

fostering sustainable behaviour



BEYOND BROCHURES

The cornerstone of sustainability is behaviour change. Sustainability requires individuals and businesses to act (e.g., reduce waste, increase water and energy efficiency, and prevent pollution). To date, most programs to achieve these changes have relied upon disseminating information. Research demonstrates, however, that simply providing information has little or no effect on what people or businesses do. But if not ads, brochures or booklets, then what?

Over the last decade a new approach, community-based social marketing, has emerged as an effective alternative for promoting sustainable behaviour. This November, a one-day introductory workshop and a one-day advanced workshop will be held in Vancouver, British Columbia with the founder of community-based social marketing, Dr. Doug McKenzie-Mohr.

We invite you to attend one or both of these sessions as they will fundamentally change the way you think about program delivery.



THE WORKSHOPS

The one-day **introductory workshop** provides a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behaviour. Those who attend the introductory workshop will learn the five steps of community-based social marketing (selecting behaviours, identifying barriers, developing strategies, conducting a pilot, and broad scale implementation) and be exposed to numerous case studies illustrating its use.



The one-day **advanced workshop** builds on knowledge gained from the introductory workshop or Dr. McKenzie-Mohr's book, *Fostering Sustainable Behavior*. It provides an in-depth exposure to community-based social marketing and provides participants with the knowledge they need to design and evaluate their own community-based social marketing programs. The emphasis in this workshop is on providing participants with the information they need to utilize community-based social marketing in their own work contexts. Participants will have extensive opportunities to discuss the application of community-based social marketing to their own programs.



ABOUT THE PRESENTER

For two decades Dr. McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behaviour change into the design and delivery of community programs. As the founder of community-based social marketing, he has repeatedly illustrated its utility in his writing, workshops and consulting. He has provided training internationally for over 30,000 environmental program planners.



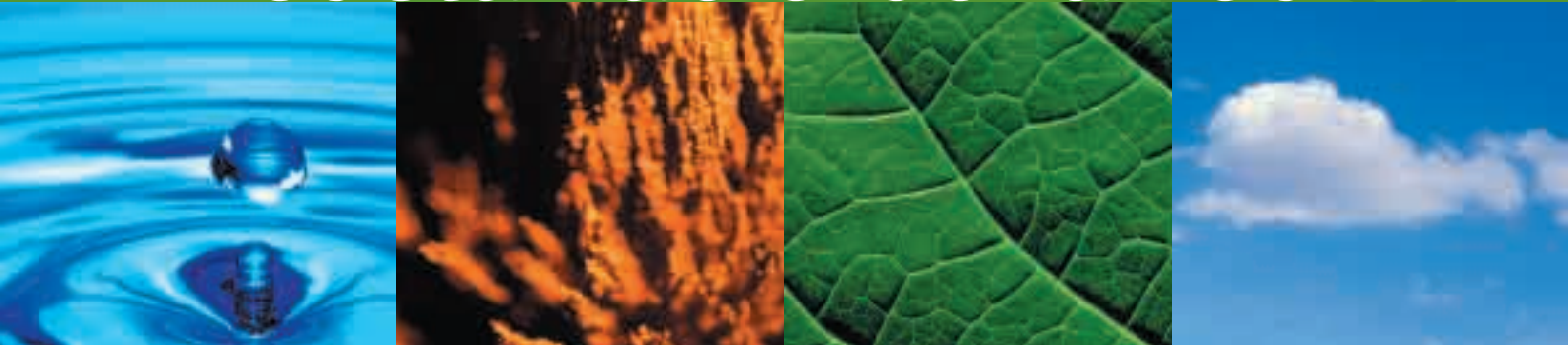
WHO SHOULD ATTEND?

If you design or fund programs to encourage individuals or businesses to engage in behaviours beneficial to a sustainable future (such as energy and water efficiency, waste reduction, watershed protection, transportation, etc.), this workshop will have relevance for you.

"I benefit from an extensive network of contacts and colleagues and yet Doug's work stands alone in its depth and breadth in answering the questions we ask."

Glen Pleasance, Water Efficiency Coordinator

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WORKSHOPS

Introductory:

Thursday, November 15, 2007 9:00am - 4:30pm

Advanced:

Friday, November 16, 2007 9:00am - 4:30pm

Richmond Cultural Centre

180 - 7700 Minoru Gate

Richmond, B.C. V6Y 1R9

The Richmond Cultural Centre is conveniently located in downtown Richmond and is accessible by public transportation and vehicle. It is a short distance from the

registration form

Vancouver International Airport.

Note: Registrants for the **advanced** workshop should have previously attended an introductory workshop by Dr. McKenzie-Mohr or have read his book, **Fostering Sustainable Behavior**. Information on how to freely access the book will be emailed to registrants.



REGISTRATION

To register, please fax or mail the registration form below. Lunch is included for both workshops. To avoid disappointment, please register early (the workshops that were held in June of this year both filled to capacity). For more information email: web@cbsm.com or call (506) 455 5061.

Name(s)

Email(s):

Phone

Method of Payment

CREDIT CARD M/C VISA

Card number

Expir. date /

Cardholder

Signature

Organization:

Payment

- @ \$245 (introductory workshop)
- @ \$245 (advanced workshop)
- @ \$475 (introductory and advanced workshop)
- @ \$250 (two hours of consultation)*
- Total:.....(plust GST)

CHEQUE/MONEY ORDER – payable to
McKenzie-Mohr & Associates

Forward Registration & Payment to:

McKenzie-Mohr & Associates
248 Eglinton St.
Fredericton, NB, Canada E3B 2W1
Fax: (506) 455 0550

Registration and payment must be received by Monday, Nov.12th.

Note: Registration is non-refundable.

*Sign up for two hours of consultation with Dr. McKenzie-Mohr at a reduced rate. This consultation will occur via telephone once you have returned to your place of work.

"Thank you! This day has changed my thinking and opened my mind to new ideas."

"It's nice to see this kind of smart strategic thinking being applied to environmental issues. I am inspired to learn more."

Toronto Workshop Attendees