

Appendix A

Nature Disengagement Scale

1. It is okay to sacrifice the natural environment for the economic development.
2. Polluting the nature environment is okay as long as you can restore the environment later.
3. Considering that other people are destroying the natural environment, it's hardly a sin to litter the rubbish casually.
4. People shouldn't be held accountable for doing things that harm the natural environment when they were just doing what an authority figure told them to do.
5. People can't be blamed for doing things that are bad for the natural environment when all their friends are doing it too.
6. Doing things that harm the natural environment for the present is no big deal.
7. The natural environment can be harmed because it can restore itself.
8. The natural environment that was damaged was holding back human survival and advancement.

Appendix B

The Common Context Adapted from Keh et al. (2002)

Yang Liu is a manager with four years of experience at a multi-national corporation. Before that he/she worked in a small-and-medium-sized local company for five years. The idea of being his/her own boss, taking calculated risks, and making a fortune all appeal to him/her. Hence, he/she is thinking of starting his/her own business.

Currently, he/she has three entrepreneurial ideas, on which he/she would like to ask around for advices. Yang has some positive feedback from some potential customers and some associates who know the industries well. Yang's resources for in-depth market research are limited, but given the positive responses obtained, he/she thinks these entrepreneurial projects would be profitable. He/she is enthusiastic about starting the business even though he/she has no experience in these industries or starting his/her own business.

Although there are some large corporations which have been engaged in similar projects, his/her projects still have some competitive advantages. He/she estimates that for each entrepreneurial project he/she will need at least 6 million RMB (approximately 1 million U.S. dollars) to finance the new business. As he/she has only 2 million RMB in savings, he/she has to borrow from the bank or find partners to get the rest of the investment funds needed.

Appendix C

Project 1	<p>Ge Wang, Yang Liu's college friend, has been interested in refrigeration technology, and has been trying to create a refrigerant with a better cost-effectiveness. Lately, Ge has created one that has better performance but lower cost than those commonly found in the market. Ge soon has patented this new product. Because the refrigerant project has been greatly supported by Yang, Ge is interested in industrializing the newly created refrigerant with Yang. Ge proposes to establish a new factory to produce approximately 10,000 tons of the refrigerant in a city with good transportation service.</p> <p>Discovering Ge's innovation, some potential investors are interested in financing Ge and Yang's business project. What is more, a local business park is also interested in this project and has invited Ge and Yang to register their firm in the business park. It also promises good financial and tax support. However, in a series of tests of the new refrigerant for environmental influences, it is found that this project may have negative impacts on the local atmospheric balance.</p> <ol style="list-style-type: none"> 1. Chemistry test suggests that when heated, the new refrigerant will generate a type of greenhouse gasses that is commonly known to cause temperature rise. The test suggests that the greenhouse gas under concern is 250 times more effective than carbon dioxide in storing heat. 2. A local meteorological bureau estimates that greenhouse gas that would be generated by Ge and Yang's factory can lead to a 5% increase in temperature annually in areas affected. 3. A study based on the factory's five-year production plan further estimates that greenhouse gas generated during the period would significantly increase local temperature, to an extent that is equivalent to 10% of heat rise caused by carbon dioxide during the same period in the area.
Project 2	<p>City L is famous for its beautiful lake, fairy lake. Located at a plateau, the lake is an excellent spot for photographing of the sunrise and sunset. However, the lake is at a long distance from the city L, and no convenient transportation service is available for travelers to reach the lake. In addition to the transportation inconvenience is the poor infrastructure surrounding the lake, such as accommodation buildings.</p> <p>Because of these reasons, the fairy lake has a very limited capacity to host travelers and photographers. Yang sees an opportunity of developing the fairy lake into a popular tourist site. Having done some research, Yang found a suitable place near the lake for building a 50-room resort hotel. Tourists can stay at the hotel in order to catch the moment of sunrise and sunset. Yang has contacted several venture capitalists about this project, and has received favorable opinions from them. What is more, the local government of city L is very supportive for Yang's project because of potential economic growth brought by it. It is estimated that after the hotel starts to operate, it will contribute more than one million RMB to the government's annual tax revenue. Yang's hotel will also create about 150 new jobs for the local city.</p> <p>One of Yang's concerns, when selecting the location for the hotel, is potential pollution brought by the hotel sewerage system. He has discovered that the lake is connected to a stream of another river, which would be used to connect to the hotel's sewerage system, reducing the possibility of polluting the lake directly. Despite this discovery, Yang still paid an environmental impact assessment (EIA) agency for an exclusive test.</p> <p>According to the EIA agency's test report, the hotel may have negative impacts on surrounding areas of the lake. The content of the report are as follows:</p> <ol style="list-style-type: none"> 1. Domestic sewage created from the hotel can lead to water eutrophication, a kind of water pollution. The test estimates that domestic sewage created by each hotel room is 50% greater than that by a common household. 2. The ecological environment of the plateau is too delicate to self-purify water waste created by the hotel. This can upset the ecological balance in the local area. 3. Water eutrophication problem created by the hotel's domestic sewage can further break the ecological balance in a river near the fairy lake. The water eutrophication will lead to demise of certain rare type of fish and water plants.
Project 3	<p>Municipality Z is located in the subtropics. The local government of Z is planning to develop the tourism industry, and culture and entertainment industry. Yang sees an opportunity to open a polar museum in a large shopping mall of the city. The place has an area of 500 square meters, and is on the top floor of the shopping mall. Four elevators in the shopping mall take customers directly to the top floor. The shopping mall is at the center of the city, and has been operating for 40 years, so it is one of the best shopping malls in the city. Currently, the shopping mall has an average monthly customer flow of 300,000, and average monthly revenue of about 8 billion RMB.</p> <p>Yang's project about building a polar culture museum is to host a polar bear and penguin show and build an Eskimo life experience house. The idea is to build such a museum for local customers who live in the subtropics to experience life in the polar region. The manager of the shopping mall and the local government are very supportive of this project because of its business potential. Yang has learned that similar polar culture museums built in other cities are very successful.</p> <p>Yang contacted a friend working for an environment protection association to assess the potential environmental impact of this project. The report of the assessment shows that the project may have negative impacts on polar animals.</p> <ol style="list-style-type: none"> 1. Because of the subtropical weather, polar bears and penguins can only live in a man-built room in the museum, whose area is estimated to be 200 meters. 2. Local environment protection association opposes the project of building an indoor polar museum. They argue that such a museum should be opened in a much more spacious place and be far away from city. 3. What is more, many local citizens show great concerns about life of the polar bears and penguins, who are thought to be "the most upset polar bears and penguins".