Clarification Questions - Review of behavioural insights into pro-environmental behaviour

**Q: What is the definition of "pro-environmental behaviour" in this context? Is it necessary to focus on specific ones, or should we examine these behaviours in general?**

A: In the PANS survey we aim to capture pro-environmental behaviours in the broadest sense as an indicator of people’s general tendency to undertake positive action for the environment. Defra’s Survey on Attitudes to the Environment then covers some of these specific behaviours in more detail, this is not within our scope.

The main existing measures of pro-environmental behaviours in the [adult’s survey](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fpublications.naturalengland.org.uk%2Ffile%2F4741218067283968&data=05%7C01%7CNE_Contracts_Finder%40naturalengland.org.uk%7C9eea1fbd503449a821b808dac7fc3ee9%7C770a245002274c6290c74e38537f1102%7C0%7C0%7C638042183441644691%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=wP76tnhOeN1mzMryRp%2BhXbKYjq3KsogKr5F8YYXvQqY%3D&reserved=0) are questions M4\_Q9, M4\_Q11, and M5\_Q3 and are based around this referenced PRO-COBS scale (covering social action and wildlife behaviours) but also aim to capture energy use and waste related behaviours for a broader look:

Barbett, L., Stupple, E. J., Sweet, M., Schofield, M. B., & Richardson, M. (2020). Measuring actions for nature—development and validation of a pro-nature conservation behaviour scale. Sustainability, 12(12), 4885.

We did not find a suitable existing measure to fit the children’s survey and so we created one through insights from the following, again aiming to capture the range of pre-environmental behaviours (see question CS\_Q10 in the [children’s survey](https://eur03.safelinks.protection.outlook.com/?url=http%3A%2F%2Fpublications.naturalengland.org.uk%2Ffile%2F6194147668262912&data=05%7C01%7CNE_Contracts_Finder%40naturalengland.org.uk%7C9eea1fbd503449a821b808dac7fc3ee9%7C770a245002274c6290c74e38537f1102%7C0%7C0%7C638042183441644691%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=auLrskr%2BcqmRwtZ6aOIIChM%2BTv7VcwpxsUbUhJqx%2F3I%3D&reserved=0)):

Evans, G. W., Brauchle, G., Haq, A., Stecker, R., Wong, K., & Shapiro, E. (2007). Young children's environmental attitudes and behaviors. Environment and behavior, 39(5), 635-658.

Collado, S., Corraliza, J. A., Staats, H., & Ruiz, M. (2015). Effect of frequency and mode of contact with nature on children's self-reported ecological behaviors. Journal of Environmental Psychology, 41, 65-73.

**Q: In outlining the "relevance of existing behavioural models of pro-environmental behaviour for developing the People and Nature Surveys", what level of detail is expected in our tender response given that this will be a part of the project itself?**

A: Yes, I agree that this will come to light through the review. This is asking you to show your understanding of how behavioural insights might benefit this process of developing the PANS questions, rather than specifying which behavioural insights are relevant up front.

**Q: Is the evidence review on the most established behavioural models limited to models from psychology, or can it also include models from economics and other behavioural science disciplines such as COM-B, EAST, and so on?**

A: Yes, apologies if this wasn’t clear, we are very much interested in these and COM-B is the one I am most familiar with. We are open to drawing on a broad range of behavioural insights that might benefit our understanding. This exclusion/inclusion criteria can then also be discussed further with the contractor chosen to complete the work to keep this manageable and relevant.

**Q: What about concepts in the literature that explain the path to pro-environmental behaviour but haven't been proven as models? Are these acceptable?**

A: Yes, very much so.

**Q: What level/type of expertise is expected in terms of large-scale national survey experience? For example, working on survey design, survey analysis, and so on.**

A: This is a desirable rather than a necessity. We requested this as the ultimate aim of this review is to feed into these large-scale national surveys and so an understanding of their design and methods would be beneficial. NE will feed into discussions around what is and isn’t possible for PANS but demonstration of an understanding of these kinds of surveys is desirable.

**Q: Regarding ‘assess the extent to which they are able to test and provide evidence for key predictors and behavioural pathways to pro-environmental behaviour’, are we aiming for a quantitative analysis such as correlation between the measures currently used versus what literature suggests? Or is the ask more qualitative in nature, for example, involving the matching of existing questions with insights from literature?**

A: The latter is correct. No analyses will be required, just a comparison of insights gained and how these compare with existing PANS/C-PANS survey questions.