From Sustainable Hype to Sustainable Reality: Exploring the Gap Between Intent and Behaviour Among the “Oat Milk Elite"

Master thesis

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Abstract

Climate change has far reached implications for humans and nature, such as, extreme weather and climate refugees. This worries many Dutch people (65%), especially because of the country's susceptibility to flooding. However, despite their concerns and good intentions, many people seem unable to change their unsustainable behaviour. Felix Wolf points out that there is much knowledge about proponents and opponents of climate change, but little about the middle group: people with pro-environment attitudes (PEI) who are not yet actively contributing. One example is the oat milk elite (OME): young people who see sustainability as a trend and take sustainable actions only if it fits within their lifestyle. This research looks at the effect of being OME on the relationship between PEI and pro-environmental behaviour (PEB). Regression analyses and a regression analysis with moderation were utilized to understand the relationship between intent and behaviour and the influence of being OME on this. The research found a positive relationship between intent and behaviour and found that being part of the OME strengthens this. Overall, those who are part of the OME exhibit lower levels of PEB for lower levels of PEI and higher levels of PEB for high levels of intent compared to the non-oat milk elite. Intentions play a more important role for PEB among the OME than among those who are not OME. This is due to the fact that being OME comes with social pressure to fit in a certain lifestyle in which sustainability is not the most important thing, being trendy is. When PEI is then low PEB remains low as well.

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Ethical statement

This research has received ethical approval from the ethical board of Utrecht University on: 23-02-2024, the reference number is: 24-0381.

Table of contents

Abstract 1
Acknowledgement 2
Ethical statement 2
1. Introduction 5
2. Theory 7
2.1 Beliefs, Intent, and Behaviour: The Interplay of Behavioural and Environmental Theories 7
2.2 The Discrepancy Between Pro-environmental Intent and Pro-environmental Behaviour 8
3. Methods 11
3.1 Ethics 11
3.2 Data: LISS Panel & self-collected 11
3.3 Sample 12
3.4 Operationalisation 12
3.4.1 Appending the datasets 12
3.4.2 Dependent variables: Pro-environmental Behaviour 12
3.4.3 Independent variable: Pro-environmental Intent 13
3.4.4 Moderator: Oat Milk Elite 13
3.4.5 Control variables 14
3.4.6 Analysis 16
3.4.7 Analysis policy question 16
4. Results 17
Descriptives 17
Intent vs. Behaviour 18
Oat Milk Elite and Pro-environmental Intentions and Behaviour 19
Intentions 19
Behaviour 20
Intent vs. Behaviour “Oat Milk Elite” 22
Policy results 24
Preferences for intervention options 24
Motivators Pro-environmental Behaviour 25
5. Conclusion and discussion 27
6. Policy advice 31
Bibliography 35
Appendix 40
Appendix A: Information letter and consent form 40
Appendix B: Construction of variables 42

Appendix C: Policy question answers 46
C.1 Multiple choice 46
C.2 Code tree non OME 47
C.3 All open answers 48
Appendix D: Sensitivity analysis 59
Appendix E: Website The Green Challenge 60

1. Introduction

Climate change has major implications for humans and nature. We will increasingly have to deal with extreme weather such as, torrential rains, storms, and more frequent and prolonged periods of drought and hot spells. Climate change will also lead to climate refugees, who can no longer live in their countries because of shortages of drinking water and food (Ministerie van Infrastructuur en Waterstaat, 2023).

Thus, the consequences of climate change are extensive, and it is no surprise that a majority of Dutch people (65%) are concerned about it (Kanne, 2019), especially since the country is vulnerable to flooding due to the low position of the Netherlands (Ministerie van Infrastructuur en Waterstaat, 2023). In defiance of their good intentions, most people seem unable to change their unsustainable behaviour. Despite their concern, most people turn to governments and businesses for solutions (Kanne, 2019). However, to battle climate change and to reach a more sustainable society, individual citizens are also needed (Schuitema & De Groot, 2015).

Felix Wolf of the Kennisknooppunt Participatie and the Nationaal Klimaat Platform (F. Wolf, personal communications, January 16th, 2024) indicated that there is plenty of knowledge on the frontrunners of climate change, and on the opponents of climate change but there is still little knowledge about the middle ground: the people who have pro-environmental intentions and want to bring about change but are not yet actively doing this.

According to Kanne (2019) this middle group is consistent with a trend of people who find sustainability important, who have pro-environmental attitudes and present themselves as sustainable but are not yet able to convert this into pro-environmental behaviour.

This trend does not appear in line with numerous studies (Blankenberg & Alhusen, 2019; Udall et al., 2020; Vesely et al., 2021; Van Valkengoed et al., 2022) on sustainable behaviour which state that people who have pro-environmental intentions will act accordingly. It is, however, consistent with other studies (Binder & Blankenberg, 2017; Bravo & Farjam, 2022) which suggest that the relation between pro-environmental attitudes and actual pro-environmental behaviour is not always as strong or straightforward as expected.

An example of this trend and attitude-behaviour inconsistency seems to be the oat milk elite (OME)[1] in the Netherlands. A term coined by Jonas Kooyman: This group consists of young people (up to about 35 years old) who often live in the city and like to present themselves

[1] This is not a reflection on the opinion of het Kennisknooppunt, de Rijksoverheid or het Nationaal Klimaat Platform. This definition is coined by Jonas Kooyman and is based on the term "aspirational class" coined by Professor Elizabeth Currid-Halkett

with certain status symbols. These status symbols are not solely material, it is also about lifestyle. The OME spends most of their income on expensive coffee and trendy food, takes complicated gym classes, lives in former working-class neighborhoods, worries about the climate but spends winters in Bali and South Africa (De Jong, 2023). In other words, sustainability is seen as a trend and sustainable action is taken only when it falls into this trend.

By investigating the oat milk elite this research can contribute to understanding the dynamics between pro-environmental intentions (PEI) and pro-environmental behaviour (PEB) in the Netherlands and how this relation comes about in a specific societal group. This can contribute to the development and refinement of existing theoretical models and concepts related to PEB. This in turn can provide insights to policymakers on how effective existing sustainability policies are and what adjustments are needed to encourage PEB.

The following research questions flow from this:

Descriptive: *What is the behaviour of the oat milk elite around four characteristics of pro-environmental behaviour (travel, living, food and consumption) compared to the non-oat milk elite?*

Explanatory**:** *To what extent can having pro-environmental intentions (PEI) explain pro-environmental behaviour (PEB) amongst the oat milk elite compared to the non-oat milk elite?*

Policy: *How can policy makers persuade members of the oat milk elite to adopt more environmentally friendly habits?*

In the following chapters, existing literature, and theories on the various concepts in this study will be discussed, followed by the formulation of hypotheses. Next the data and methods used in the analysis will be discussed. The results are described thereafter, followed by a conclusion and policy advice.

2. Theory

This chapter delves into relevant theories that explain the relationship between intentions and behaviour in the context of pro-environmental behaviour. Then empirical research studies that show that this relationship is often not as strong as hypothesized are discussed, and explanations as to why that might be the case are offered. Finally, the oat milk elite, a specific illustrative case study in the Netherlands is introduced.

2.1 Beliefs, Intent, and Behaviour: The Interplay of Behavioural and Environmental Theories

A key theory explaining the relationship between intent and behaviour is the Theory of Planned Behaviour (TPB) (Bosnjak et al., 2020). It states that human behaviour is guided by three types of considerations: (1) attitudes towards the behaviour, these can be positive or negative feelings about performing certain behaviour; (2) subjective norms, the experienced social pressure to perform, or not, certain behaviour. This is influenced by the persons beliefs about how others think they should behave; (3) perceived behavioural control, how easy performing certain actions is being perceived. This considers the persons beliefs about their ability to overcome obstacles. These three considerations combined shape a person's behavioural intent which influences their behaviour (Ajzen, 1991).

A theory specifically created for understanding pro-environmental behaviour (PEB) is the Theory of Environmentally Significant Behaviour. It provides a conceptual framework for understanding and influencing individual behaviours that have a significant impact on the environment (Stern, 2000). It does so by first outlining the concept of PEB into two facets: impact and intent. The impact is concerning the extent to which behaviour changes the availability of materials or energy from the environment or alters the structure and dynamics of ecosystems itself. The intent definition emphasizes environmental intent as an independent cause of behaviour while simultaneously acknowledging that intent may not always translate into PEB (Stern, 2000).

An additional theory to understanding the motivation behind PEB is the Value-Belief-Norm Theory (VBN), which integrates the Universal Theory of Human Actions, the Normative Influence Model, and the New Environmental Paradigm (Batool et al., 2023). It assumes that personal norms form the basis for individuals' tendencies to take pro-environmental actions and that the consequences that matter in activating personal norms are detrimental consequences for what the individual values (Stern, 2000). Additionally, beliefs, surrounding awareness of consequences and responsibility assignment, precede the activation of personal norms within the VBN framework (Choi et al., 2015).

Moreover, one's environmental self-identity (intent) strongly correlates with pro-environmental behaviour (PEB) according to the Value-Identity-Personal norm model (Van der Werff & Steg, 2016). Environmental self-identity includes identifying as a person who acts environmentally friendly, seeing being environmentally friendly as an important part of who one is and seeing themselves as environmentally friendly. The stronger one's environmental self-identity the more likely one feels obligated to and is likely to participate in pro-environmental behaviour.

From this, **Hypothesis 1** follows: People with higher pro-environmental intentions are more likely to show pro-environmental behaviour.

2.2 The Discrepancy Between Pro-environmental Intent and Pro-environmental Behaviour

As discussed above, pro-environmental intent is hypothesized to lead to pro-environmental behaviour (PEB). However, as stated by Binder & Blankenberg (2017), even people with the greenest pro-environmental intent do not always exhibit all forms of PEB. This is in line with research from Bravo & Farjam (2022) who state that the relationship between environmental intentions and behaviour is quite weak. Most likely due to this relationship being influenced by, for example, social consequences.

Further exploration by Hall et al. (2018) delves into the complexities of belief systems regarding climate change. They reveal three distinct categories of belief; (1) the "skeptical"; (2) the "cautiously worried; and (3) the "highly concerned". Surprisingly, those highly concerned about climate change were less likely to engage in individual-level actions compared to skeptics.

An explanation for these discrepancies could be the Social Desirability Bias (SDB). SDB contains two main factors influencing behaviour; (1) image-management: where a person tries to represent themselves in a morally or socially acceptable manner; and/or (2) self-deception: the misrepresentation of true opinions and values because people are too optimistic about themselves (Paulhus, 1984).

Thus, people often present themselves as more sustainable than they are because they feel that sustainable behaviour is socially desirable or because they have an overly optimistic self-image. Welsch & Kühling (2018, p.106) argue that greenness as a manifestation of social identity "entails that a particular self-image is beneficial for subjective well-being because it enables individuals to distinguish themselves from others." People present themselves as more pro-environmental to feel distinct from others, which then boosts their self-esteem.

This intertwines with Bourdieu's concept of social class and cultural capital, which provides a framework for understanding the relationship between social class and lifestyle. Social class is not only about economic status but also about cultural characteristics such as knowledge, skills, taste, and style. Social classes play a significant role in shaping lifestyles (Bourdieu, 1986). People behave or present themselves in a certain way to put themselves in a specific social class. When (presented) sustainability becomes the trademark of a specific social class, people might present themselves more pro-environmental than they actually are to put themselves in this social class. This phenomenon can be seen as a form of "champagne socialism", where individuals from higher social classes advocate for leftist ideals such as sustainability and equality, while simultaneously benefiting from their own wealth and privileges. It can serve as a form of self-presentation to get sympathy or prestige within this social group (Rooksby, 2017).

Within this framework, the concept of "moral hypocrisy" emerges. Coined by Batson et al. (1999), "moral hypocrisy" is defined as a motive to appear moral in one's own and others' eyes while, if possible, avoiding the cost of actually being moral. Moral hypocrisy has benefits for oneself: one can reap the material benefits of acting selfishly while simultaneously reaping the social and self-benefits of being seen and seeing oneself as a high-minded and moral person (Batson et al., 1999).

People do not just want to gain the self-rewards for being moral but more importantly they want to avoid the self-punishments for being a hypocrite. To achieve this people must appear moral to themselves (Batson et al., 1999). This is done through self-deception or as Mele (1997) calls it; "ordinary self-deception" or "desire-influenced manipulation of data". People can do this by perceiving the behaviour they exhibit as moral (i.e., as consistent with their moral standards), even though in reality it is not.

A novel perspective of such an elite that potentially seems to practice "moral hypocrisy" when it comes to sustainability is introduced using the concept of the oat milk elite (OME). The OME portrays a group of mostly highly educated young adults who distinguish themselves through a seemingly sustainable lifestyle and projecting progressive values. Coined by Jonas Kooyman, inspired by the "aspirational class" theorized by Professor Elizabet Currid-Halkett, this term captures a social class characterized by high cultural capital, emphasizing knowledge, skills, and style as distinctive markers (Currid-Halkett, 2017; Van Leeuwen, 2019).

Informed by Bourdieu's concept of social class and cultural capital (Bourdieu, 1986), it is seen that this elite no longer defines itself by luxury clothing or car brands but establishes a status as a distinct social class, an elite, by their cultural capital (Currid-Halkett, 2017).

From this, **Hypotheses 2, 3 and 4** follow:

Hypothesis 2: The oat-milk elite on average have more pro-environmental intentions than people classified as non-oat-milk elite.

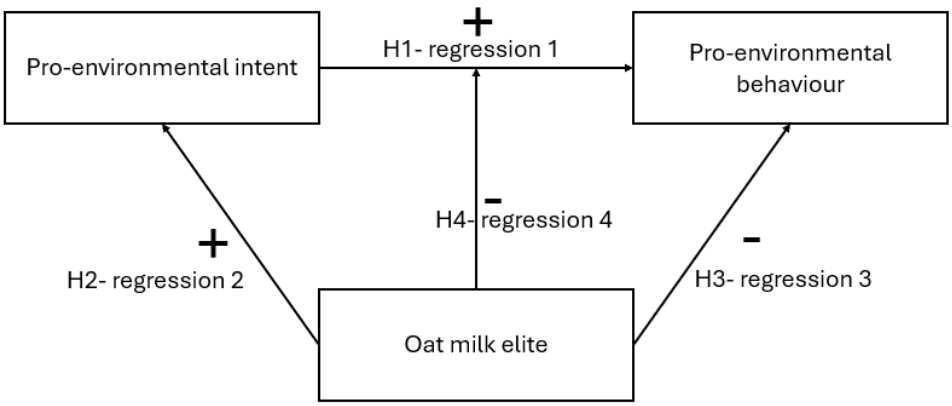
Hypothesis 3: The oat-milk elite does not showcase on average more pro-environmental behaviour than people classified as non-oat-milk elite.

Hypothesis 4: The effect of pro-environmental attitudes on pro-environmental behaviour is weaker for people who belong to the oat milk elite.

In summary, the following conceptual model, presented in **figure 1**, involve above hypotheses.

Figure 1

Conceptual model



3. Methods

3.1 Ethics

To comply with ethical guidelines, anonymity, confidentiality and consent were observed in this study. At the start of the study, an information letter detailing the study and participant privacy and consent form were provided (**Appendix A**). Participants could not start the questionnaire until they indicated they had read this information letter and agreed to participate. Participants had the option to withdraw from the study at any time without consequences. The survey data were anonymized in that no name and other identifying questions were asked, nor were IP addresses stored. The Ethical Review Board of the Faculty of Social Sciences of Utrecht University confirmed that the study met the ethical guidelines for social science research and approved the study.

