

## ABSTRACT

### REPRESENTATION, ACCOUNTABILITY AND SUSTAINABLE FUTURES AND CLIMATE CHANGE.

Both the Stern Review (2006) and the fourth report of the IPCC (Nov,2007) outline the risks to a sustainable future from climate change. According to these sources, if carbon emissions are not checked a temperature rise of over four degrees are likely by the end of the Century. Likely impacts are rises in sea levels, hundreds of millions will suffer water shortages, food shortages, increases in heat waves and hurricanes and 30% of species will be at risk. In addition conflicts over resources threaten societal breakdown. Deep cuts in Carbon emissions are required and both Stern and the IPCC produce evidence to show that such cuts would only have a marginal effect on economic growth.

In spite of this international collaboration to reduce emissions is fraught with difficulty. Game theory will be used to explore why this should be the case and ways of overcoming this will be investigated. Democratic involvement of the people relies on the availability of appropriate information. Discourses related to climate change will be presented which on one hand tend to be 'doom mongering' but on the other hand misrepresent the scientific consensus on climate change.

Cuts in Carbon emissions of 60-80% are required and international agreements on issues such as Carbon trading are crucial. Nevertheless, individual efforts could reduce emissions by up to 20% and much greater savings could be made locally. Issues related to representation and accountability at a local level will be discussed and the contribution that social marketing might make will also be outlined.

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