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The Oil Industry CSR and School Climate Protest in Norway

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Declaration

I, Ejike Innocent Okonkwo, declare that this thesis is a result of my research investigations and findings. Sources of information other than my own have been acknowledged and a reference list has been appended. This work has not been previously submitted to any other university for award of any type of academic degree.

Acknowledgement

This thesis is a testament to the contribution of many:

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Dedication

To the almighty God, Greta Thunberg, and all young people whose involvement in climate activism is altruistic.

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List of Abbreviations

CCDPs: Carbon Clean Development Projects

CCS: Carbon Capture and Storage

CDM: Clean Development Mechanism

CICERO: Centre for International Climate Environmental Research, Oslo

CNES: Council for Nature and Environmental Studies

COP: Conference of Parties

CPFP: Carbon Partnership Facility Program

CSR: Corporate Social Responsibility

EGND: European Green New Deal

EITI: Extractive Industry Transparency Initiative

FOTE: Young Friends of the Earth

GCRI: Global Compact Reporting Initiatives

GHGs: Greenhouse Gas

GOP: Gallup Opinion Pull

GP: Greenpeace

HLAG: High-Level Advisory Group

IPCC: Intergovernmental Panel on Climate Change

ISRS: International Scientific Research Station

MNOCs: Multinational Oil Companies

NBIM: Norway Bank Investment Management

NCS: Norwegian Continental Shelf

NDC: Nationally Determined Contribution

NMBU: Norwegian University of Life Sciences

NOAA: National Oceanic and Atmospheric Administration

OCF: Our Common Future

OL: Operating Licence

SDFI: State Direct Financial Interest

SECA: Special Envoy for Climate Action

STEAM: Science, Technology, Engineering, the Arts and Mathematics

SUM: Centre for Development and Environment

SWF: Sovereign Wealth Fund

TAPI: The American's Pledge Initiative

TCAF: Transformative Carbon Asset Facility

TEQs: Tradable Carbon Emissions Quotas

UNDP: United Nations Development Program

UNFCCC: United Nations Framework Convention on Climate Change

USAID: US Agency for International Development

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ABSTRACT

Despite being a significant fossil fuel exporter, Norway is often perceived as one of the greenest countries in Europe. The Corporate Social Responsibility (CSR) strategies of oil and gas companies represent a key element behind this perception. If these CSR strategies are resulting in genuine contributions to environmental targets, they could be regarded as one important tool for achieving the green shift. Whether CSR strategies can be effective in this way depends on several societal framework conditions. Young people constitute an indispensable element in this context, as this group indicates the evolution of those social norms and identities CSR strategies must take into consideration. Recent climate protests of young people in Norway and all over the world put the established CSR strategies and the ability of the industry to contribute to the green transition to the test. The response of the Norwegian oil and gas industry to these protests is particularly significant, as Norwegian society is strongly guided by the idea of aligning economic activity with societal values. Stronger than elsewhere, companies are expected to contribute to values across environmental, social, and economic dimensions as stipulated by the policy guidelines set by the Norwegian government.

This study thus examines how young people at various Norwegian institutions perceive and portray the oil industry's response to the recent school climate protest in Norway. Energy experts within academia were also consulted. Social Constructivist theory provides the theoretical underpinning for explaining how young people construct their social realities, while semi-structured interview, and discourse analysis were utilized in data collection and analysis. Firstly, findings show that despite the tremendous contributions of the oil industry's CSR in three-main areas such as sports, culture, and entertainment, there is inadequate knowledge-based engagement of young people in companies CSR. Secondly, young people perceive the existing climate measures by the industry as slow-paced, rhetoric driven, and largely public relations based. Hence, their decision to embark on climate activism to demand for genuine and increased commitment to climate action beyond political gains and rhetoric's. The oil industry should implement new measures that would guarantee the broadening of their CSR to include specifically designed programs for increased green innovation-based youth engagement, participation and mutual communication with young people towards shaping their energy future as well as accelerate climate action.

Keywords: CSR, Climate Activism, Sustainability, Green Innovation, Youths, Oil Industry.

CHAPTER ONE: INTRODUCTION

2.0. Where does the Problem Lie?

Accelerating climate action is one of the most urgent needs today due to the rapid increase in the global temperature and the concomitant climate change with its adverse impacts (IPCC, 2018). National and international institutions are expected to provide leadership for steering climate action; however, the unprecedented climate protest proves otherwise and indicate a perceived frailty of these institutions for enhanced mitigation measures. Climate politics at all levels contribute to the slow-paced climate actions, it is important to note that climate politics across countries is comparable because they share certain similar elements such as the prioritization of national interests above collective good, the politicization of decisions on climate based on party affiliations and sentiments etc; however, how these politics plays out vary based on differences in the socio-economic and political context. Furthermore, the Paris agreement also gives climate politics in individual countries a common umbrella. Hence, understanding what is going on in one country may help to find solutions in others. For instance, the climate Agreement leaves the responsibility for achieving climate targets to the individual countries, in some contexts, governments relinquish this responsibility to companies. Therefore, a study in Norway may deliver important results that may indicate whether CSR might work also in similar contexts.

Many young people perceive the existing political measures, and commitments to tackling climate change within the oil industry as inadequate. Consequently, young people in various academic institutions around the globe are embracing new identities (climate activism) and are disposed to take the frontlines towards ensuring an increased mitigation. In Norway, young university students in solidarity with other young protesters across the globe, are demanding for increased climate actions, drawing inspiration from the United Nations Sustainable Development Goal 13 on Climate Action as well as from the activism of Swedish teenager Greta Thunberg (Mcguirk, 2019; Nilsen, 2019; BBC, 2019). The protest apparently points towards accelerating measures for transition to a low-carbon future such as an increased investments in renewables, increased involvement of young people in shaping their energy future, an end to new oil and gas exploration activities and to some extent, a total shutdown of the industry among others.

At the 20th European Gas Conference held in Stavanger on May 28th -29th, 2019, the oil companies operating in Norway, expressed concern on the prevailing youth protest and how

this could disrupt the transition to a low-carbon future. Delegates unanimously agreed that urgent measures are required to address the crisis. In other words, the recent climate activism is perceived as an important social issue that requires appropriate and timely response. Therefore, this research aims to ascertain how the oil and gas industry is perceived / portrayed in the protest by young adults in some Norwegian Universities. It is imperative to undertake the research within the Norwegian context for the following reasons. Firstly, the impacts of climate change driven by the activities of oil and gas industry has increased. Many countries thus look up to the Norwegian model due to the country's outstanding oil resource management and the simultaneous implementation of green solutions. Secondly, the Norwegian welfare system is largely built around the oil sector hence, the sustainability of the welfare system may be impacted by the disruption from the protest. Hence, it is interesting to ascertain how young people perceive / portrayed the industry that plays a vital role in securing their welfare. Thirdly, expectations about the societal role and responsibility of companies is high in Norway because the government sets the guidelines, and companies are expected to respond. Fourthly, young people constitute a growing share of potential voters which gives them an overwhelming influence on future political agenda setting. Young people would likely play a key role in shaping the outcome of future energy discourse. Therefore, based on the significance of the oil sector to the Norwegian economy, and social responsibility being an important element of the society, politics and economy, there is need to understand the climate protest from this unique context.

1.1. Research Questions

Accelerating climate actions towards a low carbon future requires a synergy between the industry and young people in the society. Hypothetically, the young protesters perception of the oil industry, is influenced by how their social reality is constructed and construed, the study therefore asks the following questions:

Q1. What constitute the CSR programmes of the oil companies?

Q2. How was the oil industry and their activities perceived and portrayed by young school climate protesters in Norway?

Q3. What are the likely impacts of the climate protest on the Norwegian society?

The first research question examines the current CSR programmes of some oil and gas companies with the aim of ascertaining its scope in terms of green innovation-based youth engagement and participation programmes. Hypothetically, higher knowledge-based youth engagement and participation programmes would likely lead to a more mutual dialogue between young people and the industry and could mitigate protest in favour of mutual communication and compromise.

Perception plays a key role in influencing human behaviour; therefore, climate activism could be regarded as an expression of underlying perception of the oil and gas industry among the societal stakeholders who in this case are young people in school. Hence, the first question is imperative to understand the factors that influences the perception held among young people, and ultimately how the industry is perceived and portrayed. Understanding this, would enable the researcher to identify possible ways to improve the relation between the industry and young people.

The third question examines the likely impact of the protest on the various facet of the Norwegian society if the prevailing condition for the protest is unaddressed (Sims, Goresvski, & Anenberg, 2015). It is important to understand for instance, how an unabated protest could impact on the education of young people who are skipping classes to be involved in climate protest. Also, it seeks to understand how the oil industry could be impacted from the backlash of young people who constitute a growing share of potential voters with an overwhelming influence on future political discourse etc. It is therefore interesting to discuss the likely future socio-economic and political consequences for the key actors in the study.

1.2. The Importance of Studying CSR from the Norwegian Context

The oil industry CSR is expressed through its support for teams and organizations across the country. There are numerous reasons why the Norwegian context is distinctive and considered as a study location for this research. Firstly, stakeholders expectations are highly prioritized within the Norwegian society and this could be traced back to 1998 when KOMpakt was established to consult for the government on CSR issues aimed at establishing a platform for dialogue with the stakeholders (Midttun et al. 2013). KOMpakt comprises three major groups, “the human right group, the Norwegian industry and public administration” (Segrov, 2014 p.30).

Secondly, the country has a “relatively stable CSR engagement and a more advanced environmental protection and labor rights” in relation to other countries (Segrov, 2014 p.30). Also, the building bricks of the Norwegian institutions was strongly rooted in the principles of equality, close or flat power structure within institutions, participation, involvement, compromise, and tripartite collaboration. These values are deeply internalized hence contributing to a well-functioning and sustainable welfare state (Gjølberg, 2012; Segrov, 2014 p.30).

Thirdly, company corporate culture in Norway is based on dialogue with stakeholders, this ensures openness, participation, and involvement by all. Furthermore, it creates the necessary conditions for trust, cooperation and democratic processes which are essential in the articulation and implementation of CSR. Based on these principles, it is very likely that companies operating in Norway would be disposed to share information on their CSR in relation to the climate protest. Among other things, this would contribute to strengthening trust and closer cooperation between the industry and young people.

Lastly, the Norwegian system is more suitable and supports the practice of an implicit CSR, hence, companies operating in Norway adopts this approach which is based on values, engagement and commitment as opposed to the explicit CSR approach whose sole aim is for publicity stunts and corporate image branding through CSR (Angus-Leppan et al. 2010; Segrov, 2014 p.33). In addition, the implicit approach is also based on the European model which is argued to be “more concerned about stakeholders interest rather than shareholder value emphasized in the Anglo-American model” (Trygstad & Hagen, 2007; Segrov, 2014 p.40). The attributes of the Norwegian system as discussed above, makes it an appealing study location, and serves as a somewhat role model or template for examining the climate protest.

1.3. Structure of Thesis

This study is structured into eight different parts. Chapter one presents the introduction, problem statements, research questions, research objectives. Chapter two deals with review of literature to identify knowledge gaps. Chapter three focuses on the conceptual and theoretical framework which facilitates the understanding of the study. Chapter four presents the methodology which includes the research design, and data collection and analysis etc. Chapter five and six presents findings and discussions, respectively. While chapter seven contains the conclusion, recommendation, references, and appendixes.

CHAPTER TWO: LITERATURE REVIEW

2.0. Introduction

This chapter examines the existing literature on corporate social responsibility within the Norwegian context. It shows how the societal structures shape and influence the nature of CSR in Norway. Also, the chapter examines why an increasing number of young people are getting involved in climate activism, apparently because of the perceived inadequate measures by institutions with the prerogatives for mitigation actions. In addition, climate politics both at the national and international levels directly and indirectly contributes to the unprecedented school climate protest by young people. For instance, the nature of the international system with preponderance of state sovereignty and non-binding cooperation, anarchy, and the conflict of interests make countries to place their national interests above the collective interests of all, and has often resulted to lack of consensus, and commitment in accelerating climate action. The chapter also specifically examines the nature of Paris Agreement which is the international framework for climate action among states. Lastly, it examines climate politics within the international level, as well as climate politics in the Norwegian context.

2.1. CSR within the Norwegian Context

According to (Paré, and Kitsiou, 2017 p.157) literature reviews are essential for “identifying what has been written on a subject or topic, justify the research as one that contributes something new to the cumulated knowledge”. The theoretical and practical conceptualization and implementation of CSR differ by context (Kelman, et al, 2016). Previous research provides the general background to understanding CSR in the Norwegian context. Firstly, the Norwegian society operates a *social welfare system based on egalitarian values*. This entails that the Norwegian society is guided by the principle of equity and equality of all in terms of contribution to the development of the society as well as in reaping the gains of development. Likewise, the CSR of oil and gas companies are expected to contribute to the country’s green shift which would ensure that everyone enjoys equal access to a healthy environment through "products and services that have significantly less negative consequences for climate and environment than today" (Regjeringen.no, 2016). Hence, both the company and the entire society is expected to exhibit “strong feelings of responsibility for society and environment” (Knudson, 2016 p.1). Companies operating in Norway are also regarded as part of the Norwegian society, they are expected not only to contribute to a healthy environment, but also

ensure that everyone benefits economically from its contribution to the social welfare system. Therefore, “Norwegian companies are increasingly expected to create values across environmental, social and economic dimensions” (ibid).

Secondly, the traditional Norwegian society has a culture that encourages *tripartite collaboration* between the government, companies, and the overall society. For instance, the government provides the general CSR guidelines and companies are expected to work closely within this framework (ibid). On the other hand, members of the public look up to the government to protect their socio-economic interest through a well-articulated public policy as a return for their loyalty expressed through their commitment to high tax obligations as well as a return for their political support. Furthermore, the public also expect companies to act within established government policies. When the public perceive that its interests are defaulted upon, they thus express their feelings through various means such as protest (ibid, p.1). Hence, company CSR in Norway are expected to contribute to the welfare of the society as an indication of this collaboration between key actors.

To achieve this, require “companies to monitor and take responsibility for the full life cycle impacts of their activities, products and services on the environment and society” (Knudsen, 2016 p.15). Strong compliance by companies in fulfilling their CSR obligation according to the Norwegian government would “strengthen company reputation, contributes in achieving a loyal workforce, increase customer attractiveness and strengthen their competitiveness” according to the (Norwegian Ministry of Trade, Industry and Fisheries, 2013 p.134). Subsequent studies by Ragnhild, & Oda, (2016) validate the Ministry’s claim, the study shows that an effective CSR of oil and gas companies, contributed to positive perception of the company among residents of Hammerfest particularly due to the revenue and employment opportunities created by the industry.

Thirdly, *active government involvement* in establishing *strong regulations* that guide the operation of companies in Norway to ensure compliance with its CSR expectations. For example, the CSR of companies operating in Norway are guided by the Norwegian national CSR priorities which include being corporately responsible in activities encompassing government and state-owned companies, as well as in investments and procurement policies (Knudson, 2016 p.1). The focus areas of the Norwegian CSR framework include respect for human rights as outlined by the OECD Guidelines for Multinational Enterprises and UN Guiding Principles for Human Rights, and taking environmental responsibility (Ditlev-

Simonsen, et al 2015; Regjeringen.no, 2016; Knudson, 2016 p.1). To motivate companies to pursue and report annually their CSR in the outlined areas, (Ditlev-Simonsen, et al 2015) notes that the Norwegian government used incentives such as the annual environmental reporting prize, known as Miljørapporteringspris. Related study has however shown that overtime, oil and gas companies are mandated to report their environmental and social impact according to the 2013 Norwegian accounting legislation with the aim of meeting society's expectations through knowledge sharing (Knudson, 2016). The Norwegian Accounting Act for instance, requires companies to publish its annual CSR reports, "however, not all companies follow up on their reporting obligations and there are no explicit consequences imposed for non-compliance" (ibid, p.6). The lack of strict penalties could imply that alternatively, the Norwegian government prefers to use soft-governance strategies such as persuasion to convince companies to comply with its CSR guidelines. Knudson (2016 p.6) notes that "companies are encouraged to join the UN Global Compact and commit to the GRI standards" (ibid, p.7) Also, the government established a national contact point (NCP) to provide information to organizations (ibid). Furthermore, government suggests that companies should "develop a code of conduct through which they can monitor the states of meeting obligations" (ibid). Consequently, this led to the establishment of specific institutions aimed at strengthening support for ethical ways to improve labour and environmental practices. Some of these institutions include, The Ethical Trading Initiative Norway (ETI-Norway) established in 2000 by the Norwegian Church Aid, The Norwegian Confederation of Trade Unions, The Federation of Norwegian Commercial and Service Enterprises and COOP Norway (ibid, p.7).

As mentioned above, the enactment of strong regulations has contributed to the early growth of CSR in Norway compared to many other countries who still struggle to incorporate CSR into their law. Knudson, (2016 p.2) notes that "the culture of CSR is embedded in the Norwegian activities and the government strongly supports socially responsible principles". Examples of some of the legislation that have contributed in shaping companies CSR in Norway include; The Norwegian General Civil Panel Code (1902), The Pollution Control Act (1976), The Gender Equality Act (1991), The Accounting Act (1998), The Accounting Act (1998), The Greenhouse Gas Emission Trading Act (2004), The Working Environmental Act (2005), The National Insurance Act (1997), The Labour Market Act (2004), The Social Welfare Act (2009), etc (Knudson, 2016 p.1).

2.2. Criticisms

Despite these strong regulations that characterise the Norwegian CSR landscape, some studies have criticised the oil and gas industry CSR for instance, Kelman, et al, (2016) examines and compares local perceptions of CSR in the Arctic petroleum industry in the Barents region. (Ibid, p.153) notes that the oil and gas industry has been “frequently criticised for a lack of openness, in particular, regarding mistakes; for overt ‘greenwashing’; and for failing to account for wider consequences of their activities which contributes to climate change”. Furthermore, some of these companies are reluctant to implement CSR in the communities where they operate. For instance, Royal Shell has been criticized for not initiating a robust CSR in the Niger Delta region of Nigeria until it succumbed to pressure from protesting environmental groups (De and Delobbe, 2012; Kelman, et al., 2016, p.153). Both studies by (Knudson 2016; Kelman, et al., 2016) shows that amidst the numerous CSR release by the oil and gas companies, they prefer to publish only the positive activities of their organization and ignoring its faults.

The oil industry is highly generous or philanthropic in nature, however, (Frynas, 2009) argues that philanthropy should not be equated or confused with CSR as they are not “because it is sometimes used in disguise to avoid taking actions to address the impact directly arising from their activities”. In developing countries, philanthropy by oil industry is usually considered as its CSR. While in many European countries, these are not considered the same (Amaeshi et al., 2006). Critics such as (Jenkins 2005; Wells et al 2001) claims that the industry’s CSR is superficial due to the lack or limited involvement of the local people in identifying, deciding, and implementing CRS especially in developing countries. Furthermore, (Frynas, 2009) argues that many oil companies lack the will to pursue robust CSR. International oil companies compared to their local counterpart, are keener on implanting CSR to protect its reputation to gain access to the financial market (ibid). The industry has also been criticized for prioritizing commercial interest in their CSR over ecological concerns, and for implementing CRS out of compulsion from pressure rather than voluntary engagement (ibid).