3.2 Data: LISS Panel & self-collected

In this study primary data was used, partly collected through the LISS panel and partly self-collected. The LISS panel consists of 5000 households, approximately 7500 individuals of 16 years and older. The respondents' complete online questionnaires every month. Respondents cannot self-register, the panel is invite-based only (*How It Works - LISS Panel*, 2023). The LISS panel collects different kinds of data, including background variables that contain socio-economic and demographic information which is updated monthly. Their Core Study is an annual longitudinal survey that consists of multiple questionnaires that cover a broad range of topics. The Assembled Studies contain surveys and experiments done as paid or externally funded assignments (*Data Archive | StudyUnits*, z.d.). This study uses a combination of the collected background variables, the Politics and Values core questionnaire and an assembled study. The assembled study consists of a survey designed specifically for the purpose of the current study.

The self-collected data was obtained by creating a survey in Qualtrics and distributing it in the author's network through WhatsApp, Instagram, LinkedIn, and email. The background variables and some of the questions form the Politics and Values core questionnaire provided by the LISS panel were also included in the self-collected survey. The basic survey provided to the LISS panel is the same as this one, ensuring all respondents answered the same questions. However, in the self-collected survey, seven questions have been added to define the oat milk elite and two questions to find out how people can be incited to behave more pro-environmentally.

3.3 Sample

The sample of the LISS panel is randomly drawn from the respondents who completed the Politics and Values questionnaire. This sample consists of 1151 respondents. This is conducted to establish a connection between respondents' political preferences and their pro-environmental intent and behaviour.

The sample from the self-collected survey consists of 238 respondents, 194 of these completed the whole survey.

3.4 Operationalisation

3.4.1 Appending the datasets

Before appending the datasets, in the self-collected survey dataset, the variable "oat milk elite" was created. For the operationalization of this see 3.4.4. This variable was also created in the dataset of the LISS panel, but there everyone was given the value 0 “not oat milk elite”. Next, all variables were harmonized by giving them the same name in both datasets, dropping unused variables and ensuring that the response categories matched, then the datasets were appended.

For the syntax of this, see **data zip file.**

3.4.2 Dependent variables: Pro-environmental Behaviour

Based on Blankenberg & Alhusen (2019) and Van Valkengoed et al. (2022) 24 statements on pro-environmental behaviour (PEB) related to four categories of behaviour: (travel, food, living and consumption), were created. Examples of statements are: “I take the plane to go on vacation”, “I eat vegetarian”, “I shower longer than 5 minutes” and “I use a reusable bag instead of buying a plastic bag” (see **Appendix B** for the full list). Those were 4-point Likert-scale questions with the following answer possibilities: 1-never, 2-occasionally, 3-regularly, or 4-always.

All the statements belonging to the same category are combined into one variable, for example, “food”, resulting in four dependent variables. When the four PEB variables were created, they were re-coded in such a way that a higher score means more PEB. After conducting a reliability analysis, it was found that the Cronbach's Alpha of all four was too low and thus the items for each category did not form a unified whole. The reliability of these items was as follows: Travel = .604; Food = .600; Living = .465; Consuming = .532.

Because of the low Cronbach’s Alpha of the separate categories, a variable called pro-environmental behaviour was also created. This variable contains all questions about PEB. The reliability analysis on these items showed that they did form a unified whole with a Cronbach's Alpha of .709 Again, a high score means more PEB.

3.4.3 Independent variable: Pro-environmental Intent

Based on Blankenberg & Alhusen (2019) seven statements on pro-environmental intent were created. Examples of statements are: “I think climate change is a big problem” and “I am willing to adjust my life to improve the climate” (see **Appendix B** for the full list). Those were 4-point Likert-scale questions with the following answer possibilities: 1-never, 2-occasionally, 3-regularly or 4-always.

All the statements surrounding sustainable attitudes were combined into one variable “sustainintent”. The reliability analysis on these items showed them to be unified with a Cronbach's Alpha of .883.

3.4.4 Moderator: Oat Milk Elite

The moderator is oat milk elite (OME). Based on the theory chapter (Currid-Halkett, 2017) and news articles (De Jong, 2023; Van Leeuwen, 2019) on the OME, that state that the OME is a group that values being seen as progressive and sustainable seven statements have been created to identify the OME. How their lifestyle is seen by others in society is important to members of this group. Examples of statements are: “I make sure my clothing style keeps up with current trends” and “It's important to me that my life looks like it's successful” (see **Appendix B** for the full list). The answer possibilities are a 5-point Likert-scale ranging from, 1-totally disagree, 2-disagree, 3-neutral, 4-agree or 5-totally agree. Another identifying characteristic of this group is their age, they are young people between 20-35.

To evaluate the internal consistency of the statements, a reliability analysis was first performed. This showed that the items used form a unified whole with a Cronbach's Alpha of .760. Next, a dummy variable was created where, the value 0 represents not being OME and the value 1 represents OME, because the hypothesis assumes oat milk elite. Respondents are classified as OME when they answer “neutral,” “agree” or “totally agree” on four or more of those statements and are between 18 and 35 years old. Everyone who did not answer "neutral”, “agree” or “totally agree” on 4 or more of those statements, and everyone from the LISS panel was classified as not being OME.

An interaction variable between pro-environmental intent and OME was then created to represent the moderation effect and test whether the impact of pro-environmental intent on pro-environmental behaviour varies for OME or not (Field, 2018).

For a full operationalization of these variables, see **Appendix B**, and for its syntax, see **data zip file.**

3.4.5 Control variables

In order to examine the causal influence of pro-environmental intent on pro-environmental behaviour, control variables are also added to the analyses. In addition to the usual control variables such as age, gender and income, the following variables have also been added as control variables:

Education

Multiple studies (Johnson et al., 2004; Torgler & Garcia-Vali˜nas, 2007; Meyer, 2015) suggest that education is positively related to pro-environmental behaviour (PEB) because educated people are more aware and often more concerned with social welfare. And because, people with higher levels of education are better at economic cost-benefit analysis, and this manifests itself in sustainable behaviour. They are more aware of the potential savings from sustainable behaviour.

Education is measured by asking respondents what their highest completed educational level (with diploma) is. Primary education being the lowest and university education being the highest.

Urban environments

Some research (Buttel & Flinn, 1978; Steg et al., 2011; Li & Chen, 2018) investigating the effect of residence on environmental concern found that people living in urban areas are more environmentally concerned than people living in rural areas (Van Liere & Dunlap, 1980).

Urbanity of environment is measured by asking respondents what the ambient address density per km2 of their place of living is. Less than 500 being the least and 2500 or more being the highest.

Political preference

According to Van Liere & Dunlap (1980), people who perceive themselves as more politically left-wing are assumed to be more environmentally concerned. It is also assumed politically left-winged people are more comfortable with policies to reduce environmental issues.

Curz (2017) confirms this by showing that political party affiliation and ideology are significantly positively related to environmental concern. An explanation for this could be that environmental regulations that require government intervention and involve far-reaching action, often are opposed by people who prefer a small, not overly intrusive government. This often goes hand in hand with being politically right-winged.

Sargisson et al., (2020) confirm this as well, stating that left-winged people endorse altruistic and biospheric values more than right-winged people. Those values are positively

related to environmental concern. And according to the Theory of Planned Behaviour (Ajzen, 1991) this concern can influence people their intent which influences their behaviour.

Political preferences is measured by three different variables. Respondents were asked how interested they are in politics, which party they voted for in the last election in 2023 and where they would place themself on this scale where 0 means "right" and 10 means "left". The parties people voted for are categorized as 0 “rightwinged,” 1 “centre,” 2 “leftwinged based on an article by Kieskamp (2023). See **Appendix B** for the full categorisation of these parties.

Knowledge

Van Valkengoed et al., (2022) cite that a commonly assumed reason why people do not act pro-environmentally is that they do not possess enough (scientific) knowledge about the causes and impacts of environmental issues. This can also be referred to as the knowledge deficit model. Derived from this is the idea, that when presented with enough (scientific) knowledge people will make more pro-environmental decisions.

Knowledge is being measured by asking respondents to what extent they agree with 6 statements on their knowledge of climate change. The answer possibilities are a 5-point Likert-scale ranging from, 1-totally disagree, 2-disagree, 3-neutral, 4-agree or 5-totally agree. Examples of those statements are: “I know how climate change came about” and “I know what the long-term effects of climate change are” (see **Appendix B** for the full list). All the statements are combined into one variable “knowledge”. The reliability analysis on these items showed them to be unified with a Cronbach's Alpha of .876.

Behaviour of others

Van Valkengoed et al., (2022) state that when people think others behave pro-environmentally, they are more likely to follow that descriptive norm and are therefore more likely to behave pro-environmentally themselves. This works well when a large group of people is already behaving pro-environmentally.

To measure how behaviour of others influences ones pro-environmental behaviour, 4 statements were created, such as: “I am willing to adjust my life to improve the climate if other people will do the same” and “I am willing to adapt my life to improve the climate if polluting companies will also adapt” (see **Appendix B** for the full list). The answer possibilities are a 5-point Likert-scale ranging from, 1-totally disagree, 2-disagree, 3-neutral, 4-agree or 5-totally agree. All the statements are combined into one variable “behaviourothers”. The reliability analysis on these items showed them to be unified with a Cronbach's Alpha of .771.

For a full operationalization of the control variables, see **Appendix B** and for its syntax, see **data zip file**.

3.4.6 Analysis

To answer the research questions and test the hypotheses, multiple regression analyses and a regression analysis with moderation were performed with IBM SPSS version 27 (2020).

First, the descriptive statistics, shown in **Table 1,** are highlighted and discussed. In **Table 2** the effect of pro-environmental intentions on pro-environmental behaviour (hypothesis 1) is analysed. In **Table 3** the effect of being oat milk elite on pro-environmental intentions (hypothesis 2) and on pro-environmental behaviour (hypothesis 3) is analysed. In **Table 4** the effect of pro-environmental intentions on pro-environmental behaviour while moderated by oat milk elite (hypothesis 4) is analysed.

Before conducting the regression analyses, key assumptions were checked. If the assumptions are violated, it can lead to an incorrect conclusions (Field, 2018).

For the syntax of this, see **data zip file.**

3.4.7 Analysis policy question

To answer the policy question a multiple-choice question giving respondents intervention options was added to the self-collected survey. Respondents could give multiple answers. For the answer possibilities, see **Appendix C.1**.

In addition, an open question asking people what they needed to start behaving more pro-environmentally was also added. Various answers were given, for a complete overview see **Appendix C.3** (answers given in Dutch). In the LISS panel survey respondents also had the opportunity to give comments on the questionnaire. Some relevant answers to what people need in order to demonstrate more pro-environmental behaviour were given. Those answers are also added to the overview (**Appendix C.3**). All those answers were coded, first, descriptive codes were attached to the text; based on these descriptions, overarching codes were devised. These codes are shown in a code tree (results and **Appendix C.2**). In the code tree the first 6 categories are shown, these categories consist of the axial codes formed from the text analysis. Next to the axial codes is the number of times they appear in the open-ended responses. Last is a brief summary of what these axial codes mean.

To identify the needs of the oat milk elite (OME) the responses of those who do not belong to the OME were filtered out. Only those provided by the OME were kept and put in the results section. The results of this analysis were used to identify what the OME needs in order to demonstrate more pro-environmental behaviours. Based on this the policy advice is written. For the responses of those not in the OME, see **Appendix C**.

4. Results

Descriptives

Table 1 shows the descriptive statistics for all variables used in the analysis. There are no respondents showing fully pro-environmental behaviour (PEB) (5), (MIN=1.24, MAX=3.48). The mean is 2.41 which implies that people do not show fully PEB, but also do not show fully non-PEB, the variance is low (SD=0.29). When comparing the PEB of the oat milk elite (OME) (MEAN=2.49) to the non-OME group (MEAN=2.40), it seems to be that they show barely any difference in PEB. De variance of the OME (SD=0.35) is a little bit higher than the non-OME group (SD=0.29) but both are low. The mean of pro-environmental intention (PEI) is on the high side (3.34), the maximum being 5. So, people generally have high PEI, the variance (SD=0.77) is higher, but not extremely high. Comparing the PEB to the PEI, it shows that people seem to have more PEI than PEB. Of all respondents, about 5% are part of the oat milk elite. Respondents on average do not have much knowledge about climate change (MEAN=2.25, Max=4). The variance here is moderate (SD=0.80). Respondents are also minimally influenced by the behaviour of others (MEAN=2.38, Max=4), the variance here is also medium (SD=0.89). The average age is between 35-55 (MEAN=3.92) with a quite high variance (SD=1.67), most respondents have a net income between €1501 and €2500 (MEAN=4.93), with a high variance (SD=2.65), the educational level of respondents on average is intermediate vocational education (MEAN=3.28), however the variance here is high (SD=2.65), on average respondents live in a moderate urban surrounding (MEAN=2.24), with a high variance (SD=1.39). When it comes to political preferences, it can be observed that respondents have reasonable political interests (MEAN=1.23, Max=2), with a medium variance (SD=0.63), people on average voted for right-winged parties (MEAN=0.97, Max =2), with a medium variance (SD=0.85) and see themselves as in the middle on the right-left scale (MEAN=4.85, Max=10), with a higher variance (SD=2.39).

Table 1.
Descriptive Statistics of the dependent, independent, moderation and control variables

	N	Min	Max	Mean	SD
Pro-environmental behaviour	1358	1.24	3.48	2.41	0.29
Pro-environmental behaviour oat milk elite	71	1.71	3.24	2.49	0.35
Pro-environmental behaviour not oat milk elite	1287	1.24	3.48	2.40	0.29
Pro-environmental intention (Sustainintent)	1351	1.00	5.00	3.34	0.77
Oat milk elite	1389	0.00	1.00	0.05	-
Knowledge	1350	0.00	4.00	2.25	0.80
Behaviour of others	1351	0.00	4.00	2.38	0.89
Gender	1366	0	2	0.55	-
Age category	1366	1	6	3.92	1.67
Netto income category	1296	0	12	4.93	2.65
Education level	1324	0	5	3.28	1.38
Urbanity of home address	1359	0	4	2.24	1.39
Political Interest	1362	0	2	1.23	0.63
Right or left voted	1157	0	2	0.97	0.85
Right or left identity	1232	0.00	10.00	4.85	2.39
Valid N (listwise)	1022				

Intent vs. Behaviour

Table 2, **Model 1** shows the effect of pro-environmental intentions (PEI) on pro-environmental behaviour (PEB). A proportion of 30,6% (R^2 = 0.306) of the variance in PEB is explained by PEI. The effect is positive and significant (B= 0.215, $p < 0.05$). This means that the more PEI people have, the more, on average, they show PEB.

When the control variables are added in **Model 2,** the effect changes slightly, becoming smaller. The R^2 value increases (R^2 =0.401), it therefore appears that (some of) the control variables are confounding factors and account for the effect in **model 1**.The effect remains positive and significant (B=0.155, $p < 0.05$).

All control variables have shown to have significant and positive effects. Knowledge (B = 0.055, $p < 0.05$), gender (being woman vs. a man) (B= 0.066, $p < 0.05$), age (B= 0.013, $p < 0.05$), education level (B= 0.015, $p < 0.05$), urbanity (B=0.030, $p < 0.05$), interest in politics (B= 0.044, $p < 0.05$), voting for left-winged parties (B= 0.029, $p < 0.05$) and being left-winged (B= 0.009, $p < 0.05$) are significant predictors of more PEB. The more people know about climate change, the higher their education level, the higher the urbanity of their home address, the higher their interest in politics, voting for a left-winged party and when they identify as women and being left-winged, the more PEB they show. Behaviours of others (B= -0.032, $p < 0.05$) and income (B= -0.009, $p < 0.05$) are significant predictors of less PEB. The more people depend on other people's PEB and the higher their income, the less PEB they show.

