



# Psychological perspective on the sustainable energy transition

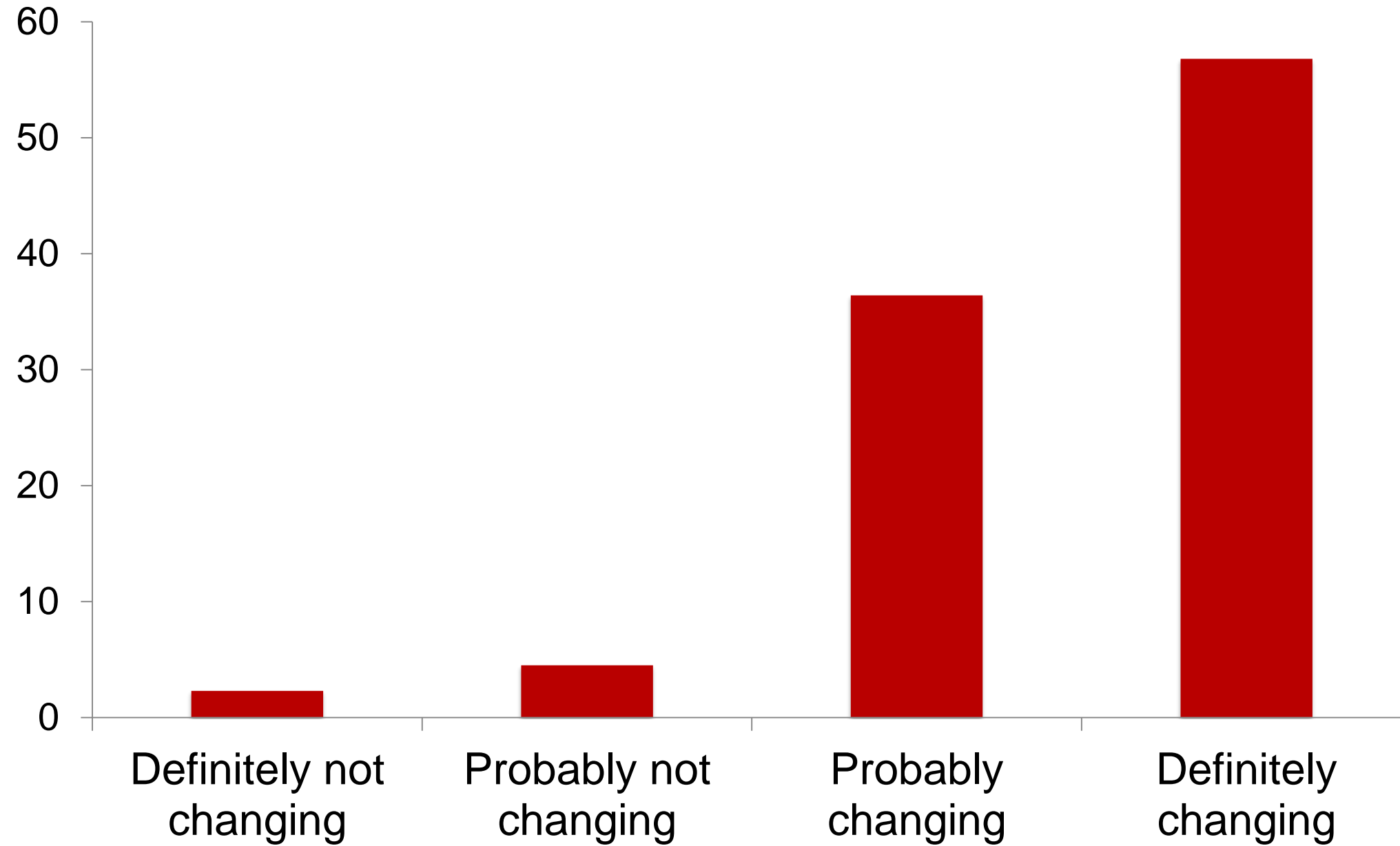
Linda Steg

University of Groningen, Department of Psychology

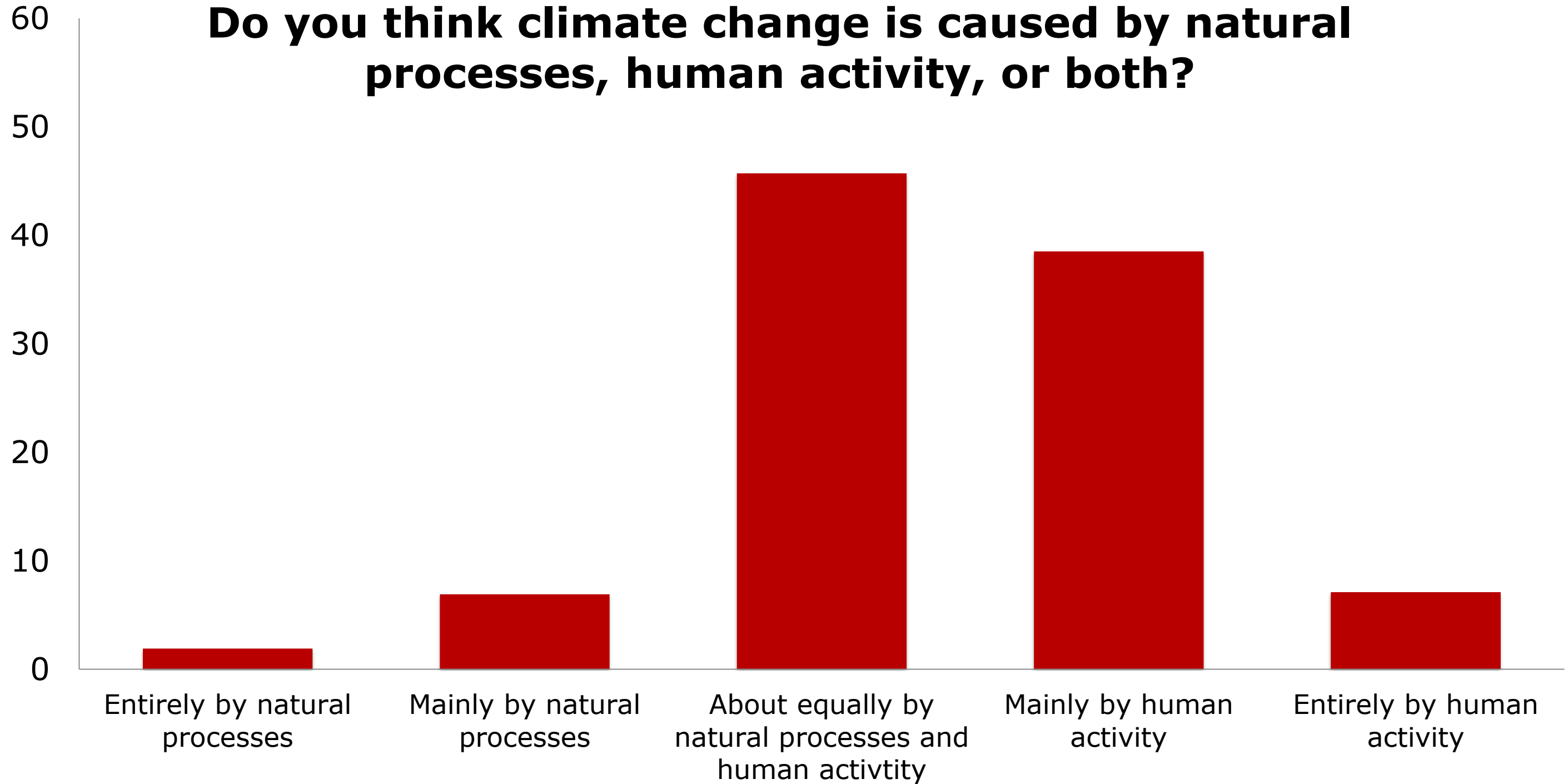


