

Fostering Sustainable Behaviour



a practical workshop on effective behaviour change for sustainable living

All over New Zealand, people are promoting energy efficiency, healthy living, water conservation, public transport, waste minimisation, safe driving and many other worthwhile things...

What do these diverse initiatives have in common? They are all about encouraging New Zealanders to adopt more sustainable behaviours.

Beyond Booklets...

Most of us know that to protect the environment we should exercise more, save power, get out of the car and take a multitude of other steps towards more sustainable communities.

But many of us don't know the 'right thing to do', and those of us who do don't always do it. Research from all over the world demonstrates that simply providing information usually has little or no effect on what people do. But if not brochures or booklets, then what?

...And Into Communities

Over the last several years a new approach: community-based social marketing - has emerged as an effective alternative for programmes that aim to change behaviours.

The Workshop

This full day practical workshop on how to foster sustainable behaviour change introduces community-based social marketing and provides participants with the knowledge they need to deliver effective programmes. The workshop covers four key areas:

- how to identify the barriers to a desired behaviour; such as composting or exercising
- how to use behaviour change 'tools' to design more effective programmes
- how (and why) to pilot test a programme
- how to evaluate the impact of a programme once it has been implemented

Case studies are used to demonstrate social marketing concepts such as gaining

commitment or using prompts. The aim is for participants to feel confident using community-based social marketing in their own work context.

Who Should Attend?

If your work involves encouraging individuals or businesses to engage in socially and environmentally beneficial behaviours - such as those involved in the waste reduction, water and energy efficiency, health-related matters, pollution prevention or transportation changes - you'll find this workshop invaluable.

About The Workshop Presenter

For over a decade Dr Doug McKenzie-Mohr, an environmental psychologist, has been working to incorporate scientific knowledge of behaviour change into the design and delivery of community programmes. A Professor at St Thomas University in Canada, he has helped develop Canada's climate change public education efforts. He has also served as a member of Canada's National Round Table on the Environment and the Economy. The founder of community-based social marketing, he demonstrates its effectiveness in his writing, workshops and consulting. His website is www.cbsm.com

Workshop participants receive a copy of Dr McKenzie-Mohr's book, 'Fostering Sustainable Behaviour: An Introduction to Community-based Social Marketing' co-authored with William Smith.

Details & Registration

To meet demand, three identical workshops are being held:

Auckland xxxx November, time venue

Wellington xxxx November, time venue

Christchurch xxxx November, time venue

Cost \$xxxx includes lunch and the book *Fostering Sustainable Behaviour*

Registration Register early as space is limited
WasteMINZ
PO Box 31580
Milford Auckland

tel +64 9 486 6722
info@wasteminz.org.nz

YES! I would like to attend the workshop

Ack Wgtn Chch

WasteMINZ
PO Box 31580 Milford Auckland
tel: 09 486 6722

Name

Organisation

Address

Phone/Fax

Email

Cheque (make payable to WasteMINZ) Visa Mastercard

Card No.

Expiry

Name on card

Lunch Regular Vegetarian Special needs? _____