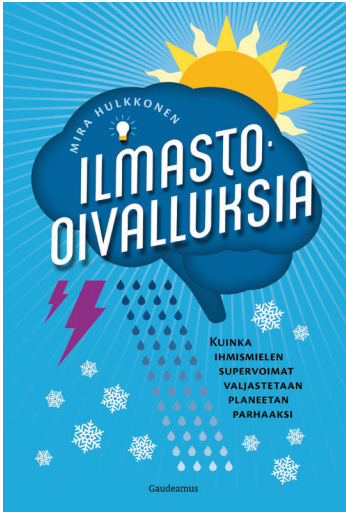


Mira Hulkkonen

# Climate Epiphanies

Harnessing the Superpowers of the Human Mind  
for the Good of the Planet



Cover design: Jukka Aalto / Armadillo Graphics

The climate is changing; now it is our turn to change. But how do we do it in a way that causes our primitive brains to purr with satisfaction?

*Climate Epiphanies* was born out of a desire to understand why knowledge alone provides insufficient motivation for change. Ask us to abstain from instant gratification or to see the broader impact of our choices, and our thoughts become blurred and arguments escape us. From cognitive bias to conflicting goals, our minds can set many traps on our journey towards change. But our minds also have superpowers, such as imagination and language, which can be harnessed to avert climate catastrophe – or, indeed, to achieve any positive change.

Written with a gentle and personal touch, the book draws on climate research, as well as psychology, behavioural science and communication research. Dr Hulkkonen leads us to identify the strengths of the human mind and the tricks that can help us avoid pitfalls on the road to a better future. This hope-instilling handbook for human change helps us realise that even major problems can be overcome when they are tackled in ways that are rewarding to the human mind.

## About the author

MIRA HULKKONEN, PhD, is a climate researcher and expert in science communication. She is dedicated to the scientific understanding of and the fight against climate change. In her work, she always considers the atmosphere alongside human behaviour.



Photo: Reijo Koirikivi / Studio PSV

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Gaudeamus 2023

Original title (Finnish): *Ilmasto-oiwalluksia. Kuinka ihmismielen  
supervoimat valjastetaan planeetan parhaaksi*

Softbound, 400 pages, illustrated (bw) by Anne Derenne, ISBN 978-952-345-231-2

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