**IPCC report: 'Code red' for human driven global heating,  
warns UN chief**

## Do you think the world's climate is changing?



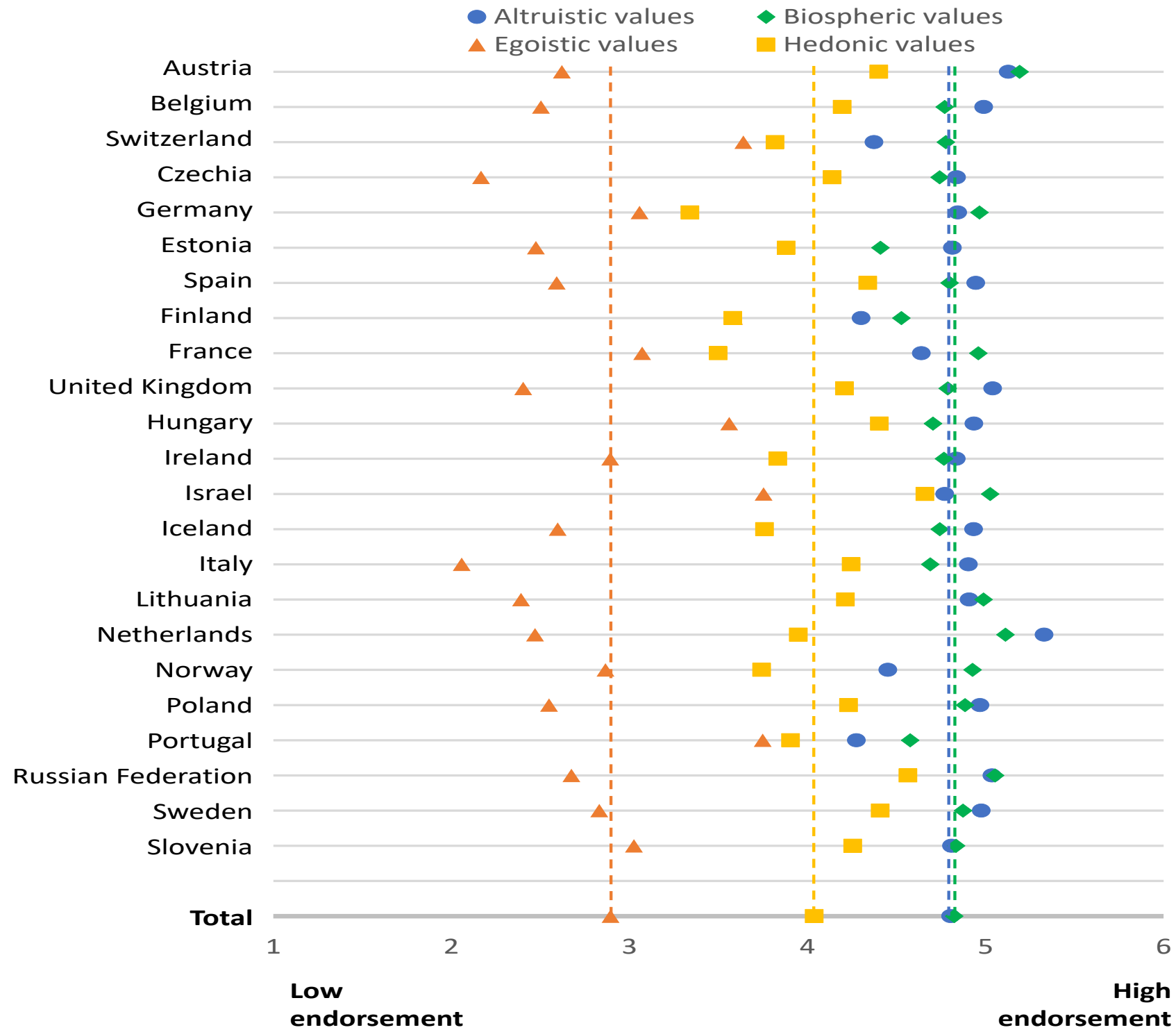
# Do you think climate change is caused by natural processes, human activity, or both?

