**Driving Forces Restraining Forces**

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- normative messages

- competition + cooperation

- missing or badly designed driving forces

- sludge of information

Working together to achieve best results

‘craft secret sauce’

- ambivalence

- other priorities

- rewards + recognition

- feedback

- achievement

f

- no supports

- no time

- no money

- websites

- software apps

Create a supportive environment – help throughout the process

- organizations

- liking + connections

- influencers

- stories, fotos

Positive Emotional Engagement