



Individual factors affecting pro-environmental behaviours at work



Final Seminar, December 2013, Brussels

Aim

- Creating an understanding of:
 - To what extent individual factors influence pro-environmental behaviour at work
 - The relationship between pro-environmental behaviour at work and at home

Method

- Examine individual factors promoting or hindering pro-environmental behaviours at work
 - Theoretical analysis
 - Questionnaire study among employees at different levels in organizations
 - Life-history interview with selected key actors at different levels

Theoretical analysis

- Which factors affect pro-environmental behaviour at work?
 - Normative consideration: act pro-environmentally even when this is somewhat costly
 - Strength of normative goals relative to hedonic and gain goals depends on:
 - Individual factors that determine the chronic strength of goals (values)
 - Situational factors that determine the strength of goals in a particular situation

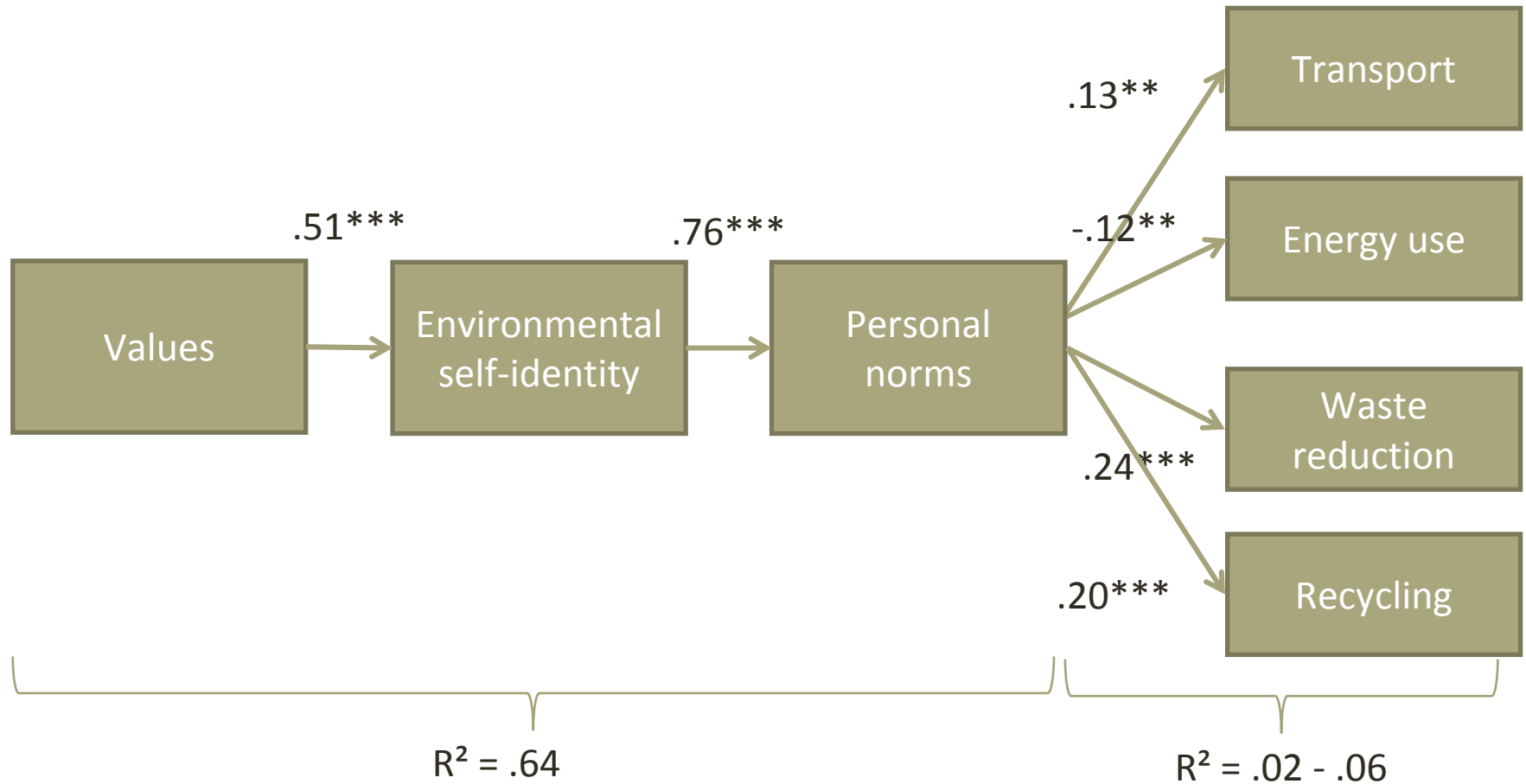
Ruepert, A.M., Steg, L., & Keizer, K. (under review). Theoretical basis for organizational pro-environmental research. In J. Barling, & J. Robertson (Eds.) *The Psychology of Green Organizations*. NY: Oxford University Press

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Theoretical analysis: individual factors

- General antecedents may affect many different behaviours at once
- Normative goals strength depends on:
 - Biospheric values
 - Environmental self-identity
 - Personal norms to act pro-environmentally at work

Empirical evidence



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Theoretical analysis: situational factors

- Strong barriers and limited autonomy
 - May inhibit people to act upon their biospheric values and environmental self-identity
 - Non-autonomous behaviour not ascribed to the self
- Focus on profit generation
 - Strengthen gain goals and weaken normative goals
 - biospheric values and environmental self-identity less predictive of pro-environmental behaviour at work
- Corporate social/environmental responsibility
 - Strengthen normative goals

Theoretical analysis: situational factors

- High levels of formally shaped social interactions
 - Care for the organization's environmental norms by higher-ups is a prerequisite for their effectiveness
 - Stress respect and care of the organization's environmental norms by the lower echelon

Spillover

- Weak correlations between different types of behaviour
 - Different antecedents and barriers
 - General strategies to promote different pro-environmental behaviour not likely to be effective
- Correlations between pro-environmental behaviour at work and at home
 - Similar antecedents and barriers
 - Direction of spillover is not clear
 - Spillover may increase when serious barriers for acting pro-environmentally are removed, as similar factors activate personal norms towards different behaviours

Conclusion

- Remove barriers for pro-environmental actions
 - enable people to act upon their personal norm to act pro-environmentally at work
- Strengthen effects of biospheric values and environmental self-identity on behaviour by removing situational barriers
 - Increase feelings of autonomy
 - Decrease the saliency of cues indicating that profit-making, economics, and competition play are the focus of the organization
 - Ensure compliance (to environmental norms) by higher-ups, and stress that fellow colleagues respect pro-environmental norms as well

Thank you!