The CSR of the oil and gas industry has been criticized as narrow, also critics claim that the share of responsibility between oil companies are unevenly distributed (Maignen, Ferrell and Ferrell, 2005). For instance, while the Royal Dutch/ Shell and BP are committed towards enhancing Global Compact Reporting Initiatives (GCRI) and the promotion of Research and

Development for renewables, other companies with similar capacity, appear to be doing less (Rowlands, 2000).

Social attitudes of company staff also affect CSR i.e. the industry's organogram and how work portfolios are assigned. Many CSR managers have education / training from the natural sciences and apply quantitative, data processing and measurement approaches to problem solving and, in the planning, / implementation of CSR. These skills and approaches are often unsuitable for managing complex social problems inherent in CSR. Hence, leading to poor consultations, misplaced project priorities etc due to lack of soft and social skills (Jenkins 2005; Wells et al 2001). Some critics have also argued that it is difficult to measure how efficient and effective the industry's CSR is because of weak reporting system. For instance, it is difficult to assess how efficiently money is spent, partly because of the lumping of expenses together. This therefore undermines accountability on spending for local community projects (Jenkins 2005; Wells et al 2001).

2.3 Climate Politics

2.3.1. International Climate Politics-Lost Opportunities

Within the international system, states are sovereign, this means there is no higher authority than the state. Therefore, states are not subjected to binding corporations or agreements, this also applies to international climate agreement where states determine whether to cooperate or not and the level of such corporation. Invariably, state decisions and actions are aimed at fulfilling its national interest which is its uttermost priority. Although the effect of climate change cuts across borders and it is a shared global issue with its concomitant benefits of mitigation, countries are not bonded by the agreement, thus could opt out if the terms are no longer favourable. Hence, this undermines international corporation for addressing the climate crisis (Barrett, 2003). Since state are sovereign and international agreements non-binding, arriving at a consensus on burden sharing becomes even more herculean. Some of the difficulties in reaching a generally acceptable agreement is in determining "what constitutes as fair distribution of costs and benefits of climate regulation in addition to competing principles and perceptions for assessing equity and fairness in terms of, total emissions, per capital emissions, historical emissions, vulnerability, wealth etc." (Nasiritousi & Bäckstrand, 2019 p.3).

The international system is anarchical due to the absence of a single centralized authority within the system, hence leading to a decentralized global system. From the constructivist

perspective, anarchy is what the states make of it. Climate politics within the international system is therefore influenced by what the state makes of it. There are different factors that shapes what states make of climate change. For instance, there are over 200 countries with different views, population, economic development, political system, GHG emissions, vulnerability to climate change, level of economic dependence on fossil fuel, and perspectives on environmental protection. These factors influence states commitment to climate change actions which is evident in their nationally determined contributions (Keohane and victor 2016; Keohane and Oppenheimer, 2016; Underdal 2017; Nasiritousi & Bäckstrand, 2019 p.3).

2.3.2. There is a Paris Agreement

Placing the climate agreements within the context of the international political system, facilitates the understanding of the challenges inherent in addressing climate change. The Paris Agreement replaced the Kyoto protocol due to the poor design of the latter and its failure in setting ambiguous targets and implementation timeline. Also, the Kyoto protocol lacked concrete plans for distribution of mitigation burden between the developed and developing countries. Hence, the Paris Agreement became the new framework for reducing greenhouse gases (Falkner, 2016; Nasiritousi, & Bäckstrand, 2019).

The Paris Agreement was established in 2015 by over 100 member countries of the United Nations Framework Convention on Climate Change (UNFCCC). The agreement was signed at the 21st Conference of Parties (COP). The Paris agreement according to (Nasiritousi, & Bäckstrand, 2019, p.1) “offers a political framework for implementing the goals in the agreement through *voluntary national climate plans* i.e. the National Determined Contribution (NDC). The function of the Paris Agreement is to provide direction as well as mobilize climate action by actors (Andonova 2017; Backstrand et al., 2017). While the goal is to “keep the global average temperature rise “well below 2°C above pre-industrial levels and pursuing efforts to limit the temperature increase to 1.5°C above pre-industrial levels (UNFCCC 2015, Article 2a” p.1). What makes the Paris Agreement distinctive is because it is more aligned with the realities and changing geopolitical context of climate politics” (Falkner, 2016; Nasiritousi, & Bäckstrand, 2019, p.7). It allows for the NDC which is the voluntary mitigation pledges of states to be the guiding principle in the agreement. The agreement hence provides an increased states autonomy and capacity to make decisions. In other words, the Paris Agreement encourages the bottom-up decentralized and voluntary pledge rather than a top-down approach to climate change mitigation.

The Paris Agreement is relatively less ambiguous compared to previous agreements. Thus, there is reduced conflict between states which makes it more attractive for many countries to participate. Furthermore, it is pertinent to note that within this framework, non-state actors (companies, investors, regions, civil societies, cities etc) have increased tremendously in number and are more visible in terms of their participation and roles given the bottom-up approach. The innovative features in the Paris is that it “combines mandatory and non-mandatory provisions, mixes top-down and bottom-up features, and involves states and non-state actors (Lovbrand et al 2017; Nasiritousi, & Bäckstrand, 2019, p.10).

As stated earlier, since the Paris-agreement came into effect, there has been an increased participation and collaboration of non-state actors and other sub-state actors across the world. This is because climate change under the agreement is perceived as a complex challenge with no quick fix and consequently requires the multiplicity of actors cooperating at different levels. (Victor 2009; Hale, 2016; Nasiritousi, & Bäckstrand, 2019, p.13). In the United States for instance, there has been increased corporation between state and non-state actors. The Governor of California Jerry Brown and the UN Secretary-General’s Special Envoy for Climate Action, (SECA) Michael Bloomberg were behind the establishment of The American’s Pledge Initiative (TAPI) which has contributed to strengthening the support and legitimacy of the Paris Agreement after President Trump’s Federal withdrawal announcement (Nasiritousi, & Bäckstrand, 2019, p.11).

On the flipside, there are still disagreements and conflict of interests regarding states nationally determined contributions, as well as disagreements on the applicability of the principles of common but differentiated responsibilities between developed and developing states. For instance, China wants lenient measures to facilitate its economic development just as the developed countries have done in the past. The Intergovernmental Panel on Climate Change (IPCC) report also shows that in the post-Paris Agreement, policy response to scientific findings is still low. For instance, President Donald Trump intent on withdrawing from the agreement by November 2020, would have a tremendous negative impact because the United States is the 2nd highest GHG emitter (Chan et al. 2018). Climate protest is therefore aimed at ensuring increased state commitment and action towards its NDCs.



The Tragedy of global climate politics. (Tadzio Muller, 2015).

2.4. A Glance at Climate Politics Across the Globe

The preceding pages examined the nature of international institution and how it shapes climate politics from the global perspective. This section would look at climate politics at the national level across the United States, Europe, Australia, and Norway. It examined the public perception and behaviour towards climate change and the political response respectively, and how climate politics contributes to the emergence of climate protest.

2.4.1. The United States

Climate change is one of the toughest challenges that requires tough measures to address, however, the commitment to attain the latter is yet to be fully harnessed even in the US. There is low basic scientific literacy on climate change among the US public, thus, politicians leverage on this in determining their climate change commitment and actions. For example, the percentage of voters who indicates to be ‘very concerned’ about climate change following numerous climate disasters in 2017 to date, has remained unchanged at 40% according to the

study by the National Oceanic and Atmospheric Administration (NOAA). This indicates that even “dramatic and unprecedented natural disasters have had little effect on the US Public perception on climate change” (Kamarck, 2019). Another such survey was the Gallup Opinion Poll (GOP) 1997-2019 where almost half of the public believes climate crisis is blown out of proportion. There is also low level of trust by the public in the government to effectively tackle climate change issues.

Kamarck (2019) notes that this situation is gradually changing with increasing attention given to Science, Technology, Engineering, the Arts and Mathematics (STEM) training in education. The younger generation in the US are more receptive audience to climate change as shown in the ongoing protest. Furthermore, younger people in the US are regarded as being civic minded and are disposed to be environmentally engaged.

On the other hand, the US politicians are as divided as the public in their perspectives and opinions on climate change, with a tiny percentage showing indifference. The two dominant political parties (Republicans and Democrats) are at loggerheads regarding the priority that should be accorded climate change. This disparity along party line date back to the late 1990s (ibid). For example, in the state of Oregon, Republicans do all it could to truncate Democrats from passing monumental climate bills (Bader, 2019). Even within a political party, disparity exists. For instance, at the national level, although Democrats have the same perception of climate change as an issue that requires adequate and urgent measures, however they slightly differ in terms of their approach and strategies. While some factions of the party prefer pursuing the ambitious goal of net-zero emissions by 2050, others prefer to pursue the super-ambitious goal of net-zero emissions by 2030 in line with the Green New Deal stipulations. There are also diverse views among the Republicans on the most suitable climate strategies, however, majority are influenced or conform to President Donald Trump perception of climate change as a hoax and as a detrimental factor to the country’s economy (ibid). This perception is an embodiment to the lack of political will by President Trump to sustain some of his predecessors (President Obama) climate policies in line with the Paris Agreement. Hence, this indicates the political divide in the US and the weakening effects on climate action (ibid).

The political differences in terms of perception and the level of attention to climate change are gradually changing in the context of the mounting pressure from climate activist, especially the recent involvement of young school children. For instance, climate issues and intended solutions dominate the agenda of Presidential Candidates in the build up to the 2020 US

General Elections, this was not evident in past electioneering campaigns. Presently, many scholars in international politics agree that a party's success could be influenced by the level of attention it gives to addressing climate issues. Candidates such as Julian Castro, Andrew Yang, Kamala Harris, Bernie Sanders, and Elizabeth Warren, have climate as one of their top political priorities if elected (Supran, 2019). Furthermore, some Republicans now acknowledge the importance of tackling climate issues and their opinion deviates from that of President Trump and other party loyalist. For instance, Senator Lindsley Graham is outspoken against Trump's climate denialism, while Senator Lamar Alexander is advocating a New Manhattan Project for clean energy, Rep. Matt Gaetz advocates for a market-based alternative to the Green New Deal (Bader, 2019).

2.4.2. Europe

Events in 2019 show that the three-decade held consensus that the public are less interested about climate crisis, no longer holds. An example of such claims that are now considered obsolete, is the claim by Ted Nordhaus and Michael Shellen Berger that the public suffers from apathy and 'apocalypse fatigue' from years of scientific warnings of catastrophic climate if no serious action was taken (Burangi, 2019).

The ongoing climate protest has once again made climate issues a subject of public opinion and a pathway for politicians who intends to assume public offices or retain one (Burangi, 2019). Politicians place the climate plans to meet their party voter base expectations rather than on what has a wider society benefit beyond party affiliations (ibid). They also set ambitious climate targets, and then abandon or ignore them (ibid). For instance, politicians in countries like Finland, Germany, and the Netherlands, under the far-right parties, thinks that climate change hysteria adversely affects their economies.

The politics of climate change thus, brings a lot of division (polarization) in Europe, to the extent where some national governments have resorted to the use of police to arrest protesters. The latter are being accused of engaging in acts of civil disobedience by obstruction of traffic on the streets. The youths protest because they believe that both the politicians and the environmental policies enacted have failed to protect them. The climate protest has thus reinvigorated the will and commitment for climate action. This is on the backdrop that over the decades, climate awareness has grown with little action to tackle it (Bader, 2019; Burangi, 2019). Paradoxically, the public are less disposed to bear the financial burden for a cleaner climate and environment. For instance, the protest in France over President Emmanuel

Macron's fuel-tax hike in 2019 and the protest in Sweden over gasoline taxes indicate this reluctance and paradox (Bader, 2019).

In the UK, Brexit is marginally ranked above climate change among Britons, while health and the economy follow suit (Pary, 2019). One of the climate targets is to achieve a total shutdown of coal-fired plants by 2025. Lack of clarity in policy strategies is a factor that politicians leverage on as could be seen in the case of the UK Climate Change Act of 2008 which has 100% emission reduction target by 2050, however, 10 years later, there has been no exact action plan on how to achieve this (Burangi, 2019). Furthermore, lack of consensus is a key setback for effective climate strategy, at the national levels within the UK, major Political parties differ in their target and strategies. For instance, The Scottish National Party has a different net-zero emissions target as 2045, differing from that of Northern Ireland's Democratic Unionist Party (Pary, 2019). Overall, in the UK, the Labour Party and the Conservatives differ in their proposed solutions regarded as the most effective action plan for addressing climate change. While the former leans more towards the ¹European Green New Deal, the latter favours the market approach (Burangi, 2019).

It is therefore pertinent to note that competitions between the two major political parties in the UK has not slowed down. For instance, in 2005, David Cameron lead opposition Conservatives promised to champion green transition. As a response to the threat posed by Conservative's submission, in 2008, Tony Blair led Labour party proposed the Climate Change Act, aimed at achieving 80% CO₂ reduction by 2050. Cameron administration failed to implement its proposal in 2010, instead it prioritized other economic matters. This indicate that the policy response was just to win voters during elections (Pary, 2019). The Labour party once again used the climate change debate to win support away from Brexit. It argues that the New Green Deal will create tons of jobs / reduce CO₂. Pressure from unions has seen the Labour party change its 2030 target from net-zero emissions to reducing substantial emissions by 2030 (Pary, 2019).

¹*The European Green New Deal (EGND) is a climate change mitigation strategy which focuses on a fair distribution of responsibilities among members towards a low carbon economy (Grabbe and Lehne, 2019).*

Political divide between Western and Eastern Europe, Northern and Southern Europe, hinders consensus and progress (Grabbe & Lehne, 2019). Although there is still less compliance with the net-zero emissions plan in less wealthy EU countries such as Hungary, Poland, the Czech Republic and Estonia, many incoming politicians assuming office places climate change issues as one of their priorities. For example, the incoming European Commission President Ursula Von Der Leyen from Germany's Centre-Right Party claims that climate change is the top priority among and between national governments in Europe. Presently, political parties whose manifestos and agenda revolves round climate and environmental issues such as the Green parties across Europe are enjoying a surge of support in the parliamentary elections due to the rising climate issues and debates. For example, in France these parties are ranked 3rd while in Germany they are ranked 2nd (Bader, 2019).

2.4.3. Australia

A concise look at a country within the Oceania region such as Australia, reveals the similarity of climate politics in the country in relation to European countries. Australia is yet to move past its ideological battles between climate change denials and the pro-climate activists. Hence, this undermines any meaningful progress in addressing climate issues. There are concerns that transitions to renewables has huge negative impact (cost, blackouts, rising risk) on the country's economy due to the unreliability of renewables. For instance, BlueScope Steel moved its investment worth billions of dollars to the USA due to increasing energy prices in Australia (Worrall, 2020).

2.5. The Difficulties with Implementing Climate Policies and the Lost Opportunity

Climate politics undermine the implementation of robust policies towards addressing climate change. A glance across the globe indicates that climate politics has similar dimensions ranging from, political rhetoric, political divide along party lines and the prioritization of national interests. This is evident in the low financial commitment for climate change mitigation and adaptation initiatives (Duncan, 2020). Invariably, these factors hamper meaningful progress in the implementation of robust climate strategies.

Therefore, the ongoing climate protest is an indication of lost opportunity by the international community to tackle climate change head-on. Consequently, this situation has culminated into the moment of avoidable protest from young school people with huge socio-political and economic impacts on the society (Grabbe & Lehne, 2019; Duncan, 2020). It is therefore axiomatic that the protesters are trying to hold the government and the oil industry accountable

for their inaction. Today, climate concerns transcend just demands for divestment in fossil fuel but is increasingly seen as a moral problem (Supran (2019)). Therefore, whether the surge of climate activism would lead to a meaningful political outcome for addressing the identified challenges depends largely on how the state and the industry responds. Based on this backdrop, the Intergovernmental Panel on Climate Change (IPCC) has warned that unless serious political measures are taken, climate action would remain a political rhetoric. Grabbe and Lehne (2019) claims that climate politics could have a dangerous turn among EU countries if not handled with caution.

It is imperative to note however, that the political landscape is gradually changing with the increasing role of non-state actors such as the oil and gas industry as well as the simultaneous surge in interest by young people in climate action. The role of the former in climate politics still raises a lot of controversy as to whether this involvement hinders substantial progress in combating climate change (Supran, 2019). The Norwegian context presents a somewhat different situation because the government is keen for companies to transition to products and services with fewer CO₂ emissions referred to as the Green Shift, “Norway is recognized for its engrained environmental sustainability in both society and businesses” (Regjeringen.no, 2014; Knudson, 2016 p.15). For instance, the Norwegian government intends to invest around 1 trillion US dollars from its huge Sovereign Wealth Fund towards the development of renewables. This indicates that divestment of investment by oil producing country is possible and achievable (Digges, 2019). Also, the oil and gas companies are the main investors in developing green innovation technologies and renewable energy sources that contributes to emissions reductions and mitigation of climate change. For instance, Equinor is the leading investor in developing the Offshore Wind aimed at developing renewable power to over a million household in Europe, it also the pioneer in developing Floating Wind Farm in Scotland which has generated a lot of attention globally. Other initiatives include investments in Solar Energy with Scatec Solar etc. These and many more, makes Norway an interesting study location compared to many other oil producing countries who are still grappling with numerous political and economic instabilities. Furthermore, environmental organizations also play crucial role towards energy transition in Norway. For instance, Bellona claims that over the last decades, it has lobbied the Norwegian Government Pension Fund Global to invest in clean energy projects (Digges, 2019).

2.6. Climate Politics in Norway- A Paradox

2.6.1. Background: The Emergence of Oil and Gas in Norway

Prior to the discovery of oil in the late 1950's along the Norwegian Continental Shelf (NCS), there was widespread scepticism among Norwegians on the possibility of making a discovery of fossil deposit. These perceptions, however, began to dwindle following the discovery of gas at Groningen in the Netherlands in 1959 (Regjeringen.no, 2013). This therefore gave rise to renewed optimism of the possibility of replicating such discovery along the NCS, especially because the global energy supply and demand was largely coal-based, hence the discovery of fossil fuel, would present innumerable opportunities. Phillip Petroleum was the first oil and gas company that indicated interest for oil exploration along the NCS. The company sent an official application for an operating licence in October 1962. During this period, the Norwegian government was keen to avoid operating monopoly by any multinational oil company, hence, the government's decision to liberalize operating licences to different companies (ibid, 2013).

