



university of
groningen

faculty of behavioural
and social sciences

environmental psychology

3-Feb-20 | 1



The human dimension of the energy transition

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Psychology and climate change

- › Which factors influence behaviour?
- › Which strategies can be implemented to change these factors and behaviour
 - Effects
 - Acceptability

Sustainable energy behaviour

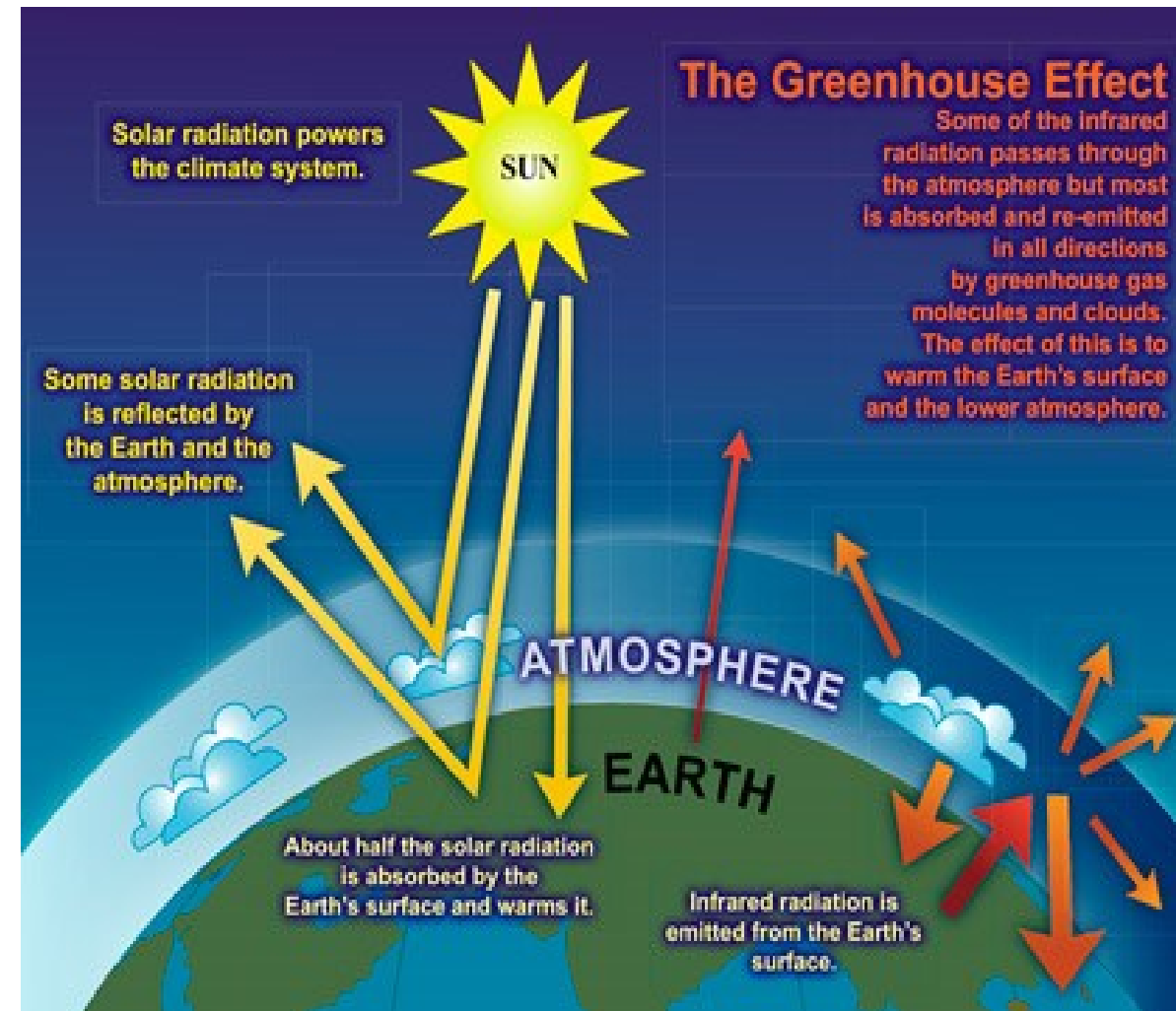




Promoting sustainable energy behaviour

- › Information: if people would know, they would change their behaviour
- › Extrinsic motivation: make pro-environmental actions more attractive
- › Intrinsic motivation

10 Worst Environmental Issues Facing Our Planet





Donald J. Trump ✓

@realDonaldTrump



In the East, it could be the COLDEST New Year's Eve on record. Perhaps we could use a little bit of that good old Global Warming that our Country, but not other countries, was going to pay TRILLIONS OF DOLLARS to protect against. Bundle up!

