



## NUIG 5th Annual Social Marketing Conference

# Leading Community Social Change

Venue	Hilton Hotel, Charlemont Place, Dublin 2
Trainer	Dr Doug McKenzie-Mohr, <i>Environmental Psychologist</i>
Dates	Introductory Course: 16 <sup>th</sup> September 2013 (9.30am - 5.30pm) Advanced Course: 17 <sup>th</sup> September 2013 (9.30am - 5.30pm)

### Sponsors:



### Background

To date, most programs to promote sustainable behaviours have relied upon disseminating information. However, research demonstrates that simply providing information has little or no effect on what individuals or businesses do. But if not adverts, brochures or booklets, then what? A new approach, known as community-based social marketing, has emerged as an effective alternative for promoting active lifestyles, water and energy efficiency, waste reduction, alternative transportation and many other sustainable actions.

The founder of community-based social marketing, Dr Doug McKenzie-Mohr, will deliver a one-day introductory community-based social marketing workshop and a one-day advanced workshop on how to effectively foster sustainable behaviour.



# Fostering Sustainable Behaviour



## About the presenter

For over two decades Dr McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behaviour change into the design and delivery of community environmental programs. His best-selling book, *Fostering Sustainable Behaviour*, has been recommended by Time magazine and his work featured in the New York Times. He has trained over 60,000 environmental program planners in the use of community-based social marketing - an approach that is now being utilised in thousands of programs worldwide.

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## The workshops

The one-day **Introductory Workshop** introduces community-based social marketing and illustrates how it is being applied throughout the world to foster sustainable behaviour. Participants will learn the five steps of community-based social marketing (selecting behaviours, identifying barriers & benefits, developing strategies, conducting a pilot, and broad scale implementation) and will be exposed to numerous case studies showcasing its use.

The one-day **Advanced Workshop** explores in greater detail how community-based social marketing can be used to foster sustainable behaviour. This workshop introduces leading-edge material on selecting behaviours, identifying barriers and benefits, applying behaviour change tools, and piloting programs. More specifically, participants will learn how to select which behaviours to target by gaining experience in determining the impact, probability and penetration of current behaviours. Building on material covered in the introductory workshop, attendees will then learn how to select random samples in order to properly conduct barrier and benefit research regarding the behaviours selected in the first step of community-based

social marketing. Attendees will also be coached in the development of the survey instruments that are often used for barrier and benefit research. Additionally, advanced topics on the use of social norms, commitments, and goal-setting will be covered to assist attendees to develop effective programs.

**Note:** to effectively participate in the advanced workshop, participants will need to have attended the introductory workshop on the 16<sup>th</sup> or have attended one of Dr McKenzie-Mohr's previous introductory workshops on the subject.

## Who should attend?

Those who design or fund programs to encourage individuals or businesses to engage in environmentally beneficial behaviours - such as those involved in waste reduction, water and energy efficiency, watershed protection, pollution prevention, conservation, or transportation changes - will find these workshops invaluable. The workshops will also be useful for environmental education professionals who work in settings such as zoos, aquariums and parks. Public health professionals who work to foster active lifestyles will also benefit from attending.

## Further Information

**Registration:** Participant numbers are restricted so book early to avoid disappointment

Participants will be confirmed on a first-come basis

Participants are requested to complete an application form and submit it to: [ciara@aquatt.ie](mailto:ciara@aquatt.ie) before 10th September 2013

**Enquires:** Please direct enquires to Ciara Egan, AquaTT 01 6449008 or [ciara@aquatt.ie](mailto:ciara@aquatt.ie)

### Fees:

1 day: €190

2 days: €290

Once registered you will be issued with an invoice and payments can be made via cheque or online bank transfer to AquaTT

**Maximum number of participants: 50**

“Outstanding presentation style, expertise is obvious”

“Easily the most applicable and relevant workshop that I have been to”

“Fantastic, simply invaluable”

Recent evaluations of Dr Doug McKenzie-Mohr's workshops