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The Parameters Of Pro-Environmental Behaviour To Overcome Environmental Threats In Modern Life

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Abstract: In the modern world, the global ecological crisis is becoming increasingly serious, and the contradiction between humans and nature is unprecedentedly intensified. Pro-environmental behaviour is a set of behaviours practiced by individuals that seek to take measured actions to promote positive changes in the environment and limit the effects of human negligence. Pro-environmental behaviour includes recycling, conserving water, saving electricity, reusing, using public transportations or riding bikes or even walking, properly disposing of non-recyclable waste, using less paper when printing, and buying and/or consuming green products. Parameters of pro-environmental behaviour includes water saving, plant conservation, energy conservation, green transport, green buying and waste management. In promoting pro-environmental behaviour, colleges, universities, and training centres play an essential role, since individual behavioural change can be easily fostered among young generations.

Keywords: Water Saving, Plant Conservation, Energy Conservation, Green Transport.

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INTRODUCTION

Pro-environmental behaviour is a set of behaviours practiced by individuals that seek to take measured actions to promote positive changes in the environment and limit the effects of human negligence (Carmi et al., 2015). In promoting pro-environmental behaviour, colleges, universities, and training centres play an essential role, since individual behavioural change can be easily fostered among young generations (Massaro et al., 2018; Ting and Cheng, 2017). Additionally, in the context of education, organizations are interested in having pro-