1:01 AM - Dec 29, 2017

 137,515
  66,670
  208,732





Values and persuasion



Environment

Do You Care About the
Environment?

Take a coupon for a FREE
professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption which *harms our environment*.
- Properly inflating tires cuts back vehicle emissions.



Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073

Money

Do You Care About your
Finances?

Take a coupon for a FREE
professional tire check!



Source: www.fueleconomy.gov

- Like balloons, your tires lose pressure over time.
- Improper tire pressure increases fuel consumption, which is expensive.
- Properly inflating cuts back fuel costs.



Participating stations:

Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073

Control

Take a coupon for a FREE
professional tire check!



Source: www.fueleconomy.gov

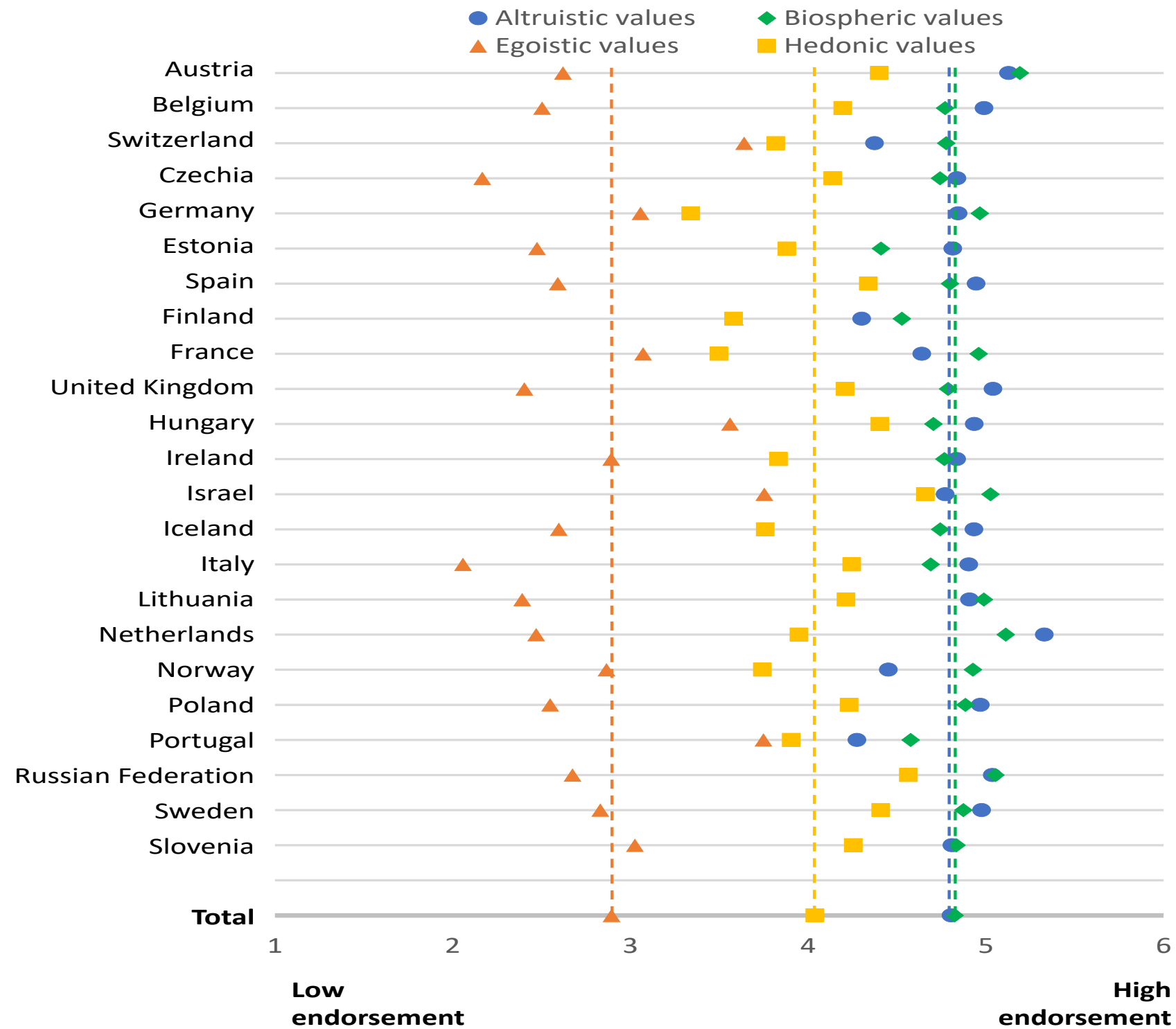
- Like balloons, your tires lose pressure over time.
- The average U.S. driver travels 12,000 miles yearly.
- Not everyone checks their tires regularly.