Based on the above, **Hypothesis 1**: *'People with higher pro-environmental intentions are more likely to show pro-environmental behaviour',* can be confirmed.

Table 2.
Regression coefficients for the influence of pro-environmental intentions on pro-environmental behaviour

Model	1		2	
	B	SE	B	SE
(Constant)	1.691***	.035	1.557***	.044
Pro-environmental intention (Sustainintent)	.215***	.010	.155***	.015
Knowledge			.055***	.012
Behaviour of others			-.032**	.010
Gender			.066***	.016
Age category			.013*	.005
Netto income category			-.009**	.003
Education level			.015*	.007
Urbanity of home address			.030***	.005
Political interest			.044***	.014
Right or left voted			.029*	.013
Right or left identity			.009*	.005
R^2	.306		.401	

Note. Dependent variable: proenvironmentbehaviour. SE= standard error.
Sig* $p < 0.05$
** $p < 0.01$
*** $p < 0.001$

Oat Milk Elite and Pro-environmental Intentions and Behaviour

Table 3 shows the effect of being oat milk elite (OME) on pro-environmental intentions (PEI) and on pro-environmental behaviour (PEB).

Intentions

Table 3, **Model 1** shows the effect of being OME on PEI. A proportion of only 1% (R^2 = 0.010) of the variance in PEI is explained by being OME. The effect is positive and significant (B= 0.18, $p < 0.05$). This would indicate that people who belong to the OME, on average, have more PEI than people who do not belong to the OME.

When the control variables are added in **Model 2** the effect changes, it shows an increase in the R^2 value (R^2 = 0.583). However, the effect becomes smaller and non-significant (B= 0.057, $p > 0.05$). It therefore appears that (some of) the control variables are confounding factors and account for the effect in **model 1**. All control variables have a significant effect except political interest (B= 0.021, $p > 0.05$). Knowledge (B = 0.336, $p < 0.05$), behaviour of others (B= 0.288, $p < 0.05$), gender (being woman vs. a man) (B= 0.148, $p < 0.05$), age (B= 0,101, $p < 0.05$), income (B= 0.016, $p < 0.05$), education level (B= 0,050, $p < 0.05$), voting for left-winged parties (B= 0.103, $p < 0.05$) and being left-winged (B= 0.063, $p < 0.05$) are significant predictors of more PEI. The more people know about climate change, the more they depend on other people their PEB, the higher their income, the higher their education level, and when they identify as women, being left-winged and voting left-winged, the more PEI they have. Urbanity

(B= -0.023, p > 0.05) is a significant predictor of less PEI. The higher the urbanity of people their home address the less PEI they have.

Consequently, because the significant effect of being OME on having PEI becomes non-significant when control variables are added **Hypothesis 2**: '*The oat-milk elite on average have more pro-environmental intentions than people classified as non-oat-milk elite',* can be rejected. The OME has about the same level of PEI as people who do not belong to the OME.

Behaviour

Table 3, **Model 1** shows the effect of being OME on PEB. A proportion of only 0,4% (R^2 = 0.004) of the variance in PEB is explained by being OME. The effect is positive and significant (B= 0.078, p < 0.05). This would indicate that people who belong to the OME, on average, show more PEB than people who do not belong to the OME.

When the control variables are added in **Model 2** the effect changes, it shows an increase in the R^2 value (R^2 =0.335). However, the effect becomes negative and non-significant (B= -0.009, p > 0.05). It therefore appears that (some of) the control variables are confounding factors and account for the effect in **model 1**. All control variables have a significant effect except behaviours of others (B= 0.013, p > 0.05). Knowledge (B = 0.107 p < 0.05), gender (being woman vs. a man) (B= 0.090, p < 0.05), age (B= 0.028, p < 0.05), education level (B= 0.023, p < 0.05), urbanity (B= 0.026, p < 0.05), political interest (B= 0.048, p < 0.05), voting for left-winged parties (B= 0.045, p < 0.05) and being left-winged (B= 0.019, p < 0.05) are significant predictors for more PEB. The more people know about climate change, the older they are, the higher their education level, the higher the urbanity of their home address, the more they are interested in politics and when they identify as women, being left-winged and voting left-winged, the more PEB they show. Income (B= -0.007, p < 0.05) is a significant predictor for less PEB. The higher people's income, the less PEB they show.

Consequently, because the significant effect of being OME on showing PEB becomes non-significant when control variables are added, **Hypothesis 3**: '*The oat-milk elite does not showcase on average more pro-environmental behaviour than people classified as non-oat-milk elite'* can be confirmed. They show about the same amount of PEB as people who do not belong to the OME.

Table 3 .

Regression coefficients for the influence of being oat milk elite on pro-environmental intent and behaviour

	Pro-environmental intention[a]				Pro-environmental behaviour[a]			
Model	1		2		1		2	
	B	SE	B	SE	B	SE	B	SE
(Constant)	3.398***	0.25	.805***	.092	2.420***	.010	1.684***	.045
Oat milk elite	.318**	.100	.057	.072	.078*	.039	-.009	.035
Knowledge			.336***	.024			.107***	.012
Behaviour of others			.288***	.020			.013	.010
Gender			.148***	.035			.090***	.017
Age category			.101***	.011			.028***	.005
Netto income category			.016*	.007			-.007*	.004
Education level			.050***	.014			.023***	.007
Urbanity of home address			-.023*	.011			.026***	.006
Political interest			.021	.029			.048***	.014
Right or left voted			.103***	.027			.045***	.013
Right or left identity			.063***	.010			.019***	.005
R2	.010		.583		.004		.335	

Note. [a] scale from 1 (not sustainable) till 5 (sustainable)
SE= standard error.
Sig= *p < 0.05
**p < 0.01
***p < 0.001

Sensitivity analysis

Despite the fact that the Cronbach's Alpha of the scales of various environmental behaviours showed that they did not always form a reliable, unified whole, the effect of being oat milk elite (OME) on the various behaviours was also briefly examined, see **Appendix D** for the results**.** This shows that, without control variables (**Table 11**, **Model 1**), being OME has a positive and significant effect on traveling (B = 0.407, p < 0.05) and a negative significant effect on living (B = -0.337, p < 0.05). A proportion of 4,8% (R^2=0.048) of variance in travelling and a proportion of 2,4% (R^2=0.024) of variance in living is explained by being OME. The effects on consuming (B = 0.084, p > 0.05) and eating (B = 0.026, p > 0.05) were not significant. A proportion of 0,3% (R^2=0.003) of variance in consuming and a proportion of 0% (R^2=0.000) of variance in eating is explained by being OME. This would indicate that people who are part of the OME travel more sustainable and live less sustainable than people who are not part of the OME.

When the control variables are added in **Model 2** the effect of OME on living becomes non-significant (B = -0.138, p > 0.05) and the effect on eating becomes negative and significant (B = -0.156, p < 0.05). A proportion of 10,9% (R^2=0.109) of variance in living and a proportion of 32,2% (R^2=0.322) of variance in eating is explained by being OME. The effect on travel stays positive and significant (B = 0.233, p < 0.05) and the effect on consuming stays nonsignificant and becomes negative (B= -0.046, p > 0.05). A proportion of 28,5% (R^2=0.285) of variance in travel and a proportion of 22,3% (R^2=0.223) of variance in consuming is

explained by being OME. This would indicate that people who belong to the OME travel more sustainable and eat less sustainable than people who do not belong to the OME. These results are counter-intuitive and because of the low internal consistency of the statements the results should be treated with caution.

Intent vs. Behaviour "Oat Milk Elite"

Table 4, **Model 1** shows the interaction of being oat milk elite (OME) on the relationship between pro-environmental intent (PEI) and pro-environmental behaviour (PEB). A proportion of 31,7% (R^2 = 0.317) of the variance in PEB is explained by the model that includes OME, PEI and their interaction variable as predictors. The effect is positive and significant (B= 0.215, $p < 0.05$). This would indicate that when you are part of the OME the effect of PEI on PEB becomes stronger.

When the control variables are added in **Model 2** the effect changes slightly, but the increase in the R^2 value (R^2 =0.401) shows that the control variables contribute to explaining a proportion of 40,1% of the variance in PEB by the model that includes OME, PEI and their interaction variable as predictors. The effect becomes somewhat smaller but stays positive and significant (B= 0.193, $p < 0.05$). All control variables have a significant effect except being left-winged (B= 0.009, $p > 0.05$). Knowledge (B=0.056, $p < 0.05$), gender (being woman vs. a man) (B= 0.068, $p < 0.05$), age (B= 0.013, $p < 0.05$), education level (B= 0.018, $p < 0.05$), urbanity (B=0.028, $p < 0.05$), political interest (B= 0.040, $p < 0.05$) and voting for left-winged parties (B= 0.029, $p < 0.05$) have a positive effect on PEB. The more people know about climate change, the older they are, the higher their education level, the higher the urbanity of their home address, the more they are interested in politics and when they identify as women and voted for a left-winged party the more PEB they show. Behaviours of others (B= -0.029, $p < 0.05$) and income (B= -0.010, $p < 0.05$) have a negative effect on PEB. The more people depend on other people their PEB and the higher their income, the less PEB they show.

Because the effect of PEI on PEB is in fact stronger for OME , **Hypothesis 4**: '*The effect of pro-environmental attitudes on pro-environmental behaviour is weaker for people who belong to the oat milk elite'* can be rejected.

Figure 2 illustrates the differences in levels of PEB for different levels of PEI for the OME and the non-OME. It shows that the line of the OME is steeper (which is in line with the positive and significant coefficient of the interaction), implying that their PEB grows more with their PEI than that of people who do not belong to the OME. For relatively low levels of PEI (PEI < 4), people who belong to the OME have, on average, lower levels of PEB for the same

level of PEI as people who do not belong to the OME. For relatively high levels of PEI (PEI > 4), the OME displays, on average, higher levels of PEB, for the same level of PEI as people who do not belong to the OME.

This means that when having a lower PEI level (PEI < 4) being part of the OME implies lower levels of PEB and, when having high levels of PEI (PEI > 4) being part of the OME implies higher levels of PEB, compared to the non OME.

Table 4

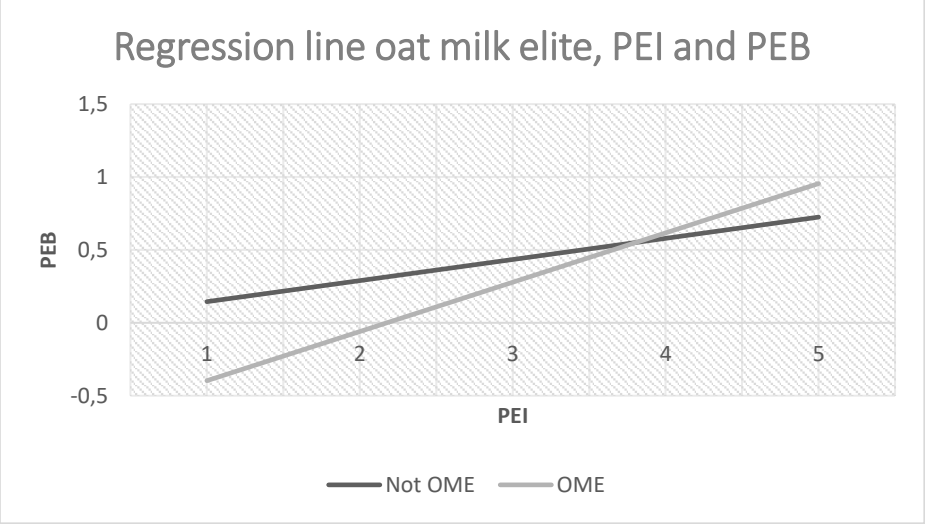
Regression coefficients for the interaction effect of being oat milk elite on the relationship between pro-environmental intent and pro-environmental behaviour

Model	1		2	
	B	SE	B	SE
(Constant)	1.719***	.036	1.580***	.045
Oat milk elite	-.785***	.202	-.735***	.191
Pro-environmental intention (Sustainintent)	.206***	.010	.145***	.015
Oat milk + intent interaction	.215***	.054	.193***	.051
Knowledge			.056***	.012
Behaviour of others			-.029**	.010
Gender			.068***	.016
Age category			.013*	.005
Netto income category			-.010**	.003
Education level			.018**	.007
Urbanity of home address			.028***	.005
Political interest			.040*	.014
Right or left voted			.029*	.013
Right or left identity			.009	.005
R^2	.317		.410	

Note. Dependent variable: proenvironmentbehaviour. SE= standard error.
Sig* p < 0.05
** p < 0.01
*** p < 0.001

Figure 2.

Moderation of OME on PEI and PEB



In sum, support was found for Hypothesis 1 and 3. Having pro-environmental intent (PEI) can lead to pro-environmental behaviour (PEB). The oat milk elite (OME) shows about the same amount of PEB as people who do not belong to the OME. However, no support was found for Hypothesis 2 and 4. The OME does not have more EPI than people who do not belong to the OME and the effect of PEI on PEB is not weaker for those who belong to the OME, it is in fact stronger.

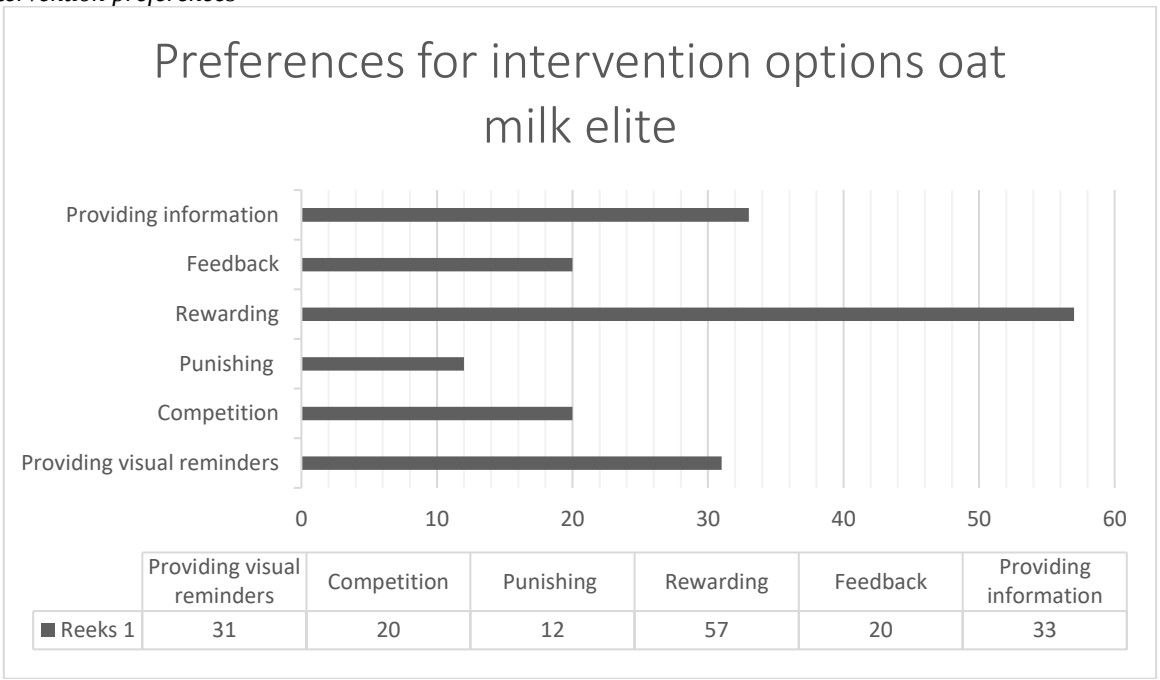
Policy results

Preferences for intervention options

Figure 3 shows the preferred intervention options to encourage people from the oat milk elite (OME) to show more pro-environmental behaviour (PEB). We see that people from the OME have a strong preference for rewarding sustainable behaviour (57). Punishing environmentally unfriendly behaviour is the least preferred intervention option (12).