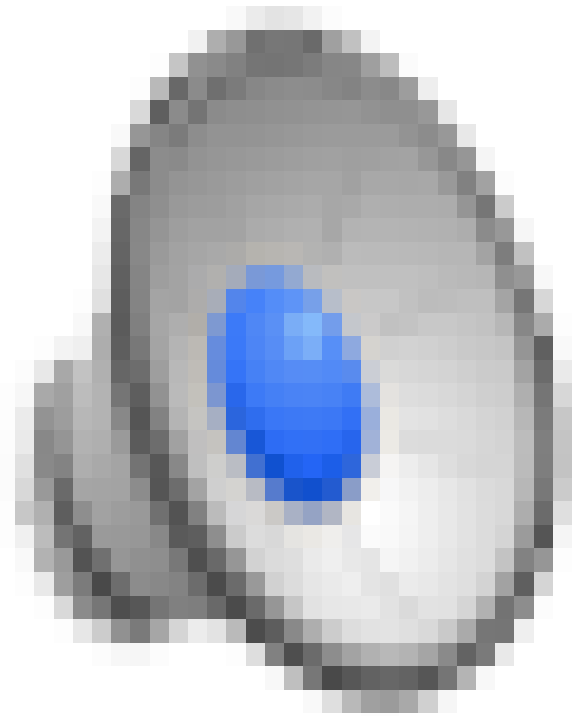


# Climate mitigation behaviour











## Environment

### Do You Care About the Environment?

Take a coupon for a FREE professional tire check!



