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1 Do biospheric values moderate the impact of information appeals on pro-environmental behavioral intentions?

## 2 Supplementary File

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### 7 1. Supplementary Figures

8 All materials in the study were originally presented to the participants in German. With the exception of the graphics,  
9 all materials were translated into English for this publication.

10 **Figure 1.** Intervention A (environmental appeal) in Study 1



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12 Notes. The participants got to read two posters in the same order. Poster 1: "In conventional coffee farming...  
13 disproportional amounts of water is used/ huge areas of rainforest are denuded/ poison substances (for the pest control)  
14 are used which are prohibited in Europe/ the environment is damaged to a significant extend!". Poster 2: "If you buy  
15 organically grown coffee... you ensure that the environment is less damaged/ you safe water/ you help to maintain  
16 species diversity/ you ensure that the environment is protected."

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19 **Figure 2.** Cover Story for the Control Group B in Study 1 and 2 translated in English language

In addition, please put yourself in the following situation:

*The company where you are employed and for which you want to buy one of the coffee packs is very large. The company building is located near the city center. The company is easily accessible both by car and by public transport. In the canteen there is a wide range of meals every day. You yourself have been working in a team for years, which last month received an internal company award for its special creativity.*

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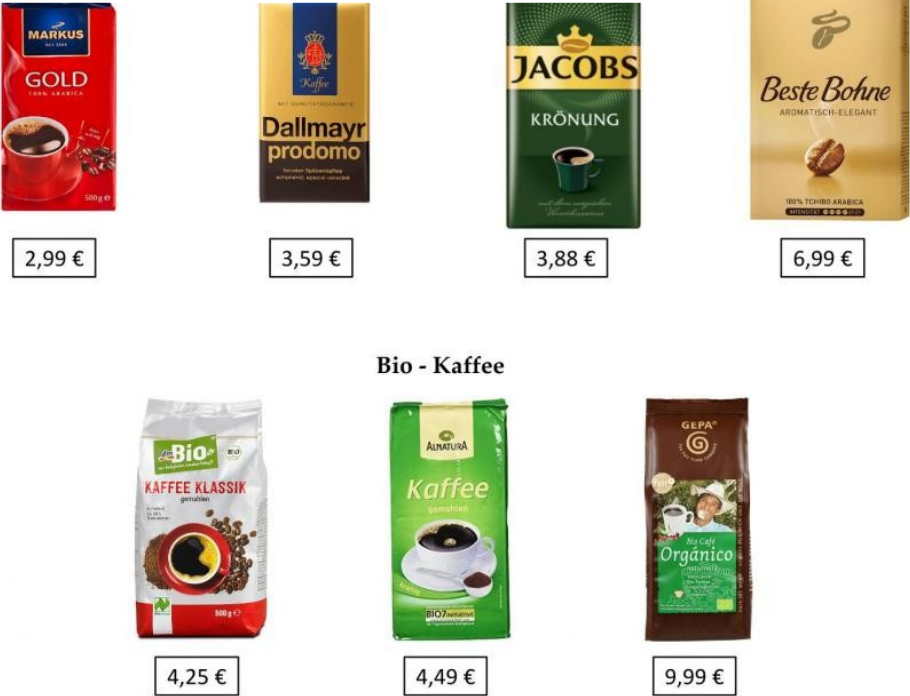
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Notes. The similar story was used in experiment 1 and 2.

**Figure 3.** Coffee Choice Task in Study 1



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38 Notes. The participants were asked to choose one packet of coffee for their own household and one to share with their  
39 fellow workers in a company, they imagined working for.

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43 **Figure 4.** Case vignette pre-renovated flat Study 2

Please put yourself in the following living situation:

You live alone in an approx. 60 sqm old building rental apartment (consisting of living room, kitchen, bedroom and bathroom) and are currently not planning to move.

However, the apartment has a disadvantage:

The high heating costs – **almost 900 euros every winter!**

The costs are so high because:

- The heating system is technically outdated,
- The outer walls are not insulated
- And the windows are not thermally insulated.

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45 **Figure 5.** *Case vignette post-renovated flat*

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Your new living situation:

You are still living alone in an approx. 60 sqm large rented apartment in an old building (consisting of living room, kitchen, bedroom and bathroom).

Until now, however, the apartment **had** one disadvantage: the high heating costs - almost 900 euros every winter! The costs were so high because the apartment was previously unrenovated.

**However, in the summer your apartment has now been extensively renovated in terms of energy.**

Therefore, your apartment **now** has:

- A modern efficient heating system,
- The exterior walls are thermally insulated
- And triple glazed windows have been installed!

After the refurbishment, the rent will increase only slightly. That's great for you.