For the preferred intervention options of the group of people who do not belong to the OME see **Appendix C.1**. We see that rewarding sustainable behaviour (91) is the most preferred among this group as well. Competition (earning prizes or points for sustainable behaviour in some sort of contest) is the least preferred intervention option among this group (18).

Figure 3.
Intervention preferences



The code tree shows the codes derived from the open answers of the oat milk elite (OME) to the question: *We would like to ask you to come up with your own idea on how you can be encouraged to behave (even) more sustainably. What do you need to start behaving more sustainably?*

More insight, meaning understanding what the problem is and what is causing it, is a topic most often brought up by the OME. Bringing more awareness of the short- and long-term effects of climate change, providing more education and making it more affordable to live sustainably are also popular answers within the OME.

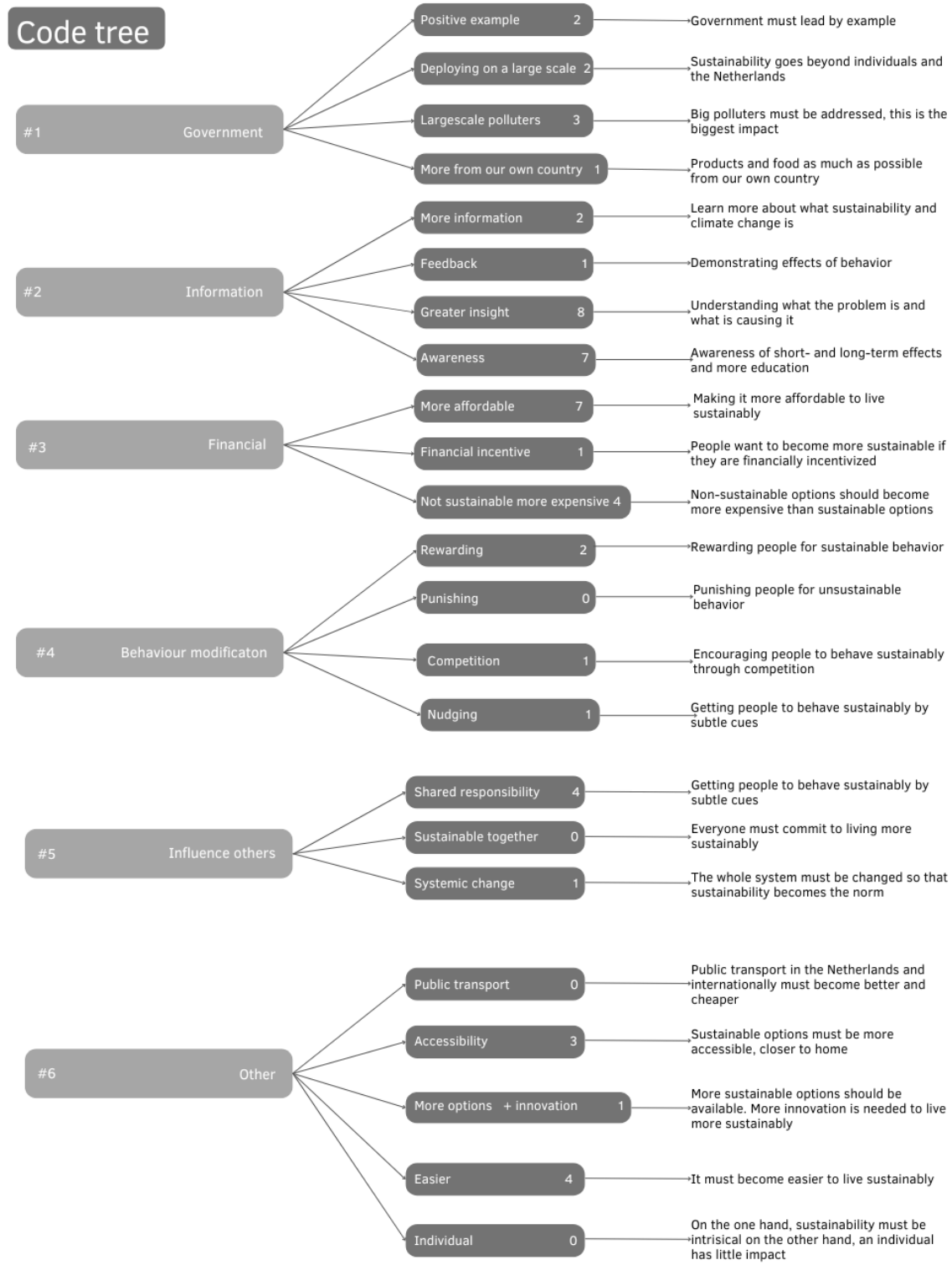
One respondent says:

"More information should be given; this will make the cause-effect much clearer."

Another respondent says:

"Fairer prices, public transportation cheaper and flying more expensive."

Figure 4
Code tree



For the code tree of the answers of people who do not belong to the OME, see **Appendix C.2.**

5. Conclusion and discussion

This study explores the relationship between pro-environmental intent and pro-environmental behaviour. Emperical research on this relationship sometimes contradicts each other or requires more nuance on a variance of influential factors. On the one hand, there is much support for a positive correlation (Blankenberg & Alhusen, 2019; Udall et al., 2020; Vesely et al., 2021; Van Valkengoed et al., 2022), on the other, there is support for suggesting that this relationship is not as strong as expected and that other factors influence this (Binder & Blankenberg, 2017; Bravo & Farjam, 2022). This research seeks to provide more nuance by examining the extent to which being oat milk elite influences this relationship. The oat milk elite is a term describing a group of people, often living in cities, aged between 20 and 35, who present themselves as sustainable and progressive but also frequently fly, buy new clothes and are very trend sensitive.

Based on a survey study with a sample of 1389 respondents, from both the LISS Panel and respondents recruited via Instagram, LinkedIn, email, and WhatsApp by the researcher, an attempt was made to answer two research questions:

Descriptive: *What is the behaviour of the oat milk elite around four characteristics of pro-environmental behaviour (travel, living, food and consumption) compared to the non-oat milk elite?*

Explanatory: *To what extent can having pro-environmental intentions explain pro-environmental behaviour amongst the oat milk elite compared to the non-oat milk elite?*

The first conclusion of the current study is that, in general, regardless of whether one is oat milk elite (OME) or not, people with high pro-environmental intention (PEI) are also more likely to demonstrate pro-environmental behaviour (PEB).

The second, maybe most important, conclusion of the current study is that being a member of OME strengthens the relationship between PEI and PEB. When one's PEI is high as OME, one shows more PEB than those with the same degree of intention who are not OME. However, when one's PEI is low as OME, one shows less PEB than those with the same degree of intention who are not OME.

Thus, we can conclude and answer the explanatory question as follows: intentions play a more important role for PEB among the OME than among those who are not OME. The more intentions the OME have the more PEB they show. Among people who are not OME this relationship is somewhat weaker; they already show more PEB at low intentions compared to the OME

We also conclude that the effect of the OME on PEB is not constant but rather depends on PEI. Without considering the intentions it seems that there is no difference in PEB for the OME compared to the non-OME group. But when intentions are taken into accounting it is seen that for lower levels of PEI, the OME effect is negative in the sense that those in OME exhibit lower PEB but then beyond a certain point it becomes positive in the sense the OME exhibits higher levels of PEB. If this is not considered and the effect OME is assumed to be constant, the effects of OME on PEI and on PEB seem to average out and cancel each other. Seemingly showing that the effect is not existent.

Thus, we can conclude and answer the descriptive question as follows: the PEB of the OME is dependent on their intentions. Without taking those into consideration there seems to be no difference in PEB between the OME and the non-OME group.

Lastly, we also conclude that other factors such as, social dynamics, education, income, the urbanity of environment, political preferences, knowledge on climate change and the behaviour of others, have an influence on PEB. Because of these influences we conclude that, in general, the relation between pro-environmental intentions and pro-environmental behaviour is complex and possibly even weak, thus highlighting the importance of a nuanced approach when researching and promoting pro-environmental behaviour.

The conclusions of the current study can be explained by various other research. The first conclusion is in line with several studies (Blankenberg & Alhusen, 2019; Udall et al., 2020; Vesely et al., 2021; Van Valkengoed et al., 2022) that show that when people exhibit a pro-environmental attitude they will behave accordingly. This is also consistent with the Theory of Environmentally Significant Behaviour (Stern, 2000) and the Value-Identity-Personal norm model (Van der Werff & Steg, 2016), in which intention is an independent cause of behaviour and in which it emerges that the stronger a person's sustainable identity is the more likely they are to behave sustainably.

An explanation for the second conclusion can be found in the article of De Jong (2023) wherein it becomes clear that it is important for the OME to keep up with the latest trends which often do not include sustainable actions. If their PEI is low, PEB remains rather low as well. The social pressure of being trendy is then more important. A motive for wanting to be perceived as sustainable as a whole group can be found in the concept op “moral hypocrisy” (Batson et al, 1999). They can reap the material and social benefits of acting unsustainable within their own group and also reap the broader social benefits of being seen as a sustainable group. People who do not belong to the OME may feel less pressure to keep up with the latest

trends and may find it less important what others think of them, making it easier for them to show actual PEB.

Another reason for this could be that members of the OME are often highly educated (De Jong, 2023), and we see an average high standard of living within this group that results in a higher consumption pattern (Versantvoort et al., 2024). This is associated with a larger ecological footprint. Being highly educated, as well as being part of a trend sensitive social group, can be associated with a (above average) pursuit of individual success and status acquisition. One mean of doing this is through consumption patterns (Belk, 1988). This pursuit can lead to less sustainable consumption patterns especially when intent is low.

It can also be seen as a form of "champagne socialism" where sustainability is advocated for as a social class identifier and benefitted from the status this acquires but not put to practice due to peer pressure to conform to (the more important) non-sustainable norms (Rooksby, 2017). Presented sustainability may be an identifier for the OME but when actual sustainability is not the norm within this social group, members feel pressured to act accordingly to the higher norm (Devine-Wright 2013).

The last conclusion of this study is in line with recent research of het Sociaal Cultureel Planbureau (Versantvoort et al., 2024) on the relationship between intent and behaviour for different groups in Dutch society and with other research on factors influencing PEB (Buttel & Flinn, 1978; Van Liere & Dunlap, 1980; Johnson et al., 2004; Torgler & Garcia-Vali˜nas, 2007; Steg et al, 2011; Meyer, 2015; Fielding & Hornsey, 2016; Curz, 2017; Li & Chen, 2018; Sargisson et al., 2020; Van Valkengoed et al., 2022).

The current study has expanded the body of research on pro-environmental intent and behaviour. It particularly contributed by adding a novel perspective of social influence, the oat milk elite (OME). The OME is a novel, specific, social group that is not often included in research maybe because of the lack of definition and its novelty. The significant effect in this present study not only provides some evidence for the existence of the OME, but it also provides a base for future research on this group and their intentions and behaviours.

Another interesting contribution of this present study is that the empirical evidence shows that when people depend on the pro-environmental behaviour (PEB) of others, they show less PEB themselves. This can have implications for policymakers. They need to convince people of their own influence on the climate and the importance of this. People are now waiting on others to show more PEB en therefore do not take action themselves.

This present study also finds that the higher one's income the less PEB they show. This is an interesting contribution because it is sometimes assumed that the higher your income the

easier it becomes to behave pro-environmentally. This study therefore contributes to literature on PEB by confirming that high income does not mean more PEB. This is in line with recent research of the Sociaal Cultureel Planbureau (Versantvoort et al., 2024) where they state that people who struggle financially behave significantly more sustainable than the average Dutch person, even though they have less sustainable intentions. When one's income is lower one might not be able to participate in certain unsustainable behaviour such as flying, driving a car, or frequently buying new clothes.

Although these are important additions, there are several areas for improvement. First, the measurements used in the analysis might be subject to social desirability bias because people may give socially desirable answers about either their intention, their actual behaviour or both (Vesely & Klöckner, 2020). The choice was made to ask about behaviour first and then about intentions, hoping that people would not change their reported behaviour based on their answers to their intentions. Using an anonymous survey may also cause people to give less socially desirable answers (Ripper et al., 2017).

Second, the results may also be distorted because people may take the car but have an electric car or turn on the heating and take long, hot showers but have solar panels and a heat pump. These are seemingly unsustainable behaviours but because of additional factors, like an electric car, their behaviours are actually not that unsustainable.

Another shortcoming of this present study was the overall low reliability or consistency of the four separate pro-environmental behaviours. Separately none of the variables showed to form a unified whole.

For future research it would be interesting to further conceptualize the oat milk elite and then conduct more research on this group. For research on different pro-environmental behaviours, it would be useful to properly conceptualize the different behaviours and include more options such as an electric car, solar panels, and heat pumps.

Although some results were different than hypothesized, they still provide valuable and new information that complements the literature on pro-environmental intent and pro-environmental behaviour. Building on the implications and addressing the limitations, we are confident that this topic can be even better conceptualized and researched in the future.

6. Policy advice

Although this study focuses primarily on the relationship between pro-environmental intentions and pro-environmental behaviour among the oat milk elite, it also aimed to answer the policy question through two additional survey questions about what people need to adopt more sustainable behaviours. The policy question is as follows: *How can policymakers persuade members of the "oat milk elite" to adopt more environmentally friendly habits?* Policymakers can encourage this group to behave more sustainably through a challenge, using influencers and by adjusting public policy.

Competition/Challenge

The multiple-choice question showed that a large proportion of the OME wants to be rewarded for sustainable behaviour or wants more information about climate change. However, research shows that more information does not always lead to more action (Heeren et al., 2016). An alternative option was the idea of a competition, the preference for rewards and more information can be integrated into this. Literature also confirms this as an effective strategy (Van Horen et al, 2018). Therefore, this is the first recommendation. For a practical elaboration of the (Dutch) website for this, see **Appendix E**.

The Green Challenge

What?

- The government/Ministry for Infrastructure and Water Management/Knowledge hub for Participation either creates a separate platform for this or organises this through their own web site.
- A monthly challenge is launched encouraging young people between 20-35 years old to exhibit sustainable behaviours. Each month has a different theme, such as "Plastic-free," or "Energy conservation." Citizens can volunteer to participate.

How

- Start this challenge first in large (student) cities such as, Amsterdam, Rotterdam, The Hague, Groningen, Utrecht, Nijmegen, Tilburg, Ede-Wageningen and Leiden. If this works well it can be expended.
- Communicate with local organizations, schools, businesses and individuals. Involve them in designing the challenge and the themes. Consider surveys, spread on social media and through the locals, to gather input.

- Decide on a theme and launch the challenge onto the platform. People can create an account and join the challenge. Their account does not only give them information on the challenges but also on climate change and how their actions can help reduce this.

Points

- Participants provide evidence of their sustainable behaviours by uploading photos, videos or proof of purchase through their account on the website. The website is owned by the government, ensuring proper data protection. Participants are also informed about what they are providing and are free to participate in the challenge or not.
- Participants earn points by making sustainable choices. For every theme the actions differ. For example:
    - 10 points for using a reusable water bottle.
    - 20 points for taking a bike instead of a car.
    - 30 points for eating vegan for a week.
- Participants can choose to share their points with others on the platform so they can inspire them. They can also do this anonymously. This way the sense of a competition is created as well.