Participating stations:

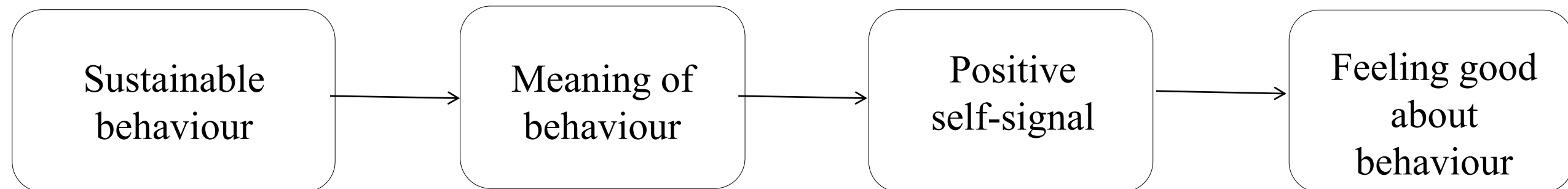
Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street

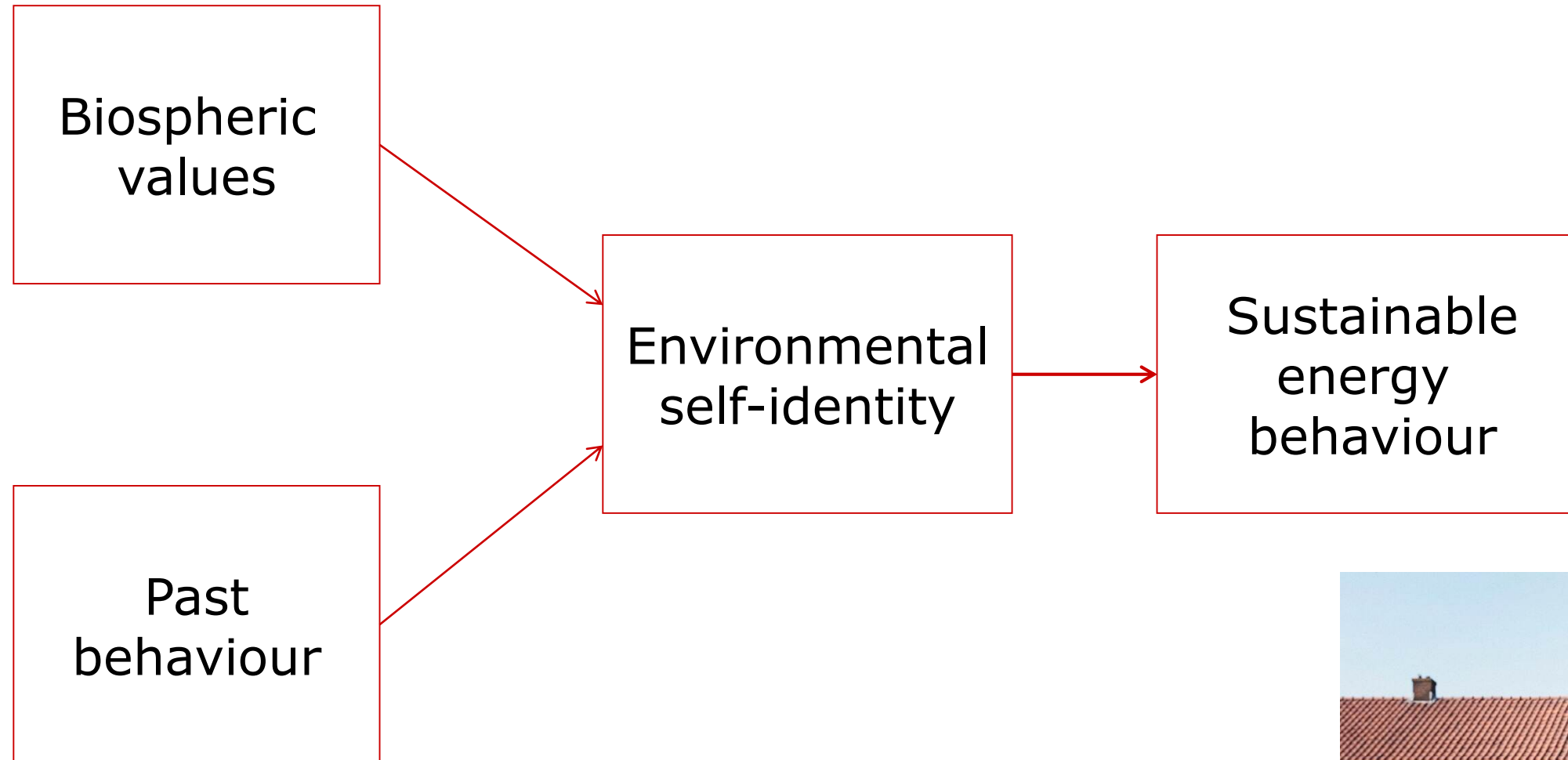


Eudaimonia

- › Acting sustainably feels good because it is meaningful
 - Particularly when voluntary and strong biospheric values
- › Positive self signal
- › Encourages sustainable energy behaviour



Environmental self-identity



Involvement in community energy initiatives



Motives to be engaged in a community energy initiative



Corporate Environmental Sustainability

More sustainable energy behaviour:

