

Special Issue

Social Psychology for a Sustainable Future: Understanding and Promoting Pro-Environmental Action

Message from the Guest Editor

The aim of this Special Issue is to gather original research that explores the decisive role of psychosocial factors in influencing and promoting the adoption of sustainable choices and behaviors. Research areas may include (but not limited to) the following:

- Psychosocial determinants (e.g., attitudes, values, social norms, beliefs, perceptions, identity) of sustainable behavior.
- Theoretical models of behavior change applied to sustainability contexts.
- Communication and social marketing strategies for promoting pro-environmental behaviors.
- The role of emotions, motivations, and sense of responsibility in fostering sustainability.
- Psychological impacts of environmental change, including eco-anxiety, climate distress, and their relationship with sustainable behavior and inaction.
- Psychosocial factors in the adoption of sustainable diets and novel foods.
- Psychological and social barriers to sustainable behavioral change.
- Public acceptance and perception of sustainability policies and technologies.
- Behavioral change intervention and/or behavior change techniques to promote sustainable consumption.
- Cultural and socio-demographic differences in psychosocial factors related to sustainability.

Guest Editor

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About the Journal

Message from the Editor-in-Chief

With warm greetings, it is a pleasure to invite you to contribute a research article or comprehensive review for consideration and publication in *Behavioral Sciences*. *Behavioral Sciences* is an international, scientific, open access journal providing an advanced forum for discussions and research regarding the intersection between psychiatry, neuroscience, psychology, cognitive and behavioral sciences, and behavioral biology. More information are available at: <https://www.mdpi.com/journal/behavsci>. We would be pleased to welcome you as one of our authors and have the opportunity to consider your work for publication.

Editor-in-Chief

Prof. Dr. Jerrell Cassady

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