Rewards

Participants can use their points to earn rewards such as discounts at local (ecological) stores, free admission to cultural events or museums, a voucher for a free vegan product or a gift card for sustainable products.

Social media

- The challenge is promoted through social media with the hashtag #GreenChallenge. In addition, influencers are used to participate and promote the challenge. This has been done before for example with the campaign for the HPV vaccination.
    - The use of influencers is specifically important because it seems that members of the OME are sensitive to trends and influencers have the ability to shift trends and change behaviour (Johnstone & Lindh, 2018). For them, the trend of sustainability needs to be more present than the trend of consumerism or flying.
- Participants can also use this # to promote the challenge and inspire others.

Evaluation

- Evaluate each month through a survey. Participants get these through their account on the website. This monthly survey is about that month's theme and to what extent participants have started living more consciously, how they liked it and what they miss. Here they can also suggest new themes.
- Every three months there is a larger evaluation that looks at long-term sustainable behaviour and whether participants are sustaining it even without rewards.
- After a year, there is an evaluation of the effect and whether the challenge will be continued and expanded.

Influencer marketing and regulations

Campaigns

Influencers are the drivers of behaviour change for the younger generation and for the oat milk elite, a group that is very trend sensitive. Especially due to the cost intensity of influencers, it may not be financially feasible to use them for campaigns promoting sustainable behaviour. If this is financially possible though, we definitely recommend doing so. Influencers have the ability to increase sustainable awareness and intentions (Johnstone & Lindh, 2018). This can in turn increase sustainable behaviour (Blankenberg & Alhusen, 2019; Udall et al., 2020; Vesely et al., 2021; Van Valkengoed et al., 2022).

We therefore suggest, specifically looking for influencers who are already promoting a vegan or zero waste lifestyle as they are more likely to participate in this campaign and appear credible. It would also be helpful to collaborate with Jonas Kooyman and the 'Havermelkelite' account, as this will help reach the target audience most effectively.

Regulations

Aside from collaborating with influencers, we recommend looking critically at the legislation surrounding (influencer) advertising. Influencers already have to clearly indicate whether their content is part of an advertisement (Acm, 2024), but possibly there could be rules attached to what influencers are allowed to advertise about. Here it is important that it is really about limiting advertising and not freedom of speech. If an influencer somehow receives compensation from a company for their content, rules could be attached to this.

For example, there is already a ban on advertising the tobacco industry. In some cities (and countries) it is forbidden to advertise airline vacations and other fossil advertisements. This applies not only to influencers but to everyone. In France, for example, it is forbidden to

advertise gasoline (Den Haag Fossielvrij, 2024). Possibly similar rules could be made for influencers, they would then be banned from advertising air travel, fast fashion stores and fast-food chains, for example. This will not stop them from creating content for these topics on a personal note, but they will no longer be allowed to do so in the form of advertising. In this way, it will hopefully become less popular to take and promote certain unsustainable actions.

Leading by example

Lastly, the additional survey questions also revealed a common argument that the government needs to step up its efforts to start leading by example and make it easier and cheaper to live sustainably. However, with the new administration elected in late 2023, the likelihood of significant investment in sustainability is diminished. Regardless, it remains tremendously important for governments to reduce the effects of climate change and put a halt to further climate change due to the difficulty of increasing bottom-up change, that would be big enough to substantially help the climate (Vlasceanu et al., 2024).

Some of the most heard comments from these additional questions were:

- The public transport system needs to be better and cheaper, in the Netherlands and abroad.
- Flying needs to be more expensive.
- Sustainable/healthy food needs to be cheaper than unsustainable/unhealthy options.
- Large scale polluters need to pay their part.
- The government needs to be more transparent about the impacts of climate change, our role in this and the possible solutions.

These are not new arguments and ways to implement this have been brought up by political parties (Naar Gratis Openbaar Vervoer in Nationale Handen - SP, z.d.) and organisations like Urgenda (Urgenda, 2023), we therefore strongly suggest the government keeps trying to achieve these goals.

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Appendix

Appendix A: Information letter and consent form

A.1 Information letter

Dear Reader,

Through this letter we would like to ask your permission to participate in the study "From sustainable hype to sustainable reality: Exploring the gap between intention and action."
This research aims to investigate and understand sustainable behaviour among different groups of people in Dutch society. It is a research done for the master's degree: Sociology: Contemporary Social Problems at Utrecht University. The results of this research will also be shared with the Kennisknooppunt Participatie of the Ministry of Infrastructure and Water Management. A report or information folder based on the results of this research may appear on the internet.

What is expected of you as a participant?
The survey will be conducted by administering a questionnaire that will take approximately 10 minutes to complete. It will ask about various background characteristics, your voting behaviour, political preferences, behaviours around sustainability, intentions around sustainability and the information you have about sustainability and climate change. You will also be asked about possible solutions to make people exhibit more sustainable behaviours.

Confidentiality processing of your data
The data collected is completely anonymous. No identifying information is requested, and no IP addresses are stored. Contact information is not requested. We require other personal data, such as questions about your political affiliation, age group or income, in order to properly answer the survey questions. We never ask for more of this data than is necessary to answer the specific question. Nor are you required to answer these questions.
The research data itself will be kept for a minimum of 10 years. This is according to the appropriate guidelines of the Universities of the Netherlands. The data from this research may eventually be included in a so-called open access database which means that other researchers can also view this data. Other researchers can only access this data if they agree to maintain the confidentiality of the information as requested in this form.

Voluntary participation.
Participation in this study is voluntary. You can stop participating in the study at any time, without giving any reason and without any adverse consequences for you. However, the data collected up to that point will be used for the study.

Contact address for questions and/or complaints
If you have questions or comments about the study, please contact t.spiegel@uu.nl
If you have an official complaint about the study, please send an email to the complaints officer at klachtenfunctionaris-fetcsocwet@uu.nl
If you have any questions about the processing of your personal data, please direct them to privacy@uu.nl or privacy-fsw@uu.nl
Please also refer to the general privacy statement of the UU: Privacy statement participants scientific research - Organization - Utrecht University (uu.nl)
You can read more information about privacy on the website of the Personal Data Authority: https://autoriteitpersoonsgegevens.nl/nl/onderwerpen/avg-europese-privacywetgeving.

If, after reading this information letter, you decide to participate in the study, please sign the consent form in the following box.

Thank you in advance for your participation in this study.

Kind regards,

Julia van den Brink

A.2 Consent form

I hereby declare that I have read the information letter regarding research and agree to participate in the study.

This means that I consent to:

- The use and retention of the data I have provided;
- The collection of personal data, namely:
    - Political preferences
    - Voting behaviour
    - Age category
    - Gender
    - Education level

Future or other research

I understand that the research data, without any personal information that could identify me (not linked to me), may be shared with others with the condition that further research is consistent with this research in design and purpose.
I agree that the research data collected for the study may be published or made available, provided that my name or other identifying information is not used.

- o I agree
- o I do NOT agree

Appendix B: Construction of variables

Table 5

Construction of pro-environmental behaviours

	Minimum	Maximum
Travel	**1 Not sustainable travel**	**4 Sustainable travel**
1. I walk or bike for short travel distances (-5 km).	1 Never	4 Always
2 I take the car for short travel distances (- 5 km).	1 Never	4 Always
3 I take public transport for short travel distances (- 5km).	1 Never	4 Always
4 I take public transport for long travel distances (+ 5km).	1 Never	4 Always
5 I take the train to go on holiday.	1 Never	4 Always
6 I take the car to go on holiday.	1 Never	4 Always
7 I take the plane to go on holiday.	1 Never	4 More than 3 times per year
Food	**1 Not sustainable eating**	**4 Sustainable eating**
1 I eat vegetarian.	1 Never	4 Always
2 I eat vegan.	1 Never	4 Always
3 I eat biological food.	1 Never	4 Always
4 I eat locally grown food.	1 Never	4 Always
5 I make sure no food goes to waste.	1 Never	4 Always
Living	**1 Not sustainable living**	**4 Sustainable living**
1 I turn off lights in rooms where I am not or where they are not needed.	1 Never	4 Always
2 I set the heating higher than 18 degrees when I am at home.	1 Never	4 Always
3 I shower for longer than 5 minutes.	1 Never	4 Always
4 I set my shower heat higher than 35 degrees Celsius.	1 Never	4 Always
5 I leave equipment plugs in even when I'm not using them.	1 Never	4 Always
Consuming	**0 Not sustainable consumer**	**4 Sustainable consumer**
1 I buy clothes from chains such as H&M, ZARA, Primark, C&A, Bershka, Vero Moda, New Yorker, Uniqlo, Shein and Pull & Bear.	1 Never	4 Always
2 I buy secondhand clothes.	1 Never	4 Always
3 I buy clothes from sustainable brands.	1 Never	4 Always
4 I buy products from recycled material	1 Never	4 Always
5 I have something repaired before I buy something new.	1 Never	4 Always
6 I take my own bag instead of buying a plastic one.	1 Never	4 Always
7 I use a reusable water bottle instead of buying plastic ones.	1 Never	4 Always

Source: Blankenberg & Alhusen (2019) and Van Valkengoed et al. (2022)

Table 6

Construction of pro-environmental intentions

	Minimum	Maximum
Attitude	**1 No pro-environmental attitude**	**5 Pro-environmental attitude**
1 I think climate change is a big problem.	1 Totally disagree	5 Totally agree
2 I consider myself a sustainable person.	1 Totally disagree	5 Totally agree
3 I do my best to help the climate.	1 Totally disagree	5 Totally agree
4 I am willing to pay more money for sustainable products.	1 Totally disagree	5 Totally agree
5 I am willing to pay more taxes to improve the climate.	1 Totally disagree	5 Totally agree
6 I am willing to adjust my life to improve the climate.	1 Totally disagree	5 Totally agree
7 I feel that I am also responsible to improve the climate.	1 Totally disagree	5 Totally agree

Source: Van der Werff & Steg (2016)

Table 7

Construction of "Oat milk elite"

	Minimum	Maximum
Oat milk elite	**0 Not oat milk elite**	**1 Oat milk elite**
1. I make sure my clothing style keeps up with current trends.	1 Totally disagree	5 Totally agree
2 I think it is important for other people to see that I am up to date with developments in society.	1 Totally disagree	5 Totally agree
3 It's important to me that other people see me as progressive.	1 Totally disagree	5 Totally agree
4 It's important to me that other people see that I live sustainably.	1 Totally disagree	5 Totally agree
5 It is important to me that other people see that my life is balanced.	1 Totally disagree	5 Totally agree
6 It's important to me that my life looks like it's successful.	1 Totally disagree	5 Totally agree
7 It's important to me that my life looks like it's successful and exciting on social media.	1 Totally disagree	5 Totally agree
8 What is your age category?	14-24	25-34

Source: Currid-Halkett (2017), De Jong (2023) and Van Leeuwen (2019)

Table 8

Construction "control variables"

	Description	Minimum	Maximum
Gender	What is your sex/gender? 1 Man 2 Women 3 Non-binary/different	0 different	1 women
Agecat	Age in category 0 14 and younger 1 15-24 2 25-34 3 35-44 4 45-54 5 55-64 6 65 and older	0 14 and younger	1 65 and older

Urbanity	Urbanity: ambient address density per km2 very strong: 2,500 or more Strong: 1,500 to 2,500 Moderate: 1,000 to 1,500 Little: 500 to 1,000 Not: less than 500	0 No urbanity	4 Very strong urbanity
educ	Highest educational level with diploma 1 primary education 2 upper general secondary education 3 preparatory scientific education 4 Intermediate vocational education 5 Higher vocational education 6 scientific education	0 primary education	5 Scientific education
nettocat	What is your personal netto monthly income?	No income	More than 7500 euro
polinterest	Are you very interested in political issues, somewhat interested or not interested?	X	X
rightleftvoted	Which party did you vote for in the last elections on 22-11-2023	0 rightwinged	2 leftwinged
rightleft	In politics, people sometimes talk about "left" and "right." Where would you place yourself on this scale where 0 means "left" and 10 means "right"?	0 right	10 left
Knowledge		**0 No knowledge**	**4 knowledgeable**
1	I know how climate change came about.	1 Totally disagree	5 Totally agree
2	I know what the European climate goals are.	1 Totally disagree	5 Totally agree
3	I know what the short-term consequences of climate change are.	1 Totally disagree	5 Totally agree
4	I have experience with the consequences of climate change	1 Totally disagree	5 Totally agree
5	I know what the long-term consequences of climate change are	1 Totally disagree	5 Totally agree
6	I know what needs to be done to slow climate change	1 Totally disagree	5 Totally agree
Behaviours of others		**0 x**	**4 x**
1	I am willing to adjust my life to improve the climate if other people will do the same.	1 Totally disagree	5 Totally agree
2	I am willing to adapt my life to improve the climate if polluting companies will also adapt.	1 Totally disagree	5 Totally agree
3	I am willing to start living more sustainably when if I receive subsidies for this from the government.	1 Totally disagree	5 Totally agree
4	I am willing to pay more taxes to improve the climate if the government will do more for the environment.	1 Totally disagree	5 Totally agree

Table 9

Construction of "party classification"

Party	Classification
1. VVD	0 Right
2 PVV	0 Right
3 CDA	1 Centre
4 D66	1 Centre
6 SP	2 Left
8 ChristenUnie	1 Centre
9 Partij Voor De Dieren	2 Left
11 SGP	0 Right
12 DENK	2 Left
13 Forum voor Democratie	0 Right
16 Volt	2 Left
17 JA21	0 Right
18 BBB	0 Right
20 GroenLinks-Pvda	2 Left
21 NSC	1 Centre

Bron: Kieskamp (2023)

Appendix C: Policy question answers

C.1 Multiple choice

Table 10

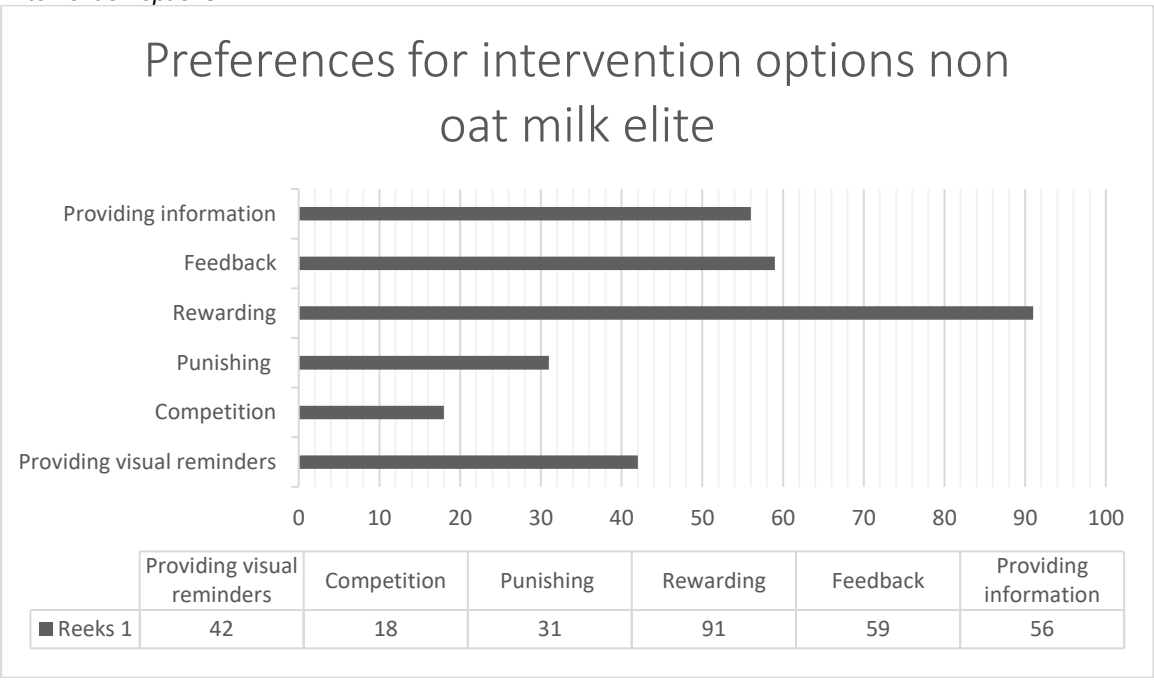
Construction of "intervention possibilities"

Below are some intervention options to encourage people to behave more sustainably. Please indicate which intervention most encourages you to engage in sustainable behaviour; you may choose more than one:	
1. Information provision	Providing you with information (for example, about environmental issues, consequences of behaviour, social norms or how to perform a behaviour).
2 Feedback	Providing you with information about your or past performance.
3 Rewarding	Provide positive consequences when you demonstrate environmentally friendly behaviour.
4 Punishment	Giving a negative consequence when you show environmentally unfriendly behaviour.
5 Competition	Earn prizes or points for sustainable behaviour in some sort of contest.
6 Visual reminder	The government hands out materials, such as a sticker on a light switch to turn off lights, or a sticker on the car dashboard reminding drivers to bring a reusable shopping bag to the store. Or the government can advertise more sustainable behaviour.

