
The Impact of Nature Exposure on Pro-Environmental Behavior: an Experimental Investigation

Lisette Ibanez^{1,2}, Jean-Charles Latourte³, and Sébastien Roussel^{*1,4}

¹Centre d'Économie de l'Environnement - Montpellier - FRE2010 (CEE-M) – Centre National de la Recherche Scientifique : FRE2010, Institut national d'études supérieures agronomiques de Montpellier, Institut National de la Recherche Agronomique, Université de Montpellier – 2 Place Viala INRA - MSA34060 Montpellier Cedex 2, France

²Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement – INRAE – France

³Institut national de la recherche agronomique [Montpellier] – CEE-M – France

⁴Université Paul-Valéry - Montpellier 3 – Université Paul-Valéry - Montpellier 3 – France

Résumé

Would people behave in more pro-environmentally after simply being exposed to a surrounding that is reminiscent of nature? In order to address this question, we carry out a laboratory experiment where we test participants' likelihood of carrying out two types of Pro-Environmental Behavior (PEB): a monetary effort of donating to an Environmental Non-Governmental Organization (ENGO) that we call an eco-donation, and a non-monetary effort of recycling that we call an eco-action. We construct three different decision-making frameworks through showing participants videos of an urban setting, a nature setting and a "positive emotions" setting (not linked to nature). We find that exposure to nature boosts both eco-donations and eco-actions. Our results highlight that there is no direct link between these PEB in terms of spillover effects. Interestingly, the impact of nature exposure on eco-donation is greater on individuals with a low environmental consciousness score, whereas the impact on eco-action is greater on individuals with a high level of environmental consciousness. Our work provides new avenues for designing environmental protection policies based on behavioral insights.

Mots-Clés: Behavioral economics, Charitable giving, Dictator game, Experimental economics, Nature, Pro, Environmental Behavior (PEB), Recycling

*Intervenant