



(Research on Lifestyles, Values and Environment)
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

FORTHCOMING SEMINAR

Monday 16 March, 2009, 1300-1400

45b AZ 04
University of Surrey

Linda Steg
University of Groningen, Department of Psychology

Encouraging pro-environmental behaviour

Environmental quality strongly depends on human behaviour patterns. I will present a general framework for understanding and promoting pro-environmental behaviour, comprising: (1) identification of the behaviour to be changed, (2) examination of the main factors underlying this behaviour, (3) design and application of interventions to change behaviour to reduce environmental impact, and (4) evaluation of the effects of interventions. I will present results conducted by the environmental psychology group at the University of Groningen in which these issues have been addressed. More specifically, I will discuss ways to measure behaviour, and elaborate on the role of affect and moral considerations in explaining environmental behaviour. Next, I discuss the effects and acceptability of interventions aimed at changing behaviour, notably informational and pricing strategies. Finally, I will elaborate on ways to assess the effects of environmental policies on quality of life.

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