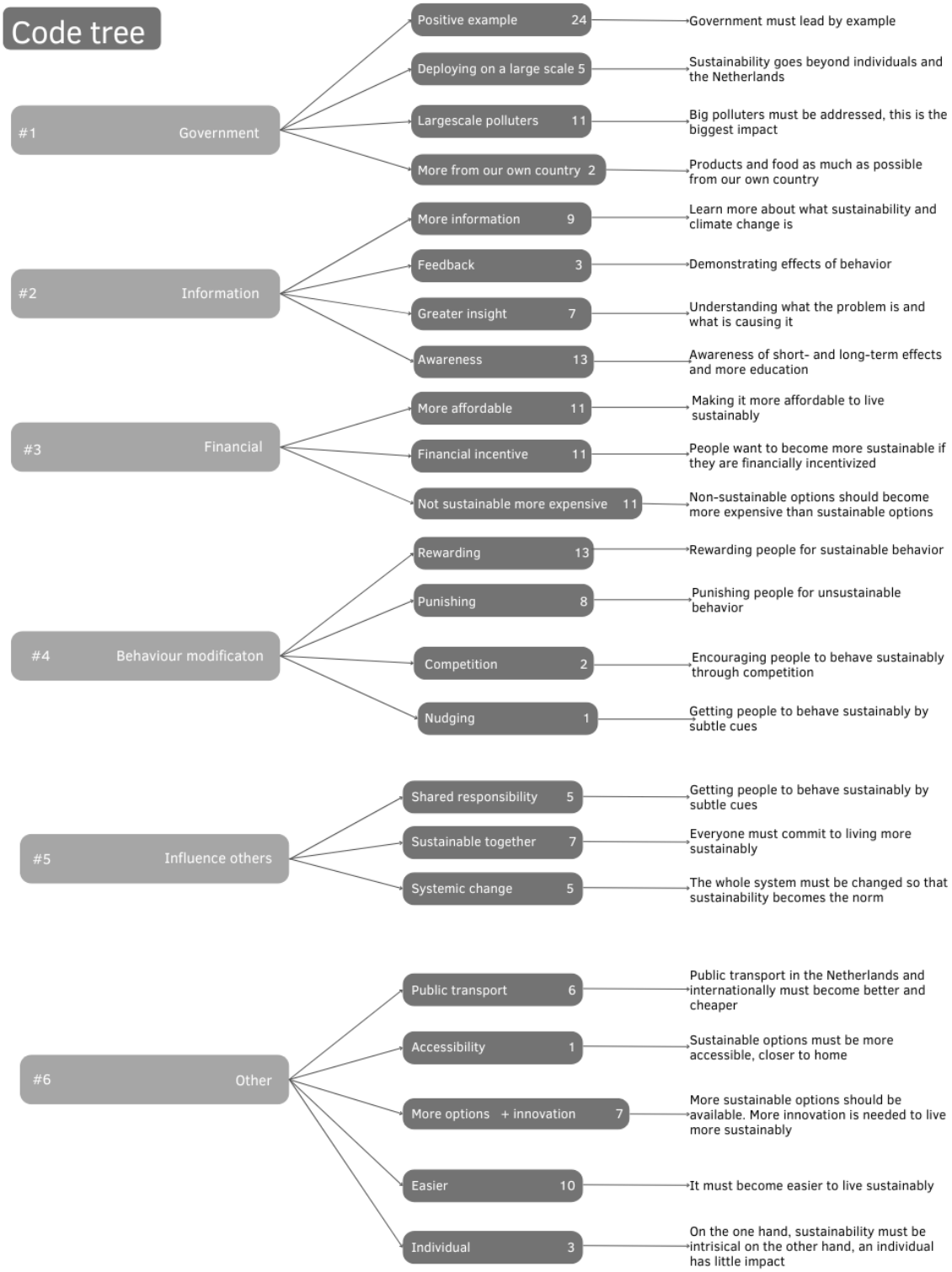
Source: van Valkengoed et al. (2022).

Figure 5

Intervention options



C.2 Code tree non OME



C.3 All open answers

Ik ben opgevoed met het idee van klimaat gaat naar de tering, inconvenient truth en de natuur juist steeds meer gaan liefhebben in mijn mentale ontwikkeling.	Het bespreekbaarder maken in de samenleving. Iedereen weet dat het belangrijk is om duurzamer te leven, maar er hangt een soort stigma om heen. Hierdoor veranderd het al snel in iets polariserends	Meer goedkope en gemakkelijkere duurzame opties, bijv. Europese treinen vaker laten rijden en goedkoper maken.	Elektriciteit tarief (deels) mee laten fluctueren met de prijs van dat moment zodat je zelf nog bewuster beloond/benadeeld wordt voor jouw gedrag/verbruik op dat moment
Het zou mij stimuleren om duurzamer te leven wanneer duurzame opties toegankelijker worden. Denk hierbij aan meer plantaardige opties in supermarkten en goedkopere duurzame kleding	Door de prijzen van duurzame producten te verlagen	Het zou fijn zijn als meer mensen zich realiseren dat we met kleine stapjes een groot verschil kunnen maken. Ik vrees dat het straffen van milieuonvriendelijk gedrag noodzakelijk zal zijn om dit te bereiken	duurzamere opties betaalbaarder maken
Meer reclame, hoe mensen duurzamer kunnen leven en wat de gevolgen zijn. Meer mensen stimuleren om er mee bezig te zijn	Niet-duurzame dingen verbieden en het duurzaam alternatief goedkoper maken (denk aan vleesvervangers versus vlees). Daarnaast meer inzetten op de ontwikkeling van kweekvlees	De werkgever het goede voorbeeld laten geven.	Ik denk dat meer nudging in bijvoorbeeld de supermarkt naar meer duurzame producten mij ook zou helpen beter keuzes te maken. Goede aanbiedingen kunnen mij ook helpen om eens wat nieuws te proberen.
Productscoren (zoals nutriscore) om te hoe milieu- of klimaatvriendelijk het product is. Specifieker kun je dan een QR code scannen om te zien wat de bereidingswijze is. Zoals de tunatracking, maar ook bijvoorbeeld welke materialen gebruikt zijn bij de productie van kleding, uitstoot van de hoeveelheid CO2 of stikstof, etc.	Belonen of compenseren in combinatie met feedback. Een beloning als elk jaar verbetering zichtbaar is.	Individueel gedrag is zeker relevant, maar de grote winst valt te behalen bij grote bedrijven, zij bepalen in veel opzichten het aanbod. In een wereld waarin winst boven welzijn staat wordt het moeilijk om het klimaatprobleem aan te pakken.	Goede educatie is belangrijk want de sterkste motivatie is motivatie van binnen. Iemand die niet wilt veranderen zal dat niet met passie doen, niet als er straffen of beloningen gegeven worden. Een probleem kan alleen opgelost worden als mensen ervan bewust zijn dat er überhaupt een probleem is.
Echt het belang laten inzien van waarom het zo ontzettend belangrijk is dat er iets gedaan wordt. Dat klimaatverandering niet iets is van 'links' of 'rechts', maar dat dit iets is van iedereen. Daar zou de overheid echt veel meer mee moeten doen.	Voorbeeld vanuit de overheid zelf zien	Wat zou helpen is als je als persoon ziet dat andere actoren zich ook inzetten, dus dat het voelt als een gedeelde verantwoordelijkheid.	Ik denk dat wanneer vervuilende bedrijven actief gaan bijdragen aan uitstoot verminderen het mij ook stimuleert. Alles wat ik als individu doe of zou doen kost veel en heeft geen tot zeer weinig invloed als je dat vergelijkt met wat grote vervuilende bedrijven zouden kunnen doen.
Beloning	In veel meer winkels, bijvoorbeeld kledingwinkels, duidelijk aangeven welke kleding duurzaam geproduceerd is.	Klimaatverandering combineren met humor	sluit met iedere burger eens 'duurzaamheidscontract'.. . wij regelen dit, als u dat doet.....

Het goedkoper maken van duurzame opties door de belasting te verlagen. Mensen houden van goedkope producten/diensten	Pak grote bedrijven aan want hun gedrag maakt het demotiverend om als individu de strijd tegen klimaatverandering aan te gaan. En maak het makkelijker, haalbaarder en mogelijk goedkoper om duurzaam te leven. Ik heb momenteel geen geld om duurdere, duurzame producten te kopen dus moet ik het doen met "slechte" goedkope bedrijven of producten.	Challenge te creëren wie het beste duurzaam kan leven.	duurzame omschakeling door grote vervuilers (bedrijven/sectoren) als goed voorbeeld en stimulans
Als iedereen om mij heen zich hier ook mee bezig zou houden omdat ze er waarde aan hechten	Een duidelijke uitleg over oorzaak gevolg met betrekking tot het klimaat. Zoals eerdere vragen betref het licht aan laten in ruimtes zonder zelf aanwezig te zijn. Hoe veel verschil kan je zelf als persoon maken door je gedrag zelf bewust aan te passen? Actie, reactie, gevolgen inzichtelijk maken en dit stimuleren bv met behulp van reclames en voorlichtingen op scholen.	Goede voorbeelden, resultaten laten zien , aandacht in het onderwijs, werkvloer, overheid.	Ik denk dat in de supermarkt gewoon aparte afdelingen moeten zijn met duurzame producten.
Het moet in het systeem komen van mensen en een beloning kan mensen stimuleren om het in eerste instantie te doen. Hoe vaker ze het doen hoe meer het in hun systeem komt. Hetzelfde geld voor mij.	Betere prijzen voor duurzame producten nodigt ook mensen met een krappere portemonnee uit om duurzame keuzes te maken	Realistische beelden laten zien wat er met de wereld zal gebeuren als we niet allemaal duurzamer worden	Ik ben van de mening dat (negatieve) feedback niet altijd juist ontvangen zal worden en mensen alleen maar aanleiding geeft tot protest ipv het nadenken over zijn/haar acties. Subtiele hints en positieve beloningen zullen (in mijn mening) meer stimulatie geven en het makkelijker maken om grote doelgroepen tot actie te brengen.
Grote bedrijven verantwoordelijk stellen voor massaproductie en milieu onvriendelijk gedrag ipv het individu straffen door alles te belasten, terwijl een groot deel van het probleem bij bedrijven ligt	Dat het duidelijker wordt gemaak wat er precies in bepaalde producten zit en of deze vegetarisch zijn. Pas recent kwam ik erachter dat pesto en m&ms niet vegetarisch zijn, iets dat niet in simpele taal op de verpakkingen wordt aangegeven	Duurzaam gedrag goedkoper maken door bijvoorbeeld subsidies	Bewustwording door informatie en concrete, haalbare stappen voor het individu zijn voor mij het meest helpend denk ik.
Mij laten zien wat de resultaten zijn van de kleine stapjes die we	Ik denk dat een door competitieve elementen te integreren een goed	Laten zien dat duurzaamheid loont en ook leuk is	Bevestiging dat ik op de goede weg ben (. Immaterieel belonen)

maken als maatschappij. Veel te veel nadruk op wat moet en niet lukt. Dat motiveert en stimuleert niet. Waar doe ik het voor? Gaat overheersen en dat is niet het juiste accent	idee is omdat we vaak merken we daarin wat grenzen gaan verleggen. Ik kan me echt voorstellen dat we dan wat meer naar buiten laten zien wat je doet en waarvoor je staat. Kan bv ook in een wijk, door of bepaald gebied zijn		
Met belonen bedoel ik dat duurzame producten en biologisch voedsel goedkoper is (lager btw tarief bv.) dan niet duurzame producten of regulier voedsel.	Als iedereen ervoor zorgt voor zichzelf dat overconsumptie niet aan de orde is kost dat het minst en veranderen industrie en bedrijven wel mee	Toegankelijke informatie over hoe jij duurzamer kan leven	Winkels minder producten in plastic aanbieden, alternatieven bieden
De overheid moet duurzame activiteiten van burgers en bedrijven stimuleren met subsidies. En er moet zoveel mogelijk regelgeving en ketenregie komen waarbij de kosten voor het voorkomen van milieuschade wordt meegerekend in de prijzen van producten en diensten. En dat de verantwoordelijkheid voor en de transparantie daarover bij de leveranciers komen te liggen.komen dat n bedrijven	Denk dat een nudge de beste manier is om een persoon gewenst gedrag te laten vertonen. De traditionele beleidsinstrumenten werken eigenlijk niet voor de manier waarop ons cognitieve systeem werkt.	Op een positieve manier aangesproken worden op mijn gedrag. Zodat ik me steeds meer bewust word van mijn gedrag op het gebied van duurzaamheid. Zo kan ik oude gewoontes steeds meer omvormen naar duurzaam gedrag	Klimaatvriendelijke producten even of bijna even betaalbaar maken als wegwerpproducten; zo wordt je financieel niet extra belast wanneer je een goede keuze maakt. Probleem is dat de prijs deels hoger is omdat een klimaatvriendelijk productieproces duurder is. Deze oplossing zou de overheid dus veel geld in subisidies kosten. Dan koop ik toch maar een Samsungtelefoon ipv een fairphone.
Straffen demotiveert ipv motiveert. Het uitdelen van materialen is in mijn ogen juist NIET duurzaam.	maak inzichtelijker welke keuzes er zijn en welke impact die verschillende keuzes hebben, maak het kiezen dus gemakkelijker: welke positieve impact heeft mijn andere keuze?	Keuzemogelijkheden makkelijker maken, bv vegetarische gerechten niet op een aparte plaats in de supermarkt neerleggen maar gewoon tussen de niet-duurzame producten	Zichtbaar bewijs vanuit de overheid dat er iets gedaan wordt aan klimaatverandering
Toch een financiële prikkel dan..	Veel van de acties die beschreven werden zijn dingen die ik automatisch doe, zonder stil te staan bij de consequenties. Interventies die me bewust zouden maken hiervan zouden volgens mij een positief effect kunnen hebben maar ik vind het geen fijne gedachte dat ik wordt gestraft als andere grootvervuilers worden voorgetrokken.	Vooral door subsidies, alles toegankelijker maken. Bijv. Het ov. Wat heel duur geworden is. Maar ook dat de overheid laat zien wat er gebeurd met o.a. belastingsgeld wat wij betalen.	Informatie blijven geven aan mensen die hun mening al hebben heeft geen zin die blijven toch hun mening wel houden, maar door ze te belonen komt er iets positiefs bij hun negatieve zicht er op

