

# Research Snapshot



## Because I believe in it: Examining intrinsic and extrinsic motivations for sustainability in festivals through self-determination theory

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## Process

- Applies the Drivers of Sustainability Framework and links it to Self-determination Theory
- Interviews 38 festival organizers to determine motivations and barriers towards the implementation of sustainability practices

## Results

- Intrinsic motivations were the primary driver towards sustainability
- Extrinsic motivations are often short-term and isolated in nature
- Intrinsically driven volunteers contribute greatly to sustainability



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