not only on financial risk but on ethical grounds: that profiting from climate destruction is morally indefensible.²⁷

Impact: Divestment pressures fossil fuel companies, helps reallocate capital to clean energy, and reshapes public norms.

How applied ethics helped: Ethical reasoning helped shift the framing of investment mandates from “How can we profit?” to “Should we profit?” which provided a powerful motivator for change.

Government: Ethical procurement in government and institutions

Example: Green public procurement

Governments and large institutions increasingly use their purchasing power to support ethical and sustainable suppliers, prioritizing low-carbon goods and circular economy practices, among others.²⁸

Impact: Redirecting billions in public spending toward products that reduce climate impacts accelerates demand for similar products and practices across the economy.

How applied ethics helped: By embedding ethical criteria into procurement, governments model responsible behavior and drive market shifts that support climate action.²⁹

Diplomatic: Climate reparations and just transition policies

Example: Establishment of the Loss and Damage Fund³⁰

Developing countries, disproportionately harmed by climate change, argued for financial compensation. Ethical arguments around historical responsibility and global justice helped push the issue forward after decades of resistance.

Impact: During COP28, wealthy nations agreed to contribute to a fund supporting vulnerable countries dealing with floods, droughts, and sea-level rise.³¹

How applied ethics helped: Without ethical framing, this kind of redistribution would be politically unlikely. Applied ethics helped make the case for fairness.

Urban planning: Climate-conscious urban planning

Example: 15-minute cities and equitable transport policies³²

Cities like Paris, Bogotá, and Melbourne are redesigning urban spaces around the idea that everyone can live within a 15-minute walk or bike ride from essential services. This reduces emissions from transportation while providing other social economic and health benefits.

Impact: Lower emissions, better quality of life, and greater public support for sustainable infrastructure.³³

How applied ethics helped: Urban planning decisions can be driven by values like equity, inclusion, and intergenerational fairness, not just efficiency.

Business: Business ethics and climate disclosure

Example: Mandatory environmental, social, and governance reporting in the EU

Many countries now require companies to disclose their environmental impact under frameworks like the EU's Corporate Sustainability Reporting Directive (CSRD). These frameworks are grounded in ethical arguments about transparency, accountability, and stakeholder responsibility.³⁴

Impact: Investors, regulators, and consumers can hold companies accountable for their emissions and practices.

How applied ethics helped: The shift toward ethical business practices encourages companies to treat climate risk not just as a PR issue, but a valued ethical contribution to society and the planet.

Consumer: Food labeling

Example: Climate impact labels on food products and restaurant menus

Supermarkets like Coop Sweden³⁵ and products such as Oatly³⁶ now display the carbon footprint of food products helping consumers make more informed ethical choices, with some restaurants also helping to reduce emissions by including climate impact on their menus.³⁷

Impact: Informed choices can reduce demand for high-emission products³⁸ and create pressure for more sustainable agriculture.

How applied ethics helped: Climate labeling enables and encourages consumers to act in line with their values, turning ethical awareness into daily decisions at the checkout.

Consumer: Travel choices and “flight shaming”

Example: Sweden's *Flygskam* (Flight Shame) Movement³⁹

Sparked by ethical concerns about aviation emissions, this movement encouraged Swedes to reduce air travel and opt for trains. The ethical framing of, “Is this trip worth the environmental harm?” spread across Europe and influenced travel behavior and policy.

Impact: Airlines began offering carbon offset options, governments invested in rail, and public norms started to shift.

How applied ethics helped: Framing travel as an ethical choice made the invisible impacts of flying feel more real and catalyzed both personal and political change.

(2) Tailoring to specific values:

Where (1) appealing to shared principles is not effective (or for groups or contexts where principles are not shared), understanding how climate action can be effectively aligned with specific values can be effective. This holds considerable potential for opening new pathways to action or removing barriers to existing pathways if such understanding can be incorporated into implementation. For example:

Communications: Don't Mess with Texas

Example: The "Don't Mess with Texas" litter campaign

To reduce roadside litter pollution in Texas, the Department of Transportation engaged an agency who identified the values of the key culprits (18-35-year-old males) and tailored a communications campaign leveraging their sense of state pride to motivate a change in behavior: "Don't Mess with Texas"⁴⁰

Impact: The campaign is credited with reducing litter pollution by 72 percent between 1987 and 1990.⁴¹

How applied ethics helped: Understanding cultural (and other) values of actors whose behavior needs to change to deliver action can help design appealing interventions that catalyze such behavior.

Consumer: Vehicle labeling

Example: Climate impact labels on new vehicles

In Canada, adjusting the labeling of new vehicles to appeal to different moral frameworks of prospective customers has been explored as a route to increase electric vehicle sales.

Impact: Tailoring labeling influenced prospective buyers' willingness to pay for electric vehicles over fossil-fuel alternatives.⁴²

How applied ethics helped: Climate labeling of new vehicles enables and encourages consumers to act in line with their respective moral principles, turning ethical awareness into a deciding factor in new low-emissions vehicle purchases.

