









# The environmental psychology canvas

For planning an environmental action with a psychological focus

Target behavior:

Target group:

<p>Social norms</p> 	<p>Personal ecological norm</p> 			<p>(Behavioral) costs and benefits</p> 
<p>Habits</p> 	<p>Problem-awareness</p> 	<p>Perceived responsibility</p> 	<p>Self-efficacy</p> 	<p>Emotions</p> 
	<p>Pro-environmental behavior and its consequences</p> 