

Behavioral insights for climate in Kyrgyz Republic

Roundtable discussion on the climate report

Juni Singh

Ailin Tomio

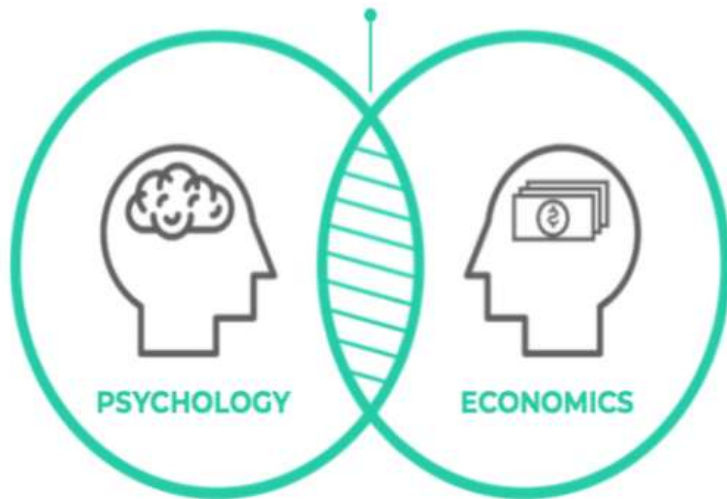
Jonathan Karver

Alessandro Silvestri



Behavioral approach to policy making

BEHAVIORAL ECONOMICS



This approach factors in what people do rather than what they "should do"

- Mental models and biases
- Subject to emotion and inattention
- Social network and peer effect in decision making
- Moving away from financial incentives

How does behavioral science benefit policy?

Policy and programming can benefit from:

- Taking into account mental resource constraints faced by people
- Simplifying procedures, platforms, systems
- Adjusting information provided and sending reminders
- Using social networks and positive **norms** to shape behavior
- Providing and exposing new ideas and behaviors to change mental models
- Invoking positive identities (integrity, honesty, generosity, humanity)



What diagnostics did we conduct?

Nationally representative in person and phone surveys of Kyrgyz adults

The climate survey gathered information on public awareness and perceptions of...



Climate
change

Use of energy
efficient
technologies
& practices

Willingness
to pay for
heating
technologies

Effective
communication
channels/
messages

What did we learn about climate change attitudes?

People believe in climate change but only 57% of the population think others believe it will have an impact

84% of people in Kyrgyzstan believe earth is getting warmer

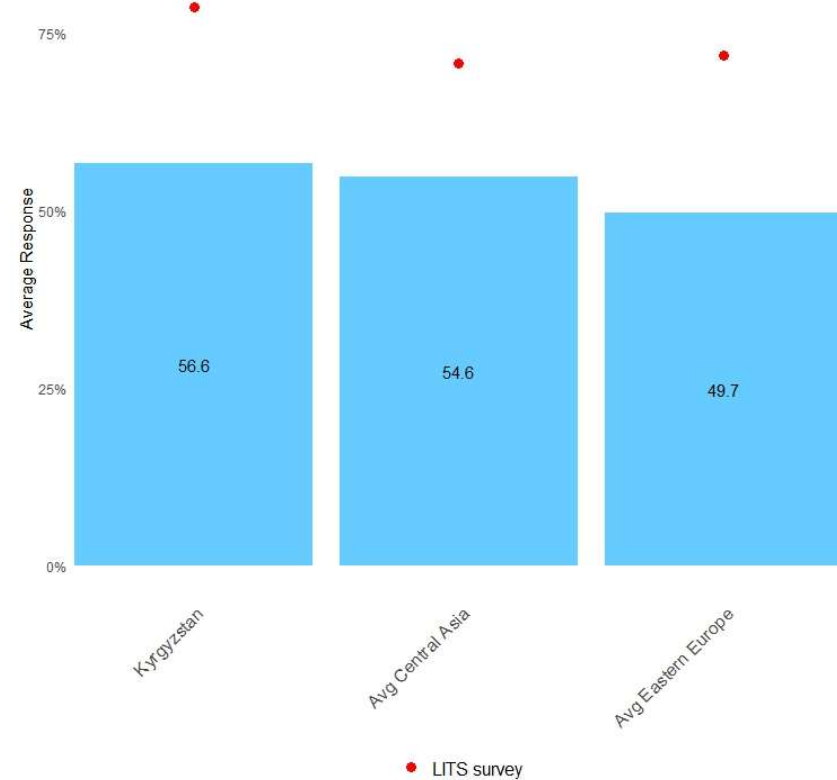
40% believe government overstates impact

High awareness of climate change



Does not translate to concern of impact

Out of 100 people in your country, how many do you think consider that climate change will have serious impact in their lifetime.



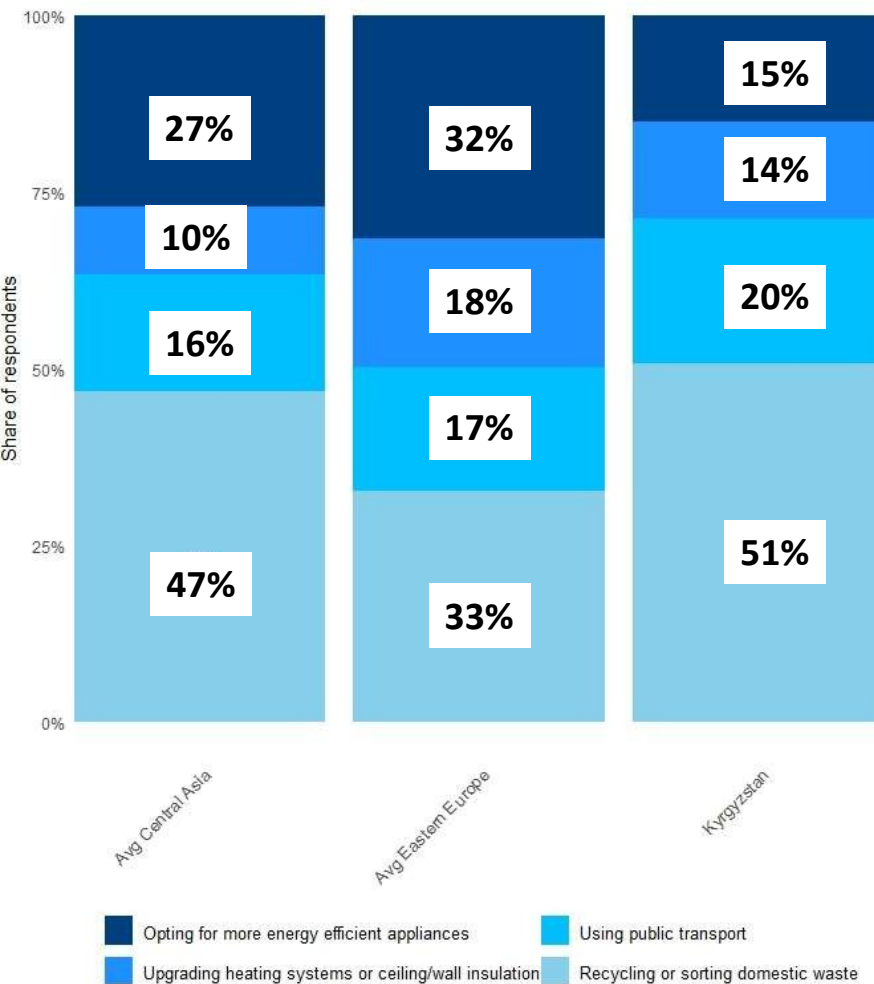
Nevertheless, there is willingness to act