Source: [www.fueleconomy.gov](http://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](http://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](http://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:

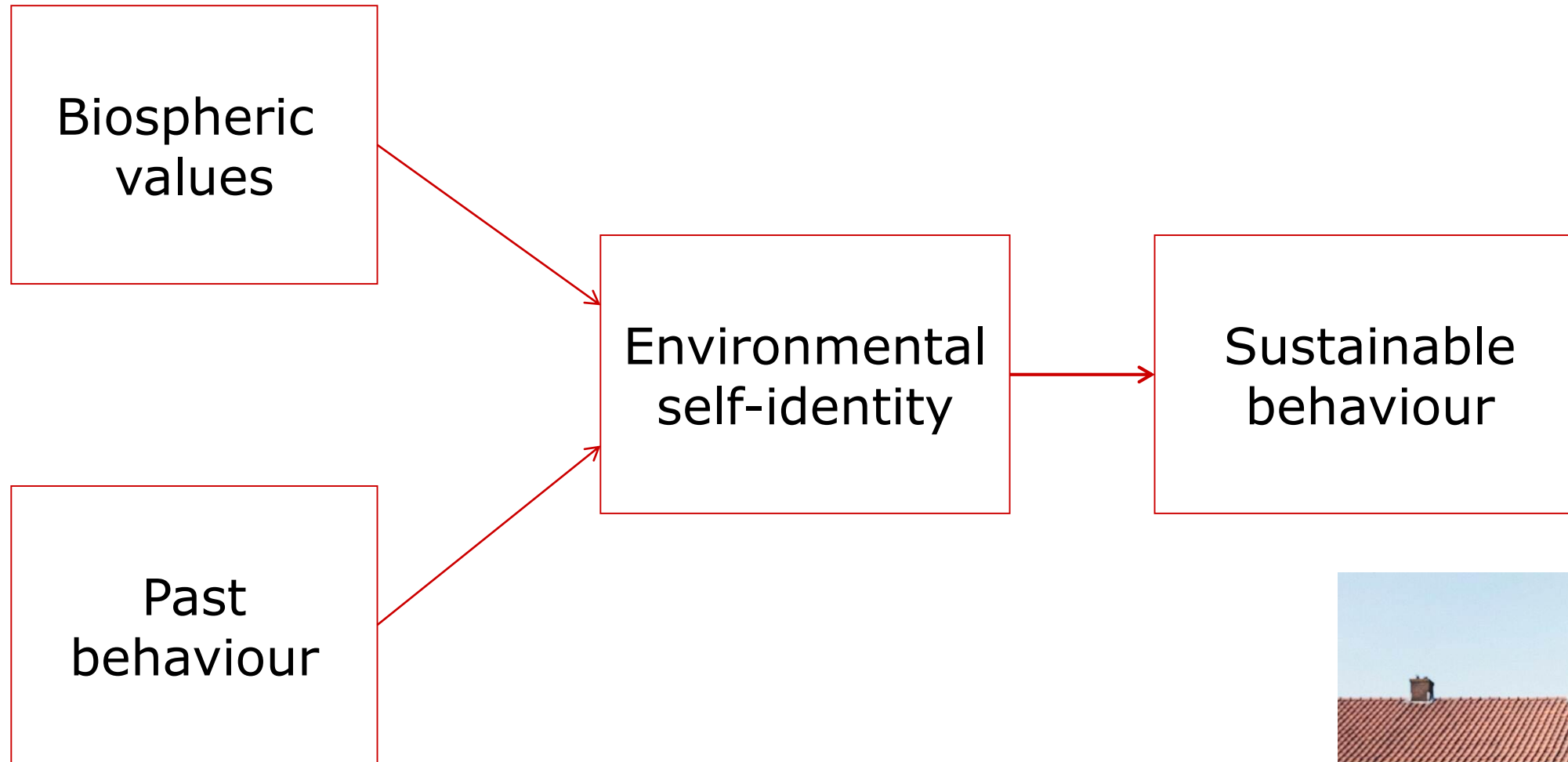
Snappy Lube #23  
 1402 N. Main Street  
 Blacksburg, VA 24060

