

SÉMINAIRE

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REVERSE
EDUCATION AND
ENDOGENOUS
GREEN
PREFERENCES IN
ENVIRONMENTAL
POLICIES

This paper studies the impact of education of younger generations on pro-environmental behaviors of older ones. I develop an overlapping generation model in which taxation of polluting production funds education and public mitigation. Environmental preferences are endogenous and the result of socialization from children to parents. Older individuals, being either green or brown, decide whether to engage in private mitigation to enhance environmental quality. I focus on the impact of education spending on individual behaviors and environmental quality. Endogenous preferences play a key role in the effectiveness of the policy, as it is shaped by the efficiency of schools in transmitting green values. Because environmental quality and private mitigation are substitutes, raising the tax rate can lead to a crowding out of private mitigation, in which case engaging in public mitigation might be better for the environment.