Eerlijker prijzen bijv. vliegen veel duurder maar OV veel goedkoper	Ik wil graag zien dat grote bedrijven wereldwijd hun verantwoordelijkheid nemen. Natuurlijk heeft ieder individu een bepaalde verantwoordelijkheid, maar de grootste vervuilers dienen eerst aangepakt te worden.	CO2 uitstoot inzichtelijk maken bij aankopen	Als iedereen, alle landen, ongeveer hetzelfde hun gedrag gaan aanpassen. Dat mag best met zware belasting op bijvoorbeeld vliegen of kilometertax op autorijden. Zo lang anderen er zomaar mee wegkomen om niet duurzaam te zijn, voel ik mij niet verplicht.
de laatste vraag heb ik volledig aangevinkt. Anders kon ik deze lijst niet versturen. Heel slecht om daar niet een mogelijkheid aan te kunnen vinken die aangeeft totaal niet geïnteresseerd te zijn in bemoeienis van de overheid. Zodra de overheid eerst de echt belangrijke zaken aanpakt zou ik daarna bereid zijn om me druk te maken om het klimaat.	Statiegeld op melkpakken en boterkuipjes.	Ik kan niet zo gauw wat bedenken. Je best doen om aan het milieu te denken. Bv vaker de fiets, minder vlees eten. Afval netjes scheiden enz	Duurzaamheid kost de consument veel geld. Dat moet goedkoper worden. Zowel duurzaam vervoer als duurzame kleding en voeding moet goedkoper worden
Eigen inbreng overheid	dat het 'goede' goedkoper wordt dan het 'slechte', bijv. treinreizen binnen Europa goedkoper wordt, hogere belasting op vliegen.	Klimaatverandering wordt door drammers doorgedrukt op de agenda. De mens kan er weinig mee, je leeft maar één keer, dus leef je leven en laat mensen hun leven leven. Stop het gezeik over klimaatverandering. Stem PVV.	Breder kijken dan focus op boeren etc. Ik vind dat zij nu vooral de sjaak zijn. Ik vind het belangrijker om zelf als land veel voedsel ed te verbouwen ipv het vanuit andere landen te halen.
makkelijke (kleine) toepasbare tips of “grote/moeilijke” tips met een duidelijk stappenplan	Ik denk dat straffen tot nu toe weinig heeft geboden om mensen te weerhouden om mee te participeren. Mensen vinden toch wel maniertjes om er onder uit te komen. Maar dit soort mensen lijken wel vatbaar te zijn voor beloningen. Ik zie dit in mijn eigen omgeving ook. Nu dat het minder aantrekkelijk lijkt te worden om zonnepanelen te nemen, vanwege het eventuele wegvallen van de salderingsregeling, hoor ik meteen dat mensen geen interesse meer hebben om te investeren in zonnepanelen.	Als de overheid zorgt dat de grote vervuilers hun bijdrage leveren (meer belasting betalen, belastingontduiking tegengaan, vervuilers bestraffen ipv subsidie geven, wet-en regelgeving aanscherpen, verduurzamen, etc), dan zal een groot deel van Nederland minder moeite hebben om hun eigen gedrag ook aan te passen. Ook ik. Het systeem is verrot en moet anders, een individuele burger kun je zijn onderduurzame gedrag bijna niet kwalijk nemen. De grote bedrijven die het systeem instand houden, en ook de overheid, wel.	Laat zien in wat voor wereld onze kinderen terechtkomen als we geen maatregelen treffen

Elimineert verschillen tussen duurzame alternatieven en niet duurzame alternatieven	Meer duidelijkheid over welke keuzes niet duurzaam zijn en waarom niet, en wat een beter alternatief is.	Niet denken en propageren in doomscenario's, maar maak reclame realisitsch, zodat het tastbaar wordt.	Hergebruik van dingen die ik weg wil doen: om iemands anders leven op te leuken, te vergemakkelijken of fijner te maken. Duurzaam zou als basis een waardevolle, bestendige en langdurende ervaring moeten zijn.
Het laten zien van het positieve effect van duurzame keuzes op de gezondheid van mijzelf en op de gezondheid van het ecosysteem.	Minder niet duurzame opties beschikbaar maken / ze onaantrekkelijk maken	Ik denk dat het het meest helpt als het financieel aantrekkelijker wordt om duurzaam te leven (zoals je al ziet met bijv zonnenpanelen of vinted)	Het kan bijvoorbeeld toegankelijker worden door veganistische producten duidelijker te maken of door op schoollunches veganistisch te maken, waardoor je een beter beeld krijgt van wat veganistisch eten inhoudt en hoe 'makkelijk' het kan zijn, want nu ervaar ik het als een lastige drempel omdat bijna in al mijn eten zuivel zit.
Dat duurzame producten goedkoper worden en het minder aantrekkelijk wordt om de goedkopere/vervuilende producten te kopen	Een milde straf zal mensen wel aansporen tot ander gedrag. Het hoeft niet per se een hoge straf te zijn, maar een sturende straf op ander gedrag is prima	TikTok campagnes voor jongeren	Wellicht meer aandacht besteden aan dit onderwerp op middelbare scholen
Ik zou mijn leven best willen aanpassen om duurzamer te leven zodat dit beter is voor milieu. Echter, ben ik van mening dat wij als klein land vrij weinig invloed hebben als je kijkt naar mileuvervuiling wereldwijd	Overheid die op alle fronten het goede voorbeeld geeft, bijvoorbeeld in Den Haag wordt nog lang niet in alle wijken afval gescheiden opgehaald	Eigenlijk geen van het bovenstaande. Duurzaam gedrag moet je intresiek willen en natuurlijk is het mooi als bedrijven, andere mensen dan ook vertonen. En overigens, de overheid zijn we allemaal en dat wordt weleens vergeten	Sluit enigzins aan op informatievoorziening en visuele herinneringen: de klimaatcrisis een gezicht geven door de mensen die nu al slachtoffer zijn beter en vaker te laten zien/een podium te geven, misschien helpt dat om het abstractieniveau van het onderwerp te verminderen
Milieuvriendelijk gedrag moet de norm worden door milieuvriendelijk gedrag betaalbaarder/goedkoper te maken dan milieuonvriendelijk gedrag. Als het OV stukken goedkoper wordt (en beter geregeld), en vliegen en autorijden juist duurder, dan stimuleer je mensen om een milieuvriendelijke keuze te maken. Hetzelfde geld voor kleding en voedsel. De nadruk moet wel liggen op de	De invloed in "het geheel". Ik heb soms het idee dat ik mijn gedrag aanpas, maar dat dat een druppel op de gloeiende plaat is. Daardoor voelt het denk ik voor veel mensen ook alsof hun eigen gedrag weinig uitmaakt in het geheel. Het is daarom dus ook belangrijk dat íedereen mee doet (ook bedrijven) en dat je van andere dus ziet dat ze meedoen.	Een combinatie van zowel straf als beloning (al dan niet via feedback op mijn vertoonde gedrag) zou mij het best helpen. Ook het beter toegankelijk (en op termijn goedkoper) maken van de trein als vervoermiddel voor vakantie (internationaal) zou me helpen. Daar zit mijn grootste duurzame winst! In het algemeen geloof ik meer in het aanpassen van het Umfeld, de leefomgeving, in plaats van het geven	Het belangrijkst is dat mensen met elkaar in gesprek blijven zonder polarisatie in de hand te werken. Af en toe een aansprekend deugneus-verhaal aan je buurman vertellen, blijkt echt te werken. Dus niet alleen maar groen denken en groen doen, maar het ook op een aansprekende manier aan je omgeving kunnen vertellen.

milieuvriendelijke keuze goedkoper te maken en niet op de milieuonvriendelijke keuze duurder te maken. Voorbeeld: als autorijden én het OV allebei heel duur zijn dan stimuleer je niet perse goed gedrag, maar maak je het gewoon moeilijker voor burgers om te reizen. Dat moet dus niet de insteek zijn.		van informatie. Gedragsverandering bereik je vooral door in te grijpen op het gedrag, nauwelijks via attitude of kennis.	
In Oostenrijk zijn biologische producten goedkoper dan niet-biologische/normale producten. In NL is dat precies andersom! Waarom kan dat in NL niet worden geregeld?	Duurzaam gedrag makkelijker en goedkoper maken tov niet-duurzaam gedrag. Ik ben bijv. al uren bezig geweest om de juiste internationale treinreis te boeken, maar is nog niet gelukt. Sowieso worden treinen duurder ipv goedkoper tov auto. True pricing, zodat je ter plekke geconfronteerd wordt met de consequenties van je keuze. Stoppen met reclame voor schadelijke producten (d.a. vliegen, (brandstof)auto's e.d.) en stimuleren voor de betere keuze (lokaal op vakantie (d.a. natuurhuisje!), delen, repareren e.d.).	Een Checklist heeft ons geholpen bij het verduurzamen van ons huis. Zo'n checklist zou mij ook helpen om bij te kunnen dragen aan bijvoorbeeld drinkbare rivieren.	Beperkende wet en regelgeving
Een overheid die naar het totaalplaatje van (de gevolgen van) maatregelen kijkt ipv ad hoc en per thema.	De overheid praat veel over milieuvriendelijker zijn en de reducties die we moeten behalen, maar echt doen en laten zien wat er gebeurt is er niet of te weinig.	Stichting Klimaatgesprekken	meer stimuleren om samen, bijv. in de wijk of straat te verduurzamen, vergroenen en energie/spullen/auto's te delen
Er moet meer informatie gegeven worden, hierdoor wordt het oorzaak gevolg veel duidelijker	Altijd blijven uitdragen	Een duidelijk beeld van wat greenwashing is, en welke bedrijven wel daadwerkelijk groen zijn. Ook keiharde cijfers zouden fijn zijn.	Samen duurzaam doen geeft autonomie en plezier,
Duurzaame keuzes makkelijk maken bijvoorbeeld door heldere labels op producten zodat iedereen in staat is makkelijk de nodige informatie te krijgen of duurzame producten juist subsidiëren en niet duurzame producten met hogere belasting	Als het zo makkelijk mogelijk gemaakt wordt	Ecologisch belastingstelselsel: de vervuiler betaalt	Het is essentieel dat we de (online) omgeving inrichten zodat duurzaam gedrag automatisch, gemakkelijk en de eerste keuze is. Mensen doen dingen uit gemak, daarom hebben we gewoontes en routines. Ga mensen niet vertellen wat ze het beste kunnen doen als die beste keuzes vervolgens heel

			moeilijk is of het ongewenste juist ontzettend makkelijk of aantrekkelijk.
Ik doe mijn best. Ik vind het jammer dat mijn generatie er min of meer de schuld van krijgt dat het in het verleden verkeerd is gegaan. Ik denk dat alleen mensen die vinden dat ze “goed bezig zijn” deze vragenlijst in zullen vullen. Succes met het onderzoek.	Combinatie carrot en stick werkt het best. Overigens is mijn auto een camperbusje, dus relatief veel vakantie met de auto	Het is grotendeels het gebrek aan een gemakkelijk alternatief. De reden dat ik de auto pak is bijvoorbeeld omdat ik 2 kleine kinderen heb die ik op 2 verschillende opvangplekken moet ophalen en ze niet beide op de fiets kan vervoeren (ze kunnen zelf niet fietsen). Het feit dat ik 2x per jaar met het vliegtuig ga is ivm familie in het buitenland, dat is niet op auto-rij-afstand. Ik probeer op andere manieren dat te compenseren maar blijf me schuldig voelen. Qua kleding zou het fijn zijn als er geen mode meer was of als er campagnes komen waardoor mensen die niet hip zijn, juist hip worden. Dan hoef ik nooit meer andere kleding te kopen. In dit geval haal ik veel kleding ook tweedehands maar eigenlijk zou ik helemaal geen andere kleding nodig hebben, want functioneel heb ik altijd voldoende. Het is de mode of meegaan in een bepaalde cultuur die het lastig maakt. Als die cultuur anders is, is het niet-kopen ook geen opoffering meer. Dan val je niet meer buiten de boot.	Via kunst en verbeelding. Show don’t tell. Door het samen te doen. Geen betutteling maar cocreatie. Als de overheid klimaatrechtvaardigheid concreet serieus neemt. Ecocide bestraffen. Duurzame wetgeving. Systeemverandering. Burgercollectieven stimuleren en steunen
Dat het meer support wordt door media	stimuleer aantrekkelijkheid van duurzame productie en afname ten opzichte van fossiele aanbieders/opties (industrie/voedsel/kledin g/mobiliteit) en voer dat meerjarig door. Lokaal en biologisch geteelde boontjes moeten de norm worden en niet die uit Kenia.	Ik gebruik de auto nog heel veel. Daar is nog wel winst te behalen. Werk op fietsafstand zou een hele hoop schelen. Thuiswerken ook maar dat vind ik zelf niet zo prettig.	Ik ga geen goed antwoord geven op de vraag, maar u informeren wat mij dwars zit. Het beeld wat veel mensen hebben, bij bijvoorbeeld de energie transitie is dat dit ons geld kost. Dat is niet het geval. Onze werkloosheid is extreem laag, omdat elke elektricien en installateur boven modaal kan verdienen. Via inkomstenbelasting en btw inkomsten verdient de overheid aan de energie transitie. Ik weet

			niet hoeveel woorden ik mag opschrijven, dus hier laat ik het bij, maar ik kan het veel gedetailleerder toelichten.
Beter internationaal railnetwerk	Het is lastig om je zelf duurzaam te gedragen als de overheid perverse prikkels voor grote belasters blijft geven. Voor breder draagvlak maar ook voor mijn persoonlijke motivatie zou ik graag zien dat de overheid klimaatkosten weet in te prijzen. Dus: stoppen met "fossiele subsidies".	Mbt bedrijven, het proces van subsie aanvragen eenvoudiger maken.	Gedragsverandering vraagt een combinatie van al deze factoren. Wat beste werkt verschilt per situatie en persoon.
Regering moet goede voorbeeld geven en niet haar eigen doelen niet halen.	Dat andere mensen vertellen wat voor duurzame keuzes zij maken	Echte prijs laten betalen voor onduurzame alternatieven. Internationale treinreizen vereenvoudigen. Meer en vaker biologische producten in se aanbieding. Biologische winkels minder exclusief maken. Etc. biologisch	Het leven goedkoper maken zodat er betere keuzes gemaakt kan worden
Duurzaam gedrag moet overduidelijk de meest aantrekkelijke optie zijn tov alternatieven (goedkoper, leuker, makkelijker, socialer)	Normeren en beprijzen	Prikkel nodig om te minderen met zuivel. Prikkel nodig om helemaal te stoppen met aardgas in mijn woning.	Sociale norm, reclameuitingen
Eetbare/oplosbare/herbruikbare packaging. Minder prijsverschil en tijdsverschil tussen internationale treinreizen en vliegen. Meer bewustzijn van de impact die online/tv etc zijn heeft op het milieu.	Gezamenlijk voordeel	Het brede besef dat klimaatverandering een zorg is van en voor ons allemaal; Nu en in de toekomst	Ik mis vooral informatie; hoe kan een Nederlander zich op zijn eigen postzegel inzetten om zo min mogelijk CO2 uit te stoten en zoveel mogelijk de biodiversiteit te bevorderen.
Voorzieningen dichtbij huis verzorgen, zodat het makkelijk en vanzelfsprekend is/wordt om gewenst duurzaam gedrag te (kunnen) vertonen. Denk aan reparatiediensten en 2e hands kleding-markten/winkels..	Tips hoe ik iets nog beter of duurzamer kan doen met voorbeelden	vlees 3x zo duur (net als sigaretten), 0% BTW of groente en fruit, right to repair, verbod op fast fashion, taxshift van arbeid naar grondstoffen	Tips hoe ik iets nog beter of duurzamer kan doen met voorbeelden
Voorzieningen dichtbij huis verzorgen, zodat het makkelijk en vanzelfsprekend is/wordt om gewenst duurzaam gedrag te (kunnen) vertonen. Denk aan	Probeeraanbod	Impact duidelijk maken	Meer subsidies vanuit de overheid (zoals voor warmtepomp, zonnepanelen en elektrische voortuigen, zonder dat hier het risico

