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## **Motivating pro-environmental behavior: Should employers trigger self-concordant values or intrinsic values? A longitudinal experimental study**

*Wednesday, 7 September 2022 11:00 (20 minutes)*

Evidently, our climate is changing and it is necessary to reduce the carbon dioxide emissions to mitigate this change (Australian Bureau of Meteorology, 2019). But opinions concerning climate change issues are difficult to change because of a mismatch with personal values (Stern et al., 1995). Unsworth and McNeill (2017) show that increasing self-concordance concerning personal values and the issue of climate change lead to more pro-environmental behavior. In contrast, scholars from the SDT claim that providing intrinsic reasons lead to an increase in pro-environmental behavior. So, the research question arises: Should organizations promote pro-environmental behavior by (1) just focusing on intrinsic values independently of employee's values, (2) focusing on self-concordance, thus tailoring instruction for pro-environmental behavior concerning employee's values? This longitudinal observational study uses manipulated push messages in an App to provide either: (a) extrinsic reasons (e.g. "You save money"), (b) intrinsic reasons (e.g. "You save the planet"), or (c) no reasons at all, to motivate participants to pro-environmental behavior. Final results are presented at the conference.

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