85% people in
Kyrgyzstan are
willing to adopt
climate friendly
behavior

- Use of energy efficient technologies & practices
- Investments in thermal insulation
- Higher willingness to pay for solid waste management

Which of the following actions do you think is most effective in mitigating climate change and helping the environment?



There is an opportunity to communicate effective climate action

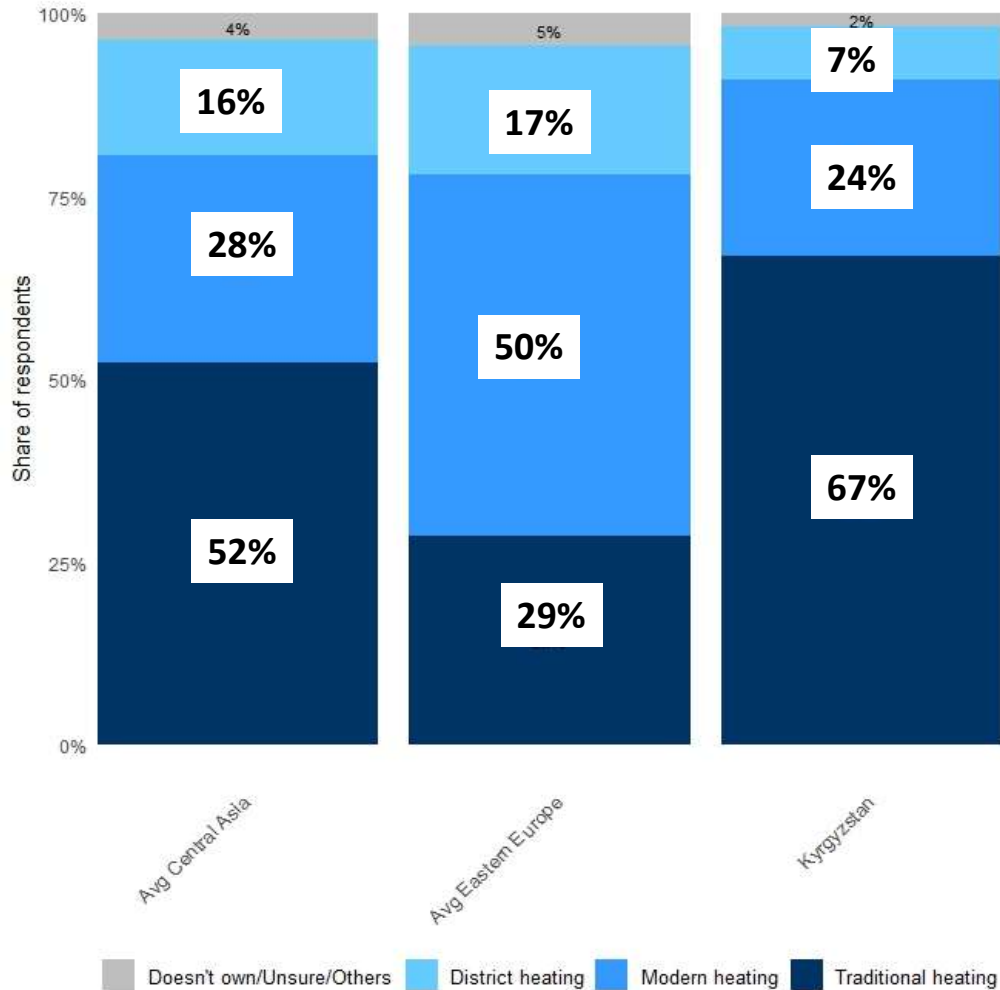
Most people believe recycling and sorting domestic waste is the best way to mitigate climate change

Less than one third believe energy efficient appliances and modern heating would have an impact

What did we learn about the opportunities for environmentally friendly actions?

