

Supplementary materials

Graphical Abstract

Figure 1. Example Venn diagram annotated to create a free-flow visualisation.

Figure 2. Cultural Probe kit elements (daily diaries – left; photo message prompts – right).

Figure 3. Rationale and intention for Cultural Probe kit elements.

Figure 4. Number of mentions of differing PEB themes by messaging source. Note: Participants were allowed to mention the same theme being delivered from different sources e.g., energy saving from National Government and Employer. This data represents the total count of all mentions.

Figure 5. Number of unique ideas by theme and messaging source (note ideas were unique within that source but overlap between themes e.g., Cycle to work scheme messaging is attributed to both the Employer and National Government) [Note: only themes with more than one source for unique ideas are included].

Figure 6. Network of enabling or encouraging factors (Green) or disabling barriers (Purple). Note: Size of nodes indicates the frequency of their occurrence on the combined data from Venn diagrams and probe pack responses; Unique factors identified through the probes are shown in pale colours; Connections are based on the links shown on the Venn and in the probe responses.

Figure 7. Venn diagram indicating the overlap of behaviours between contexts. Numbers indicated the average number of PEBs in each context across all participants [Total home = 11.16; Work = 7.32; Other = 3.64].

Figure 8. Unique patterns of individual behaviour revealed by our Venn diagram. The original diagram can be seen at top. [Note symbols were randomly assigned by participants on their diagrams and were not consistent].

Figure 9. Strength of transferability of cycling between work and home environments. Panel A shows the transfer of behaviour from home to work (arrow width indicates the number participants mentioning transfer). Panel B is transfer from work to home. Panel C are additional enabling factors. Panel D is the full model of work-home behaviour transfer.

Figure 10. Visualisation of the successful causal pathways enabling and promoting the adoption and transfer of PEBs within and between home and workplace settings.

Promoting the transfer of pro-environmental behaviours (PEBs) between home and workplaces

PEBs are “actions of individuals to minimize their negative impact on the natural and built world (e.g. minimize resource and energy consumption, use of non-toxic substances, and reduce food waste)”

54 employees recruited for focus groups & longitudinal study investigating PEB messaging, drivers and motivations



Mixed Methods

Affinity Diagrams: looking at sources & types of PEBs messaging



Individual Venn & Freeflow Diagrams: looking at PEB actions in different settings (home/work/other)



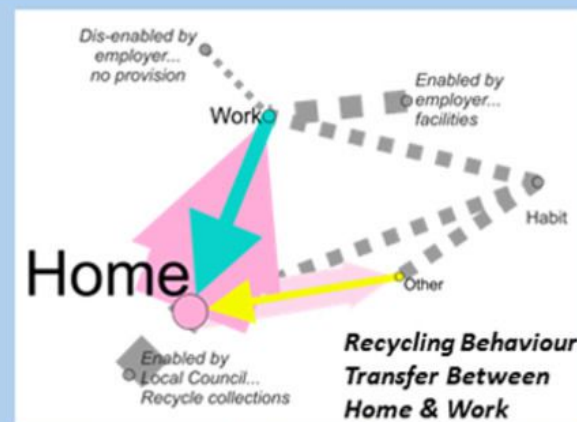
Cultural Probe Kits: investigating longitudinal reflections on PEB motivations, enablers and barriers at home and in workplaces



Some behaviours are unique to work and home – but some are already shared



A variety of motivations and factors enable (green circles) uptake or act as barriers (purple circles) of PEBs



To facilitate successful PEB transfer infrastructure but also supportive societal or institutional norms need to be in place

Our results highlight messaging triggering a diversity of motivations may lead to the greatest PEB adoption rates. For transfer of actions between home and work to be successful both infrastructure and behavioural norms need receive support for PEB changes to become habitual and universal.

Shared: Home & Work

Work

REDUCE PRINTING
ELECTRONICS RECYCLING

FIXING BROKEN EQUIPMENT - NOT BUYING NEW
LIMITED BUDGET

TURN OFF LIGHTS! (+COMPUTERS)

OTHER ADVICE TO SWITCH OFF

PAPER RECYCLING
COUNCIL COLLECTIONS

COMMUTING BY BIKE
HATE YORK TRAFFIC

CYCLE LAMPS - BUT COULD BE BETTER

FREECYCLE
REPURPOSE CLOTHING
TRY TO BUY LOCAL FOOD.
REDUCE FOOD WASTE (E.G. MAKING STOCK FROM VEGET. REMAINS)

LOCAL FARMERS/ FARMERS

BECK IN TOILET CISTERN

BETTER INSULATION
WOULD LIKE SOLAR PANELS

TOO EXPENSIVE

GREY WATER RECYCLING

GOVT GRANTS

SMART STAPS
BUDGET

COMPOSTING
HAVING A GARDEN

INTERNET INSPIRATION

ON A WATER WARE!