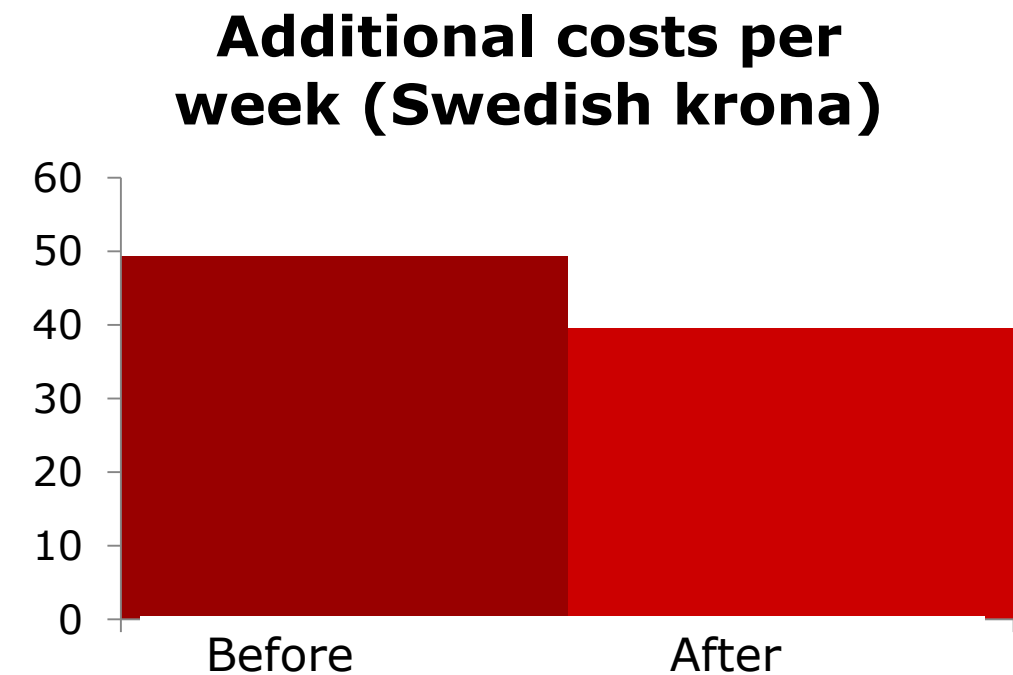
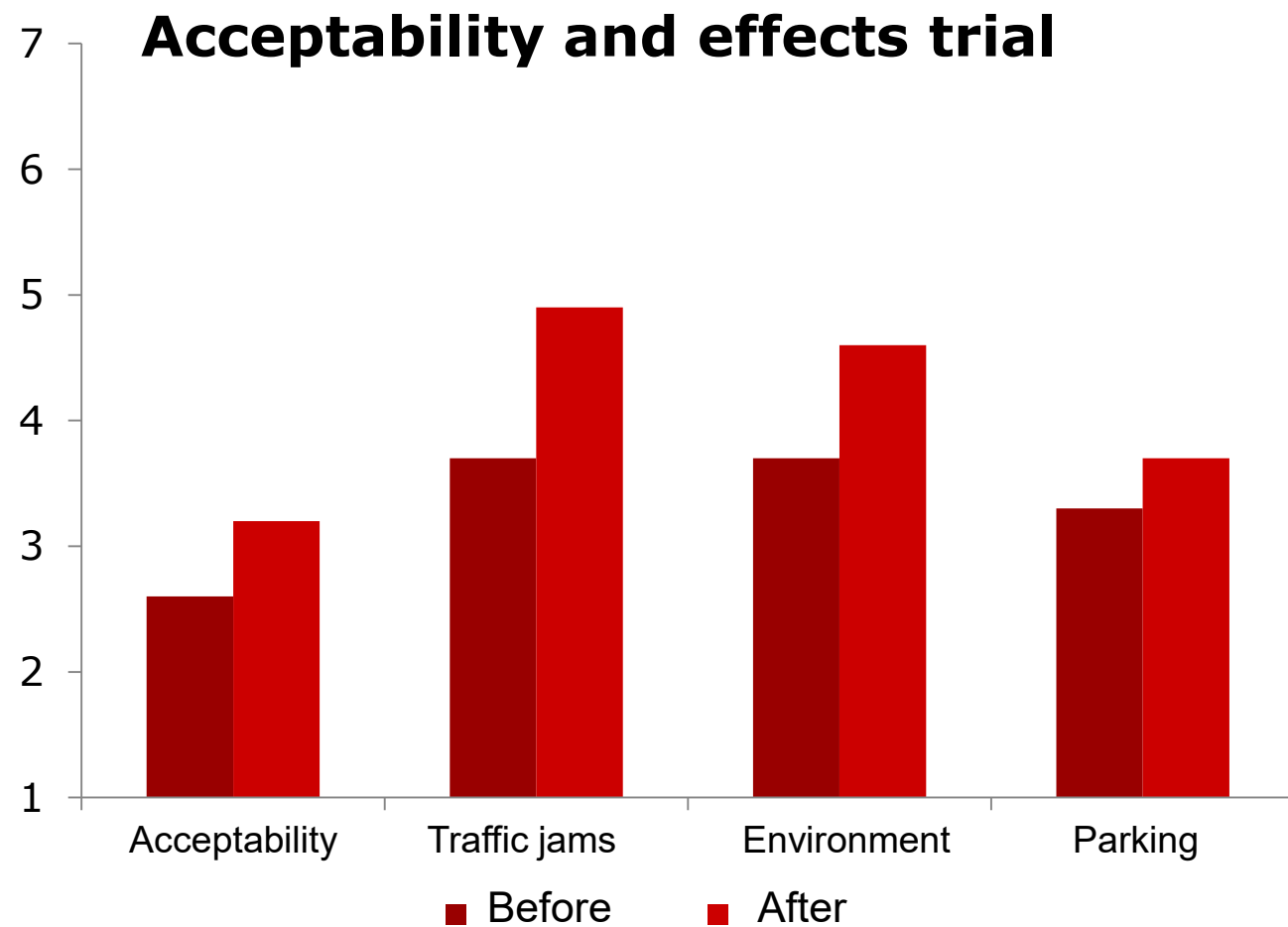
- › when employees strongly endorse biospheric values
- › when they believe their organisation is committed to CER
- › CER particularly encourages sustainable energy behaviour when employees do not strongly endorse biospheric values



Factors influencing public acceptability



Effective trials



Conclusions

- › Multiple motivations affect sustainable energy behaviour
- › Intrinsic motivation is a solid base for consistent pro-environmental behaviour
- › Create context that activates and supports biospheric values and offers co-benefits
- › Engage the public in decision making and ensure mutual trust

Thank you!
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