



# Fostering Sustainable Behavior

COMMUNITY-BASED SOCIAL MARKETING

## Two day workshop: Fostering Sustainable Behaviour Christchurch, 31 January and 1 February 2011

### Facilitator: Dr. Doug McKenzie-Mohr

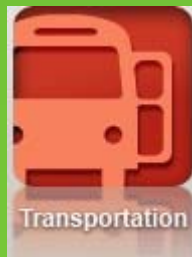
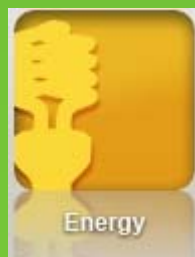
Doug is the founder of community-based social marketing, and his book, "*Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing*," has become requisite reading for those who deliver programs to promote sustainable behaviour.

Doug is the author of the Fostering Sustainable Behaviour Website a valuable global discussion forum and resource for behaviour change.  
[www.cbsm.com](http://www.cbsm.com)



### About the workshop

This two day workshop will provide a comprehensive introduction to community-based social marketing and how it is being applied throughout the world to foster sustainable behaviour. Attendees 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 be exposed to numerous case studies illustrating its use. Attendees will then be coached in practically applying the approaches to their work.





## Who should attend

If you design or fund programmes to encourage individuals, businesses, schools or communities to engage in environmentally friendly behaviours - such as waste reduction, water and energy efficiency, biodiversity restoration, coastal and river care, pollution prevention or more sustainable travel choices - you will find this workshop invaluable.

People involved in education for sustainability, marketing and communications, travel demand management, public health (e.g. active lifestyles, healthy eating) and other behaviour change programmes will greatly benefit from these workshops.

Registration fees:

1. Community groups, non-governmental organisations and students \$450 (NZ) per person
2. Central and local government, consultancies and businesses \$750 (NZ) per person

For more information and to register:

e-mail: [fsbworkshop@ccc.govt.nz](mailto:fsbworkshop@ccc.govt.nz)

## Workshop details

The workshop venue is the greenest office building in New Zealand - the Christchurch City Council's Six Green Star-rated new Civic Offices  
53 Hereford Street, Christchurch.

The two day workshops begins at 9:00 am and ends at 4:30 pm on both 31 January and 1 February 2011. Registration will commence at 8:30 am on 31 January.

Catering will be supplied by the Christchurch City Council. Attendees must organise their own transport and accommodation.

Each attendee will receive a complementary copy of Dr. McKenzie-Mohr's book, *Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing*.



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