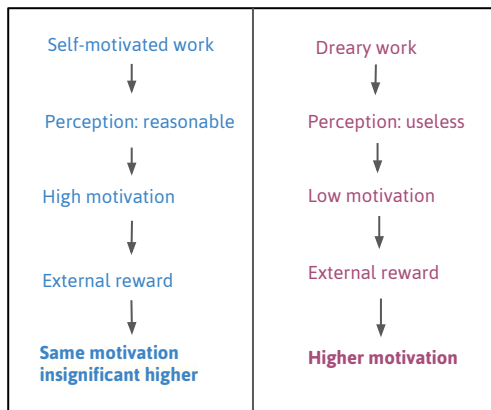
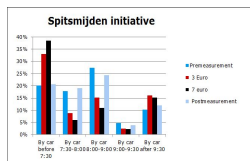
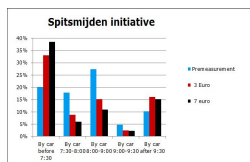


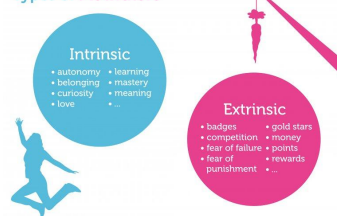
People won't change their behaviour unless they get a reward

Extrinsic Motivation: Peak Avoidance Experiment



Intrinsic motivation refers to motivation that comes from inside an individual rather than from any external or outside rewards, such as money or grades.

Types of Motivators



SPREAD Sustainable Lifestyles 2050 is a European social platform project which addresses the challenge of **improving quality of life** of an ageing European society while at the same time **reducing current levels of energy**, transport and resource use.

- Advanced understanding of sustainable lifestyles among the participants.
- Bridge-building between citizens, stakeholders, research & political stakeholders.
- Increased visibility of the project among European players.

True or false?

- People educated with principles on ecology, sustainability, etc, do NOT need reward.
- People without this principles act faster when getting a reward.
- Use of education to set up this principles from early ages.