SAVE RAIN WATER

GROWING FRUIT + VEG

SAVE RAIN WATER

URBAN FARMING
FUN + REUSE WASTE

EDIBLE YORK

Shared: All Places

Other Places



Themed Postcards

(Transport, Ethical Consumerism, Recycling and Re-use, Food Waste, Household Energy Efficiency)

- *Stimulate responses in relation to particular triggers*
- *Opportunity for participants to communicate messages in whatever form seems appropriate*

Diary Timelines

(One for a work-day and one a non-workday)

- *Prompts to encourage entries at particular times e.g. lunchtime*
- *Record differences in actual behaviour pattern details*
- *Investigate influence of work on home etc.*

Journey Maps

- *Identify behaviour links to places, activities and times*
- *Identify where opportunities for pro-environmental actions were in some way enabled or constrained*

Text-message Prompts

- *Images from the participants own viewpoint to our prompts including: 1. Your solution for saving the planet?; 2. A message from your employer?;3. Highlight of your journey to work?*

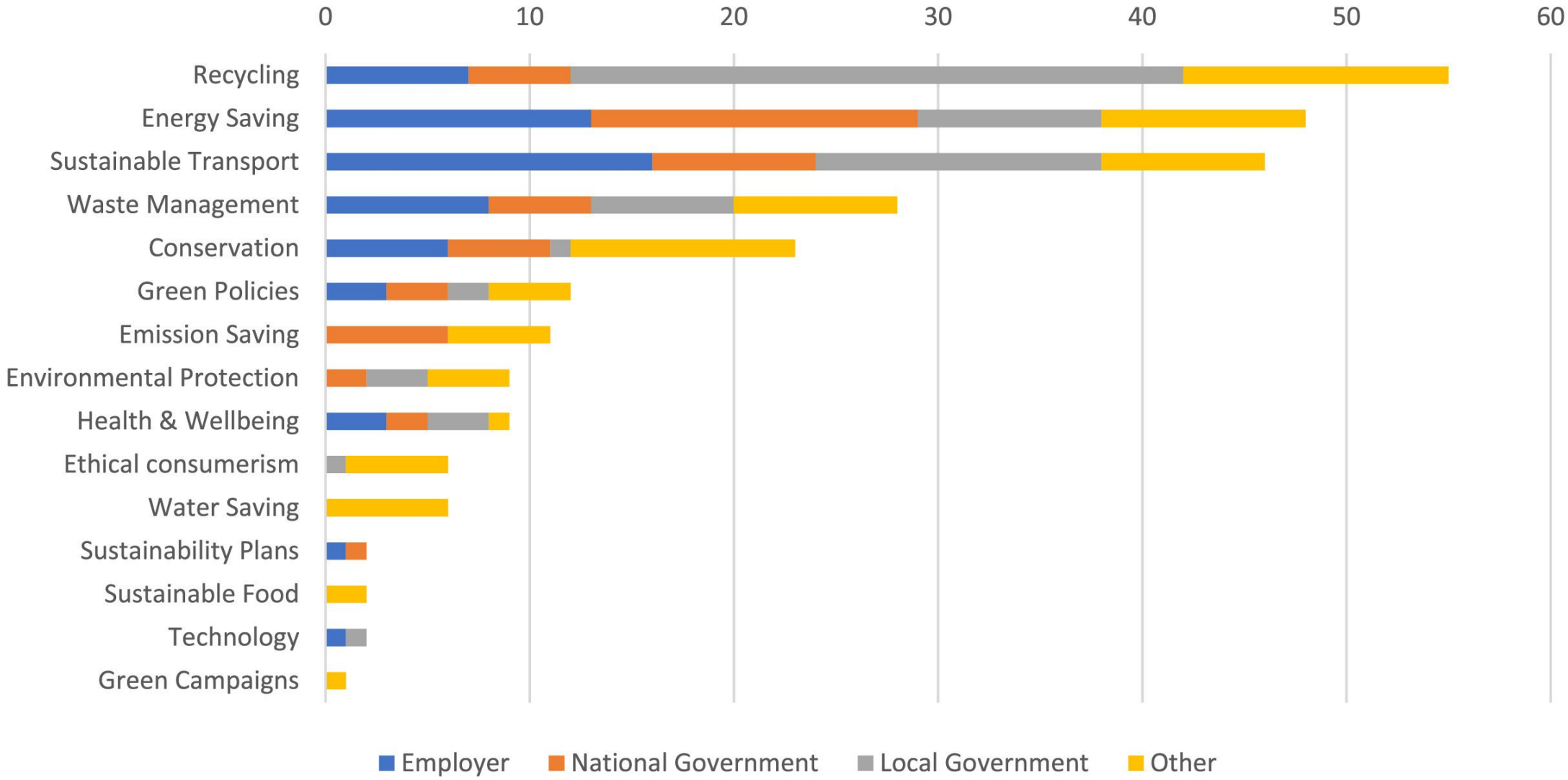
Mood Cards

- *Linked to the diaries – captured the differences in participants moods between work and home days*