(3) Converging from diverse ethics:

Where different groups disagree on how to act, who should do what, when it should be done, and what priorities to follow, applied ethics can be used to facilitate convergence in climate action. For example, take the implementation of a city's low emissions zone policy that aims to reduce climate impacts by disincentivizing, and thus reducing, the number of polluting vehicles on the road. While some residents may be motivated by justice arguments for addressing global climate change, others may not be interested or care about this issue but are motivated by improving air quality and preventing their children from getting asthma. Understanding and appealing to these varied values can ensure that despite a diversity of ethical frameworks, collective motivations can be designed to converge on delivery of climate action. In this way, applied ethics can be used to bridge cultural and political differences or division in relation to climate action and help us realize that we can find convergence in action across diverse values and interests. Such shared understanding can in turn provide a strong foundation for lasting change.

Applied ethics then can be used to:

- **Build legitimacy for action:** When many ethical worldviews support climate action, it becomes harder for decision-makers to justify inaction.
- **Reduce division:** People may not share common values or may disagree politically, but finding shared ethical ground can create space for cooperation or working towards a common goal in different ways and for different reasons.
- **Support stronger policy:** Laws or social norms rooted in moral principles can often have stronger impact, compelling us to act beyond purely self-interest.

Applied ethics offers a practical approach to better understand human choices and address real-world problems. It can provide new insights for how to implement climate action, helping to identify obstacles, routes to overcome them, and new pathways to accelerate delivery and enhance impact.

Translating into Practice

Facilitating good-faith dialogue can often be all that is needed to translate applied ethics into practice, for improved outcomes. Through over a century of experience bringing together diverse stakeholders to engage in such dialogues around issues of international affairs, Carnegie Council has seen the transformative impacts this can have.⁴³ So to explore how this might work in the context of enhancing global action on climate change, in March 2025 we convened a workshop in New York,⁴⁴ bringing together a diverse international group of leading ethicists and experts working towards implementation of climate action in cities. Over two days of insightful discussions, disagreements, and learning, the group identified a range of potential intervention points and strategies for how applied ethics might be operationalized to address climate action implementation challenges in cities.⁴⁵

Through further collaboration over the following months, the Council, with the help of workshop participants, developed an online learning resource, “Overcoming climate action

implementation challenges using applied ethics strategies,”⁴⁶ incorporating a range of case-based examples explaining the utility of the following nine applied ethics strategies.⁴⁷

- Building Trust
- Facilitating a Just and Orderly Transition
- Finding Common Language
- Grafting onto Existing Rootstock
- Prioritizing Middle-Ground Solutions
- Putting Yourself in Others’ Shoes
- Speaking to an Existing Truth
- Strengthening Ethical Literacy
- Valuing Small Decisions

Since the workshop and publication of the online resource, some promising potential pathways for applying these ideas have emerged with participating organizations that are now being explored further.



Conclusion

Implementation of action on climate change has reached a point where the political, economic, and technical tools we have been relying on so far are no longer sufficient to deliver action commensurate with the challenge we now face.

Applied ethics offers the potential for identifying and catalyzing innovative ways forward to enhance the impact, pace, and durability of climate action implementation through better appealing to shared principles; tailoring interventions to specific values; and converging on outcomes from diverse ethical foundations. Just as ethical reflection has reshaped science, medicine, and engineering, it can now reshape climate action to deliver at the scale and pace we need.

Integrating applied ethics processes into decision-making at all levels could be transformative. So, what might this look like in practice?

- At the **individual level**, creating space for personal ethical reflection might be delivered through, e.g., decision-support tools that flag ethical considerations; product labeling nudging ethical reflection at the point of purchase; or algorithms incorporating ethical considerations as part of the output of AI inquiries or Internet searches.
- At the **group and organization level**, creating new processes or fora to incorporate ethical reflection into policies and practices could reveal new behaviors, mechanisms, or markets better aligned with climate action.
- At the **national or international level**, applied ethics dialogues that feed into political processes could be transformative in identifying new, more effective ways forward for implementing climate action. For example, in 2025 the Brazilian presidency of the UNFCCC COP30 initiated a Global Ethical Stocktake process, catalyzing global dialogues on the ethical dimensions of the climate crisis to feed into the COP process.⁴⁸

By targeting and embedding applied ethics into decision-making around everything from city, land-use, or food system planning to industrial strategy, climate technology, finance, governance, or diplomacy—in particular, where climate action is stubbornly slow—we can kick-start implementation with a fresh ethical stimulus. **Done at scale, this could trigger positive tipping points: shifting norms, accelerating adoption, and enabling deeper, faster, and more durable transitions.** The choice is ours—but it begins with recognizing ethics not as an afterthought, but as a catalyst and driver of transformation.

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Insights in this report were developed with inputs from desk-based and action research undertaken throughout 2024-25, including a survey of the Carnegie Council network and interviews with leading thinkers and practitioners on climate action from governments, foundations, universities, NGOs, IGOs, and businesses across the world. It also draws upon an extensive literature review and meetings with leading ethics experts and organizations promoting ethics or implementing climate action across countries and regions in the Global North and South. To explore theories of change and potential implementation points with practitioners, in Spring 2025 the authors brought together leading city climate action experts and ethicists in a two-day workshop at the Council's Global Ethics Hub in New York,⁴⁹ and in early Summer 2025 convened research sessions on the potential for ethics to catalyze positive tipping points in climate action at the 2025 Global Tipping Points Conference in Exeter, UK.⁵⁰

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