

Sustainable Action and Motivation

Pathways for Individuals,
Institutions, and Humanity

Roland Mees

 **Routledge**
Taylor & Francis Group
LONDON AND NEW YORK

earthscan
from Routledge

Contents

<i>Preface</i>	viii
Introduction	1
PART I	
Problem, method, and case material	9
1 The problem with motivation for sustainable action	11
1.1 <i>Sustainable action – “What’s in it for me?”</i>	11
1.2 <i>Understanding sustainability and sustainable action</i>	13
1.3 <i>The need for a philosophy of motivation for sustainable action</i>	21
1.4 <i>Meta-ethics and the problem with motivation</i>	33
1.5 <i>The problem with motivation for sustainable action</i>	36
2 Methodological considerations	44
2.1 <i>Introduction</i>	44
2.2 <i>Collective, institutional, and individual responsibility</i>	45
2.3 <i>What we can learn from psychology and its methods</i>	53
2.4 <i>The method of investigating motivation for sustainable action</i>	62
2.5 <i>The Rubicon model of action phases</i>	71
3 The case study material	78
3.1 <i>Introduction</i>	78
3.2 <i>The semi-vegetarian</i>	80
3.3 <i>The doctor without borders</i>	80
3.4 <i>The “power grid rebels”</i>	81
3.5 <i>The purchase manager</i>	83
3.6 <i>The credit restructuring officer</i>	84
3.7 <i>Programme of Part II</i>	85

PART II

**A conceptual-phenomenological analysis
of the Rubicon action phases** 87

4 Motivational challenges in the deliberative phase 89

- 4.1 *Introduction* 89
- 4.2 *Exploring the deliberative phase* 90
- 4.3 *Sustainable action and common-sense morality* 98
- 4.4 *Sustainable action and practical self-understanding* 106
- 4.5 *Overview and diagnosis* 117

5 Motivational challenges in the commitment phase 120

- 5.1 *Introduction* 120
- 5.2 *Exploring the commitment phase* 121
- 5.3 *The need for planning* 127
- 5.4 *The belief that one will follow through* 130
- 5.5 *Commitment and recognition* 133
- 5.6 *Overview and diagnosis* 138

6 Motivational challenges in the executive phase 141

- 6.1 *Introduction* 141
- 6.2 *Reconsidering one's intentions and plans* 142
- 6.3 *Social cooperation and philosophy of action* 148
- 6.4 *Self-efficacy and self-control* 153
- 6.5 *Sustainable action and practical identity* 161
- 6.6 *Overview and diagnosis* 166

PART III

Pathways for individuals, institutions, and humanity 169

7 Pathways for individual agents and institutions 171

- 7.1 *Introduction* 171
- 7.2 *Pathways for the individual agent* 172
- 7.3 *Pathways for institutions* 178
- 7.4 *The need for a second-order commitment* 190

8 A sustainable policy for the banking sector 195

- 8.1 *Introduction* 195
- 8.2 *A bank as a nexus of legal and ethical relationships* 196
- 8.3 *Challenges involving one's commitment to a sustainable policy* 203
- 8.4 *Sustainable action and potential change in the banking sector* 208

9 Moral corruption and the pathway for humanity	214
9.1 <i>Introduction</i>	214
9.2 <i>'Humanity' and Gardiner's concept of moral corruption</i>	216
9.3 <i>Moral corruption based on the descriptive diagnosis</i>	221
9.4 <i>Moral corruption and our self-constitution as agents</i>	232
9.5 <i>Consequences of moral corruption for our integrity</i>	239
9.6 <i>Two kinds of commitment to take up Humanity's Challenge</i>	241
Concluding reflections	248
<i>References</i>	252
<i>Index</i>	265