There is scope to improve energy efficiency with both heating and appliances

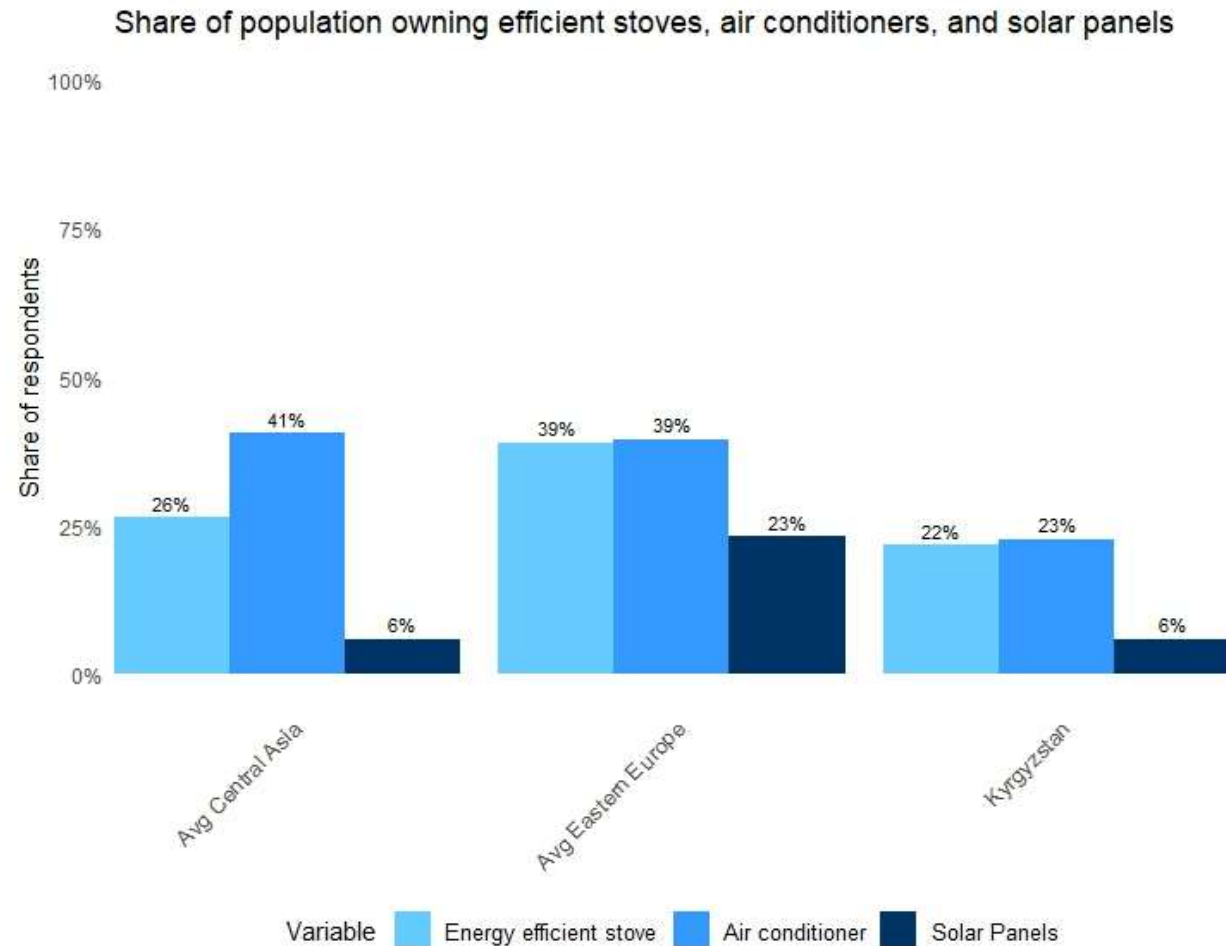
Share of Population by current heating technology



The state of heating in Kyrgyzstan: Majority (67%) use traditional heating technologies like traditional solid fuel stove/boiler

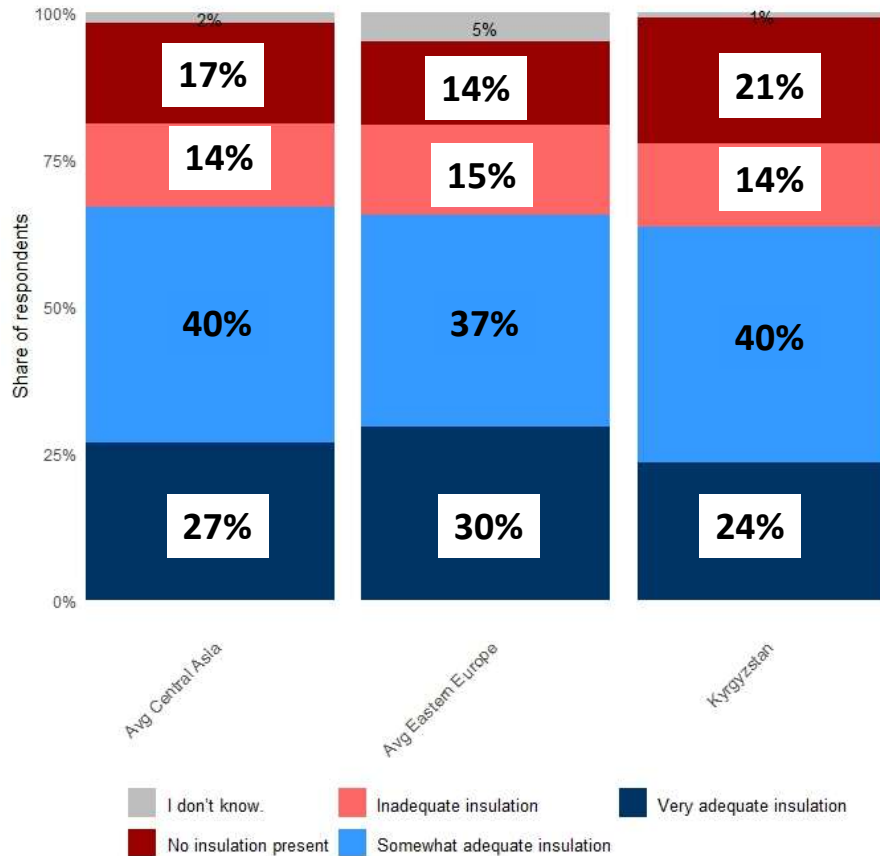
There is scope to improve energy efficiency with heating, cooling and energy source

Currently, very few people own energy efficient stoves, air conditioners and solar panels