reparatiediensten en 2e hands kleding-markten/winkels.			aanwezig is dat dit in de toekomst duurder wordt)
Ik merk dat ik veel kijk naar wat anderen allemaal “fout” doen. Vind lastig mijn oordeel achterwege te laten. .	Ik ben al vrij duurzaam. Zo heb ik geen gas aansluiting, een warmtepomp en zonnepanelen. Ik repareer zelf defecte apparaten en koop meestal tweede hands. Ik denk dat fiscale voordelen/maatregelen wel kunnen helpen om duurzaamheid te stimuleren. Verandering van gedrag vraagt om een schok. Hoe en welke schok toe te dienen, dat is de belangrijkste vraag	Belonen werkt beter dan straffen, schijnt	Ik denk dat belonen en informeren het belangrijkst zijn. Daarnaast is het goede voorbeeld zien vanuit overheid en maatschappelijke organisaties belangrijk. Als laatste zou de overheid zsm gesubsidieerd iets moeten doen aan energie armoede
Inzicht in welk type duurzaam gedrag, welke effecten heeft	Goed voorbeeldgedrag door de overheid: ik doe een opdracht voor een Ministerie en daar wordt nog vlees geserveerd. Dat vind ik raar	Het helpt als het de makkelijke optie is. Of de enige optie. In onze eigen boerderijwinkel bieden we alleen lokale en duurzaam geproduceerde producten aan, dat zorgt er voor dat mensen niet na hoeven te denken over de juiste keuze. Dat waarderen onze klanten erg	Regelgeving
Veel strenger beleid en maatregelen, een beter milieu begint niet bij jezelf maar bij verbieden bio industrie en toeslagen op vliegen en verpakkingen et cetera	Wat mij zou motiveren is solidariteit. Hieronder versta ik dat écht iedereen zijn steentje bijdraagt. Ik denk dan met name aan bedrijven (in alle sectoren) en boeren. Nu blijven bepaalde groepen buiten schot waardoor ik mijzelf "gekke henkie" voel om wel van alles "te laten". Vandaar dat ik de voorkeur geef aan dwang/straf voor iedereen die dingen doet/laat die het klimaat schaden. Nu doe ik dit voor mijzelf op een wijze die niet teveel offers van mijzelf vraagt. Ik zou, als alles en iedereen dat doet wel meer willen doen.	Aangeleerd gedrag is moeilijk afleren, zeker als het fijner/makkelijker is dan duurzaam gedrag (denk aan geen vlees meer eten). Een goed alternatief maakt gedragsverandering makkelijker.	Volle inzet van de overheid op duurzaamheid, waardoor ook andere problemen aangepakt worden. Zie boek ‘er is leven na de groei’. Overheiid zorgt voor stimulering duurzame bedrijfstakken zolang deze duurzaam zijn, stopt met niet diuurzame financiering, maakt eigen bedrijfsvoering compleet duurzaam, zeker de catering.
Als iedereen net zo goed omgaat met het milieu als ik, zou het een stuk schoner zijn. NL is een druppel op een gloeiende plaat. Zolang in de wereld alles om macht en geld draait, kun je een betere aarde wel vergeten.	Als persoon zijn wij maar een heel heel kleine schakel zodat mijn inzet in het niet valt tegenover de overheid en bedrijfsleven.	De aanpak van klimaat problemen brengen door actievoerders en een Europese bemoeienis die door onze overheid behoorlijk dwingend omarmt wordt, een behoorlijke aversie	Drammen stimuleert mij niet het werkt eerder tegengesteld.

		teweeg bij grote delen van de bevolking.	
Als iedereen leert consumeren wat hij nodig heeft in plaats van te kopen wat advertenties zeggen dat je nodig hebt, zou de wereld er al heeel anders uitzien.	Aangezien er zo veel verschillen zijn in wat mensen zich kunnen veroorloven, zouden mensen het misschien wel willen maar is het nu al vaak te duur (in mijn geval is dat namelijk zo). Duurzame producten zijn tegenwoordig helaas nog een heel stuk duurder.	Meer belasting betalen voor klimaat? nee! Waarom niet? Omdat de overheid betere keuzes moet maken. Realistisch zijn in doelen en de daadwerkelijke bronnen aanpakken. Zoveel mogelijk uit eigen land verbruiken. import en export is oké maar je gaat niets importeren omdat het goedkoper is dan uit eigen omgeving! dan zorg er maar voor dat het uit eigen omgeving goedkoper wordt.... Al die transporten.... pleziervluchten door vliegtuigen, dát zijn facetten die hierin een verschil kunnen maken.	Ik zou graag meer gebruik maken van het OV maar de verbindingen zijn beroerd en voor de kosten hoef je het ook al niet te doen.
Helaas mis ik de mogelijkheden om de overheden zelf aan te spreken op hun gedrag mbt klimaat. Zoals voor de luchtvaart. Meer dan 50% van de pasagiers is "overstapper"omdat de landingsrechten voor maatschappijen veel goedkoper zijn dan op andere airport. Maatregelen moeten in groter verband genomen worden, want Nederland is slechts 1 % van de wereld. En als je ziet wat hier dan voorgesteld wordt als beste jongetje van de klas en landen als India, China, Japan, Afganistan en Amerika alles aan hun laars lappen kan ik me voorstellen dat dit niet leidt tot positieve gedachten. Waar blijft de kracht van een gezamenlijk Europa?	Ik vind het hele klimaatvraagstuk erg lastig. Aan de ene kant ben ik best bereid mijn steentje bij te dragen. Aan de andere kant is er zoveel te winnen op veel grotere schaal (aanpakken uitstoot grote bedrijven, andere aanpak, etc) dat ik me afvraag of het dan nut heeft dat ik 5 minuten minder lang onder de douche sta. We moeten nu 5 cent extra betalen voor een plastic bakje bij de Chinees. Maar wat is het alternatief? Dit bakje is alsnog plastic afval. Ik gebruik deze bakjes thuis om eten wat over is in te vriezen, maar ik denk dat veel mensen ze ook gewoon weggooien. En wat gebeurt er met die 5 cent die iedereen extra betaalt? Ik doe het, omdat je anders je eten niet krijgt, maar ik vraag me af of dit de manier is om de problemen aan te pakken. Ik was begin dit jaar op vakantie op Aruba (mijn eerste vliegreis sinds 5 jaar) en daar zag ik een ouder die op een parkeerplaats stond te wachten tot	klimaat moet wereldwijd ondersteund worden anders is het dweilen met de kraan open.	Pak nou eerst eens de grote vervuilers aan I.p.v. de burgers. Er genoeg groot vervuilers in de industrie die miljoenen winst maken maar niet genoeg doen aan het milieu. Dus begin daar eerst een slag te slaan. En uiteindelijk de gewone burger.

	zijn/haar zoon terug kwam van de sportles. De motor van de auto stond aan en de airco ook, terwijl de auto in de schaduw stond en het niet heel warm was. Daar wordt geen afval gescheiden en is er ook geen tax op plastic bakjes. Het voelt voor mij als dweilen met de kraan open. Toch probeer ik wel mijn best te doen, want ik realiseer me dat de jongeren van nu (waaronder ook mijn kinderen) het straks nog zwaar zullen krijgen. Maar ik ben somber over de vooruitzichten en of de dingen die ik doe wel zin hebben.		
Voordat de rekening bij de gewone mensen komt, mogen ze wat mij betreft de industrie en vliegverkeer eerst flink gaan belasten.			

Appendix D: Sensitivity analysis

Table 11

Regression coefficients for the influence of being oat milk elite on separate pro-environmental behaviours

	Travel[a]				Living[a]				Consuming[a]				Eating[a]			
Model	1		2		1		2		1		2		1		2	
	B	SE	B	Se	B	SE	B	SE	B	SE	B	SE	B	SE	B	SE
(Constant)	2.304***	.014	1.739***	.070	2.829***	.017	2.264***	.092	2.398***	.013	1.599***	.065	2.209***	.015	1.162***	.069
Oat milk elite	.407***	.057	.233***	.055	-.337***	.068	-.138*	.072	.084	.052	-.046	.051	.026	.059	-.156***	.054
Knowledge			.079***	.018			.068**	.024			.122**	.017			.173***	.018
Behaviour of others			-.003	.015			.007	.020			.032*	.014			.011	.015
Gender			.018	.026			.062*	.035			.126**	.025			.161***	.026
Age category			-.007	.008			.092**	.011			.023*	.008			.021*	.008
Netto income category			-.015*	.005			-.013	.007			-.001	.005			.002	.005
Education level			.014	.011			-.013	.014			.040**	.010			.043***	.011
Urbanity of home address			.084***	.009			.018	.011			-.003	.008			.002	.009
Political interest			.035	.022			.028	.029			.044*	.021			.089**	.022
Right or left voted			.080***	.020			-.021	.027			.047*	.019			.059*	.020
Right or left identity			.027***	.007			.006	.010			.012	.007			.029**	.007
R2	0.048		0.285		0.024		0.109		0.003		0.223		0.000		0.322	

Note [a] scale from 1 (not sustainable) till 5 (sustainable)
SE= standard error
Sig* p < 0.05
** p < 0.01
*** p < 0.001

Appendix E: Website The Green Challenge

THE GREEN CHALLENGE

HOME OVER **CHALLENGE** ACCOUNT CONTACT

Challenge juli 2024

Duurzaam eten

De uitdaging voor deze maand is om duurzaam te eten. Denk hierbij aan vegan eten, geen eten weggooien of lokaal voedsel kopen.

START NU

Acties en punten

- Eet een week plantaardig (30 punten)
  - Lever foto's en video's in van je eten en het koken.
- Koop lokaal en seizoensgebonden (10 punten)
  - Lever bonnetjes in en foto's.
- Gooi de hele maand geen voedsel weg (30 punten)
  - Maak video's van wat je doet met het eten.
- Maak een maaltijd van restjes (10 punten)
  - Maak een video
- Dierlijke eiwitten vervangen door plantaardige (10 punten)
  - Maak een video
- Kweek je eigen kruiden (10 punten)
  - Lever bonnetjes in en maak een video
- Winkel verpakkingsvrij (10 punten)
  - Lever bonnetjes in en maak foto's
- Koop alleen duurzame producten (20 punten)
  - Lever bonnetjes in
- Plan en bereid je maaltijden voor, voor een week (20 punten)
  - Maak video's
- Eet de hele maand geen vlees (30 punten)
  - Maak foto's en video's

BEWIJS AANLEVEREN

THE GREEN CHALLENGE

HOME OVER CHALLENGE **ACCOUNT** CONTACT

Account

- Persoonlijke informatie
- **Bewijs aanleveren**
- Punten en beloningen
- Vrienden
- Eerdere challenges
- Feedback
- Klimaat info

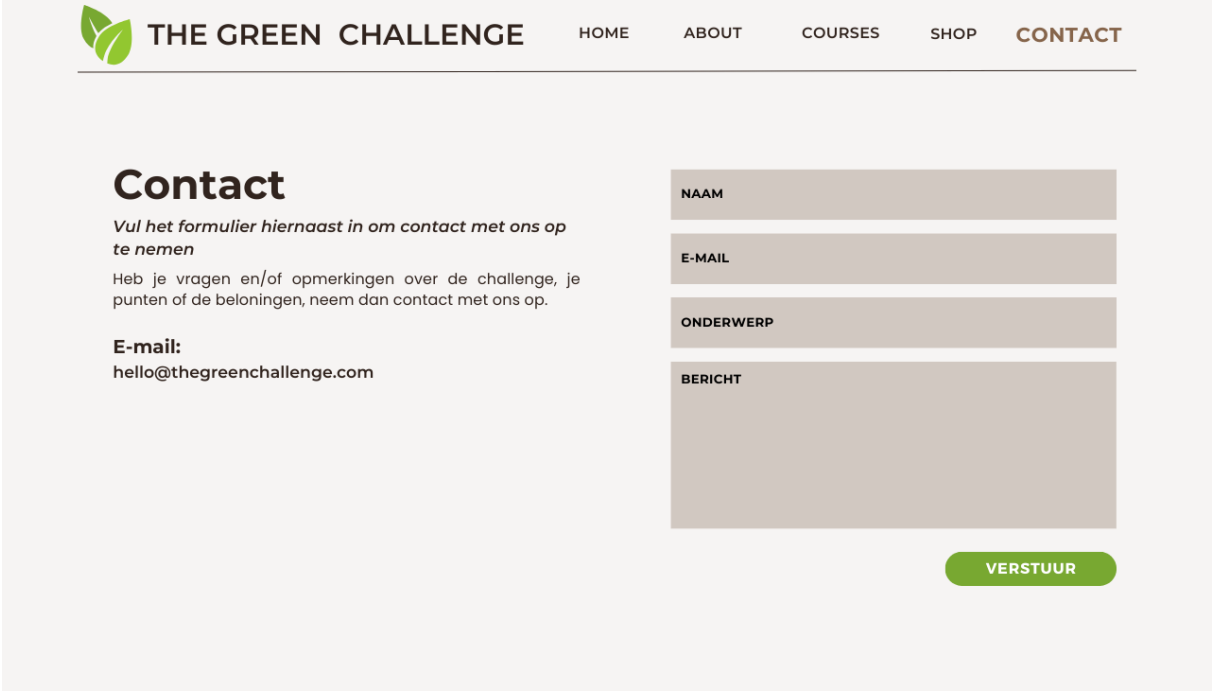
Bewijs aanleveren

UPLOAD FOTO'S

UPLOAD VIDEO'S

UPLOAD BONNETJES


THE GREEN CHALLENGE
HOME
OVER
CHALLENGE
ACCOUNT
CONTACT
Account
Persoonlijke informatie
Bewijs aanleveren
Punten en beloningen
Vrienden
Eerdere challenges
Feedback
Klimaat info
Punten en beloningen
TOTAAL TE VERDIENEN PUNTEN: 180
HUIDIGE PUNTEN: 108
60%
Beloningen
JE KUNT MAXIMAAL TWEE PRIJZEN AANVINKEN (MITS JE GENOEG PUNTEN HEBT).
54 PUNTEN (30%) GRATIS HERBRUIKBARE BOODSCHAPPENTAS
72 PUNTEN (40%) CADEAUBON T.W. €5 VOOR DE LOKALE GROENTEBOER
90 PUNTEN (50%) 3 GRATIS PLANTAARDIGE PRODUCTEN BIJ DE SUPERMARKT
126 PUNTEN (70%) BOEK OVER DUURZAME VOEDING
144 PUNTEN (60%) KOOKWORKSHOP VOUCHER
180 PUNTEN (100%) CADEAUBON T.W. € 40VOOR EEN BIOLOGISCH RESTAURANT


THE GREEN CHALLENGE
HOME
ABOUT
COURSES
SHOP
CONTACT
Contact
Vul het formulier hiernaast in om contact met ons op te nemen
Heb je vragen en/of opmerkingen over de challenge, je punten of de beloningen, neem dan contact met ons op.
E-mail:
hello@thegreenchallenge.com
NAAM
E-MAIL
ONDERWERP
BERICHT
VERSTUUR