To secure and stamp its legitimacy and sovereignty over the NCS, the Norwegian government in May 1963 led by Einar Gerhardsen, declared its ownership of the NCS and every natural resource therein. The Norwegian King also have the preserve of awarding operating licence for exploration and production. Oil companies only had licences to perform "Seismic Surveys, but not drilling". Again, to avoid conflict of ownership of the resources within the Continental Shelf, countries that share proximity with Norway such as Great Britain and Denmark, convened to amicably mark and divide the area in accordance with the international median line principle in March 1965. That same year marked the commencement of award of operating licences (OL). A total of 22 production licences for 78 oil blocks were awarded to companies for exploring, drilling and production in the licenced area (ibid). In 1966, the first oil drilling began, although it was not as successfully as anticipated. The discovery of Ekofisk oil field in 1960, heralded the beginning of a successful oil exploration and production era in Norway with first production on 15 June 1971. To ensure the participation of domestic company in a sector dominated by foreign companies, Statoil now referred to as Equinor was established in 1972 with the principle of 50% state participation (ibid).

Some adjustments have been made overtime on the level of government participation in the sector. One of the outcomes of the adjustments was the establishment of the State Direct Financial Interest (SDFI) in the petroleum operations in 1985 (ibid). The Norwegian Parliament in 2001 decided to sell 21.5% of the SDFI. Consequently, 15% was sold to Statoil, while 6.5%

to other licensees (ibid). Overall, these changes, indicates a gradual and slight move to privatization of Statoil which also enables the company to operate on the same term as other companies. Petoro was also established in 2001 “as a state-owned limited company to manage the SDFI on behalf of the state” (ibid).

It is evident that petroleum resources constitute the backbone of the Norwegian welfare state. It has contributed to the socio-political, and economic development of the country. However, the country is also faced with the concomitant challenges emanating as the negative impact from the exploration and production of oil and gas. The most notable being the issues of GHGs emissions, global warming, and climate change (ibid).

2.6.2. The Norwegian Approach to Oil and Gas

One of the earliest approaches to oil and gas in Norway is the *strong government presence and interest in the sector*. Starting from its cabinet decree of April 9th, 1965 which was “the foundation stone of Norwegian concession regime” (Ryggvik, 2010 p.16). The country established a robust and effective “framework and a long political tradition of how to relate to large foreign companies seeking to exploit natural resources” (Thurber, Hults, & Heller, 2011; Ryggvik, 2010, p.13). For instance, the oil firms were obligated to agree to, and sign terms and condition established by the degrees. This decree also guarantees the sovereignty of the government over the Norwegian Continental Shelf.

Strategic gain for all, this was evident during the negotiation stage on the terms of oil activities between the government and the oil companies, the former ensured that the society’s interest is protected by stipulating the collection of both Royalties of 10% and share from profits through taxes, this was not the case in most oil producing countries, hence a reduced financial returns. In addition , this was also exhibited by the government’s concern to secure access to foreign currency and consequently gain increased financial benefits ensured that Jens Evensen recommended the importance to “prevent Norwegian companies becoming too heavily involved from the onset” (Ryggvik, 2010 p.18). Many private businesses resisted this approach at the onset due to their desire to invest in the sector. To achieve this future objective, requires a more *state-owned oil sector* which among other things would ensure a more suitable oil policy that contributes to sustaining an egalitarian society. To achieve the goal of a state-controlled sector, “a bank took on the task of secretly buying up shares in order to secure more than 50% shares for the state” (Ibid, p.25). This approach paved way for future decisions that contributed

to the establishment of Statoil, the government also ensured that they gained more advantage by securing more control of the transportation of oil.

Democratic approach to decision making through authorized institutions for the long-term benefit of all and sundry in the society. For instance, the first approach to considering of Phillips request for monopoly of oil extraction in the NCS was the avoidance of arbitrary decision and promise by the then Chair of Norwegian Oil and Gas Committee Trygve Lie, he instead decided to pass the matter to the Ministry of Foreign Affairs which has the prerogative on the issue (Thurber, Hults, & Heller, 2011; Ryggvik, 2010 p.9). The work of the committee has tremendous positive impact on the oil sector to this day. One of the notable achievements of the oil committee was the enactment of ten key points also referred to as '*the ten oil commandants*' that guided future activities of the oil and gas industry in Norway. One of the points that is relevant for this study states that the "development of the oil sector must take existing business activities and environmental protection into consideration as necessary" (Ryggvik, 2010 p.33).

The Norwegian approach shows that strategic planning and good governance could have long term positive impact in the development of the oil and gas sector (Lahn et al, 2007). The country has been able to protect its interest in the oil sector by establishing strong government presence and regulations for the strategic interest of the society in accordance with the Norwegian egalitarian values, democratic approach to decision making through authorized institutions and close collaboration between the government, the industry and the society.



Company representatives at the 20th EU Gas Conference. Photo Credit: Akos Losz, 2019.

2.7. Norwegian Climate Policy on the International Level

As stated earlier, domestic, and international climate politics has certain similarities, this section examines how Norway engages in international climate politics, it also points towards how the Norwegian socio-economic and political context influences climate politics at the international level. Norway is known for its active participation in climate politics. To attain its national interest which hinges on continuous exploration of oil resources, it lobbied developing countries to support its intended proposal for emission trading prior to the Kyoto Conference of 1997. In return, these countries benefitted from the Carbon Clean Development Projects (CCDPs) sponsored by Norway. Also, they were awarded with the CDMs certificate by Det Norske Veritas (DNV) acclaimed as one of the biggest classification companies in the world. The proposal for emissions trading has also contributed to the establishment of the Clean Development Mechanism (CDMs). Consequently, this mechanism ensured that Norway continued with oil and gas exploration, with the concomitant growth in the country's revenue.

While in office, “finding technological solutions to social problem was one of the Labour party's tradition” (Anker, 2018 p.38). This initiative continued in Jen Stoltenberg administration from 2005 until 2013 when the Conservatives took over the government. The then outgoing Prime Minister Stoltenberg non the less, continued advocating for CCS, TEQs and CDMs by leveraging on his position as the United Nations Special Envoy on climate

change and the Chair of the High-Level Advisory Group (HLAG) on climate financing. Although Stoltenberg had a one-year stint in this position, he was able to influence the Paris negotiations (Anker, 2018 p.39). Norway continues to be one of the major financial contributors to international initiatives on climate change. For instance, it contributes to the Transformative Carbon Asset Facility (TCAF) and the Carbon Partnership Facility Program (CPFP) of the World Bank (Hermansen and Lahn, 2019).

2.8. Norwegian Climate Policy on the National Level

Climate politics in Norway could be traced as far back as the late 1980's and 1990's, this period marked a shift of focus from ecology to climatology (Anker,2018). Within this period, Norwegian environmentalists had their focus centred around ecological depletion over concerns for rising global temperature, even though both issues were paramount to them. Part of the group's activism is that "further exploration of oil would destroy Norway's ecology and could thus usher in the destructive forces of capitalism, economic growth and over exploitation of natural resources" (Anker,2018 p.31). On the other hand, politicians such as Brundtland advocated for a shift away from ecological concerns to climate issues. As a result of these divergent perspectives, and the need for the country to continuously exploit its newfound fossil fuel, politicians in Norway were thus faced with the dilemma to simultaneously equilibrate oil exploration, ecological concerns and GHGs emissions reductions (Anker,2018).

Achieving this equilibrium, is essential not only because of its relevance for a healthy environment, but also because it could influence the outcome of electoral process. For instance, in the quest to seek re-election, the then Labour Party politician Gro Harlem Brundtland advocated for a new ideal that focuses on technological solutions to environmental problems. This was in a bid to subdue the Deep Ecologist vociferous claim of the need for "changing of the ethical and social ways of dealing with environmental issues (Anker, 2018p.30). One of Brundtland strategies to showcase the Labour party as the champion of sustainable development in relation to other rival political parties was its propositions in the 1987 report titled ²*Our Common Future* (OCF) aimed at reducing CO₂ (Anker,2018). In addition, the

² *Our Common Future: Deals with the protection of biodiversity, ocean, increasing acid rain, ozone layer depletion as well as helping third world countries in climate change adaptation and mitigation* (Anker, 2018).

Labour party pushed for international regime of Carbon Capture and Storage (CCS), Tradable Carbon Emissions Quotas (TEQs) and Clean Development Mechanism (CDM). These proposals non the less, contributed to the establishments of future international regulations on climate change. The foregoing reveals that “Brundtland used environmental concerns to push her success in the political realm, and sway voters in her favour” (Anker, 2018 p.30).

Climate politics in Norway also cuts across the educational and research institutions. For instance, the establishment of some research centres and programs such as the Centre for Development and Environment (SUM), and the Centre for International Climate Environmental Research, Oslo (CICERO) were politically motivated. This was to counter criticism of the Labour Party that government policies on environment were not scientifically based. As a response, the centres were established and were expected to provide scientific insights to the politicians on how to achieve sustainable development. The politicians thus, directly, and indirectly framed or influenced climate research agenda (Anker, 2018 p.35). Furthermore, the politicians used SUM as a tool to absorb the Council for Nature and Environmental Studies (CNES) domiciled at the University of Oslo since 1972. The reason for the merger of CNES to the newly created centres was to weaken the Deep Ecologist activism. The latter became more vulnerable to its increased reliance on government funding after the merger (Anker, 2018). The foregoing show that some climate research could be politically based and could be misleading.

The present reality shows that “Norway’s target of climate neutrality by 2030 is yet to be enshrined in law, it is only a Parliamentary decision hence, it is not binding (Hermansen and Lahn, 2019). Furthermore, climate debates remain prominent in the Norwegian political context even with the emergence of the Conservative government. For instance, the Labour and the Conservatives differ on their perspective of climate issues and requisite actions. The Conservatives are sceptical of the framework and strategies put in place by their predecessors. Instead, they have adopted the climate politics of the EU which revolves around cutting emissions domestically and through the EU emissions trading system (Anker,2018). Environmental organizations on the other hand, are also critical and sceptical of the Conservatives market mechanism. One of the reasons is because the latter are still granting licences for new oil and gas explorations, thus undermining the warnings of the IPCC on emissions reduction and the target set by the Paris agreement. Through several coalition, climate activist organizations have thus far succeeded in demanding for divestment of Norway’s Pension Fund from companies that are into coal mining or coal based (Anker, 2018).

2.8.1. Criticism of the Norwegian Climate Politics

The politicians have had to deal with numerous criticisms from the public especially from environmental organizations who previously referred to them as ‘deep, and shallow’ as a way of expressing their frustration to government strategies (Anker, 2018). Some critics claims there is an unclear governmental climate strategy and inconsistent objectives (Hermansen and Lahn, 2019). For instance, the current Minister of Climate and Environment Ola Elvestuen in June 2019 notes that the target of 90-95% GHGs reduction would be achieved domestically. By contrast, the Prime Minister differed in her opinion and response in relation to the minister’s assertion, thus reinforcing the notion of inconsistency within the administration (Hermansen and Lahn, 2019).

Norwegian politicians have been criticized for being over conscious with the cost implication of the country’s plan to achieve carbon neutrality by 2030. In relation to cost, Vidar Helgesen the then Minister of Climate and Environment advised Parliament strongly through a formal letter against setting the 2030 target (ibid). Meanwhile, the proposed 2020 budget has also been criticized as inadequate and falling short of meeting public expectations. Despite government plan to spend 7 billion kroner on climate initiatives to cover research and development, forest and sustainable fishing, increased taxation of CO₂ emissions, investment in zero-emissions sea travel etc. Critics see the budget as a reflection of low commitment to addressing the climate crisis (The Local, 2019b). Furthermore, the 12% estimated Norwegian CO₂ reduction by 2030 has been criticized as failing short of the 40% pledge by the country at the Paris Agreement. The Conservatives are thus considering increasing its spending on climate initiatives by drawing from its international aid budget (The Local (2019c).

According to Christian Eriksen a member of Bellona “small changes is not going to solve the climate crisis, a budget from a government with no climate ambitions and we are far from where we need to be to achieve the 2030 goals” (The Local, 2019b). Lars Haltbrekken MP of the Socialist Left Party notes that the government is not leaving up to the expectations of the protesting school children. Hence, a less likelihood of meeting the 2030 emissions reductions target. Others who have also criticized the government include Arid Hermsted the Green Party Spokesperson who claims the government is acting slow on the climate issues and that radical interventions are needed. Steffen Kallbikken, the Director of CICERO research institutes also feels more drastic measures are needed if meaningful progress will be achieved. The Norwegian Prime Minister Erna Solberg has refuted some of the criticisms of the budget. The

latter claims there have been a progressive increase of Electric Vehicles in the country from 25,000 to 250,000. In addition, Solberg notes that change requires adequate time and families need time to be able to afford electric vehicles and make the expected transition (The Local, 2019b).

There is also an issue of mistrust between the environmentalists and the government in terms of Ministerial appointments and composition of the political leadership. This is believed to be an influential factor for the attainment of the country's climate objectives. Some environmentalists claim the appointment of Sylvi Listhaug (the former Minister of justice, and Minister for the Elderly and Public Health) as the current Minister of Petroleum and Energy, will be counterproductive in meeting the country's climate targets. Environmentalists also claim that the minister is pro-oil and gas industry. Hence, this would apparently mean business as usual for the Conservative-led government (Holter, 2019). There are claims that Listhaug once stated in a 2011 interview that there is inadequate evidence to associate CO₂ emissions and climate change to human activities (ibid). This assertion has since been reversed shortly after the politician assumed office as the Petroleum Minister. Listhaug notes that the initiatives of the government to curb GHGs such as its green technology initiatives and efforts to phase out coal, are currently being under appreciated by the climate protesters and other environmental organizations in Norway. Listhaug however is an advocate of the preservation of the natural landscape, hence an anti-onshore wind turbine policy is likely to emerge (ibid). Others, have expressed their frustrations and concerns in different ways:

“Norway is a country of contradiction, internationally it is seen as a green role model, but at the same time, it's one of the world's largest exporter of oil and gas”, “we are seen as the good guy internationally, but we are not doing what's necessary at home, so we need to walk the talk,” “while the school pupils take the politicians on, the Norwegian university students are infiltrating corporations and challenging them to be more sustainable” (Young-Powell, 2016).

2.9. Summary

The literature review was aimed to “identify what has been written on the subject so as to justify the research as one that contributes something new to the cumulated knowledge” (Paré, and Kitsiou, 2017 p.157). The chapter unravelled the existing literature on CSR within the Norwegian context, this is because every context is unique, and CSR implementation is expected to take cognizance of the value system, norms and societal needs and expectation. For instance, CSR in Norway is influenced by egalitarian values, tripartite collaboration between the government, companies, and the overall society. Reviewed literatures also show active government involvement in establishing strong regulations and general CSR framework, which taken together, shapes the development and implementation of CSR. There is an underlying criticism of the industry’s somewhat weak commitment to its social responsibility in other words, the industry sometimes does not effectively respond to the environmental and social issues associated from its activities.

Regulations within international institutions such as the Paris Agreement are non-binding due to the sovereign nature of states. National interest of individual states supersedes the collective interest of all, consequently, this leads to conflict of interests. Therefore, the efficacy of measures to combat climate change lays within the whelms of individual states and the extent of cooperation among them. Likewise, on the national level, the articulation and implementation of climate actions is undermined by partisan politics as evident in many countries. Hence, climate politics hampers the push for accelerated climate actions, and it is indeed a lost opportunity for meaningful mitigation outcome, thus young people are left frustrated by the slow-paced climate actions and consequently resort to protest. The chapter also facilitates the understanding of climate politics within the Norwegian context which serves as the study location, it also reinforces the notion that climate politics in various countries exhibits certain similar features such as the prioritization of national interests above collective good, the politicization of domestic climate decisions based on party affiliations and sentiments, and the use of climate politics as a leeway for consolidating grips on state power by politicians etc. For instance, the recommendation of technological solutions to environmental problems by Norway, such as the international regime on Carbon Capture and Storage (CCS), Tradable Carbon Emissions Quotas (TEQs) and Clean Development Mechanism (CDM), were all aimed at preserving the national energy and economic interest of the country. Climate politics and the implementation of CSR may vary based on differences in the socio-economic and political context. Norway is peculiar as a case study because it exhibits

unique features which makes it an important context to model the study on and may provide useful results that could be applicable in similar contexts. Climate politics in the Norwegian context has been criticized for unclear strategy, inconsistent objectives, unambitious climate measures, mistrust between the environmentalists and the government in terms of ministerial appointments, composition of the political leadership, and overconcern on the cost implication of climate measures. Apparently, young people are compelled to protest due to the perceived unambitious measures in tackling climate change.

From the foregoing, the existing literature does not capture how young people perceive and portray the oil and gas industry in the context of the novel and unprecedented climate protest. Also, existing studies have not evaluated the CSR programmes and focus areas of the oil industry to determine whether there is adequate knowledge-based youth engagement and participation in the CSR programmes. Such engagements are expected to provide a platform that strengthen mutual communication between young people and the industry, this study aims to fill these gaps.

2.9.1 Research Contribution to Knowledge

Current studies provide some knowledge on CSR within the Norwegian context, however, as mentioned earlier, due to the novel nature of the protest, new studies are expected to provide an in-depth explanation on the nexus between climate politics, CSR and climate activism with the latter suggestive of an evolving social norm and identity among young people in terms of how they perceive the oil industry and how the industry was portrayed during the protest. The study would also contribute towards understanding the underlying factors that shapes young people's social construction of realities (oil industry). Therefore, there is need to conduct a research that reflects this novelty by building from previous related research on CSR and situating it within a context regarded as role models with regards to the environment. Norway is thus considered a suitable study location based on the characteristic discussed above.

In addition, the study would facilitate the understanding of the CSR programmes of the oil industry to determine whether such programmes have a knowledge-based green innovation, and youth engagement focus. A gap in knowledge-based youth engagement and participation would undermine the chances of dialogue and mutual communication between the industry and young people, hence a higher likelihood for protest and the concomitant consequences for both parties.

Lastly, conducting an academic research on the ongoing climate protest is in accordance with the 2009 White Paper which encourages education and research in CSR related topic in order to enhance knowledge and understanding of CRS issues in Norway (Knudson, 2016 p.13). By studying the perception of the fossil fuel industry amongst young people, the thesis will contribute towards broadening knowledge and understanding of the intersection between energy and the society. In particular, the study will contribute to an understanding of whether CSR strategies can be a viable instrument to contribute to the green shift.

CHAPTER THREE: CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0. Corporate Social Responsibility

3.1. Introduction

CSR plays an integral role in equilibrating the oil industry business interest and stakeholders needs. The oil industry is thus expected to take responsibility for their actions and decisions where they operate, particularly because their activities have high environmental and social impacts (Kolk et al., 2001; Austin and Sauer, 2002). Social contexts influence the implementation of CSR due to different prevailing circumstances (Fabig and Boele, 1999; Baskin, 2006; Frynas, 2009; Henriques, 2013). Despite these differences in context, the oil industry shares common environmental and climate concerns (Jenkins 2005; Wells et al 2001; Frynas, 2009). As a starting point, this chapter presents some of the key conceptual definitions such as CSR, and protest. In addition, the theoretical framework is presented to facilitate the understanding of the study.

3.2. The Concept of CSR

Scholarly definition of the concept of social responsibility varies. Responsiveness means being both active and proactive in dealing with stakeholders and public policy issues (Waddock, 2004). Therefore, when a business organization takes the responsibility of assessing their impact on the society, then, they are regarded as acting corporately, socially, and responsible (Mohr et al., 2001). In other words, to be regarded as socially responsible, entails that an organization is expected to act in an ethically, morally, and economically justifiable manner (Navickas, & Kontautienė, 2015).

