

LECTURE

**Tuesday,
31st January
2016**

12:15 - 13:15

Campus Biotech
Room 144.165
9, chemin des Mines
Geneva

Intrinsic motivation to engage in pro-environmental actions

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Engaging in sustainable behaviour often implies that individuals need to sacrifice individual benefits to protect collective qualities. Despite this, many people do engage in sustainable actions. Why are they willing to do so? In this presentation, I will discuss research explaining why people are motivated to engage in pro-environmental actions, even though this may involve some personal costs (e.g., financial, effort, time). I will explain why acting pro-environmentally is intrinsically motivating and can make people feel good, and indicate which factors affect intrinsic motivation to engage in pro-environmental actions ■

References

Steg, L. (2016). Values, norms and intrinsic motivation to act pro-environmentally. *Annual Review of Environment and Resources*, 41, 4.1-4.16. doi:10.1146/annurev-environ-110615-085947

Steg, L., Bolderdijk, J.W., Keizer, K.E., & Perlaviciute, G. (2014). An integrated framework for encouraging pro-environmental behaviour: The role of values, situational factors and goals. *Journal of Environmental Psychology*, 38, 104-115.

Taufik, D., Bolderdijk, J.W., & Steg, L. (2015). Acting green elicits a literal 'warm glow'. *Nature Climate Change*, 5, 37-40. doi:10.1038/nclimate2449.

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