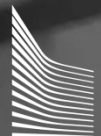


Understanding green farming stakeholders' decisions from a psychological perspective



3rd Roundtable on the Green Architecture of the CAP
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European
Commission

Psychological perspective on decisions: What? Why?

- **Psychological factors = 'behavioural' factors**
= cognitive, emotional, personal and social processes underlying human behaviour (APA, 2018)
- Enriches and complements economic perspective
(e.g. *perceived* costs and benefits)



(Frey & Oberholzer-Gee, 1999)

STEP 1: Whose/What behaviour or decision?

- Farmers: participation in agri-environmental schemes?

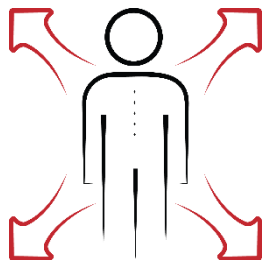


- Farmers: compliance with environmental regulations?
- Consumers: purchase of environmentally friendly food?
- Policy-makers: design of agri-environmental schemes?

- ...

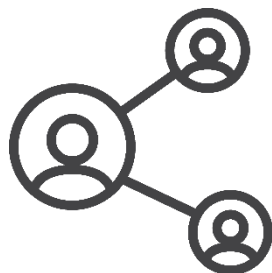


STEP 2: Behavioural factors



Dispositional factors

- General predispositions (not specific)
- E.g. personality, environmental concern, risk tolerance, values



Social factors

- Interactions
- E.g. social norms, signalling motives



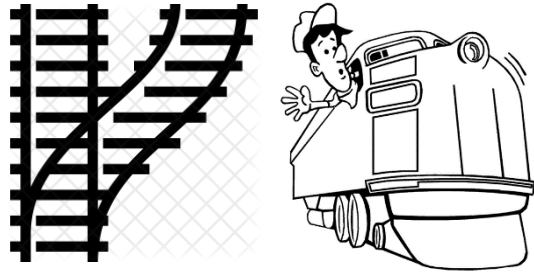
Cognitive factors

- Learning, perception, knowledge, control (specific)
- E.g. perceived costs, benefits, risks

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STEP 3: From behavioural *factors*... ... to behavioural *levers*



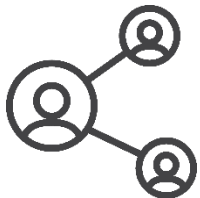
High perceived risks of green practices / agri-env. schemes

Fixed payments, flexible schemes, cost-free trialling, ...



(Biased) high perceived (immediate) costs of green practices

De-bias perceptions (e.g. training), payments in initial phases, increase consumers' willingness to pay for greener products



(Perceived) descriptive norm is non adoption

Provide comparative feedback on environmental performance

Behavioural factors affecting the adoption of sustainable farming practices: a policy-oriented review

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Abstract

This paper reviews the findings from the last 20 years on the behavioural factors that influence farmers' decisions to adopt environmentally sustainable practices. It also proposes policy options to increase adoption, based on these behavioural factors and embedded in the EU Common Agricultural Policy. Behavioural factors are grouped into three clusters, from more distal to more proximal: (i) dispositional factors; (ii) social factors and (iii) cognitive factors. Overall, the review demonstrates that considering behavioural factors enriches economic analyses of farmer decision-making, and can lead to more realistic and effective agri-environmental policies.

Keywords: environment, sustainability, conservation, farming, agriculture, behavioural sciences, nudge, psychology

JEL classification: D91 Role and Effects of Psychological, Emotional, Social, and Cognitive Factors on Decision Making, Q15 Agriculture and Environment, Q17 Agricultural Policy