Snappy Lube #24  
 2405 Market Street

# Changes in behaviour 2020-2022 in NL

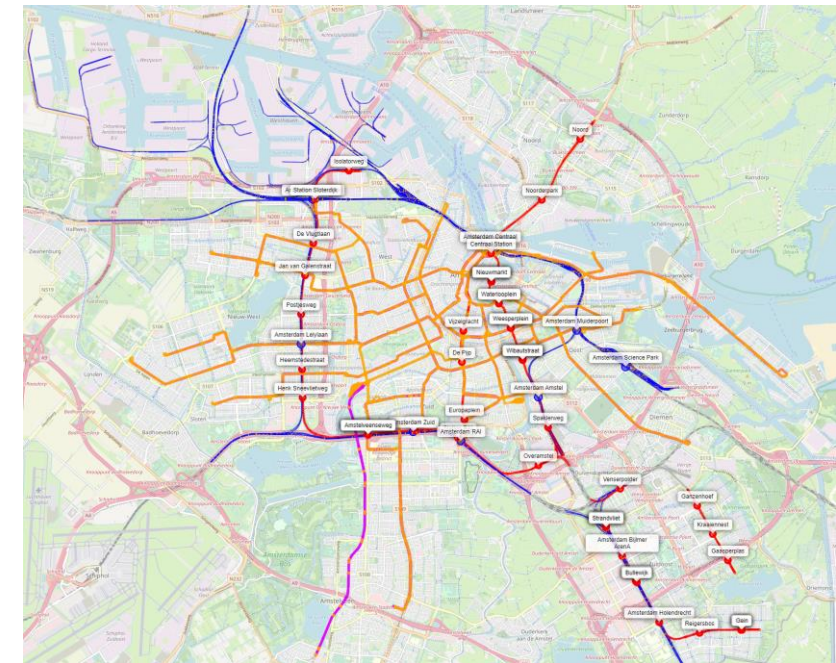
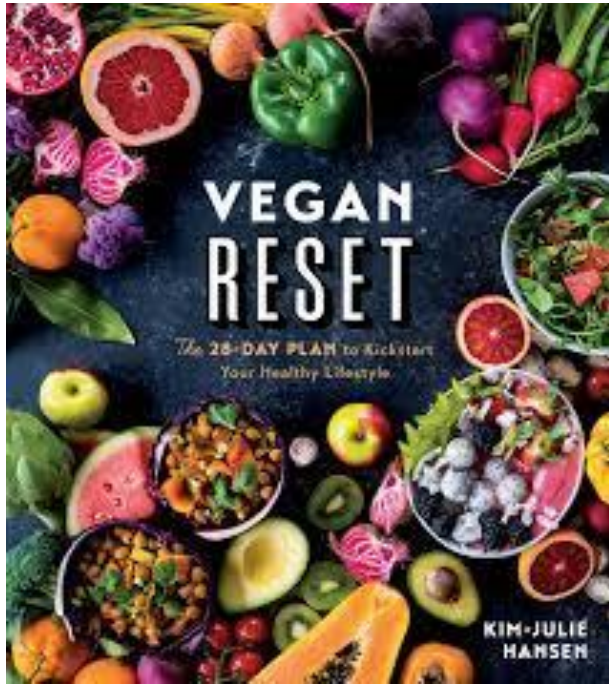
- > Fly less (-44%)
- > Buy CO<sub>2</sub> compensation (+7%)
- > Drive less (-16%)
- > Eat less meat (-7%)
- > Shorter shower (-7%)
- > More solar PV (+10%)
- > Buy second hand clothes (+5%)

# Environmental self-identity



# Corporate Environmental Sustainability





# Factors influencing public acceptability

COST  
BENEFITS



# Conclusions

- › Multiple motivations affect sustainable energy behaviour
- › Many people care about nature, the environment, and climate change
- › Create context that activates and supports biospheric values and offers co-benefits
- › Policies and changes should be fair

Thank you!  
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