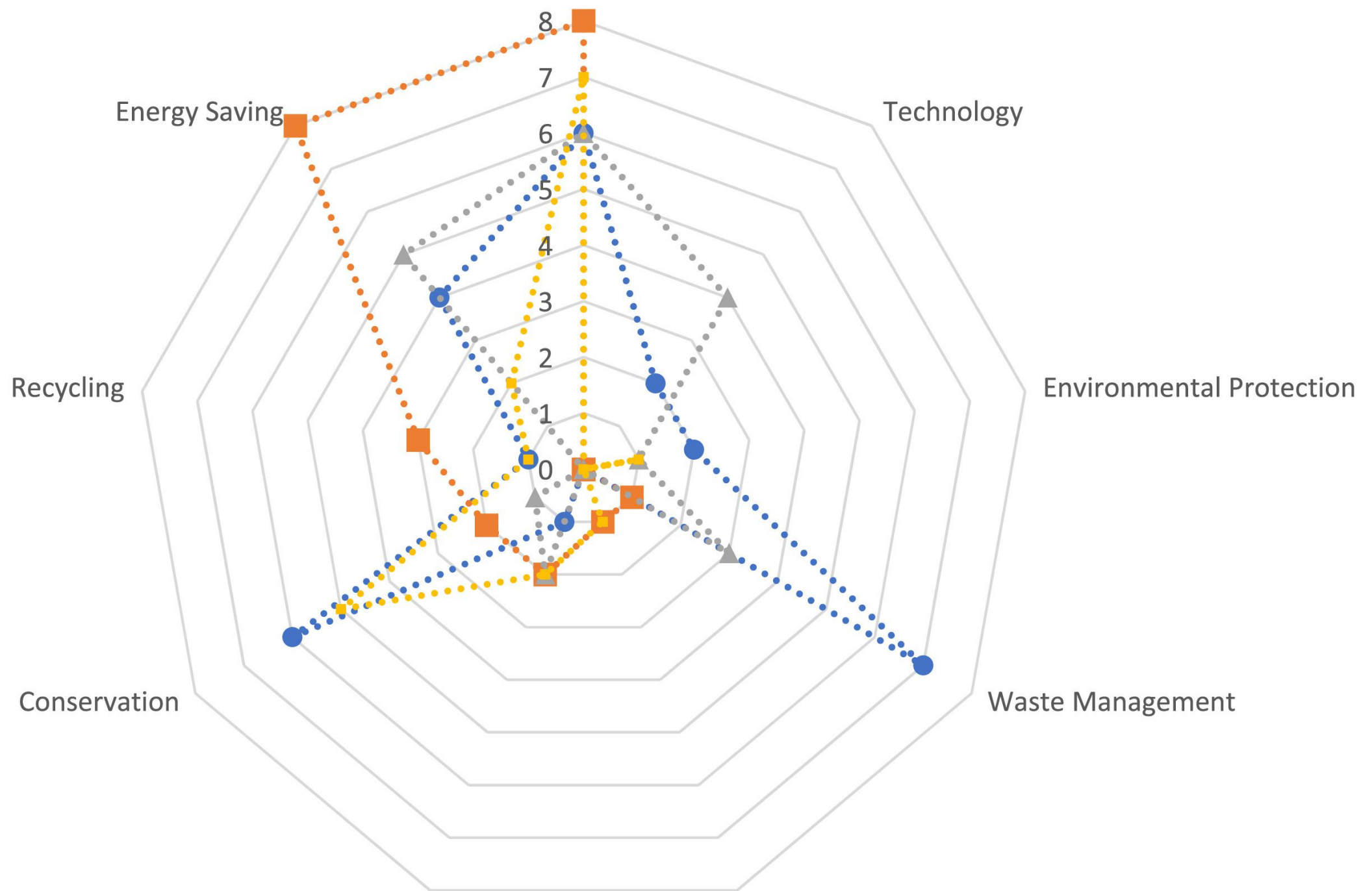
Photo-message Prompts

- *SMS Text messages to encourage ongoing engagement, reflection and interaction. Questions included: If you were the boss at work what change to