CSR is seen as *how* an organization deals with or put to action the demands from its environment i.e. societal and stakeholders demands (Sethi 1979; Matten et al 2003; Crampton and Pattern, 2008). Another conceptualization of CSR sees it as the “*voluntary and discretionary relationships* with its societal and community stakeholders to minimize or eliminate harmful effects and maximize long term benefits to society (Mohr et al., 2001; Barth and Wolff, 2009). Corporate Social Responsibility is also seen as a *business strategy* for mitigating against the social and environmental impact of company activities (Frynas, 2009). For the European Commission (2011) CSR is “the responsibility of enterprises for their impact on society and therefore it should be company led”. New terms have emerged within the business society debate. Terms such as *Corporate accountability, Sustainability, Stakeholder*

engagement, Citizenship are now either used interchangeably or as a preferred alternative term to CSR (Frynas 2009). Factors that affects how responsible companies may act include their financial standing, or economic conditions, level of competitions, and public expectations (Campbell, 2007). Corporate social responsiveness to social issues usually has the following circle: Corporate recognition of a problem, study of the problem, decision on methods to address the issue, the implementation stage and evaluation (Navickas, & Kontautienė, 2015). This study is tilts towards (Logsdon, 2004) definition of CSR *as a process and acts* of pursuing and actualizing socially responsible programs.

3.3. The New Demand for Social Responsiveness: Climate protest in Norway

3.3.1. The Concept of Protest

For (Wilson, 1961) protest is the *problem of the powerless*. Other scholars see protest as a strategy often used by *relatively powerless* and minority groups to present their demands to the responsible authority. Lipsky (1968p. 1144) defines “relatively powerless groups as those people who relatively lacks conventional political resources”. In other words, Lipsky sees protest as a “mode of political action oriented toward objection to one or more policies or conditions, characterized by showmanship or display of an unconventional nature and undertaken to obtain rewards from political or economic systems while working within the systems” (ibid, p. 1145). It is pertinent to note that it is not all protesting group that are relatively powerless for instance the labour unions already have some resources with which to bargain (ibid, p. 1146).

3.3.2 Elements and Rationale of Protest

Every protest exhibit certain key elements, these include “expression of grievance, conviction of wrong or injustice, inability of protesters to correct the condition directly by their own efforts, the action is intended to draw attention to the grievance and the expectation of positive response” (Turner, 1969 p.816).

Lipsky (1961 p.1153) claims that “involvement in protest movement could be a function of rewards received or expected by individuals or because of the excitement or entertainment value of participation”. Some of the young school protesters might fall within any of these categories, while some might be participating as a sign of conformity to their peer group. It is important to note that only certain conditions make some protest group active, hence this apparently makes them sometimes difficult to study (ibid). When a protesting group share

common interest with the larger public, there is usually a high likelihood for a positive outcome in the political decision-making process (ibid).



Climate Activists in Oslo (Kireeva, 2019)

3.3.3. Distinguishing Protest from other Forms of Social Movement

Protest should be distinguished from revolution and rebellion. The goals and objectives usually differ, with the latter more radical and destructive and sometimes illegal (Turner, 1969 p.816). It is important to note that a protest action could degenerate into rebellion if not effectively managed (Dahi, 2006). Invariably, the conceptualization of a group's action or an event as protest, rebellion etc is dependent on public perception and interpretation (Turner, 1969 p.817). In other words, the nature of an event or groups actions often determines the label ascribed to it by the public. Also, how the public defines or labels an event, could indicate the amount or type of attention it generates, the frequency of occurrence, and the likely consequences. Factors that influences public labelling of social movement as a protest include, test for *credibility*, the presence of *appeal and threat*, the possibility of entering *bargaining* relationship with higher authority etc (ibid, p.818).

3.3.4. Factors that Shapes a Protest Group

Different factors shape a protest group such as shared norms, media support, availability of resources, expected rewards or benefits, among others. Shared norms, behaviour patterns and expectations contribute to achieving cohesion within a protest group. Cohesion is very important for the protesting group to be able to make an impact or to be noticed. The level of cohesion is partly dependent on the quality of leadership within the protest group. At the same time, the nature of protest would determine the type of protest leadership e.g. militant protest leaders is usually seen among group seeking psychological gratification from politics, hence, this leadership rely on the use of angry rhetoric. On the other hand, moderate leadership is required for groups that seeks intangible benefits or participation in the political system. For the leadership in the latter to sustain this group, “it may be necessary to renew constantly the intangible rewards of participation in order to achieve tangible benefits” (Lipsky, 1961 p.1149).

The media plays an important role in influencing the perception of the public by communicating the rewards inherent in the outcome of their protest. The media also helps to allay the fears among the protesters who might be afraid of retribution from the authority. To some extent, how successful or influential a protest action turns out is dependent on the amount of publicity it receives, this is because the media can grant or withhold publicity (Oppenheimer, 1964). Protest reporting could be influenced due to close relationship between protest leaders and media organizations or between the media and the government. Conflict of interest between these organizations could also influence media coverage and reporting of protest.

The availability or paucity of organizational resources can make or mare the extent of success of a protest group. Alliance formation between different groups could strengthen the organizational resources available to a protesting group. Examples of key resources that would make a protest group formidable include the availability of experts or skilled professionals like lawyers, etc. In cases of litigation, these experts could render pro-bono services to the group. Organizing protest requires a lot of financial and time commitment. Protest leaders are usually unable to combine both their regular office chores with organizing protest activities. There is also difficulty for protest leaders to delegate some leadership duties to other members usually because of the limited number of members with leadership skills or because of lack of volunteers to take on leadership responsibilities (Lipsky, 1961).

3.3.5. Environmental Protests in Norway, its Permissibility and Significance for the Oil and Gas Industry.

Environmental activism has a long history in Norway, the country has experienced different protests in the past, the school climate protest apparently, could be considered as new addition. Some of the protest discussed here include, the Alta Protest, Greenpeace and Friends of the Earth protest, and the Extinction Rebellion protest. Important to mention is that the frustration of environmentalists and young people in relation to the duality of identity and interest of the oil and gas companies and the government, is also not a new phenomenon. However, the manifestation has become rapid and more evident today.

During the 1980s, awareness about the environment grew rapidly sequel to oil exploration and production in the previous decade. One of the earliest environmental protests occurred during the hydropower project. At this time, there were concerns and criticism of how the environment would be altered to accommodate new infrastructural development. For instance, there were concerns on how some proposed infrastructural development would affect the Mardalsfossen waterfall and the Eikesdal river in Møre and Romsdal county. These concerns culminated in a protest by environmental activist to stop such projects (Statkraft.no). It was also during this period that the Alta Protest at the hydro plant construction site occurred. The Alta protest is regarded as perhaps, one of the biggest environmental protest in Norway's history. It involved confrontation of protesters with police officers. The major rationale for the protest was on the question of the rights of the Sami Indigenous People in relation to the project. Despite this protest, the Alta plants were built, however, strict standards were set for future construction of similar projects (Statkraft.no).

Recent protest involves a coalition of environmental organizations to strengthen its bargaining. For instance, Greenpeace and Young Friends of the Earth (FOTE) formed a coalition aimed at halting the award of new operating licences for arctic oil drilling. The environmental group argues that such action would negate the goals and target of the Paris Agreement. Furthermore, they argue that new drilling contravenes the rights of citizens to a healthy environment as stipulated by the Norwegian constitution. The group notes that Norway is already one of the largest exporters of oil and gas, which contributes immensely to CO₂ emissions, global warming and climate change, hence, new oil exploration would worsen the climate situation (Hoag 2016; Hodgetts 2018). In furtherance to the protest, the environmental group pursued legal litigation as its mandamus to prevent the government from further new drilling in the

arctic. However, in January 2018, the Oslo District Court ruled in favour of the government, citing the non-violation of citizens right. The verdict has been appealed by the environmental group without success (Jullian, 2019). Environmental organizations claim that judicial interpretation of the right of Norwegians to a healthy environment was politicized due to the novel nature of the case brought before the judiciary. In other words, the litigation between Greenpeace vs the government was the first time of citing the clause, hence government gained advantage from the judicial interpretation (Young-Powell, 2016). There are still widespread discontentment and frustration among environmental groups due to the outcome of the litigation. Some members of the public see the school protest as the continuation of some unresolved environmental issues, and a good platform for the environmental groups to leverage on by proxy.

As a way of venting their frustration and discontentment on the perceived government's low commitment to the climate crisis, environmental groups recently adopted slightly confrontational approach in their protest. For instance, the Extinction Rebellion an environmental group blocked the entrance to Norway's Central Bank and its asset management arm Norway Bank Investment Management (NBIM) in May 2019 as part of its protest action. The aim of the protest was for the bank to divest the country's Sovereign Wealth Fund (SWF) from investment in coal-based companies. Although the bank has previously divested in the tobacco and nuclear sector, protesters however claim that the bank and its asset management arm has not lived up to expectation in their climate commitments.

Young-Powell (2016), shows that university students have been vocal in their opinion on climate action prior to the mass protest involving much younger school children. Opinions from young people at the tertiary institutions in Norway shows an increase scrutiny by university students for sustainability in the country. For instance, Lauren Guido a student at the Norwegian University of Life Sciences (NMBU) and a part time worker at Greenpeace notes that there is '*green movement in people's mind*' (ibid).

The various environmental protests discussed above were possible because the Norwegian society is an open and democratic society where the protection of human rights is indispensable. According to the 2014 report to the Norwegian Parliament titled *Opportunities for All: Human Rights in Norway's Foreign Policy and Development Cooperation*, "individual freedom and public participation are key components of an open, and democratic society efforts to protect and expand democratic space in Norway" (Regjeringen, 2014 p.18). The rights to

protest are provided under the rights to individual freedom, public participation, and association. Therefore, protest is permissible within the Norwegian context because “having the opportunity to influence decisions that affect you is a fundamental condition for a living democracy and is essential for safeguarding shared values in a sustainable way” (Regjeringen, 2014 p.18).

Given the permissible nature of protest in Norway, it is pertinent to note that there are various reasons that makes it imperative for the oil industry to respond to the protesters. The industry derives its legitimacy to function from the society where they operate, hence they are expected to heed to the demands of the people particularly on issues relating to young people. One of the main reasons being that in Norway, young people constitutes a growing share of potential voters which gives them an overwhelming influence on future agenda setting in political and energy discourse. Apparently, this would have some implications for the industry. Also, young people constitute a large share of future energy market, hence an unresolved energy issues is likely not only to affect future demands of the industry’s products but might also contribute to apathy in seeking career within the industry among other things.

3.4. Theoretical Framework

Marvasti (2004 p.83) notes that theory plays an important role in facilitating understanding of a phenomena in qualitative studies. Social constructivist theory therefore facilitates the understanding of how young people in school construct their social realities about the oil and gas industry and the underlying factors that contributes to the formation of their perception. The theory would also contribute to the understanding of the evolving social norms and identity among young people that manifests through climate activism.

3.5. The Basic Assumptions of Social Constructivism Theory

Social Constructivism is a social science theory that provide alternative explanation for understanding the international system and state actors. The theory is important for explaining subjective realities (Finnemore and Sikkink 1998). Some of the basic assumptions within the constructivist school of thoughts include, the social construction of realities, mutuality of agency and structure, anarchical international system, multiple identities/interests of actors, and social norms.

3.5.1. Social Norms: This constitutes one of the basic assumptions of the constructivist theory. Social norm is seen as “a standard of appropriate behaviour for actors with a given identity”

(Katzenstein, 1996 p.5). Actors are expected to conform to the norms associated with their identity (Wendt, 1992). Norms could be *regulatory, constitutive, and prescriptive* (Finnemore and Sikkink, 1998). For instance, the oil and gas industry see increased energy supply as its responsibility for solving the global energy needs, hence, this constitute the shared norm within the industry. Therefore, oil companies continue to work conscientiously towards an increased energy supply. Although environmental organizations concur with the oil industry's claim of the rising energy demands, they still checkmate the actions of the industry by advocating for a more sustainable form of energy. Absolute conformity by environmental organizations with the oil industry, would contravene the norm (environmental activism) they are associated with. The recent climate protest also indicates that ideas, and norms changes overtime, for instance, young people are compelled to adopt new and dual identities which is not the established norm within the Norwegian society i.e. they have become both students and climate activists simultaneously, the latter is not the social norm among young people in school.

Constructivist also posits that for an action, behaviour, or a phenomenon to become a norm, it requires mainstream adoption and usually goes through phases or life cycle (Theys, 2018). States corporate in developing climate mitigation policies because “they perceive this as the right thing to do for the survival of humanity, overtime, through decades of diplomacy this becomes an appropriate behaviour” (ibid).

3.5.2 Social construction of reality: The theory argues that the world and our knowledge of it is socially constructed. In the context of this research for example, the oil industry and the protesting youths differ in their social construction of oil and gas. The former sees fossil energy as an important driver of economic development even though there are shortcomings like GHGs emissions etc. From the constructivists perspective, oil and gas which represents the material structure, is not the cause of the climate protest, however, the social construction (i.e. ideational structure or meaning) ascribed to oil and gas as being toxic, pollutant and the major driver of climate change and global warming. Thus, this perception shapes and influences the perception of young people. The theory also maintain that several factors influences how people constructs and construe their reality. For instance, the media, the school and religious institutions, family, and peer groups etc plays an important role in the process. SCT also states that meanings changes overtime, the prevailing meaning depends on the idea and believe held by actors within a given system. For instance, the perception of oil and gas today has evolved since the early days of its discovery. Previously, the public perceived oil and gas as the driver of economic development, it is now more or less viewed by many as a destructive and an

unsustainable energy source. It is therefore important to understand the protest from its social context (Hoag 2016; Hodgetts 2018).

3.5.3. Multiple Identities and Interests of Actors: Constructivist claims that states usually have multiple interest which is a representation of their identity and actions socially constructed through interaction with other actors. “Identities are representations of an actor’s understanding of who they are, which in turn shapes their interests” (Theys, 2018 p.2). For instance, Ingrid Skoldvær (a student at the Norwegian University of Life Sciences and a part time worker at Greenpeace) claims that Norwegian government has dual identity because they are perceived as a green country on the international scene, however, domestically this is not the case (Abby, 2016). The Norwegian government cares about the environment, and at the same time it cherishes the oil and gas sector due to its contribution to the country’s socio-political and economic development. This explains the multiple state identities domestically and internationally. Also, the goal of the oil and gas industry is to remain in business despite the protest and opposition, hence, the need to embrace green innovations, paradoxically making them part of the solution. The same applies to the young protesters who on one hand, enjoy events, concerts and other socio-economic benefits provided by the oil and gas industry CSR, on the other hand, they protest the same industry.

3.5.4. Mutuality of Agency and Structure: Constructivists believe that both agency and structure influence each other. Agency refers to the ability or capacity of actors to act, while structure on the other hand, refers to the system that consists of material and ideational elements (Theys, 2018). For instance, the climate protest (social relation) of young adults against the oil and gas companies, represents the intersubjective structure i.e. shared ideas and beliefs among young protesters across the globe. The oil industry and the government have the agency (capacity) to reduce CO2 emissions through policy framework, green innovation, divestment etc while the youth have the agency to pressure the industry and government to increase its commitment to climate action drawing its strength from the shared beliefs and ideas (Wendt, 1999; Theys, 2018). It is this mutuality or ability of both parties to influence each other that shapes the nature of relationship between the youth and the government. The research through semi-structured interview will ascertain how the actions of the main actors in the study could influence each other in the future.

One of the merits of constructivism is that it provides an alternative for explaining and understanding that “norms and ideas also constitute power and interest” politics must be

analysed beyond material elements to also include social construct (Price, 2006p.255). The theory on the other hand, sometimes leads to selective bias i.e. it focuses on good norms such as climate change, human right, environmental protection etc. Consequently, it de-emphasizes less admirable norms such as Xenophobia, Racism, Nationalism etc (Finnemore and Sikkink, 1998). This situation is gradually changing as there is an increasing interest and focus in these less admirable norms by constructivist theorists (ibid). This research will look at one of the admirable norms (climate change and the environment), as this is within the researcher's academic interest. However, the researcher recommends future research to also cover the less admirable norms stated above.

Overall, constructivists share these perspectives, however, it is pertinent to note that variety exists within this school of thought. There are two main variants, these include, the *conventional constructivist* and the *critical constructivist*. The former asks what type of questions e.g. casual factor for change in identity, interests etc. It is also interested in the effect an identity may have. While the latter ask the how- type questions e.g. how an identity develops and changes, it is also interested in the reconstruction of identity (Theys, 2018). Both written and verbal language are integra within the constructivist school of thoughts because language can change or alter social reality. Constructivists in general position themselves in between the two variants of constructivism (Theys, 2018). This study integrates the views of both variants of constructivism. Conventional constructivism contributes to explaining what causes the young people in school to mobilize for climate activism. For instance, the conceptual framework shows that climate politics is the major cause of the climate protest among young people. This is against the backdrop that climate politics weakens states commitment for increased climate action and state climate commitment are social constructed.

3.6. Summary

The chapter examined the conceptual framework in the study and shows that in an unequal power relation between parties, protest is often the adopted strategy to achieve an equilibrium of interests. It also distinguishes protest from other forms of social movement which are often misconstrued. Furthermore, the chapter shows that democratic principles within the Norwegian society makes protest permissible as one of the fundamental human rights. Consequently, numerous environmental protests have been experienced in the country with the school climate protest as a new addition. Young people's involvement in activism suggests that a prevailing condition of dissatisfaction within a society could elicit resistance

in the form of protest. When this is the case, social response from appropriate authorities are anticipated to restore normalcy and ensure a win-win situation for all. The next section would present the methods for answering the research questions.

The chapter also introduced the theoretical framework aimed to facilitate the understanding of evolving social norms, and identity among young people which hinges on their social construction of realities. Social Constructivist theory therefore provides insight in understanding why the key actors has dual identities and what the interests and identities of both the protesters and the industry are. In addition, the theory facilitates the comprehension of how young people construct and portray the oil industry in the recent climate protest. Lastly, the theory was utilized because the research is aimed at analysing subjective realities such as actions, interactions, and perception of both the industry, and the youth. Constructivism is deemed suitable for the research, hence, forming the bases for the researcher's choice of theoretical framework.

CHAPTER FOUR: RESEARCH METHODOLOGY

4.0. Introduction

This section presents the method used in the study, and the rationale for its selection. In addition, it provides the processes for data collection, analysis and the ethical considerations and challenges encountered.

4.1. Research Design

The study will be based on descriptive research design because the design contributes towards understanding current issues regarding a phenomenon. It “helps to provide answers to the questions of who, what, when, where, and how associated with a particular research problem” (Sacred Herat University Library, 2020). This design could contribute towards data that leads to important solutions to an issue. The data collection method enables respondent to provide insight on their perception of the oil industry, this involves a description of how the industry was portrayed. Semi-structured interviews as a data collection tool, enables meaningful interaction and for the researcher to gain insight on the respondent’s construed or constructed social realities. Through discourse analysis, the interactions are translated into “interrelated bodies of texts referred to as discourses that bring new ideas, objects and practices into the word” (Hardy, Harley, and Phillips, 2004, p. 20).

