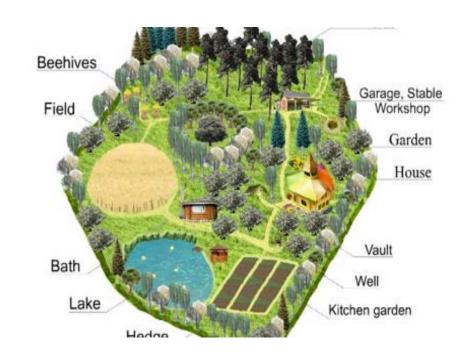
How can villages become ecovillages?

Dr Peter Forster
Ms Marybeth
Pereira



Human activity & climate change

- Human activity probably contributes (Crowley, 2000; Levitus et al., 2001; Stott et al., 2000)
- We can reduce our impact by:
 - Recycling
 - Using public transportation
 - Purchasing local and environmentally friendly products
 - Conserving energy
 - Conserving water, and so on (Stern and Gardner, 1981a, 1981b; Stern, 2000)

RECYCLE

Why don't people do more?

- Lack of knowledge about the causes, consequences and current state of climate change (Sundblad, Biel and Gärling, 2009)
- The costs to individuals override or outweigh the benefits to others (Burke, 2010)
- The belief that the actions of individuals have little or no effect on climate change (Burke, 2010)
- The belief that technological advances will provide a solution in the future (Burke, 2010)
- The sunk costs in established habits and prior investments (Burke, 2010)
- A lack of trust in the government and other information sources (Burke, 2010)

Theories of connectedness

- Wilson (1984, 1993: 31–41) described biophilia as an emotional and innate connection people have with all living things. It assumes that most people will have a preference for natural environments.
- Stern et al. (1999) developed the valuebelief-norm (VBN) model. In this model, our values can activate beliefs about the environment and, in turn, these beliefs cause us to behave in certain ways towards the environment.

- 1. Connectedness to nature will have a significant positive relationship with proenvironmental behaviours when social desirability is controlled for.
- 2. Egoistic, altruistic, and biospheric values will have a significant positive relationship with pro-environmental behaviours when controlling for social desirability.

- Participants
- Measures:
 - Connectedness to Nature Scale
 - Environmental Concerns Scale
 - Environmental Behaviour Scale
 - Crowne-Marlow Social Desirability Scale



Results:

- Connectedness to nature was **positively** correlated with pro-environmental behaviours, r(74) = .36, p < .01
- Egoistic values were **not** related to proenvironmental behaviours r(73) = .10, p = .39.
- Altruistic values were **positively** related to proenvironmental behaviours, r(74) = .33, p < .01, as were biospheric values, r(74) = .37, p < .01

Results:

- The positive relationship found between connectedness to nature and proenvironmental behaviour confirms our first hypothesis.
- The second hypothesis was partially supported as altruistic and biospheric values, but not egoistic values, were positively related to pro-environmental behaviours.

How to increase pro-environmental behaviour...

- Education is not enough We need to change beliefs
- Repetition helps
- And some environmental changes can change behaviour too



Example – planting trees leads to:

- Fewer accidents
- Increased value of property
- Improved health and well-being
- Reductions in crime



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