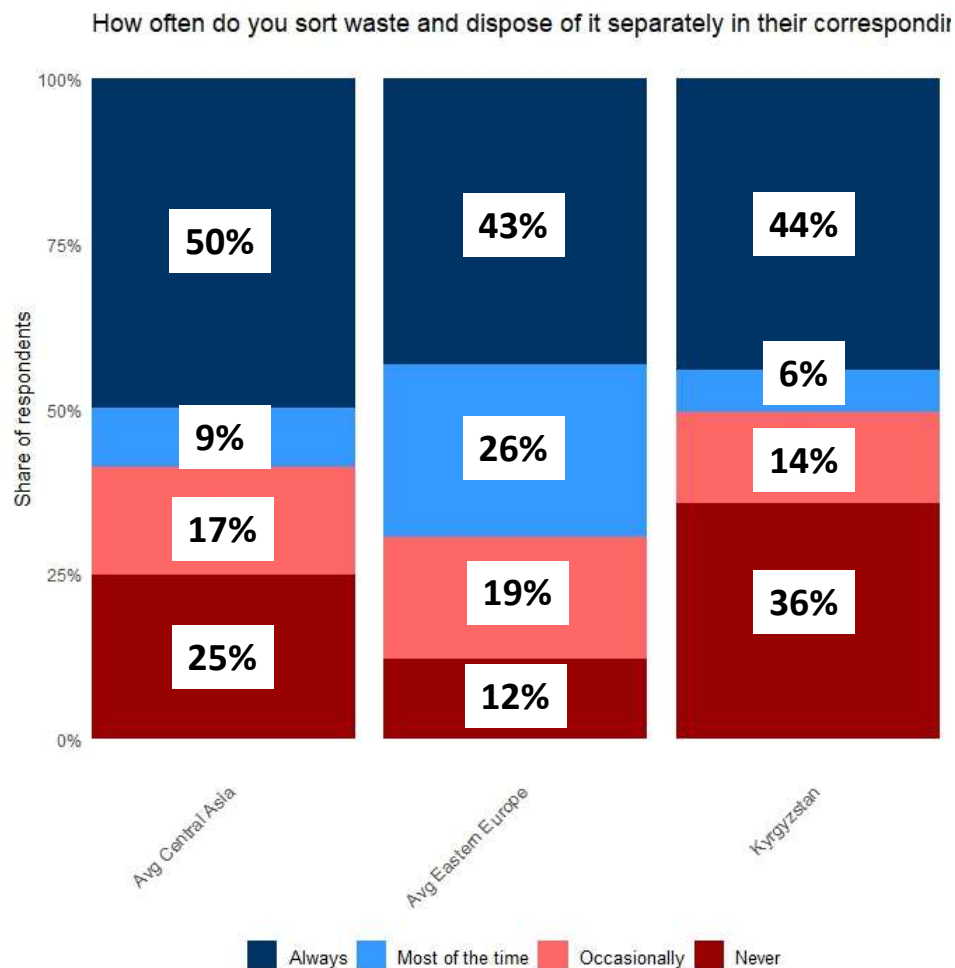
There is scope to improve energy efficiency by improving insulation

H2 How adequately insulated is your home



Most people deem the level of insulation in their households enough but 35% believe they need upgrades

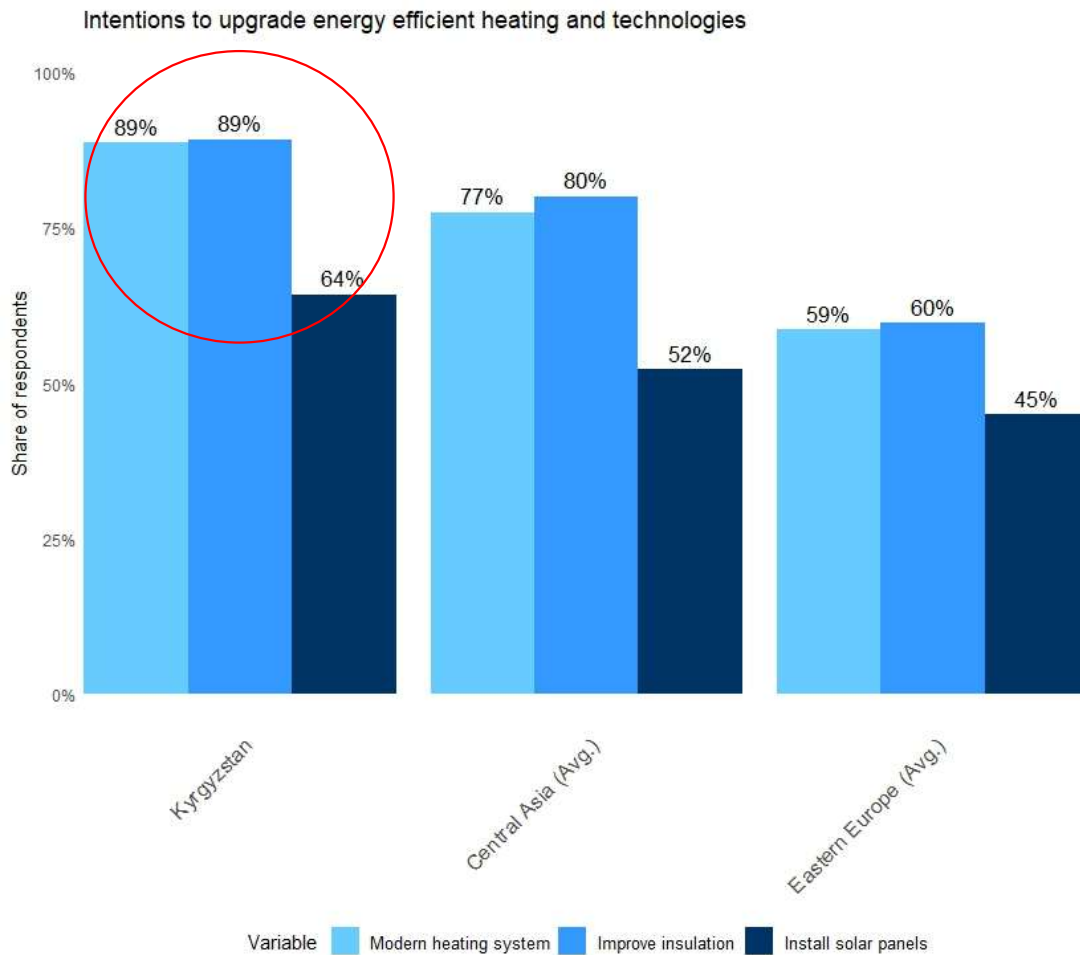
There is scope to improve solid waste management



Most people sort their waste but there is still a chance for improvement, as half either never or only occasionally sort

What did we learn about willingness to pay for
energy efficient and modern heating
technologies?