4.2. Sample, and Data Collection

4.2.1. Selection Criteria

The study is based on qualitative research methods. The first study participants were purposively selected from two prestigious Norwegian academic institutions, they include students from the University of Stavanger and the Norwegian University of Life Sciences. Purposive Sampling refers to the choice of study participants according to “preselected criteria relevant to a particular research question” (Mack et al. 2005, p.5). After going through the study programme for all the universities in Norway, only two universities have study programmes within the researcher’s interest. Hence, two master’s programs were purposively selected based on the following considerations; firstly, the schools have programs that are related to climate change and energy transition, furthermore, the programs are either within the social sciences or are interdisciplinary. The choice of young people in universities is because these students have higher capacity to comprehend and discuss the dynamics of the oil and gas

industry CSR and climate change. Selecting children in elementary schools, could reduce the depth of knowledge or information the researcher intends to achieve. The second participants were drawn from Prosjekt Energethics at University of Bergen (UiB) made up of academic experts within energy and environment at the University of Bergen. The vast knowledge of experts within the thesis subject area necessitated their inclusion and would strengthen the nuances of the study.

4.2.2. Data Collection Method

Semi-structured interview was used to collect primary data from the study participants. This is because the research is focused on the subjective experiences of respondents, thus, this enabled the capturing of respondents' in-depth insight on their perception and portrayal of the oil and gas industry in Norway. Also, semi-structure interview is highly flexible as it allows for open ended responses and follow-up questions as shown by (Rubin & Rubin, 2005; Berg & Lune 2012; Bryman, 2016). Data generated in this study was voice recordings during the interview process via an audio recording device as prescribed by Mack et al. (2005, p.1). The interview period spanned around eight weeks.

I decided to use semi-structured interview for data collection because it suits perfectly to the qualitative nature of the research within the social science discipline. Quantification or numbers are not needed for the study rather words, thoughts, and perception are some of the subjective realities intended to be captured through the research question. Therefore, my consideration was based on the synergies between the research questions, theory, and research methods. The interview guide reflects the key components of the research questions, after drafting the questions, I contacted the Norwegian Centre for Research Data (NSD) for permission for data collection. The process involves creation of a student account and filling of the request form / sample consent form. I was required to include some details such as my thesis topic, research objectives, timeline, sample, access to the sample population, data type i.e. whether it is direct or indirect identifiable personal data, data confidentiality etc. I then proceeded to contact the first sample which are students in two Norwegian Universities (NMBU and UiS). As already mentioned, both schools have academic programmes related to the research with focus on environment, climate, energy, and society. I sent out invitations to participate through student group social media, afterwards, interested students received and signed the consent form, and interview was scheduled accordingly. Due to the pandemic (COVID-19) interviews were held via Skype and Teams, both platforms are supported by the

schools. Interviews were recorded and used for transcription of words into text. Similar procedure was used to engage the experts to participate in the study. To ensure the anonymity of respondents, codes were used to save, and identify respondent's information on my laptop and in the study. Categories and themes were developed from the study, and subsequently used for the findings and discussions. The above processes took more than twelve weeks of conscientious work. Secondary data was also collected through in-depth reading of relevant literatures, such as published and unpublished materials from books, journals, articles, newspapers, conference papers, company reports etc. Bryman (2016) referred to secondary data as data in the related topic already collected by other researchers.

4.2.3. Sample Size

The researcher interviewed 12 students from selected universities and an expert from an energy related academic research institution. The sample size meets the minimum size in social science research and is adequate in understanding a phenomenon in social science research (Bryman, 2016). Different factors determine the sample size in qualitative research some of these factors revolves around practical issues, and the methodology (Vasileiou, et al. 2018). Overall, "choosing a suitable sample size in qualitative research is an area of conceptual debate and practical uncertainty" (ibid, p.1). Although there is no unanimous conclusion on sample size, however, certain principles and guidelines enables the researcher to justify his decision as well as achieve acceptance of the sample size (Vasileiou, et al. 2018, p.1). According to (Lincoln and Guba, 1985) information redundancy is one of the main criterions that influence sample size, this entails the need to end new additional participants to the sample size when new information are no longer derived from such additions. For (Malterud et al. 2016) information power is another criterion in the sense that "the more information power the sample provides, the smaller the sample size needs to be, and vice versa" (Vasileiou, et al. 2018, p.2). Some scholars have argued that smaller sample size tends to "support the depth of case-oriented analysis that is fundamental to this mode of inquiry" (ibid p.2). Sandelowski (1995) notes that it is either that a qualitative sample size is large enough as well as provides new and interesting data for a study, or small enough and still provides deep insights. Lastly, saturation constitutes one of the principles widely used in determining sample size and its sufficiency. I considered all these factors in determining the sample size for the study.

4.2.4. Data Analysis

Data collected was analysed using discourse analysis. Wood and Kroger (2000) notes that discourse analysis encompass both method and methodology. In other words, it is a “methodology for analysing social phenomena that is qualitative, interpretive and constructionist, it explores how the socially produced ideas and objects were created” (Hardy, Harley, and Phillips, 2004, p.19). Discourse analysis is used for “conducting structured, qualitative investigation of text, but also a set of assumptions concerning the constructive effect of language (ibid). Discourse analyst claims that reality is constructed, and meanings and reality are context dependent. Thus, the meanings of any discourse are “created, supported and contested throughs the production, dissemination, and consumption of text, and emanate from interactions between the social groups and the complex societal structures in which the discourse is embedded” (Hardy, 2001 p.28; Fairclouhg, 1995; Phillips and Hardy, 2002). Social reality is created in two ways, firstly, through meaningful interaction and secondly meanings are created through “interrelated bodies of texts referred to as discourses that bring new ideas, objects and practices into the word” (Hardy, Harley, and Phillips, 2004, p. 20)

To answer the research questions which are subjective in nature and deals with the social realities of the protesters would involve meaningful interaction with the actors through a semi-structured interview and textual analysis of the CSR focus of the oil and gas companies in Norway. It is paramount to note that discourse analysis also involves the systematic study of text to find evidence of their meaning and how their meaning translates into a social reality (Philips and Hardy, 2002). I used discourse analysis in this study because although discourse analysis and content analysis are similar since both are concerned with textual analysis, the latter is more objective, systematic, and quantitative. Furthermore, content analysis does not consider the role of context in textual analysis, it assumes consistency of meaning unlike discourse analysis which recognizes “the precarious nature of meaning and focuses on explaining its shifting and contested nature” (Hardy, Harley, and Phillips, 2004, p.20).

4.3. Ethical Considerations

Informed consent is vital in social research to secure the privacy and confidentiality of participants (Bryman, 2016). I plan to officially notify the research participants (institutions) of my research interest in an open and honest way (Scheyvens, Nowak, & Scheyvens, 2003). “Informed consent is a mechanism for ensuring that people understand what it means to participate in a particular research study, so they can decide in a conscious, deliberate way

whether they want to participate” (Mack et al. 2005, p.9). Informed consent would ensure adherence to the three core ethical principles of: respect for persons, beneficence, and justice. The former ensures the autonomy of research participants, and protection from exploitation, and vulnerability. Beneficence deals with maximizing participants’ gain and risk minimization whether physical, psychological, or social. Justice deals with fairness of risk and benefit distribution to participants (ibid). The research objectives were explained to the participants, this enables their voluntary participation if they are interested in the research. Also, to avoid plagiarism, all literature cited were properly referenced. Plagiarism involves the use of ideas from earlier research without acknowledging the owner of the original idea (Mack et al. 2005; Locke, Spirduso & Silverman, 2014).

4.3.1. Credibility

Credibility is essential in social science research, therefore the data utilized in this study were obtained from multiple sources. For instance, primary data were obtained from students from different universities, other primary data were obtained from the oil companies through the semi-structured interview. Secondary data were drawn from different literatures, and newspapers to make the study nuanced. Furthermore, to ensure the credibility of the research, findings were drawn from the data generated through the discourse analysis of company websites and from interview feedbacks.

4.3.2. Transferability

The findings and conclusions from this research could be applied or transferred to other contexts that are experiencing similar climate protests. This is regarded as external validity in quantitative research (Shenton, 2004). For instance, the research could be applied to developed countries with oil resources that experienced student’s climate protest. It is important to note that qualitative research usually covers small sample size which may not be demographically representative, hence applicability limited (Denscombe, 1998; Bryman, 2016).

4.3.3. Dependability

Social science research is expected to be dependable according to (Shenton, 2004; Bryman, 2016). To achieve this requires proper documentation of the research process, phases, and sources, ensures the possibility of replication by other researchers when conducting similar research. The researcher adhered to this principle; hence, the findings of this research could be depended on for future studies.

4.3.4. Confirmability

Research within the social sciences must reflect actual findings from data collected, devoid of the researcher's bias and other sentiments. According to (Bryman, 2016) it is sometimes difficult for researchers to completely remain neutral during social research. On the contrary, the researcher upheld the principle of neutrality of feelings, sentiments, and experiences throughout the research process and in the interpretation of findings.

4.3.5. Study Limitations

Access to some organization in this case, the oil and gas companies remains one of the key challenges in conducting this study. Apparently, some international students in Norwegian academic institutions, could be facing similar challenges in the data collection phase. Getting hold of the oil companies to participate in the study was futile despite several attempts. This situation points back to (Kelman et al., 2016 p.153) criticism for somewhat "lack of openness within the oil industry." Their participation would have provided the industry's perspective to the research. Firstly, because it would have enabled them to share their opinion on whether they have responded or intend to respond to the young protesters demands through their CSR. For instance, they could have provided their perspective on whether they have embarked on establishing specific green-youth related programmes as well other necessary modification of their CSR strategies and programmes in the aftermath of the protest. Although their nonparticipation in this study apparently, hinders the equilibration of perspectives, and the ability of the researcher to ascertain the processes, actions and or intended actions with regards to the industry's CSR adjustments. However, involving energy experts within academic institution contributed to further the nuances of the research. Future research could examine the industry's perspective vis-à-vis the protest.

Other changes effected due to limited access include, the removal of semi-structured interview and process tracing technique initially intended to be utilized to gather qualitative data on the subjective realities of the industry in terms of their perception and response to the ongoing protests. i.e. whether they have adjusted or intends to adjust their youth related CSR strategy as a social response to the protest. The research question on whether the oil industry has adjusted or intends to adjust its CSR programmes and strategies were also jettisoned due to these circumstances. Therefore, it is impossible to ascertain whether the oil industry has begun taking serious measures since the end of the 20th European gas conference to address the protesters demands.

The companies which could have formed the second group of respondents were selected because of their participation at the 20th European Gas Conference held in Stavanger in May 2019. The intention was to interview at least one of the senior management staff from Aker BP, ConocoPhillips, Equinor and Gassco. These companies were selected because their activities are directly linked with either the upstream or downstream sector. The selected companies for this study, play a key role in the transition to a low-carbon future through their investments in green innovation technologies, and in their contribution to the production and supply chain of natural gas. Hence it was considered as imperative to involve these key players in the study who largely constitute the main target of the project. Furthermore, these companies were selected because they have put their CSR in the public domain, and to an extent have provided an elaborate CSR information on their webpage. Thus, all the information about the companies' CSR was sourced directly from their official websites.

4.4. Summary

The section shows all the processes, and considerations in determining the research methods in the study. The researcher also took cognizance of the ethical considerations in carrying out qualitative studies within the social science discipline.

CHAPTER FIVE: FINDINGS

5.0. Introduction

The first research question seeks to ascertain the focus areas of some oil and gas companies CSR programmes in Norway to determine whether there is a knowledge-based youth-engagement and participation. Companies were selected firstly; based on their participation at the 20th European Gas Conference held in Stavanger in 2019. Secondly, they were selected because their activities are directly linked with either the upstream or downstream sector. Thirdly, because they have put their CSR in the public domain, thus, all the information about the companies CSR were sourced directly from their official websites.

5.1. AKER BP

Aker BP is an oil and gas company with focus on exploration, development, and production activities on the NCS. It has five offices within Norway in Stavanger, Harstad, Sandnessjeen, and its headquarters at Fornebu, Oslo. The company has joint ownership and is listed on the Oslo Stock Exchange as AKERBP. The breakdown of ownership shows that Aker ASA controls (40%), while BP has (30%) and other shareholders has (30%). The company is perhaps one of the largest independent companies in Europe with a total of five operating fields in Valhall, Ula, Ivar Aasen, Alvheim and Skarv (www.akerbp.com).

Aker BP's Corporate Social Responsibility

Aker BP core values and principles include business integrity, respect for laws, culture, human dignity, and human rights. Others include openness and anti-corruption. The company carry out its CSR through its sponsorship engagements aimed at contributing to improving the society and the company's business interest and employee welfare. Based on the information on the company website as at the period of this research, the company CSR include sponsorship of the following:

Nidaros Cathedral Boys' Choir: The Nidaros CBC is the oldest boys' choir located in Trondheim, Norway, spanning over 900 years. The choir render songs at church services especially during the Christmas season in front of over 12,000 audiences. With this sponsorship, employees from Aker BP enjoys free concerts. The choir also perfumes at the company's functions. The sponsorship is significant because it provides entertainment as well as contributes to the preservation of the Norwegian traditions (gutterkor.no).

Ivar Aasen-tunet, Dei Nynorske Festspela and Det Norsk Teatret: The multipurpose museum was established in 1898, located between Orsta and Volda. The museum displays items that depicts what ancient writings and language were like. Also, it serves as concert, reading, debate and art exhibitions centres as well as venue for children's events. Until 2017, Aker sponsorship contributes to the continues operation of the museum (aasentunet.no).

Oi Trøndersk Mat-festival: The annual food festival is held in Trondheim and contributes to increased patronage of agricultural products from local farmers. The festival is also a way of celebrating the local culture from the region of Trøndelag. (matriketmidt.no). Aker BP also sponsored the 2016 Bakgårdsfestivalen held in Harstad.

Viking FK and Oilers Hockey: Aker BP has over three years sponsorship agreement with the Viking FK sports club located in Stavanger. Aker BP staff benefit from the use of facilities at the Viking stadium either for external meetings or for the company's sporting activities. Aker BP also sponsors the Oilers Ice Hockey club domiciled in Stavanger.

The above sponsorships indicate that Aker BP prioritizes sports, and culture in its CSR sponsorship.

5.2. CONOCOPHILLIPS

The company made the first oil discovery on the NCS in 1968, and first production in 1971. The head office is at Tanager, Stavanger. The company operate the Ekofisk and Embla oil fields, in addition to other co-venture fields such as the Heidrun, Visund, Oseberg, Grane, Troll, Alvheim and the Aasta Hansteen fields. ConocoPhillips transport oil and gas to England and Germany from Norway.

ConocoPhillips Corporate Social Responsibility

SPIRIT is the acronym for the company's core values of safety, people, integrity, responsibility, innovation, and teamwork. The company's CSR focuses on sponsorships and community relations in the areas of sports, culture and youth initiatives. The company supports the following:

Rogaland Theatre: The company sponsors the Rogaland theatre as a way of promoting culture in the Stavanger region. Established in 1947 as a host venue for modern and classic Norwegian and international dramas, comedies, musicals, and children's program. ConocoPhillips has been the main sponsor of the Rogaland Theatre since 2007.

Nordland Music Festival: The Nordland festival is one of the biggest music events in Bodø featuring jazz, contemporary music, folk music, dance etc.

The Norwegian Opera and Ballet: ConocoPhillips continue to sponsor the Opera and Ballet since 2010. The NOB is regarded as the largest cultural facility in Oslo, with Her Majesty Queen Sonja as the opera's patron.

The North Sea Race: The race is held in the summer and is one of the most attractive national races and the second largest bicycle race with 12,500 participants. A 91-kilometre race usually from Egersund to Sandness.

Havørn Sports Club: ConocoPhillips is the main sponsor of the club, regarded as the largest volunteer organization in Tanager with focus on sporting activities for all ages. The club has around 1400 girls and boys between the ages 6-12. They participate in football events held annually in September.

Norwegian Petroleum Museum: The museum is in Stavanger and provides architectural contents for members of the public. The museum also contributes to educational and interactive exhibitions. In addition, it provides insight into the technological development in the oil sector, as well as the impact of oil and gas in Norway. ConocoPhillips has been the main sponsor of the museum since 1999.

The Norwegian Museum of Science and Technology: Founded in 1914 in Oslo, the Norwegian Museum of Science and Technology provides technological, scientific, industrial, and medical contents. Majority of the visitors are children and young people.

Arctic Frontiers: Established in 2007 in Tromsø, the Arctic Frontier is a platform for discussing geopolitical and scientific issues affecting the arctic region such as environmental degradation, indigenous peoples, and climate change etc. The forum attracts over 1000 participants from more than 30 countries.

Engagements in Svalbard: The International Scientific Research Station (ISRS) in Ny-Ålesund, Svalbard receives support from ConocoPhillips to conduct research in areas such as ice movement, ocean current, and wind direction, among others. The University Centre in Svalbard (UNIS) also benefits from the use of facility at the research station, in addition to the funding support it receives for other research projects from the company.

Collaborations with Schools: ConocoPhillips supports Sandnes upper secondary school (Sandnes Videregående Skole). The collaboration enables students to visit the company to gain practical insight on what working and business life entails. The excursion helps the students when making future career choices.

5.3. EQUINOR

Equinor is the largest energy company and operator on the NCS in Norway with 21,000 staff across 30 countries. Established in 1972 as Den Norske Stats Oileselskap i.e. The Norwegian State Oil Company (Statoil). The name was later changed to Equinor in 2018. The company has its headquarters in Stavanger, Norway. Equinor activities include exploration, development and production of oil and gas as well as development of wind and solar power. The Norwegian state has 67% shares in the company.

Equinor Corporate Social Responsibility

Shaping the future of energy is the company's vision, aimed at turning natural resources into energy for people and progress for the society. The company strives to achieve these by adhering to its core values of being open, courageous, collaborative, and caring.

One of the ways Equinor contribute to the local communities is through sponsorship. The Heroes of Tomorrow Programme covers different aspect of the company's CSR sponsorship in areas such as sports, culture, and education.

Arctic Race: The race involves 120 young cyclist from six different countries who compete in a 6.4km rounds. The race provides a platform for talent development and contributes to shaping the future career choices of these young participants.

Talent Camp for Girls in Stavanger: The program is for the training and development of talents from early age usually for children between the ages of 14-16. The girls also receive mentorship from seniors who are current or former national team or club players. The camp has around 120 promising football talents who are taught sports skills, and attitudes vital for exceling in the sport.

Tomorrow' Ski Heroes: Equinor collaborates with the Norwegian Ski Federation to ensure talent development in Skiing, through the provision of modern training facilities as well as opportunities. Many participants have transitioned into professional athletes.

Bergen Festival: Equinor support youth festival performance at the Bergen festival. Children and teens between ages 10-19 are drawn from different schools across Norway to showcase their talent. The festival contributes to promoting culture among the youths and it also serves as a platform for young people who intends to pursue future career within the music industry.

