# Supplemental material

## Outcome measures

**Dietary lifestyle**

What is your dietary lifestyle?

1. *Omnivorous (plant and animal foods)*
2. *Flexitarian*
3. *Pescatarian*
4. *Vegetarian*
5. *Vegan*

**Food frequency questionnaire**

Please indicate how many times did you eat the following foods during the last week (7 days)? (Never – 8 times or more).

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Never | Once | Twice | 3 times | 4 times | 5 times | 6 times | 7 times | 8 times or more |
| Beef |  |  |  |  |  |  |  |  |  |
| Fish |  |  |  |  |  |  |  |  |  |
| Cheese |  |  |  |  |  |  |  |  |  |
| Pork |  |  |  |  |  |  |  |  |  |
| Poultry |  |  |  |  |  |  |  |  |  |
| Pulses/ legumes |  |  |  |  |  |  |  |  |  |
| Rice |  |  |  |  |  |  |  |  |  |
| Sweets |  |  |  |  |  |  |  |  |  |
| Pasta |  |  |  |  |  |  |  |  |  |
| Dairy (Milk or Yogurt) |  |  |  |  |  |  |  |  |  |
| Fruits |  |  |  |  |  |  |  |  |  |
| Vegetables |  |  |  |  |  |  |  |  |  |
| Bread |  |  |  |  |  |  |  |  |  |

**Response efficacy** 17

* If most people change their eating habits (according to suggested measures) the consequences of climate change will decrease.
* Consumption of food with a low carbon footprint is an effective measure to mitigate climate change.
* If I change my eating habits (according to suggested measures) the consequences of climate change will decrease.

**Self-efficacy**

* I believe that I have the ability to take action to mitigate global warming and prevent climate change.45
* Although it may cause inconvenience, I can still change my behavior to mitigate global warming.45
* I feel capable of adopting more climate-friendly eating habits. 17
* I feel capable of consuming more food with a low carbon footprint. 17

**Intentions** 17

* In the future, I intend to cut the number of meals with meat to half.
* In the future, I intend to refrain from eating meat completely.
* In the future, I intend to replace beef meat with chicken/fish/pork every other meal.
* In the future, I intend to eat vegetarian food twice as often as today.

**Psychological distance** 36

* My local area is likely to be affected by climate change.
* Climate change will mostly affect areas that are far away from Denmark.
* Climate change will mostly affect developing countries.
* Climate change is likely to have a big impact on people like me.
* When, if at all, do you think Denmark will start feeling the effects of climate change?

1. *We are already feeling it*
2. *Very soon*
3. *Soon*
4. *Neutral*
5. *In distant future*
6. *In the very distant future*
7. *Never*

## Additional analyses

Consistent with the main analyses reported in the main text, analyzing the impact of VR intervention on the self-efficacy measured with all four items, we did not find any effect of the VR treatment on the self-efficacy immediately after the intervention, *b* = 0.06, 95% CI [−0.09, 0.22], *t*(120) = 0.82, *p* = .413 or in the follow-up *b* =−0.16, 95% CI [−0.34, 0.03], *t*(89)=−1.65, *p* = .102.

In the exploratory analyses, we also confirmed that when including all self-efficacy items, the normative feedback condition resulted in a significantly larger increase in self-efficacy compared to the no generic feedback, *b* = 0.24, 95% CI [0.02, 0.47], *t*(63)=2.14, *p* = .037.