There is scope to improve energy efficiency with heating, cooling and energy source



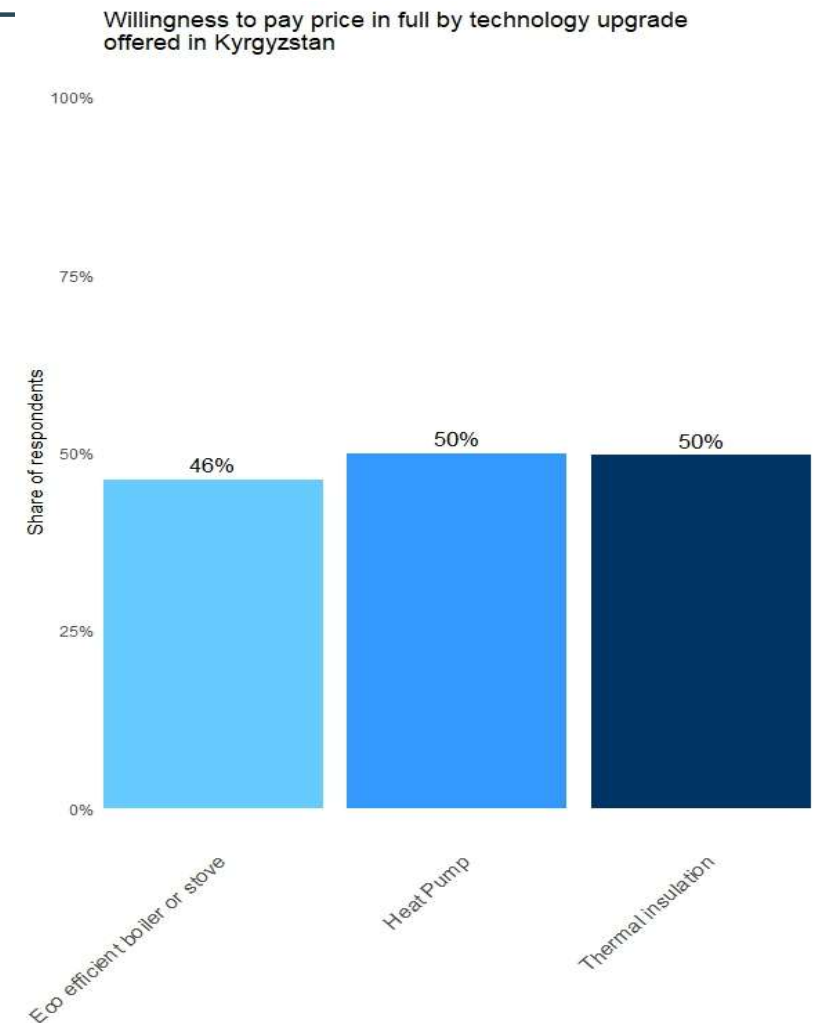
Intentions to upgrade are high particularly for:

- People willing to make changes in their lifestyle for the environment
- Those more likely to take risks in general
- Those who have more of their friends adopting such technology.

People are interested in paying in full for energy efficient technologies

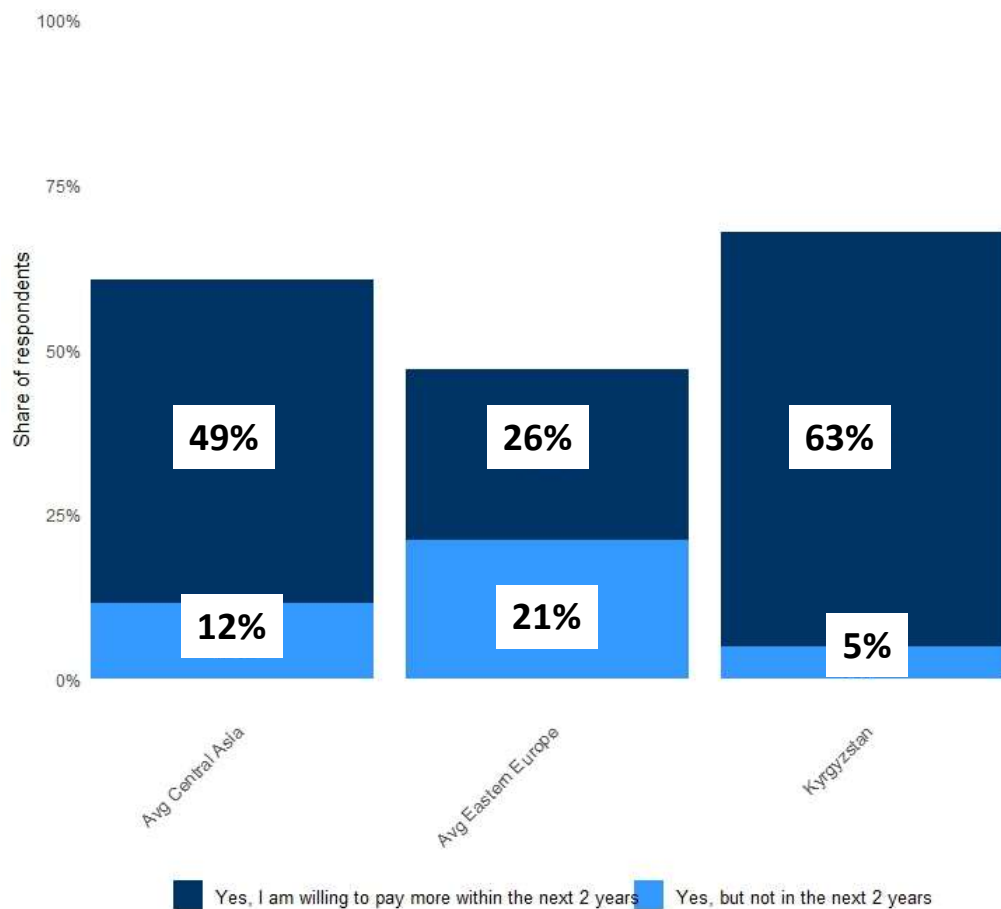
Despite GDP per capita being 1970.2\$, around 50% of people are interested in paying full price for these technologies

