

Structural

- Social-cultural, e.g. norms
- Economic
- Institutional
- Physical/infrastructure
- Rather stable
- Structural barriers can restrict individual behavioural change

Psychological

- Motivational
- Cognition, Knowledge
- Attitudes, Values
- Emotions
- Existing behaviors, habits
- Rather stable
- Behavioural change is a deliberate, goal directed process

Situational

- Time, Pressure, States of the Body, Presentation of Options, Information Availability
- Situational barriers (information with too high complexity)
- Behaviour is influenced by situational factors

Target Behaviour:
Pro-Environmental
Behaviour, Engagement,
Motivation

Baseline Behaviour:
Ignorance, Inaction,
Apathy