

## Sustainability | Individual communication

### IC - (21018) - RUSSIAN SCALE OF PRO-ENVIRONMENTAL BEHAVIOR: DEVELOPMENT AND PSYCHOMETRIC ASSESSMENT.

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#### Background and objectives

Pro-environmental behavior largely depends on the socio-cultural context and the availability of specific infrastructure. Thus the use of Western scales for measuring this behavior in Russia does not allow for in-depth analysis of both the variability of pro-environmental behavior and of the effects of its determinants.

#### Process and methods (for empirical research)

Current study aims to develop a scale of pro-environmental behavior using qualitative and quantitative methods: literature analysis (n = 61), semi-structured interviews (n = 65), as well as socio-psychological surveys (n<sub>1</sub> = 542; n<sub>2</sub> = 56; n<sub>3</sub> = 462).

#### Main results (or main arguments in the case of critical reviews)

Based on the obtained data, a five-factor scale of pro-environmental behavior was developed. The scale includes the categories: household waste management, social actions, resource conservation, sustainable consumption and climate (transport) actions. The full and short versions of the scale demonstrated high reliability and internal consistency. The full version consists of 23 questions included in 5 subscales, and the short version includes 13 questions, the average of which can serve as an indicator of pro-environmental behavior.

#### Implications for research and practice/policy | Importance and originality of the contribution

As a result of this project, the first culturally-specific scale of pro-environmental behavior in Russia was created. It is an important step to improve the quality of Russian research in this area, ensure the relevance and validity of measurements. This methodological tool can also be used for monitoring the pro-environmental behavior of the population, at the level of organizations, universities, cities, etc. Thus, these results can have a positive impact on the environment and climate through the implementation of eco-friendly daily actions, which can be applied in policy, practice, education, and the activities of organizations.

**Palavras-chave : pro-environmental behavior, environmental psychology, scale development, household waste management, social actions, resource conservation, sustainable consumption, climate action, transport behavior**