- Eco efficient boiler: 2000\$
- Heat pump: 4000\$
- Thermal insulation: 4000\$



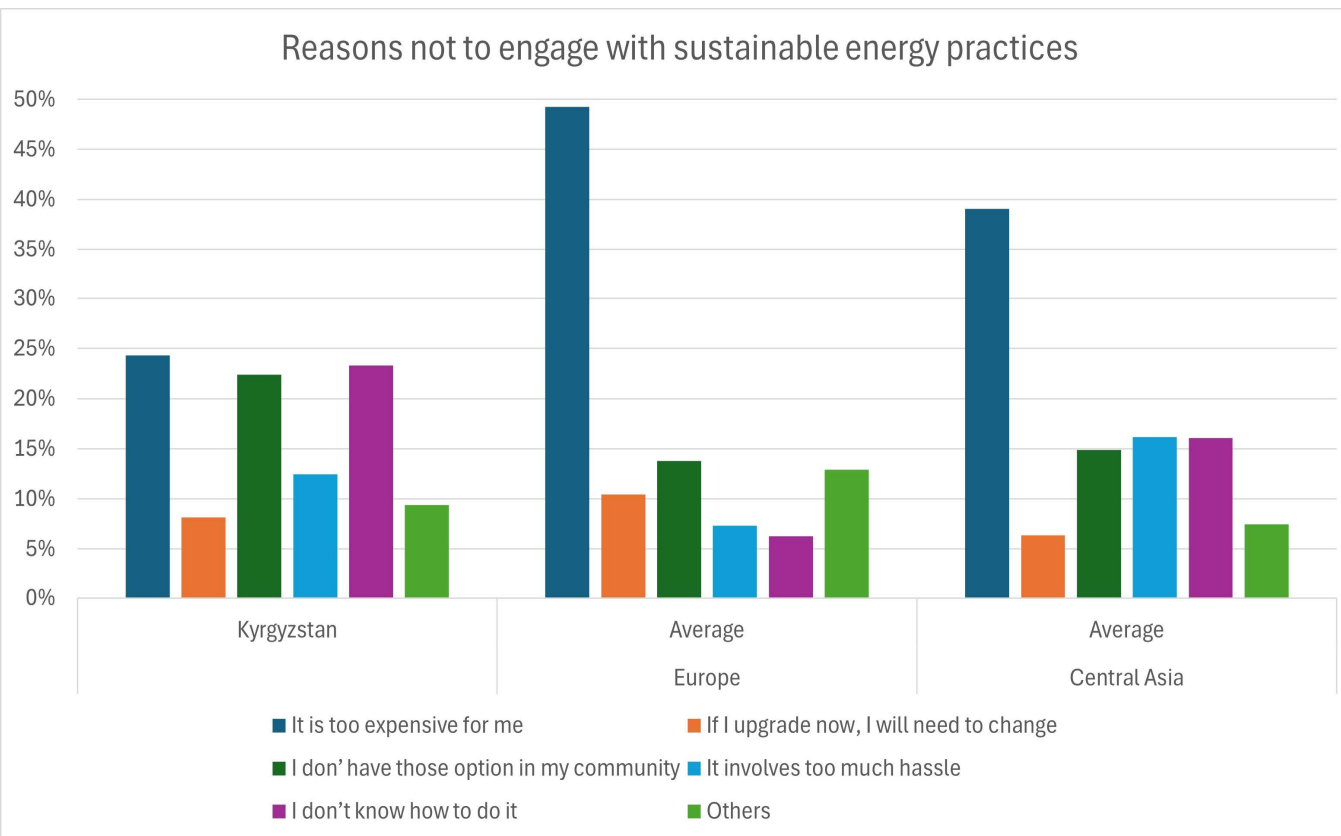
The majority are willing to pay more for waste collection

Would you be willing to pay more for any or improved waste collection?



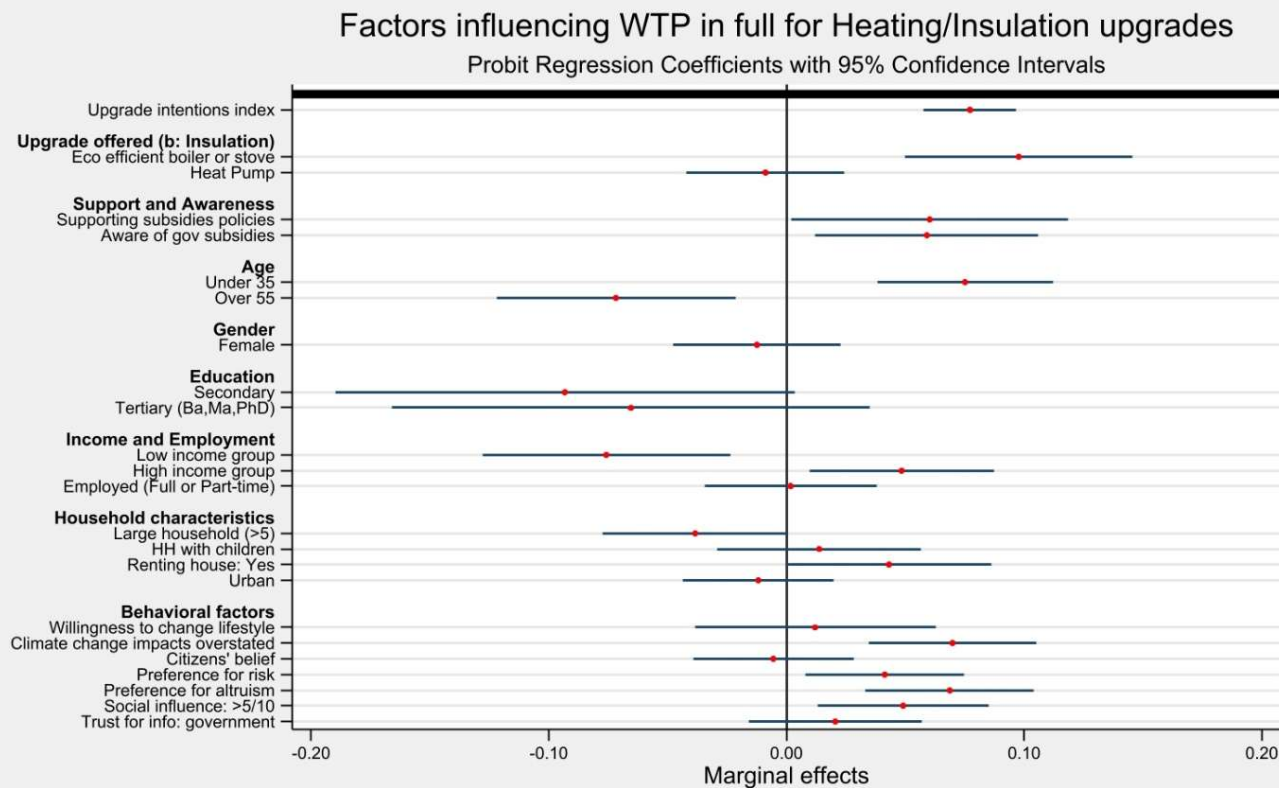
63% of the people are willing to pay more for better waste collection in the near future

