



Human dimensions of the sustainable energy transition

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Environmental Psychology





Environmental Psychology

- > Factors influencing preferences and behaviour
- > Interventions to change preferences, behaviour and its antecedents
- > Acceptability of policies
- > Evaluate effects of policies





Altruistic



Biospheric



Egoistic



Hedonic



Values steer attention





Renewables vs. nuclear power





Strong egoistic
 values





Strong biospheric
 values





Environment

Money

Control

Do You Care About the Environment?

Take a coupon for a FREE professional tire check!



- 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.

Source: www.fueleconomy.gov



Participating stations:

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

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073

Do You Care About your Finances?

Take a coupon for a FREE professional tire check!



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

Source: www.fueleconomy.gov



Participating stations:

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

Snappy Lube #24
2405 Market Street
Christiansburg, VA 24073

Take a coupon for a FREE professional tire check!



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

Source: www.fueleconomy.gov



Participating stations:

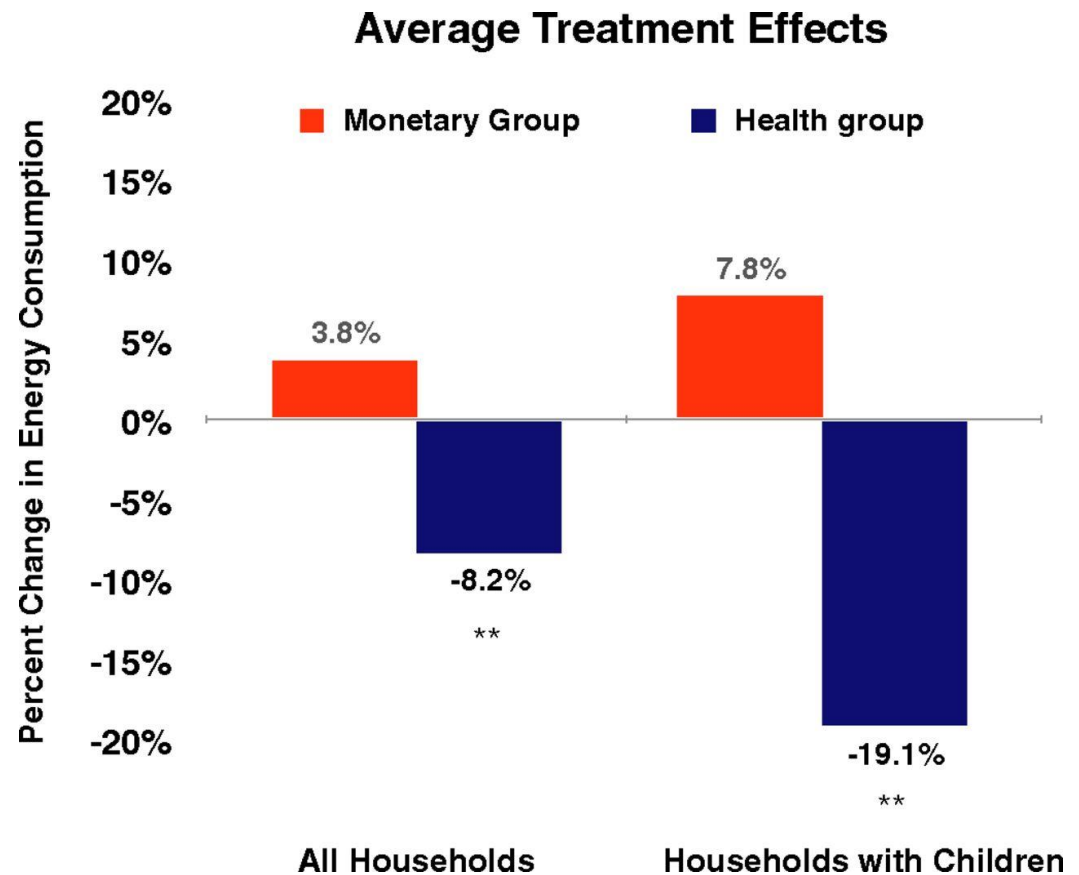
Snappy Lube #23
1402 N. Main Street
Blacksburg, VA 24060

