



São Paulo - Brazil - May - 22<sup>nd</sup> to 24<sup>th</sup> - 2013

# 4<sup>th</sup> INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

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## **Cultural Differences in Environmental Behavior and its Antecedents: Comparative Analysis between University Students**

IZAGUIRRE OLAIZOLA, J. <sup>a\*</sup>, VICENTE MOLINA, M.A. <sup>a</sup>, TAMAYO ORBEGOZO, U. <sup>a</sup>, CORDEIRO FILHO, J.B. <sup>b</sup>, DA SILVA GOMES, S.M. <sup>b</sup>

*a. Universidad del País Vasco (UPV/EHU)*

*b. Universidade Federal da Bahia (UFBA)*

*julen.izaguirre@ehu.es, unai.tamayo@ehu.es, azucena.vicente@ehu.es, Bernardo@ufba.br, soniagomes3@gmail.com*

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### **Abstract**

The aim of this work is to make a comparison of the ecological behavior of University students from two regions in different contexts: Bahia (Brazil) and the Autonomous Community of the Basque Country (Spain). In this regard, 347 surveys from the Universidade Federal da Bahia (UFBA) and 456 surveys of the University of the Basque Country (UPV/EHU) are analyzed. College students are a study collective especially interesting for their role as future decision-makers. It is intended to emphasize the educational aspect, analyzing the role that environmental knowledge exerts in the development of pro-environmental

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