Along with cost, lack of access and information about the sustainable technology is an issue



- Cost of technology and affordability is an issue
- Access of sustainable options in the community is an important constraint
- There is lack of information on how to adopt these technologies

What matters for willingness to pay in full for the technology



- Intentions to upgrade matters and so does age
- High income groups are more likely to be willing to pay full price for adoption

How can these learnings be operationalized?

Actions for the Government of Kyrgyz Republic

1. Confront the existing narratives & beliefs surrounding climate change and it's impact
2. Motivate more efficient use of energy with existing technologies with innovative messages
3. Motivate the adoption of more energy efficient technologies by highlighting long term benefits

1. Harness role models to raise awareness on ways to adopt energy efficient technologies

They can harness role models/ local and non-traditional messengers to address perceived risks...



The three most preferred channels of communication in the country include:

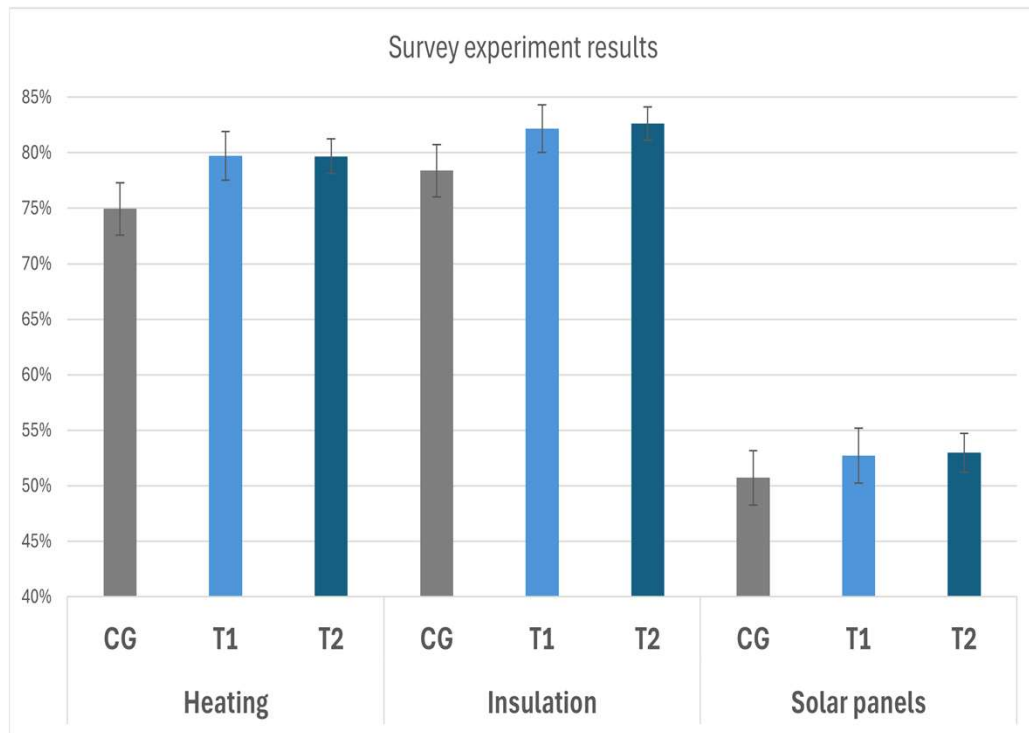
- Social Media (37.1%)
- Television (31.5%)
- Radio (7.9%)



2.

Communications should highlight simple messages

Simple messages can have meaningful impacts on the intention to upgrade to energy efficient technologies



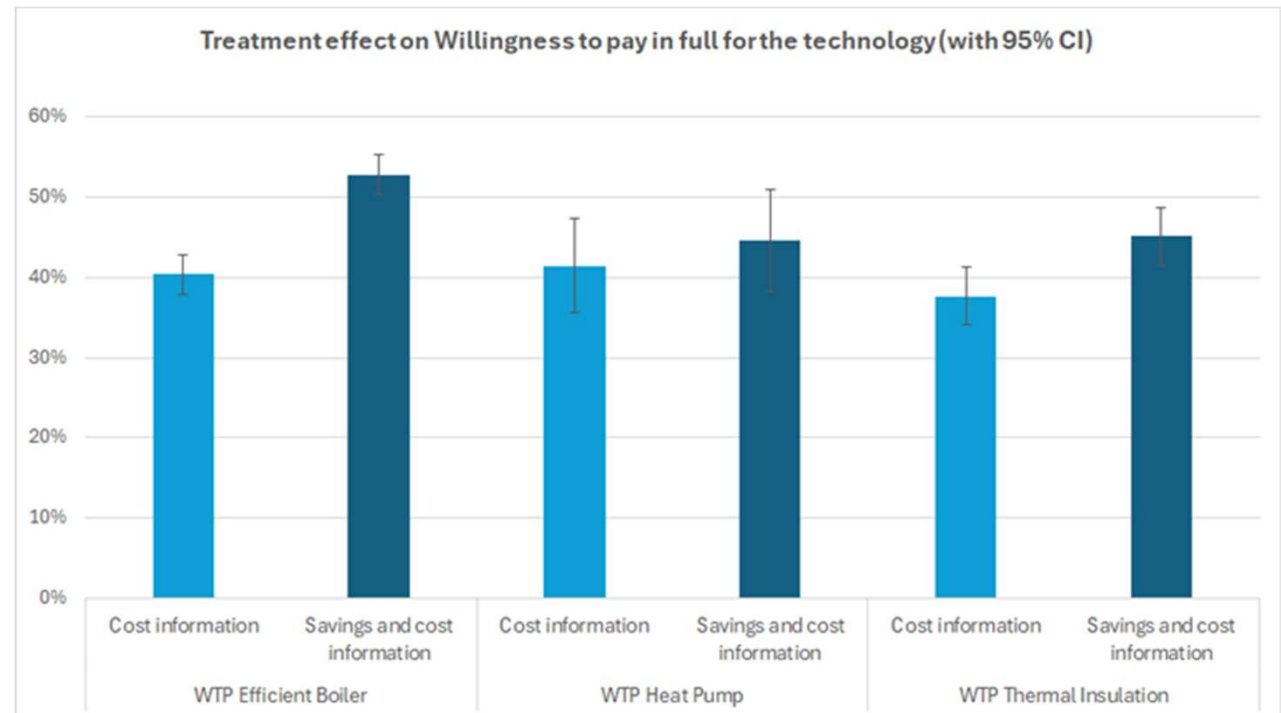
T1: Highlights what % of people believe climate change will have serious impact in their country