Snappy Lube #24
2405 Market Street



Reducing household energy consumption in the US:

- Environmental and health messages
- Financial messages



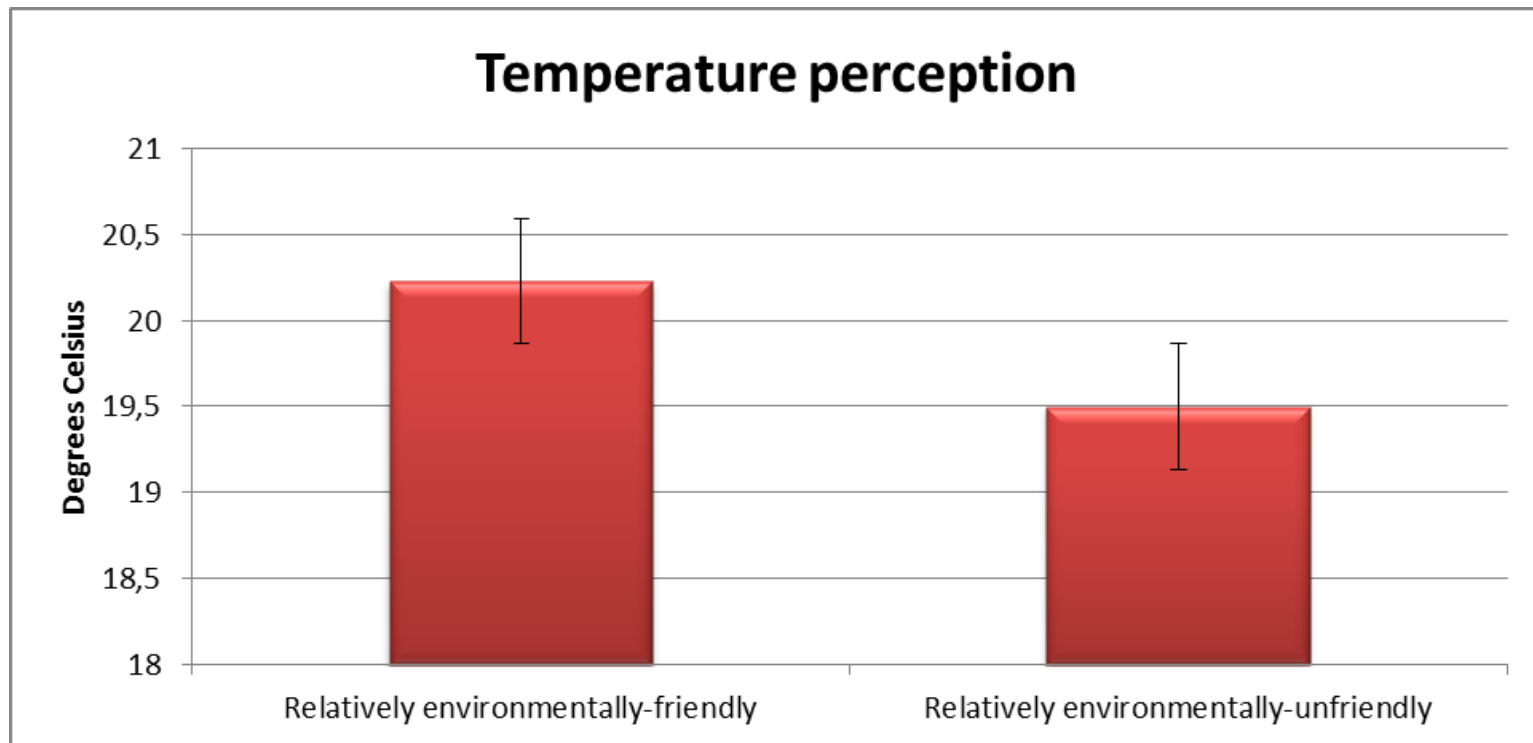


Pro-environmental behaviour and well-being

- > Sometimes pleasurable – hedonic wellbeing
- > Oftentimes meaningful – eudaimonic wellbeing
- > Encourages pro-environmental actions



Acting green elicits a literal warm glow





Environmental self-identity