Tomorrow's Engineers in Robotics: This sponsorship supports around 14,000 Norwegian school children to participate at the Lego League at Fornebu, Oslo. Children are taught how to build robot and codes to perform various tasks. Furthermore, they participate in other competitions such as, core values, marketing, technology, research, and robot driving.

Project Fantasy: The project is aimed at promoting interest in science subjects and innovative thinking within scientific discipline. Project fantasy is regarded as an innovative platform where children are encouraged to unleash their imagination and ideas in proffering solution for emissions reduction. Some of the innovations from the project include *Jacob's Prompinator* (for conversion of methane gas from cows to electricity); *Hennings's Sound Stick* (for the blind and Tira's energy bucket). Project fantasy started as a competition in 2015. Since then, 11 ideas have been selected. Prototypes of these inventions have been built and made available for exhibition at Vitenfabrikken in Sandnes, Norway. Equinor and the Norwegian Science Centres collaborate in project fantasy.

Lydo: This is another innovative and fun way to promote interest in physics among children and young people. Lydo involves a music performance and a simultaneous physics experiment. Equinor collaborate with the Stavanger Symphony Orchestra since 2015 to organize Lydo for thousands of students.

5.4. GASSCO

Gassco was established in 2001 and is a state-owned company responsible for the transportation of natural gas from the NCS to Europe. Key shareholder includes. Equinor, Petoro, Shell etc. Gassco activities are conducted ethically, sustainably and in a socially responsible way. The company's activities are categorized into four major roles, these are, technical operations, infrastructure development, capacity management and system operation. The company operates three processing plants at Kårstø, Kollsnes and Nyhamna. It is also responsible for different reception terminals in Germany, Belgium, France, and the United Kingdom. Gassco manages various pipelines spanning 88829 kilometres and two platforms at Draupner S/E and Heimdal Riser (gassco.no).

Gassco Corporate Social Responsibility

TRACK is an acronym for Gassco core values; transparent, respectful, accountable, challenging, and knowledgeable. Gassco stands out among other companies due to its bold acknowledgment that its operations contribute to the climate crisis, hence their commitment to be part of the solution. Adopting innovative technologies and energy efficiency measures as well as participating in the international CO2 quota system are some of the ways Gassco strive to contribute to GHGs emissions reduction. Gassco organizational culture, strategic, operational, and ethical behaviour are reflected in its CSR in line with the United Nations Global Compact and the OECD guidelines. Gassco CSR are concentrated at Haugaland region around Haugesund North of Stavanger where its office is headquartered. Sports and culture constitute the company's major CSR sponsorship interest.

Åkra IL and Sportsklubben Haugar: Gassco sponsors Åkra IL a sports club on the island of Karmøy. The club organises different sporting activities such as football, athletics, handball etc. Gassco also support Sportsklubben Haugar a local football club at Haugesund.

Haugesund Turnforening: The sport association was established in 1890. It covers activities in various sports as well as gymnastic and fitness for all ages. The gymnasium was reconstructed in 1982 after a fire incidence. Additional facilities such as the trumpet hall was opened in 2002 with over 2000 capacities.

Skundefestivalen, Slildajazz and Rong Brass: Gassco sponsors Skundefestivalen which is the biggest coastal cultural festival held in Skudesneshavn in Karmøy. It also sponsors Slildajazz regarded as the largest cultural jazz festival at Haugaland. The inaugural festival was held in 1987 and it attracts more than 50,000 tourists. Lastly, Gassco also supports the Rong Brass band based in Bergen.

The findings suggest an advanced practise of implicit CSR due to strong regulations and influences of societal values. For instance, information obtained from companies' website suggests that they have similar CSR focus areas (promotion of Norwegian culture, entertainment, and sports) which could be considered as a reflection of significant societal interests and values. However, these programmes also indicate a paucity of knowledge-based youth engagements which ought to have provided an increased pathway for young people to communicate their expectations and demands than resorting to protest.

To answer the second research question on how young people, perceive and portray the oil industry, the research asked questions revolving around, conceptualization of climate protest, rational of involvement and intended or achieved goal, contribution of industry to climate change, expected duration of protest and the determining factors. Other areas covered by the question include, the perceived response or reaction of the industry, their mitigation efforts and youth engagement strategies etc. To answer the second research question which borders on perception and portrayal of the industry by young people in school, it is pertinent to first understand how the respondents construe protest, this reflects the first question in the interview guide, the findings reveal the following:

5.5 Multifaceted Conceptualization of Protest

Firstly, respondents described the climate protest using different terminologies interchangeably. Some referred to the protest as Friday for Climate Change, School Climate Protest, Protest by Young People, Climate Movement etc. They see climate protest as involving young people in school who sacrifice their education and time to be involved in activism, with the aim of accelerating climate actions. All the respondents see the protest as novel, unprecedented, unique and as a deviation from the widely existing social norm which entails conformity without complains by young people. In other words, young people in Norway are expected to appreciate all the socio-economic benefits they receive without complaining as they are expected to consider themselves as being lucky. The climate protest therefore reveals an unanticipated and emerging new identity of questioning the status quo, agitation, and vociferousness. Secondly, respondents see the protest as a huge step, as enlightening and positive. It is an indication of a new dawn which not only entails increased participation and involvement in climate action, but also could be a signal of a probable mass participation of young people in future politics, and a leeway for them to influence future political decisions and actions.

5.5.1. Protest as a Trend

Furthermore, some respondents see the protest as a trending ‘cool thing’ to be involved in i.e. as a fashion to think green. Some respondents apparently perceive the protest group as comprising many young people who lacks requisite knowledge on climate issues. Consequently, their involvement is shaped by peer influence or could be described as the ‘follower type’ involvement. The reason is obviously because many young people want to have a sense of association among their friends. On the other hand, the protest group also comprises

young people who are not only well articulated but are also well vested with climate knowledge and are embodiment of genuine concern for the environment and climate.

Meanwhile, experts perceive the recent climate protest as an event where young people were expected to show up at the venue with some placards, scream, shout and listen to music and talks from activists. Also, the protest is perceived as a one-off event because it is herculean to organize or mobilize the protesters over a long period of time. Even though different online sources were utilized for this purpose, having the demonstration for longer period seem unattainable now. Findings also reveal that not all young people share similar strong affiliation in participating or engaging in the protest, some young people are concerned on whether skipping classes for protest has for instance legal backing or consequences.

Regarding what the protest is all about, the following feedback was received from respondents, some of the responses are outlined below:

5.6. Creation of awareness, Raising Attention and Promotion of Climate Issues

All the respondents perceive the protest as an action that was aimed at drawing attention to the ever-increasing impacts of climate change which currently are more visible than they were some years ago. Some of these impacts include, raising temperature, irregular and extreme weather conditions, melting of ice in the arctic, degradation of natural habitat and extinction of animal species, etc. Respondents note that these issues should be the focus of public interest and conversations in the society. Furthermore, the protest is seen as a platform for expression of sadness and the feeling of betrayal by the older generation. It provides the opportunity for venting of anger and frustration. According to S2 *“I think that there is a lot of feeling of betrayal in a way that the older generations have been kind of short-sighted with their actions, and that the climate change will cause to their future and they feel they are kind of carrying the burden of the older generations therefore they think that this critical issue should be done now by that older generation that are currently in power and is also their job to kind of promote it”*

5.6.1. Strategic Concern for Future Uncertainties

Young people are thinking ahead and for their interest, because they will obviously inherit the earth when their parents and grandparents die. Therefore, they are concerned on the type of inheritance that would be their bequest. Hence, there is a feeling of uncertainty, fear, and

unhappiness especially due to how the current climate and environmental situations are being handled.

5.6.2. Demand for urgent action and stronger stands by policy makers, and the industry.

Protesters demand that the authorities either within the public or the business sector, should give adequate attention backed by effective measures and actions towards addressing the climate crisis. To achieve this, therefore, requires pressure from young people especially as the impacts of climate change has doubled overtime. This has culminated into a feeling of frustration and the need to let their voices be heard. *According S7 “young people are sort of coming together to speak against these politicians and these companies that are doing all these things to sort of bring an end to this”.*

5.6.3. A Warning Sign

Experts perceive the protest as a response to Greta Thunberg led climate activism as well as a warning sign for the lack of proper climate action from the government at the national, local, and international level. Young people are thus sending a signal to both the government and the industry on the need for rapid climate action, and the possibility of future resistance if adequate measures are not established. In addition, the protest has also elicited huge debate for instance in Bergen, where authorities have divergent opinion on the legality of permitting young people to skip classes for participation in subsequent protests.

The next question provides further insights to understanding the changing social norms and identity among young people in relation to their involvement in environmental activism. Findings reveals some causative factors that shapes the construction of social realities among young protesters which consequently, influenced how the oil industry was portrayed, the findings reveal the following:

5.7 Greta Thunberg-Effect

All the respondents cited the teenage Swedish activist as the catalyst for the school climate protest. Various descriptions were used in describing her such as ‘the brain behind the protest’, ‘the motivator’, ‘the main engine’. Apparently, Greta’s age and commitment are one of the teenager’s exquisite qualities that drew public attention.

5.7.1. Less Reliant on Environmental Organization / Curiosity Among Young people

Until now, environmental organizations were sacrosanct and relied upon for environmental and climate activism. The recent climate protest by young people in school according some respondents, has shown less reliance on traditional environmental organizations. The emergence of this new pathway for climate activism, could be attributed to different factors especially the increased awareness among the public on climate change. In addition, many young people got involved in the protest due to their curiosity for knowledge, and to gain first-hand experience on what participating in protest is all about. Hence, as they begin to participate, they learn more and become more committed and involved in agitating for accelerated climate action.

5.7.2. Teacher-Effect and Student-Based Environmental Organizations

An increasing number of teachers in various Norwegian institutions overtime, have become more interested in climate related topics. As a result, the school curriculum is influenced by these interests which in turn influences the students, thereby increasing their awareness on the topics around climate change and the environment. Few respondents' attributes young people's involvement due to the influence of student organizations that are environmental, and climate-based such as Spire, Nature and Youth Organizations etc. These organizations galvanize students through symposiums, clean-up activities etc.

5.7.3. Wider Media Coverage

All most respondents claim that young people became involved in the protest due to wider media attention compared to previous media coverage of environmental activism. The increased attention, therefore, could be due to the situation surrounding the emergence of the protest such as Greta's age, and commitment, among others. Traditional media platforms include the television, newspaper, and radio, while the new media include social media platforms such as Facebook, Instagram, twitter, snapchat etc. Respondents believe the media has now made local issues global through its power of interconnectivity of people in different parts of the world. It is also a new way of organizing protest and galvanizing support with high flexibility compared to periods hitherto to the emergence of social media.

5.7.4. More Visible Impacts of Climate Change

There are increasing number of young people in Norway that experience the direct impact of climate change. These impacts include but not limited to fluctuations in weather condition and

the resultant unusual short winter seasons, as well as the concomitant lack of snow for outdoor sporting activities for skiing, ice hockey etc. Young people need no further conviction on the realities on ground, thus are disposed to participate in securing their future and happiness. According to S7 *“I think young people are finally beginning to feel the direct effect of climate change and they see the need to actually stand up and participate.”* Expert alludes that the Swedish activist, social media, and the desire to socialize with others are some of the factors that influenced young people’s participation in the protest. Also, parental influence on young people who have family income and employment tied to the oil industry.

The third question sought to gain insight on whether there is a goal or set of goals anticipated to be achieved in the short, medium, or long term. The nature of the desired goal could also be a determinate on the likely longevity of the protest, the findings reveal the following:

5.8. Increased Awareness and Actions on Climate Issues

Most of the respondents note that one of the achievements of the protest so far, has being its ability to increase the awareness level of climate issues among the public. It has also increased the environmental consciousness of the public on how the Norwegian oil and that of other Western countries contribute to global environmental degradation with the concomitant global consequences. Most respondents claim that many people are more informed on climate issues compared to periods before the emergence of the protest. For instance, more people are beginning to think of what the oil industry are doing. Furthermore, the protest has also highlighted the need for countries to change their climate strategies. Some of the respondents claims that the end goal in Norway is to either achieve a total shutdown of the industry or halt new exploration and drilling activities, especially in the arctic where the government has granted new licenses to the oil companies. Respondents note that implementing the above suggestion would indicate adherence to the resolution of the Paris Agreement and the SDGs. Furthermore, such acts would invariably contribute to the reduction of the world’s temperature below the 1.5 degree as recommended by the Intergovernmental Panel on Climate Change (IPCC).

5.8.1. Climate in Every Decision Based on Science

Young people want to see that climate issues are taken cognizance of as well as prioritized in every governmental and business decisions. A respondent believes that political parties in Norway are becoming greener and talks more about climate change than before. This is aimed at meeting with the expectations of their electorate and party loyalist. Young people also want

the politicians not to act sentimentally or arbitrary when making decisions regarding the climate and the environment, rather, decisions should be based on scientific findings. To achieve this, the politicians must listen to scientist and work more closely with them.

5.8.2. Creating Pressure on the Regime for Policy Change

Traditional environmental organizations engage in technocratic conversations and arguments with the fossil industry (regime) based on scientific facts and findings to advocate for their own interest. However, the school climate protest is more about creating pressure on the regime without necessary engaging in technocratic conversations and presentation of scientific findings. Also, the young protesters want to push the policy makers and industry towards policy adjustment and policy change where necessary. These would contribute towards environmentally friendly policies and accelerate emissions reduction.

5.8.3. Absence of a Specific End-Goal

Few respondents claim that the protest does not change much directly, because most of the protesters lack political power to turn things to their favour. Therefore, this makes the protest group not solid enough to achieve specific end goals, the group is just like a normal protest movement, nothing so spectacular. In addition, the protest group could be easily swayed or convince to pursue different goals, this would therefore prohibit them from pursuing or having specific goals. The respondents claim the protest group just have the general vision of the direction they want to be headed. However, there is the possibility of the group to achieve some indirect goals such as changing the thinking patterns of the politicians and oil industries regarding their climate action and commitment. According to S10 *“There is no end goal, there is always going to be something we can do better, so the transition is constantly moving, and we are constantly trying to be better”*

5.8.4. Effect on Municipal Planning and Justification of Policy Decisions

Expert reveals that the end goal for young people is for a more relevant climate action from the government and the industry. In terms of what has been achieved from the demonstration, in Bergen for instance, the protest provided the local politicians an opportunity to showcase as well as to justify their climate decision in the municipal master plan which emphasises that *“strict frameworks for local planning were necessary because of the public engagement into climate action”*. The expert claims that the plan was already turning to a contingency plan for climate action prior to the protest. Hence, politicians exploited the fact that young people are on the

streets to also call for a stricter climate policy. Therefore, this entails the implementation of strong, tight, and very demanding city master plan especially around land use planning, and the resultant compact or dense city focusing on public transport, biodiversity etc. The decision by the politicians to prioritize climate in the city master plan have also created tension, particularly among some business interest in the private sector. The above situation according to the expert is somewhat also the case in Oslo.

The fourth question examines the perception of respondent on how the oil industry contribute to climate change, the findings reveal the following:

5.9. Emissions in the Production and Distribution Chains

All the respondents note that oil production involves various activities and production chains such as exploration, drilling, transportation, refining and final consumer usage. CO₂ emissions occurs at these stages. Although, some of the stages such as the drilling phase emits less compared to refining which has a lot of pollution. Norway's oil activities are offshore, so it is likely that most of its pollution affects the marine eco-system, that would be the likely response if the opinion of a marine technologist for instance is sort. The ozone layer is also affected by these CO₂ which leaves us vulnerable to climate change. Respondents unanimously agree that the oil industry in Norway is the biggest emitters of GHGs, however, when compared to countries like the US and Russia, oil industries operating in Norway relatively emits less. A respondent claims that it is somewhat ironic that on one hand the oil industry which continues to explore for new oil and consequently contributing to global warming is on the other hand investing in green technologies to slow down the process.

5.9.1. Overwhelming Quest for Profit

Respondents described fossil fuel as a necessary evil because it supports many economic activities without which there would be destabilization of the economy. Also, the demand for energy is still on the increase, this encourages increased production and supply of fossil fuel products by oil industries to meet these demands. On the other hand, the industry is more interested in accumulation of profits and returns to investments. Oil companies have already invested so much money in the business, so they cannot just stop production nor make huge shift to renewable energy in few years. A respondent thinks young protesters have two types of expectations i.e. the realistic and unrealistic expectations. The former entails the acknowledgement of the indispensability of oil at least for now, and the unavailability of

emission in the production process. Hence, the focus should be on how to reduce this emission rather than anticipation of total eradication. The latter involves the believe in the dispensability of fossil fuel and the anticipation of total shifts from fossil to green energy.

The fifth question revolves around how young people perceived / portrayed the oil industry during the protest, the findings reveal the following:

5.10. Main Architect, the Enemy, the Big Bad Wolf, the Bad Guys, the Opposing Evil

The oil and gas industry were portrayed as the main actors whose activities are the leading cause of climate change. They were also seen as not willing to make drastic or meaningful change in their activities. A respondent posit that the protesters must raise attention of the public to fight against something, so in this case the oil industry must be portrayed as the enemy. In addition, certain government political parties were portrayed as the big bad wolf together with the oil industry. Some respondents believe the oil industry is unfairly criticized because they seem to be the main focus of attention, meanwhile, other sectors such as the tourist industry and cruise ship businesses are not subjected to such criticism even though they also contribute to emissions. Few respondents believe that the industry is scapegoated out of frustration by the young protesters. They suggest that an unabated protest could take a dangerous turn in the future. A respondent claim that some oil workers feel they are being despised by some members of the society because they are perceived as working in a dirty industry that degrade the environment. Consequently, they are often faced with the pressure of seeking greener jobs.

5.11. Collaborators with Politicians

Some of the respondents suggest that the politicians have invested huge some into the oil sector, hence, they provide the necessary support for the industry and are often reluctant to enact stringent measures to curb GHGs emissions from the industry. As already mentioned, the industry was also portrayed as a sector that is more concerned with making profits rather than paying more attention to the damage they are inflicting on the environment. The industry is seen as already profitable; hence, the remaining oil should be left in the ground.

5.12. The Moderate and Extreme Portrayal

A respondent note that the protesters can be categories into two main groups based on their perception and portrayal of the oil industry. The moderate group do not advocate for the total shutdown of the sector due to the industry's importance in sustaining the current economic

system and activities. They demand instead for a greener approach to the industry's operations. They also admit that on the individual level, they (i.e. the protesters) also contribute to the climate issue because they are yet to completely cease patronizing products made with plastic. Also, they are yet to boycott fossil-based transportation system etc. The extremists on other hand, paints the industry as evil, and thus advocates for stoppage of new drilling and a complete shutdown of the industry.