save the environment, would you ask staff to make?*

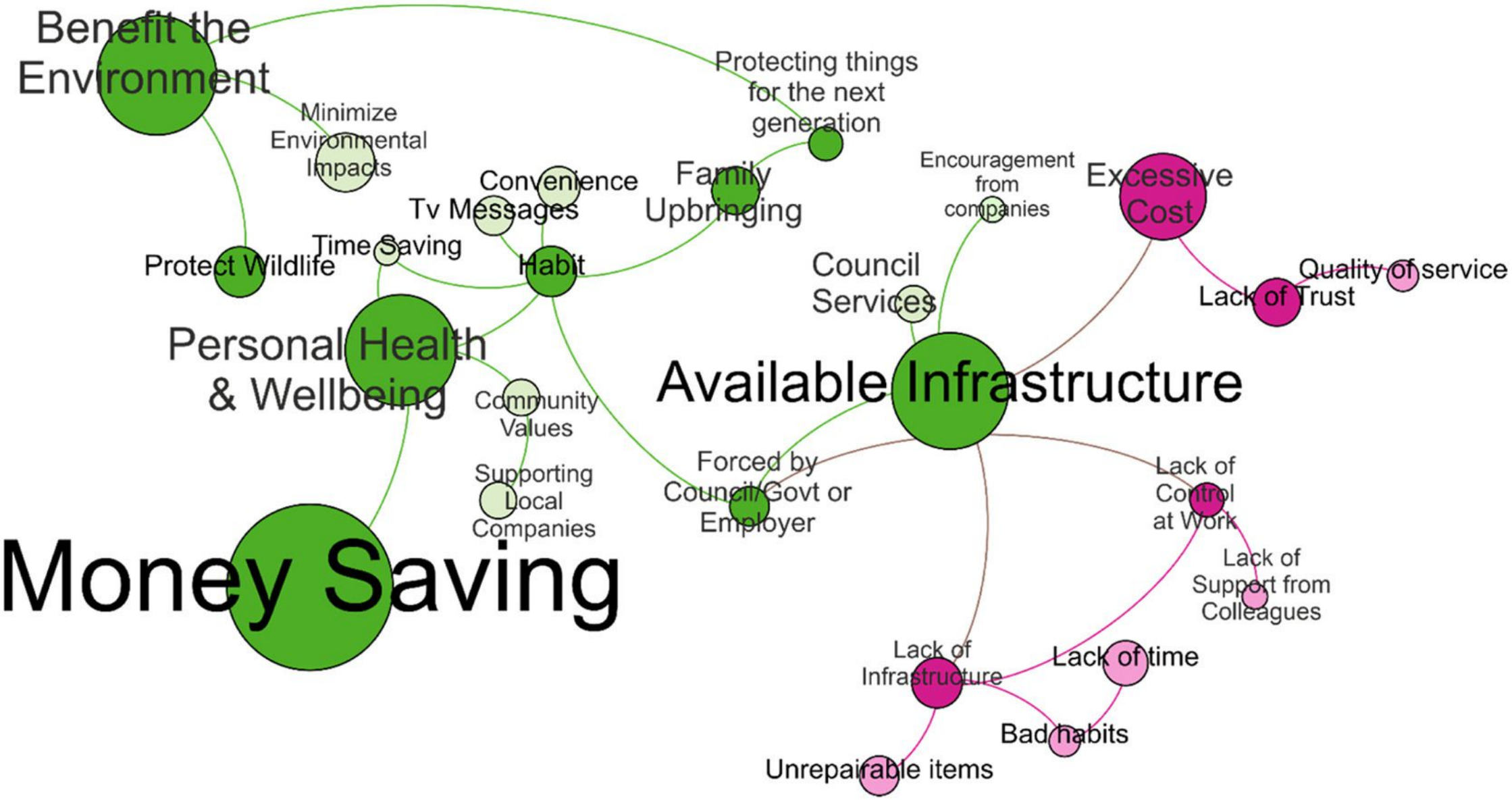
Creative stimuli to encourage ongoing engagement and deeper reflections on the research themes from participants