T2: Households as top three contributors to polluting gases

3.

Focus on the long-term personal benefits to households

The framing of costs vs savings is also critical to increasing willingness to pay



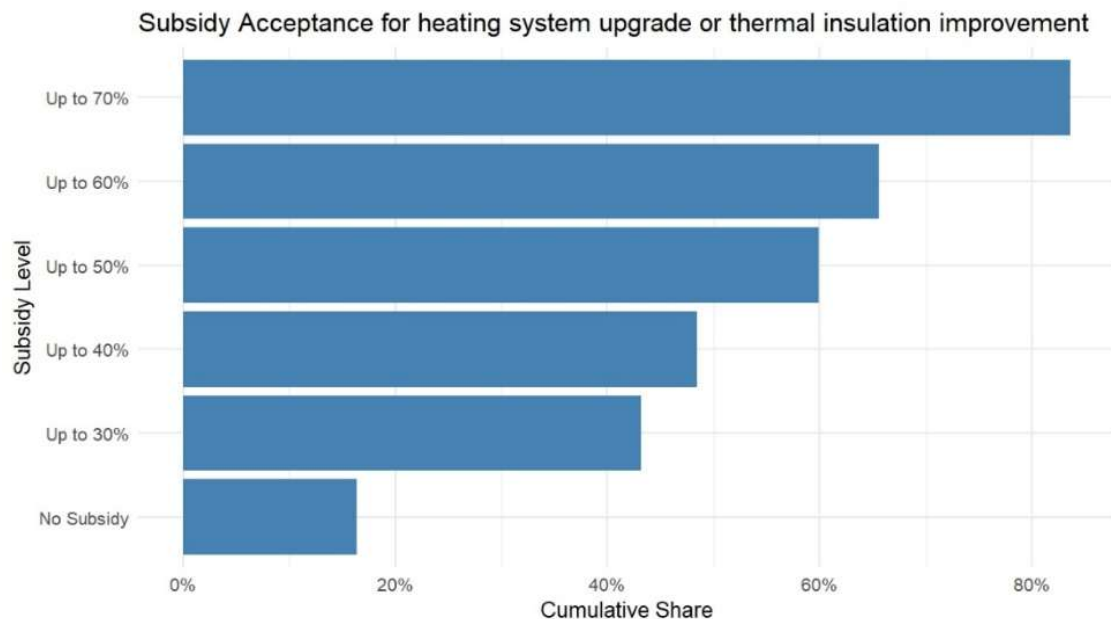
3. Focus on the long-term personal benefits to households

...and elevate secondary benefits, particularly for unwilling population segments



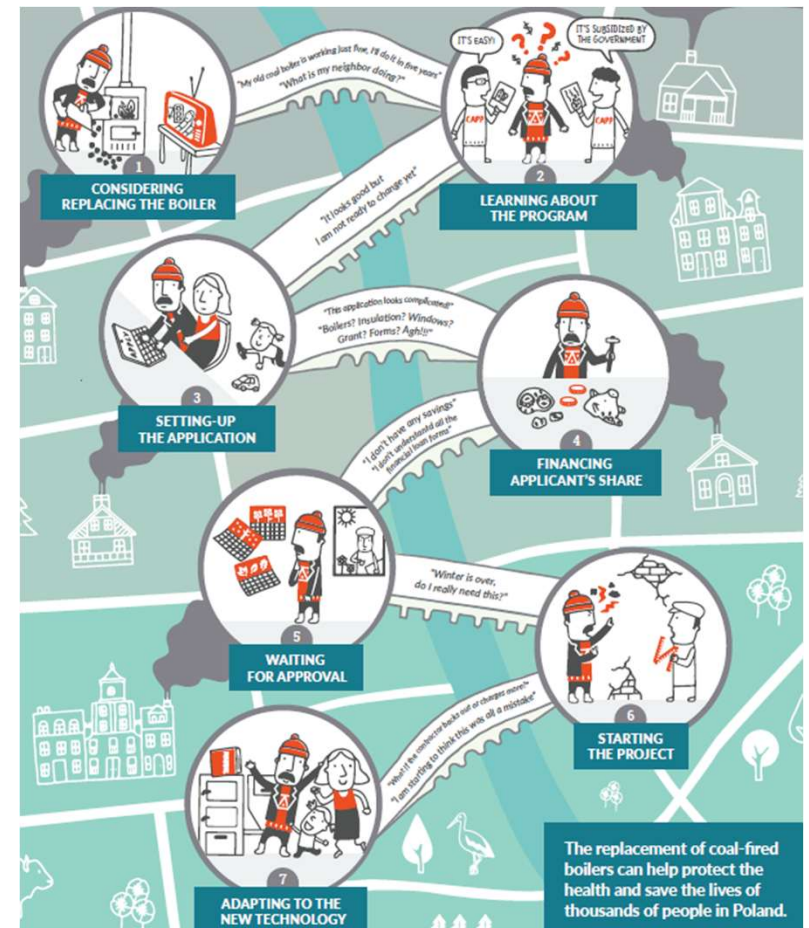
4. Programs to increase take-up of these coping mechanisms should be designed based on evidence & behavioral science

Varying level of support for households can help reduce the financial constraints households face with rising energy prices



5. Programs to increase take-up of these coping mechanisms should be designed based on evidence & behavioral science

Consider the beneficiary decision-making journey



Thank you Rahmat!



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