5.13. Media and Geographical Variation

Some respondents claim that media portrayal of the industry varies by geographical locations due to certain differentials. For instance, in the Stavanger region, the main local newspaper is the Stavanger Aften Blad, they have always been less critical towards the oil industry compared to Aftenposten which is Oslo major local newspaper. One of the reasons is because there are certain differentials between the two locations. In Stavanger, oil plays a bigger role in the local economy and in these area, majority of the people that works in the private sector are employed within the oil industry. Consequently, the media and a large proportion of the public are less critical towards the industry. Also, protesters whose parents work within the oil industry are more persuasive rather than radical in their approach or strategy in demanding the industry to reduce its emissions and or to invest more in renewable technologies. There is also variation in regions where political parties, or the public aligns more towards green ways of thought or where there is a big dissonance towards the industry.

5.14. Laggings

From the expert's perspective, the oil industry was portrayed by the protesters as lagging in terms of their climate actions. The industry also has reputational challenge when it comes to young people, and the fact that they are not contributing enough to environmentally friendly production of clean energy. The industry instead is green washing their activities by looking into Hi-wind, deep sea, and other ocean-based farm projects. On the other hand, there are localized protest onshore against windmill.

The sixth question seeks to find out the anticipated duration of the school protest, this is significant for various reasons, in addition to the likely costs and benefits associated with the longevity of the protest, the findings reveal the following:

5.15. Short Period, Significant Period, Ongoing Process, and Fluctuating Intensity

Some respondents think the protest would be short-lived unless the organizers could inspire members to sustain the demonstration for a longer period. This could be possible by organizing events that attracts both the younger and older generations. On the other hand, the protest could be short-lived unless the protest gets the attention and involvement of bigger actors. Some respondents claim the protest period would be characterised by fluctuation in intensity depending on the number of people involved. Therefore, the protest would likely garner more participants in the future if oil production continues.

Other respondents think the protest is here to stay because once there is an environmental incident such as oil spill, there are chances of protest erupting, and vice versa during periods of no major incidence. For some, there will always be something to complain about when it comes to being green and thinking of the environment. For instance, windmill is said to have different types of pollution associated with it such as visual pollution etc. Apparently, the duration of the protest could last up to many decades because of the somewhat low commitment of the industry in transitioning to greener forms of energy as could be seen in the continues huge investments in fossil infrastructure. Some respondents claim it depend on the willingness and persistence of the young protesters to continue activism until they see real change.

Young people also have scary imaginations of the future especially 2050 which many consider as doomsday or the apocalypse, i.e. when the earth would likely no longer be able to withstand the degradation caused by human activities and would therefore self-destruct. Such fears would most likely spur the protesters to intensify the protest to avert the projections. The intensity of the protest would also vary by geographical locations for instance, protest is stronger in Sweden compared to Norway where it is somewhat event-based.

5.16. COVID-19 Disruptions and Level of Media Attention

The ongoing pandemic (COVID-19) is a major disruption which has reduced the intensity and momentum gathered and has halted the protest entirely. Some respondents feel the protest may wane out given the drop in intensity or momentum previously gathered. Although some members of the protest groups continue to protest online due to the pandemic, the efficacy remains very low compared to street protest that involves physical presence, however, the online protest has not gained much attention. The respondents believe real change is still possible after the pandemic, however, the likelihood of achieving this change hinges largely on the policy makers. Therefore, the continuation or life span of the protest could be influenced

by the pandemic. Media attention has also shifted significantly from the protest to the pandemic which poses imminent survival threats to the society. Therefore, a continues media coverage in the post pandemic era, may triggered mass participation and continuity and vice versa. The improvement in the atmospheric conditions during the lockdown period has also validated the protesters claim that emissions from fossil is obviously the main cause of global warming and climate change.

5.17 Public Education

The level of investment in public education on the industry's carbon footprint and green innovation towards emissions reduction, would most likely increase the knowledge of the public towards understanding the industry's efforts and initiatives. By so doing, this could influence the perception of the public and results to increase solidarity and reduced demonstration.

5.18. Absence of Mutual Interest Among Protesters

Expert opinion suggests that the longevity of the protest could be influenced by the lack of shared interest among young demonstrators. For instance, young people whose parents work in the oil industry participates in the protest only because they have the day off from school, also because they perceive the demonstration only as a social event or gathering for socialization. Hence, surprisingly, these young people reproduce their parent's perspective regarding the oil industry.

5.19. Empathy for the Industry

Experts claims that the industry seems to be getting increased empathy due to the significant economic downturn to the industry's activities consequent of socio-economic disruptions necessitated by the pandemic. The protest therefore considered as good as dead due to the outbreak of the pandemic; thus, attention has been diverted from the polarized climate debate. Meanwhile, a lot of people including the oil industry is weighing some signs of relieve. Furthermore, experts claim that if the pandemic persists for 2 to 3 years, the priority will likely shift in terms of how to sustain the economy as opposed to climate issues. This is because there would likely be an increase in unemployment etc, hence, the longevity of the pandemic would reveal the conflicting goals in the SDGs, which will be used as an opportunity to polarize the debate around climate change. For instance, the SDGs would be in direct conflict with solving

unemployment challenges and would likely elicit strong resistance from the working class in Western Norway where many people are employed in the oil sector. In other words, providing cheap and affordable energy as indicated in on the SDGs will reduce the profitability of the industry and their ability to sustain their employee base. Consequently, the protest might resurface and even surge to new height and could lead to a new form of counter protests.

The seventh question seeks to find out the perceived reaction or response of the oil industry since the protest began. This is against the backdrop that for meaningful progress to be achieved, the oil industry is expected to respond or react to the protest, the findings reveal the following:

5.20. Unperturbed, Increased Public Relations, Greenwashing

Some of the respondents think the industry wants to protect their reputation to look nice in the public, hence, the industry has embraced intensified public relations (PR) stunt due to pressure from the public. In other words, in a public relations sense, the industry is doing a good job because they are giving some sort of answers and promoting what they have already done and their current initiatives such as their green innovations as well as strong promotion of gas and job creation. The industry thinks gas and biogas would be a good substitute for oil machinery in the future because both are mutually compatible. While some respondents suggest the companies are not downplaying the school protest even though they are not taking much stance, at least they are not opposing it. Others think the industry seems to be downplaying the effects of their activities and are trying to portray a different image of themselves

Few respondents claim the industry tries to promote its self and its oil as green because it burns less fuel within the country, however, this is misleading because the industry exports large proportion of its crude which is then refined abroad, also these exports are not usually profiled as part of Norway's total contribution to emissions. According to S3 *"a lot of oil and gas companies are investing in renewable energy, but because their investment is quite new, so their huge revenue is not yet from renewable energy, so they just use renewable energy as the green image to show they are clean, but a lot of Norwegians say it's like some kind of greenwashing"* In a more practical sense however, the industry does not seem committed to making big changes in their operations. According to S1 *"I don't think I would say they have really responded or seem to be disturbed by this protest, even though there is this image that yes you know they are aware and all that and then something would be done"*.

5.21. Sustainability Rhetoric

Expert claims there have not been any major response from the industry other than the rhetoric's focusing more on sustainability and on what they are doing prior to the protest. The industry argues that they are spending more of its investment on zero emission projects, especially in ocean-based offshore wind, they have also bought a huge field off the coast of Britain. There is also an information gap in ascertaining the real actual spending on green investments by the industry, although large sums are usually allocated for projects however, only a marginal percentage is practically spent on the project. Therefore, it makes it incomprehensible to determine how much efforts are directed towards green transition and whether these efforts are potent enough to achieve the 2030 climate target.

The next question ascertains the knowledge of the respondents as regards some of the initiatives of the industry to mitigate climate change, findings reveal the following:

5.22. Carbon Capture and Storage (CCS)

Most of the respondents referred to the industry's CCS initiative to reduce GHGs emissions from their operations. The project essentially is credited as a Norwegian initiative. A respondent believes that the CCS is unlikely to be on a large scale especially if other countries such as the US and China do not adopt this initiative as well. In that case, the efforts made by the oil industry in Norway would be inadequate to tackle climate change. The industry also has the carbon trading mechanism which a respondent thinks does not guarantee a win-win situation for all parties involved, particularly the developing country.

5.23. Johan Sverdrup

One of the outstanding efforts of the oil industry in Norway is the electrification of the Johan Sverdrup oil platform. This initiative contributes to reduction of emissions from the industry. A respondent claim that apart from Equinor, it is not commonly known of what the other oil companies are doing, maybe it is because Equinor is the biggest oil company in Norway, hence, they should be emulated by other oil companies. A respondent note that final consumption of fossil products is the main source of emission compared to emissions during the production, the former constitutes the real problem and has received less attention.

5.24. Profit Re-investment and Research

Equinor is one of the companies reinvesting their profits in climate smart ways towards reduction of its carbon footprint. The company recently announced its intension to invest 5% of the annual investments towards renewable energy. Many young people think 5% is small even though when translated to monetary figures, it is quite a huge amount. The industry is also a major sponsor of several research in a bid to find more sustainable solutions towards a low-carbon future. A respondent claim that some companies grant incentives to worker to invest in and or switch to E-vehicles.

5.25. Baby-Steps, Framing and Rebranding

The oil industry is fully aware of their responsibilities because they know what the problems are and how to address them. Some respondents think the industry's climate action is slow due to the huge investment of the industry in fossil. Therefore, they are trying to strike a balance between their business interest and environmental concern, and as a result, they have not done enough in their climate action.

Most of the industry's assets are built on oil and gas currently, so it is not easy to make any significant changes, and that is why the industry uses framing of their activities to suit their objectives. The same way every main actor like the climate movement utilize framing in pursuing their goal. The industry will lose revenue and profit because renewables energy is not yet profitable, hence, until renewables becomes cheaper and consequently becomes the main source for energy generation, the industry's emission will not subside significantly. A respondent claims the oil industry is thinking long-term; hence, some have begun rebranding to reflect this new strategy and to appear greener. Lastly, the industry's advertisement suggest that they are obviously doing something, but it is still not enough.

5.26. Rhetoric on SDGs

Expert view suggests that the industry is embracing the United Nations Sustainable Development Goals (SDGs) on a general level, they talk a lot about them, focusing on them and to some extent, they try to implement some. However, the SDGs are easy to embrace, everything fits into them and they have quite conflicting and contradictory targets. Hence, the nature of the SDGs creates a situation for the industry to superficially embrace few goals without going into details or digging into the conflicting interests and goals. Expert claims *“that the industry has taken to heart, but not to the hands the UN SDGs”*

The last question seeks to find out whether there is any social platform sponsored by the oil industry for dialogue and discussions about young protesters demands, the findings reveal the following:

5.27. Probability for a Small-Scale Dialogue

Most of the respondents claim they are unaware or have not come across the existence of any social platform established in relation to the protest. However, few respondents assume that there might be some platforms in existence, while others feel some platforms exist but was set up prior to the demonstration. Hence, the platforms were not specifically designed as a response to the school protest. For instance, Spire, a student-based environmental organization has representatives in the oil industry but was not specifically set up for the protest. According to S5 *“I don’t think you will see a long-lasting dialogue with young people directly, maybe the industry would do something towards mid-school and high-school but nothing on a large scale”*.

5.28. Hackathon and ONS

A respondent claim that prior to the protest, an event referred to as the Hackathon was set up and is probably being sponsored by the oil industry but cannot specifically recall the topic or theme of the event. The program brings together young people to brainstorm on certain issues. One of the respondents note that the 2018 ONS provided the platform for debates and talks between young people and the oil experts. However, the shortcoming with ONS is that attendees are mostly people who are interested in the oil industry; thus, the exposition event does not reach out or cut across young people with diverse interest.

5.28. The New Oil (Norskolje&gass)

A respondent claims that The New Oil is the oil industry’s interest project where young people were invited to participate and serve as a mascot for how the oil industry can further develop itself and how the economy as a whole can become more diverse. The industry has also been involved in campaigns over a 3-4-year period since the drop in oil price between 2014 and 2015.

5.30. Sports Sponsorship

The industry sponsors a lot of sporting activities and they try to engage young people through these events. A respondent suggested the need for more social groups and platforms that would engage more young people across the country.

5.31. Unethical Alliance

Findings from the expert respondent reveal the paucity of knowledge or idea on whether there is a specific platform design for the protest. However, the expert claims that government inclusion of interest groups such as the oil industry as part of the climate crisis management, seems unethical. This is also similar if the oil industry is expected to invite young protesters to dialogue on CSR. The assertion therefore is that this is not the best pathway because social platform would not produce any binding decision for the industry to make the anticipated changes and adjustment to its CSR. Social platform contains “*what to do*”, “*nice to do*”, “*rather than need to do*” The most efficient ways of dealing with CSR and getting compliance from the industry is through national guidelines and frameworks where the industry obtains its directives to operate. The government should therefore involve the protesters or the research community (thinktanks) or the people responsible for drafting the national guidelines and frameworks, this would be the potent strategy towards a positive outcome.

5.32. Summary

The above findings represent the subjective realities of respondents which contributes to answering the research question. The information gathered reflects respondents’ social reality provided with full consent without compulsion. They would therefore go a long way to facilitate the understanding of the protest, the implications, and prospects.

CHAPTER SIX: DISCUSSIONS

6.0. Introduction

This section discusses the findings which represent the social reality of respondents arrived at through meaningful interaction. The researcher therefore creates meaning through discourse analysis of interrelated bodies of texts derived from the findings that “bring new ideas, objects and practices into the word” (Hardy, Harley, and Phillips, 2004, p. 20).

6.1. Green Fashion

The rationale for the involvement of most young people in the climate protest, is partly because it is perceived as the trending thing to do and as a means for socialization. Young people under this category are usually not well versed with issues around climate change, the oil industry activities, nor government measures. The likely implication, therefore, is that the passion to protest could easily fade away for this group in the long-term. In addition, young people in this category could see this as an opportunity to keep skipping classes to join the bandwagon. Furthermore, some in this category are more likely to have their parents or family member employed in the oil industry, hence, their participation in the protest is only for fun. For the other category of young protesters who are genuinely concerned and knowledgeable about climate issues, either as a result of the more visible impacts or as a result of the fear associated with environmental apocalypse or doomsday, climate protest is perceived as a serious concern rather than a trend. Hence, this group would most likely keep the protest alive for a long period and are more likely to sacrifice more resources at their disposal to achieve the real change desired. Overall, protest maybe the new normal among young people in school who demand their voices to be heard. In the Norwegian context, the recent protest suggests a marked deviation from the established social norm among this age group. Young people’s demeanour is often characterised by little or no agitations on socio-economic and political related issues. Therefore, the protest has likely set a precedent for future agitations on other matters of concern.

6.2. Green Trust

Many young people are not confident with the commitment of the industry and the government in their climate actions, this suggest the reputational challenge confronting the oil industry. For instance, young people claim that the continues granting of new oil exploration licences by the government does not reflect strong commitment to the Paris Agreement. This therefore creates

a ‘green trust gap’ (i.e. trust in the green initiatives of the industry) between young people and the oil industry on their mitigation commitment. Inadequate social platform for engaging young people for dialogue likely also plays a role in the trust gap. Young people want to be able to ask questions, dialogue and receive responses.

Young people constitute a growing share of potential voters in Norway, this gives them an overwhelming influence on future agenda settings in the political and energy discourse. Politicians in Norway are currently debating the pros and cons of extending voting rights to younger people within the 16-year age bracket. This is intended to increase young people’s interest, inclusion, and participation in local politics, which in turn would likely increase their trust in the system, especially as relating to the handling of climate and environmental issues. Lowering of voting age also entails removal of restriction on young people’s political freedom. According to Trine and Sofie (2020) the election of younger people in the pilot Municipal Councils in 2015, has increased representation of young people in democratic institutions. Apparently, if the adjustments are made for voting age as stated earlier, green parties are likely to become dominant in government, this has consequences for the oil industry. Strong commitment in building trust instead of green washing could ensure a win-win for all. Achieving this requires increased degree of openness as observed by (Kelman et al. 2016 p.153).

6.3. Construction of Green Social Realities

The portrayal of the industry as the big bad wolf, the opposing evil etc represents the ideational structure or meaning ascribed to the industry and their activities by young protesters. As stated previously, the meaning of any discourse is “created, supported and contested through the production, dissemination, and consumption of text, and emanate from interactions between the social groups and the complex societal structures in which the discourse is embedded” (Hardy, 2001 p.28; Fairclough, 1995; Phillips and Hardy, 2002). Several factors play key role in influencing the construction of green reality among young people. Firstly, the Greta Thunberg-Effect, has enormous influence in shaping how young people within her age bracket, perceive the oil industry’s climate actions and green initiatives. Secondly, the media plays an important role in how young people construct and construe their green social reality. Some of the main social media outlet include Facebook, WhatsApp, snapchat, twitter, and Instagram. In addition, the wide coverage by electronic media such as the radio, television stations and print media (newspaper and magazines) play a huge role in increasing awareness as well as

eliciting mass participation for climate protest among young people. In the long run, how young people perceive the industry could be determined by who control and or influences the media. A more oil industry influenced media, could likely reshape public outlook of the industry. The opposite would likely be the case in a situation of an independent controlled media. This would likely be one of the determining factors for how long the protest eventually last.

The teacher-effect could be considered as another factor that shapes young protesters realities. As school-teachers interest in climate change continue to increase, the more likely this interest would be manifested in the curriculum of students. In order words, how young people in school construct their green realities, would largely depend on the perspectives of their teachers. A more pro-oil industry-oriented teachers, would contribute to increased support for the industry and vice versa.

Student-based environmental organizations and the family present a socialization pathway and a platform of influence among young people. Students who are members of these organizations, are more likely to perceive the oil industry as the big bad wolf. Lastly, nature-mediated communication in the form of increased visible impacts of climate change contributes to shaping how young people perceive the industry. These impacts have contributed to young people being easily convinced that the oil industry is largely responsible for the climate crisis. Social reality is context dependent, therefore, while the focus of young people in oil producing countries such as Norway is on the oil industry, in non-oil producing countries, the focus of young people is channelled to the most GHGs emitting industries. For instance, in Germany, Poland and Finland, the coal industry is mostly the subject of young people's attention.

6.4. Green Values, Multiple Identities, and Interests

Young people are desirous of a greener society, for them this is very important for their future happiness. Although the industry is making efforts through some of its green projects such as CCS, and other initiatives, young people perceive this as inadequate. Norwegian companies are increasingly expected to create values across environmental, social and economic dimension" (Knudson, 2016 p.1). The climate protest heralds the emergence of a new form of values i.e. green value which young people expects the industry to either create or take more seriously. These values include an end to new exploration activities, especially in the arctic region. Young people argue that the remaining oil deposits should be left on the ground because the industry is already profitable. Lastly, the value includes having climate in every decision based on scientific findings, policy change, and an end to green washing. Young people are

giving the oil industry a benefit of doubt to disprove their perception of them as the big bad wolf, an enemy, and as an opposing evil etc.