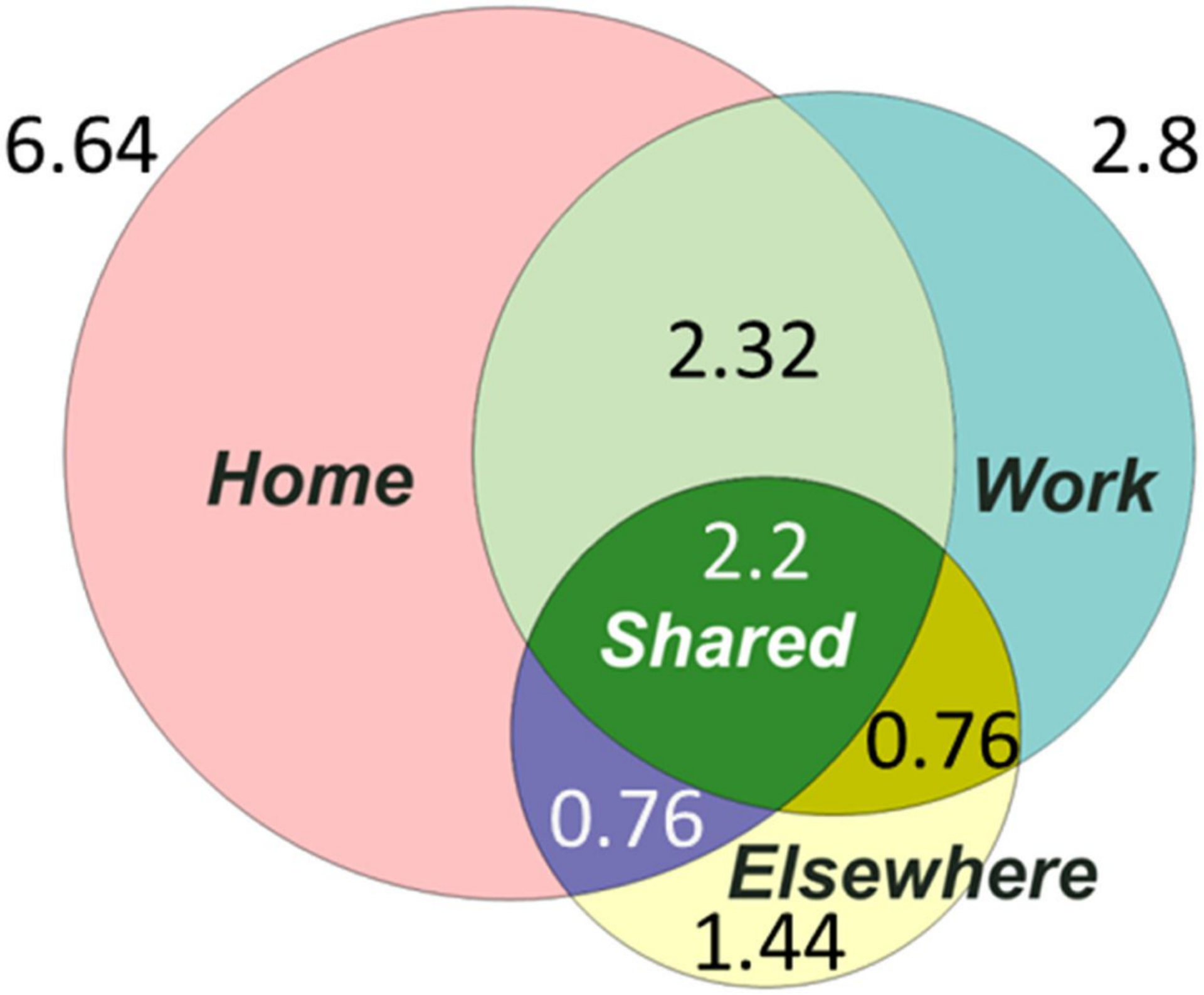


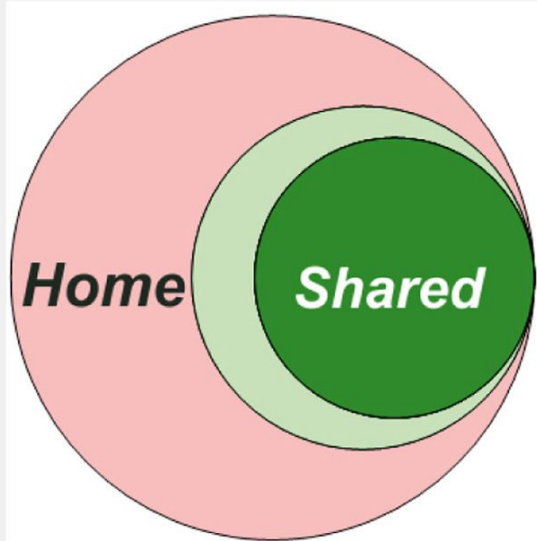
Sustainable Transport



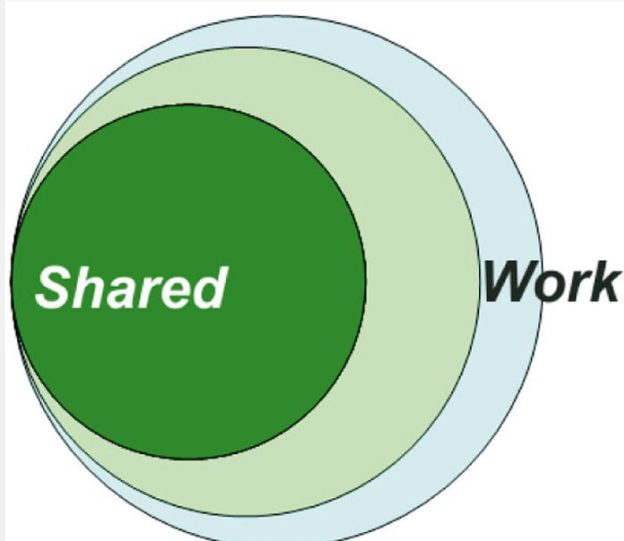
Health & Wellbeing Emission Saving
●●●●● Other ●●●●● Employer ●●●●● Nat-Gov ●●●●● Loc-Gov



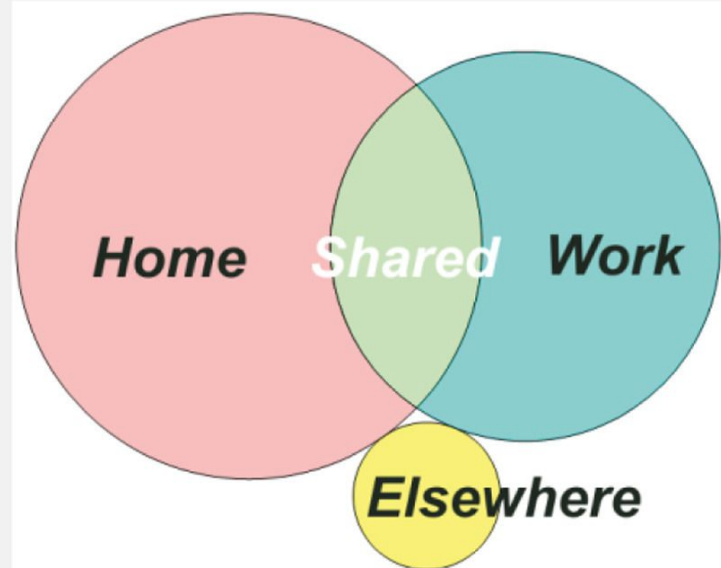




This participant undertook lots of environmental activities at home. Everything they did at work or in other places was a subset of PEB they undertook at home.



This participant undertook more PEB at work than anywhere else. When analysed, all the PEBs they perform elsewhere are a sub-set of their workplace actions.



This person undertook a unique PEB elsewhere – collecting wild foods in the countryside. This unique behaviour is indicated by the lack of overlap with their actions in other places.