**Your annual heating costs have more than halved!**

**You now save almost 500 euros.**

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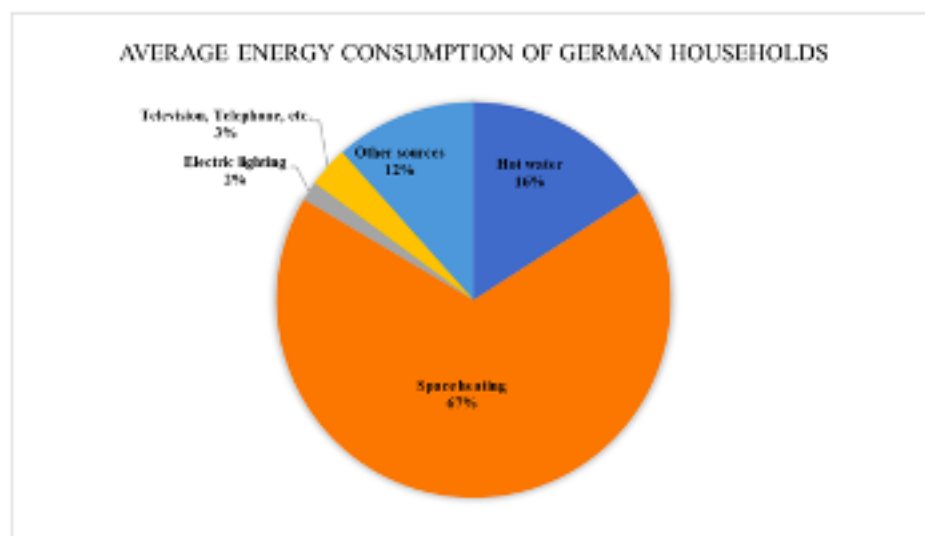
50 **Figure 6.** *Intervention A (environmental appeal) Part A in Study 2*

After the renovation, you will find an information letter from your landlord in your mailbox:

Dear tenant,

your apartment was recently renovated to improve its energy efficiency. It is now better protected against heat loss.

This is important because, as many people do not know, heating (far ahead of all electrical appliances) causes **the greatest energy consumption** in German households.



If you take all households in Germany together, they consume almost twice as much energy through heating as the entire transport sector (car, bus and train).

But no home can actively **save energy**. **Only you can!**

By **adapting** your heating and ventilation behavior to the recommendations, you can reduce the heating energy used by a **further 36%** - and thus do good for our environment from the comfort of your own home.

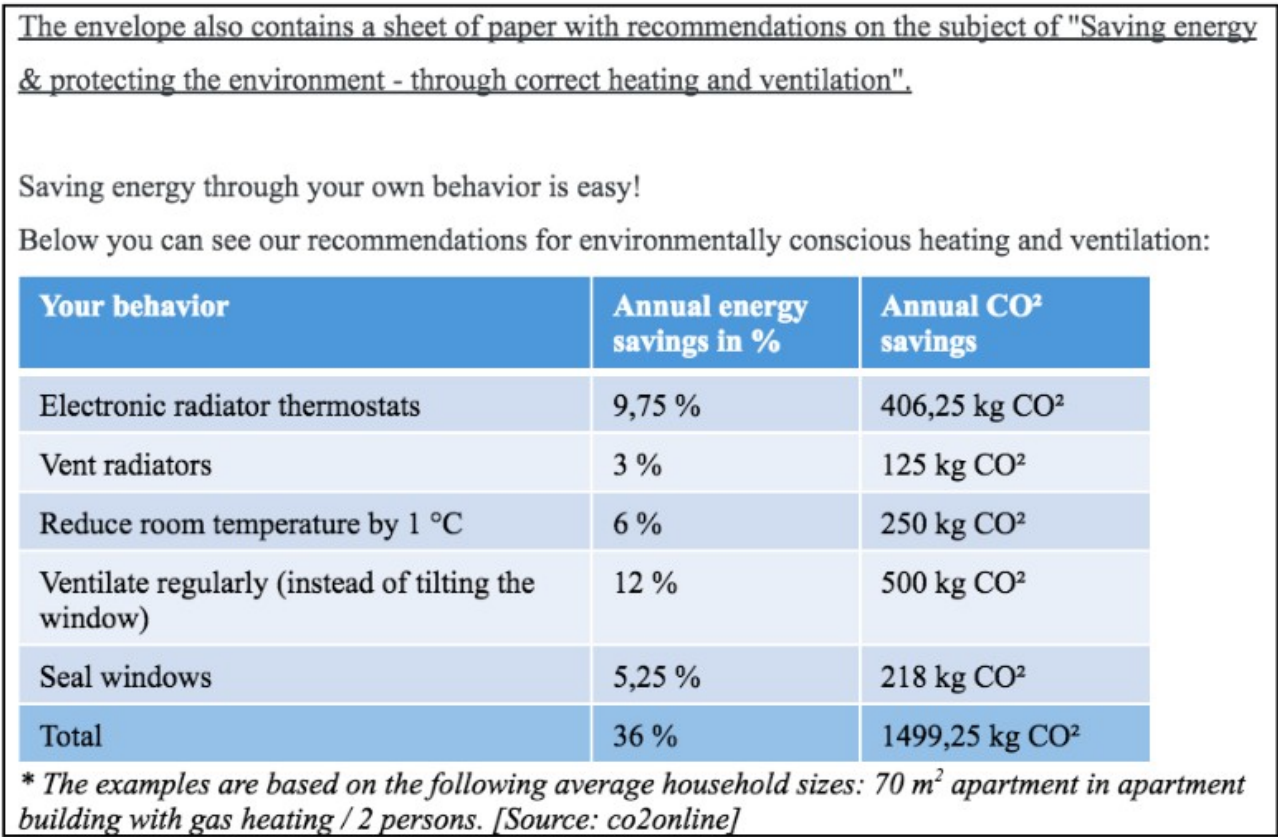
**Adapt your behavior and make your personal contribution to environmental protection!**

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54 **Figure 7.** Intervention A (information intervention) Part B in Study 2



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