The protest also suggest that young climate protesters have multiple identities and interests. According to (Theys, 2018 p.2) “identity is the representation of an actors understanding of who they are, which in turn shapes their interest”. Young people see themselves as the group that would inherit the earth from their parents and grandparents, therefore, this shapes their interest in protecting their future inheritance from potential destruction. This represent an egoistic interest driven by personal gain. They also have social altruistic interests, i.e. the genuine concern on the impact of climate change on others especially for countries with less resources for mitigation and adaptation. Also, young people have the interest to save the environment (biosphere) from self-destruct due to human activities (Stern and Dietz, 1994). For young people to achieve this objective, requires the adoption and combination of dual identities, on the one hand as students, on the other hand as climate activists. The oil industry also appears to have multiple interests and identities. For instance, while they have genuine interest for the environment which is reflected in the green innovations, they also have high appetite for profits, hence, this explain the continues quest for new oil in the arctic region, and the use of sustainability rhetoric to their advantage.

6.5. Protest - the New Social Norm and Responsibility

Both the industry and the entire society is expected to exhibit “strong feeling of responsibility for the environment” (Knudson, 2016 p.1). Young protesters see protest as a pathway to express their feeling of responsibility, and demand for accountability. In other words, protest is perceived as the new responsibility among the demonstrators. The literature review suggest that everyone is expected to benefit economically from the proceeds of the oil industry due to the egalitarian nature of the society. For instance, the revenue generated contributes to maintaining the social welfare system. However, there is still discontent regarding the expectation of young people in terms of enjoying a healthy environment through “greener products and services” (Reg.no, 2016). Young people perceive the oil industry climate actions as slow-paced and inadequate.

The school protest could be considered as an indication of an evolving social norm within the Norwegian society. Social norm is a “standard of appropriate behaviour for actors with a given identity” (Katzenstein, 1996 p.5). For instance, staying in school is regarded as an appropriate behaviour within the Norwegian society. Therefore, skipping classes for protest is inconsistent

with the established social norm and could be a deviation from the pattern of behaviour. For the oil industry, the quest for new oil and profit is the norm, and the increasing investment in renewable suggest a gradual evolvement of a new norm from fossil to renewables.

How long the protest would last would depends on several factors which are also in accordance with (Lipsky, 1961) postulations. For instance, shared norms, the rate of media attention and coverage, availability of resources, expected rewards, disruptions from COVID 19 pandemic etc. A long-term prevalence of the pandemic would likely polarize climate debate and consequently shift attention from climate issues to economic concerns. The resilience of young people's activism could also be impacted due to a likely feeling of empathy towards an industry that supports the welfare system and has loss huge revenue amidst the pandemic. Also, it is important to note that protest could take a dangerous turn, hence, it is usually more beneficial to address the underlying issues that elicit protest at its inception.

6.6. Green Collaboration

The Norwegian society has a culture that encourages tripartite collaboration between the government, companies, and society. Collaboration requires dialogue which can only be achieved through a social platform. The oil industry and the government seem to have underutilized their agency (capacity) in their response to the protest. Most respondents claimed they are uncertain or unaware of any existing social platform designed specifically in relation to the protest. In order words, the findings suggest an enormous lack of knowledge of any existing platform designed specifically to engage young people in the aftermath of the protest. Although there was mention of Hakatoon, ONS, and sports activities as some of the known platform for youth engagement prior to the protest, they are considered inadequate.

The perception of the response of the oil industry as unperturbed, indicate a gap in collaboration between both parties. A stronger collaboration would likely lead to a more positive perception and or anticipation of an adequate response. Strong compliance by companies in fulfilling their CSR obligations would “strengthen company reputation and attractiveness” (Norwegian Ministry of Trade, Industry and Fisheries, 2013 p.134). Although there is a strong government involvement in establishing strong regulations that guides the operation of the oil industry Knudson (2016 p.1). However, findings reveal that politicians have huge investments in the fossil industry, this could explain the reason for less stringent green policies that could lead to significant progress for transition to renewable energy. For instance, the government still awards new exploration licences to the oil industry amidst the IPCC warning of increased

global warming. The vested interest by politicians therefore could likely affect green collaboration, and the possibility of climate in every decision. Lastly, this could also explain some of the underlining politics of climate change within the Norwegian context.

6.7. Green Youth-Related CSR Programs

Young people still anticipate the oil industry to effectively respond to their demands. For (Seith 1979; Matten et al., 2003; Waddock, 2004; Crampton and Pattern, 2008) an organization's corporate social responsibility should be active and proactive in addressing issues of concern. The industry is perceived as unperturbed, and instead clinging to public relations as a tool for damage control and protection of its corporate image and reputation. One of the likely reasons for the perceived oil industry's unperturbed response could be because CSR is also considered as voluntary in nature as observed by (Mohr et al., 2001; Barth and Wolff, 2009). Consequently, the oil industry is likely not obliged to either respond swiftly or at all to the protesters. Also, maybe because the protest was organized in a form of a social event where young people had music and mostly seem relaxed during the demonstration, this could likely be one of the reasons why the industry has not taken the protesters seriously. It is pertinent however, that the industry and government should take cognizance of the fact that this is just a warning sign that could portend huge socio-economic and political consequences in the future.

CSR within the Norwegian context remains implicit i.e. based on values, engagement, and commitment according to Angus-Leppen et al. 2010; Segroy, 2014 p.33), Young people claim the industry is rather relying on PR stunt to remedy its reputation in the short-term. This suggest a slight shift to explicit CSR approach whose sole aim is publicity stunt and corporate image branding (ibid).

The oil industry contribute enormously through its CSR as could be seen from the programmes of selected oil companies. The key CSR areas revolves around sponsorships of various museums, cultural festivals, sporting activities, clubs, and talent development. Other areas include sponsorship of traditional choirs, brass and opera, promotion of interest in science subjects, and research. There is a collaboration with Sandnes Videregående Skole for students to gain first-hand business life experience. Arctic Frontier appears to be the most relevant program designed to promote intellectual exchange of ideals, and dialogue around climate and the environment particularly as relating to the arctic region. The forgoing CSR programs suggest that while most youths keep fit in sport clubs, and are entertained at music and cultural festivals, many seem unengaged in other critical areas. For instance, there is currently very few

social platforms that encourages participation and involvement of young people in discussions around low carbon transition. Also, many young people seem unfamiliar with the industry's green innovations initiatives.

6.8. Socio-Economic Impact of Protest

The protest suggests an awakening among young people in speaking up and taking a firm stand on environmental issues. If the potentials from the protest is harnessed, it could present the much-needed push on policy makers at various levels to accelerate actions on climate change. The protest also indicates the expression of freedom and liberty among young people, this could improve their psychological wellbeing due to their ability to express their emotions. The solidarity among young people to fight for a common good, could also be an indication of stronger future collaboration among them in advocating for other matters of concern. Overall, the protest has undoubtedly and to a large extent, increased the awareness of the public on climate change and the need for a rapid response.

Protest also present some possible challenges for instance, young people in the long-term, could use the protest as a disguise for truancy. Apparently, skipping classes has its repercussions in the academic life of young people. Some of which includes but not limited to, the loss of unrecoverable (valuable) time for learning, poor grades and a possible repetition of class, delayed graduation, and transition to the labour market etc. Although protest is permissible by law in the Norwegian society, young people involvement in protest could signal the emergence of the culture of resistance among this group, which could be considered as a somewhat deviation from the social norm.

6.9. Political Impact of Protest

The overriding decision on climate action takes place within the political landscape, therefore, for young people to be able to influence the political outcomes, their involvement becomes eminent. Apparently, protest entails participation and involvement, hence, the recent climate activism could likely translate to increased interest, and participation of young people in local politics, or at least interest in the politics of climate change.

On the other hand, empirical evidence suggests the probability for peaceful protest to escalate and take a dangerous turn. Many interest groups see protest as an opportunity to weigh in and possibly high-jack proceedings. It is therefore best to work assiduously towards resolving issues that elicit protest from the onset. Although this projection seems very unlikely in Norway

due to the peaceful nature of the inhabitants, but this does not negate the possibility of occurrence. The government and the industry could therefore avert such projections by heeding to the protesters demands or at least, through a show of sincere commitment and trust building with young people. Lastly, if the government succeeds in lowering the voting age to 16, future politics in Norway could become 'green politics' in the sense that politicians could likely play to the gallery with young people in a bid to emerge, consolidate and use state power. Such strategies could become short-term and counterproductive in addressing climate challenges in the long-term. Ultimately, young people could become a means to an end.

CHAPTER SEVEN: CONCLUSION AND RECOMMENDATION

This study suggests that the genesis of young people's involvement in climate activism has a strong link with climate politics, which undermines accelerated climate actions at both the national and international level. State self-interest remains the overriding determinant for cooperation and or compliance to international agreements on climate change. The research questions and the methods utilized facilitate the collection of suitable qualitative data through semi-structured interview and discourse analysis which takes cognizance of the context. The behaviours and actions of the actors in this study are influenced by their interest which are either egoistic, social altruistic and biospheric. These interests play a vital role in shaping the social reality of actors in terms of how they construct and construe their realities. The media, academic institutions, social groups etc also contribute to this process. Social constructivism therefore facilitates the understanding of how young people and the industry construct their social realities, and why these actors have multiple interests and identities.

Overall, the findings suggest that some young people perceive the activities of the oil industry as having high environmental impacts, in addition, some perceive the exploration of new oil fields as an indication of low compliance to IPCC warnings of increasing global temperature, and the resolutions of the Paris Agreement. Furthermore, some young people see the industry as an incumbent regime resisting taking bold measures that would lead to significant and accelerated climate actions and transition from fossil to sustainable energy. Furthermore, the industry is perceived as a very influential sector in shaping political decisions on climate actions, hence, collaborators with politicians. While many young people acknowledge the efforts of the industry, however, some feel the climate measures are either slow-paced or inadequate, this is against the backdrop that societal expectations are high due to the high environmental and CSR standards in the Norwegian Society.

Climate protest by young people in school is therefore a manifestation of the effect of inadequate measures in addressing climate crisis as being experienced. While the older generation seem to be taking baby-steps in their climate actions, the younger generations has begun taking the supposedly adult / bold steps as a mitigation measure. It is paramount to note that young people alone cannot solve the current climate crisis, the responsibility is for all and sundry in the society. Young people expect the industry to increase their climate mitigation efforts, the virtue of their involvement in activism, suggest optimism rather than desperation. Therefore, they must be encouraged through a more inclusive and participatory CSR

programmes. Young people seem to have taken a promising path that would likely guarantee a more sustainable future for all.

How young people perceives and portrays the industry as shown above, suggest the need for improved engagement of youths through the industry's CSR programmes. This will ensure that young people get deeper insights on the industry's climate initiatives, and at the same time provide them the space to communicate their stakeholder-expectations than resorting to protest as a means of expression. In order words, a broaden industry CSR would facilitate mutual communication and dialogue between the industry and young people, apparently, this could be considered as a preferred alternative to protest.

The evaluation of the CSR focus areas of some oil companies prior to the protest, suggest paucity of knowledge-based, communication and dialogue-oriented CSR engagement programs for young people. Such programmes would increase the capacity of youths to communicate their expectations and the changes they envisage in terms of measures for climate actions. Transition to low-carbon society requires societal support to achieve success, CSR would contribute to this process by engaging the public particularly younger people who overtime has developed different expectations from the industry. Therefore, CSR not only has the potential of bridging knowledge gap among young people, as well as increasing their engagement, and participation in proffering measures for accelerating climate actions, but also, could contribute towards averting the socio-economic and political repercussions of unabated protests.

Recommendation

Stakeholders' interest is prioritised within the Norwegian context, as shown by (Midttun et al. 2013 and Segroy, 2014). However, this study reveals that most young people are unimpressed with the oil industry in terms of their perceived response to the protest. Young people still anticipate their demand for accelerated climate action to be prioritized, and for their voices to be heard. While CSR in Norway remains "relatively stable" (Segroy, 2014 p.30) the protest suggests the need for broadening of the industry's youth related program as part of its CSR initiatives. Such programs would provide the needed social platform that would likely guarantee increased dialogue, and an opportunity for young people to ask questions on what the industry is doing, and how they are doing it. Apparently, this would likely ensure that young people are able to track progress made. Furthermore, it will increase young people's participation, and involvement in shaping their energy future. However, much needed change

can only take place within the national guideline and framework for CSR in Norway because resolutions from such landscape would more likely elicit compliance from the oil industry. To achieve this therefore, the government must involve both the youths, the research community and policy actors responsible for the national guidelines to work together in making the necessary adjustments.

Many young people seem to lack the knowledge of oil industry green innovation. Hence, educating the public on the green initiative of the industry is key to understanding the progress being made and what could be improved upon. Climate education should be broadened in Norwegian academic institutions to equip young people with requisite knowledge with regards to the importance of innovative mitigation measures, adaptation, and climate justice especially for developing countries. Empirical findings suggest that many countries in the global south suffer the most from the impact of climate change due to limited capacities. Future academic research should also focus on some of these countries who patronize Norwegian oil without adequate resources to invest in renewable energy systems.

Also, efforts should be made to ensure increased response and participation of energy companies and other institutions in neutral (non-sponsored) academic research, as this will not only increase positive perception regarding their openness and reputational challenges but would likely increase public trust towards them. Green washing and all forms of sustainability rhetoric at any level must be jettisoned as this hampers trust building between the industry and young people. It is better and understandable to practically move slow in terms of energy transition than to be fast paced literally.

Politics remain a key deciding factor in how much progress is made in terms of achieving an accelerated climate action. This is because a lot depends on policy change through the policy makers both within the national and international levels. For meaningful progress to be achieved domestically, bipartisanship must be embraced. Politicians despite party affiliations must think of the collective good of the environment and society. Decisions on climate actions must become more strategic and not overwhelmingly economically driven. Countries must show increased commitment in the implementation of the Paris Climate Agreement. Actions that contravenes such agreement should be reconsidered and jettisoned. Only by so doing can the global temperature be kept below 1.5 degrees as recommended by the Intergovernmental Panel on Climate Change (IPCC). Many countries still look up to the Norwegian CSR model due to its uniqueness and outstanding qualities discussed earlier in this study. How the oil

industry responds in the future, would apparently influence their admirers across the globe, as well as the longevity or direction of the climate protest.

On the individual level, adjustment in lifestyle among young people such as changes in the consumption pattern of plastic-based products, and the reduction in the patronage of fossil powered transportation, could go a long way in mitigating climate change. Young people need to maintain the idea of rapid climate action, because apparently, that would invariably be considered their treasured contribution in the transition process.

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APPENDIX

CONSENT FORM



Are you interested in taking part in the master thesis research project titled?

(The Oil and Gas Industry CSR and the School Climate Protest in Norway)

About thesis

This is an inquiry about participation in a research project where the main purpose is to [examine the ongoing climate protest by young people in Norway, and whether the oil and gas industry are adjusting their CSR to meet the interests of the youth. Young people constitute an integral part for climate action, they are also an indispensable group in the Norwegian oil and gas sector, on the other hand, companies are expected to create values across environmental, social, and economic dimensions as stipulated by the Norwegian CSR guidelines and national priorities.]. In this letter we will give you information about the purpose of the project and what your participation will involve.

Purpose of the project

The study is aimed at broadening knowledge, understanding, and strengthening of the relationship between the oil industry and youths towards transition to a low carbon society. Also, given that Norway is the green capital of Europe, the study would provide valuable lessons for others to emulate. To achieve the above aim, the research seeks to ask the following question.

Q1. In what way were the oil and gas companies and their activities perceived and portrayed by the young protesters?

Who is responsible for the research project?

[Ejike Okonkwo, master student in Energy, Environment and Society at the University of Stavanger, Norway]

Why are you being asked to participate?

The first respondent's category involves 12 students purposively drawn from various universities in Norway and who either participated in the recent climate protest or intend to participate in future protests or have an idea or perspective that would contribute to a better climate action and or have study programs related to energy, environment and climate change.

What does participation involve for you?

Data to be collected through a semi-structured interview via Skype and Teams would include perspective and opinion. Interview would be recorded for transcription and analysis. The research does not require your personal information such as name, age, race, nationality etc.

If you chose to take part in the project, this will involve that you provide your online contact information e.g. Skype username for initiating the interview and the convenient time you would be available. Participants will not be identifiable (i.e. would be anonymous) in the study. Interview will take approx. 20 minutes. Example of questions to be asked in the interview include:

How would you describe the climate protest by young people in school and what is the protest all about? How did young people in school get involved in the protest? How would you describe the end goals intended to be achieved through the protest or what has been achieved so far? How does the oil and gas industry contribute to climate change in Norway? How was the oil industry portrayed during the protest? Etc

Participation is voluntary

Participation in the project is voluntary. If you chose to participate, you can withdraw your consent at any time without giving a reason. All information about you will then be made anonymous. There will be no negative consequences for you if you chose not to participate or later decide to withdraw.

Your personal privacy – how we will store and use your personal data

We will only use your personal data for the purpose(s) specified in this information letter. We will process your personal data confidentially and in accordance with data protection legislation (the General Data Protection Regulation and Personal Data Act). Your perspective and opinions will only be accessible to the researcher and upon request by the researcher's

supervisor. Also, the data collected would be saved using code and would be referred to during analysis by code name. e.g. respondent S1, S2, S3, etc.

What will happen to your personal data at the end of the research project?

The project is scheduled to end on or before [08.31.2020]. Collected identifiable personal data (voice recording) will be deleted as it would have been transcribed and analysed for the study.

Your rights

So long as you can be identified in the collected data, you have the right to:

- access the personal data that is being processed about you
- request that your personal data is deleted
- request that incorrect personal data about you is corrected/rectified
- receive a copy of your personal data (data portability), and
- send a complaint to the Data Protection Officer or The Norwegian Data Protection Authority regarding the processing of your personal data

What gives us the right to process your personal data?

We will process your personal data based on your consent.

Based on an agreement with [the University of Stavanger], NSD – The Norwegian Centre for Research Data AS has assessed that the processing of personal data in this project is in accordance with data protection legislation.

Where can I find out more?

If you have questions about the project, or want to exercise your rights, contact:

- Researcher: Ejike Okonkwo (eo.okonkwo@stud.uis.no)
- Supervisor: Thomas Michael Sattich, (thomas.sattich@uis.no)
- Data Protection Officer at the University of Stavanger: (personvernombud@uis.no)
- NSD – The Norwegian Centre for Research Data AS, by email: (personvertjenester@nsd.no) or by telephone: +47 55 58 21 17.

Yours sincerely,

(Researcher)

Ejike Okonkwo

Consent form

I have received and understood information about the project [The Oil and Gas Industry CSR and the School Climate Protest in Norway] and have been given the opportunity to ask questions. I give consent:

to participate in (*an interview*)

I give consent for my personal data (voice recordings) to be processed until the end date of the project, approx. [08.31.2020]

(Signed by participant, date)

Interview Guide

How was the oil and gas companies and their activities perceived and portrayed by the young protesters?

1. How would you describe the climate protest by young people in school and what is the protest all about?
2. How did young people in school get involved in the protest?
3. How would you describe the end goals intended to be achieved through the protest or what has been achieved so far?
4. How does the industry contribute to climate change in Norway?
5. How was the oil industry portrayed during the protest?
6. How long do you think the protest would last and why?
7. How would you describe the reaction or response of the oil industry since the protest began?
8. Do you think the oil industry is making efforts to reduce CO₂ and in what ways?
9. Is there any social platform sponsored by the oil industry for dialogue and discussions about young protesters demands?