

11-12 OCTOBER
DOLTONE HOUSE
SYDNEY

Presented by



Environment,
Climate Change
& Water



Behaviour Change for Sustainability

National Congress

plus
separate workshop
'Evaluation in Practice'



STRUCTURED PROCESS

- Explore the strategic challenges of behaviour change
- Consider appropriate behaviour change approaches
- Develop links between behaviour change and other social change tools

OUTCOME FOCUSED

- Identify and understand your strategic outcome and purpose
- Test practical applications of behaviour change
- Key learnings and knowledge sharing

LEADING INTERNATIONAL SPEAKERS:

- **PAUL STERN**, Distinguished US Environmental Psychologist and Director of the Committee on the Human Dimensions of Global Change
- **JEREMY RIFKIN**, President of The Foundation of Economic Trends and author of The Empathic Civilization
- **SAM GRAHAM-FELSEN**, Chief Blogger and new media guru for the Obama Presidential Election Campaign (2008)

EVENT PARTNERS



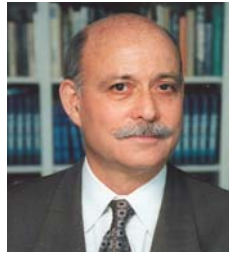
Keynote Speakers



Paul Stern

Director of the Committee on the Human Dimensions of Global Change (CHDGC)

Paul is a principal staff officer at the National Research Council/National Academy of Sciences and director of its standing Committee on the Human Dimensions of Global Change. His research interests include the determinants of environmentally significant behavior and the governance of environmental resources and risks. He recently served on the American Psychological Association's Task Force on the Interface between Psychology and Global Climate Change.



Jeremy Rifkin

President
Foundation on Economic Trends

Jeremy Rifkin is president of the Foundation on Economic Trends and the author of seventeen bestselling books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment. In one of his recent works, *The Empathetic Civilisation*, Jeremy investigates the development of empathetic consciousness and the profound ways that it has shaped our development and our society.



Sam Graham-Felsen

Chief Campaign Blogger
New Media Team, Obama Presidential Campaign

Sam Graham-Felsen was Barack Obama's chief blogger on the 2008 presidential campaign. After the Obama campaign, Sam worked as the Director of Strategic Planning at Blue State Digital, one of America's premier digital marketing firms, consulting on digital strategy for organizations including the American Red Cross, Partners in Health, the Tony Blair Faith Foundation, National Geographic, the Metropolitan Museum of Art, the Tate Modern, Carnegie Hall, US Soccer, and the US Olympic Committee.

Speakers



Carmen Lawrence

School of Psychology,
University of WA



Chris Riedy

Research Director,
Institute for Sustainable
Futures UTS



Robert Swan

OBE and Founder and
CEO of 2041



Quentin Jones

MD,
Human Synergistics



Rob Curnow

Director Social
Research, Community
Change



Ralph Plarre

Owner, Ferguson
Plarre Bakehouses



Randall Pearce

Director,
Thermometer Survey



Charles Michaelis

CEO
Databuild Research
and Solutions



Peta Ashworth

Team Leader, Earth
Science and Resource
Engineering, CSIRO



John Dee

Founder of Do Something!
and Planet Ark



Tjanara Goreng Goreng

Director at FIRDA
Indigenous Research &
Consulting



Merita Tabain

General Manager
Communications,
Sustainability Victoria

day one

08:45am

Introduction by the conference narrator

Tjanara Goreng Goreng Director at FIRDA
Indigenous Research & Consulting

08:50am

Welcome to country

09:00am

Opening Address

Bernard Carlon Divisional Director Sustainability Programs,
Department of Environment, Climate Change
and Water NSW

09:10am

Environmentally significant behaviour and how to change it

Paul Stern Director of the Committee on the Human
Dimensions of Global Change (CHDGC),
National Research Council (US)

**Followed by a discussion exploring the 3 complex and
inter-related areas of human activity (eco-socio-enviro
sustainability) which are the context for this congress.**

9:50am

Coffee Break

10:20am

Further defining the field: What do we mean by behaviour change?

In the context of complex sustainability issues, this will be a 'facilitated fishbowl dialogue' exploring different approaches to changing people's behaviours: marketing, organisational change and academic psychology.

Carmen Lawrence School of Psychology, University of WA
Quentin Jones Managing Director, Human Synergistics
Adam Ferrier Co-Founder, Naked Communications
Anne Farquhar General Manager – Human Resources,
Yarra Valley Water

11.20am

The ethics of influence: Should we be trying to change behaviours?

- + What are the limits of my influence?
- + Should we talk about imposing behaviour change on others?
- + Are we trying to change behaviours or influence attitudes and practices?
- + What is our role as educators? Who's changing who?

Chris Riedy Research Director, Institute for Sustainable
Futures, UTS

12:15pm

Lunch

1:15pm

Working Group Session: What are my strategic outcomes?

2 case studies determining strategic purpose our presenters will address:

- + What drove them to do it?
- + Why they chose the particular approach they did?
- + How did they do it and who did they target?
- + What was the result and what would they do differently?

Participants reflect on and enter into dialogue about:

- + Why are you here?
- + What is the strategic purpose I am seeking to address?
- + What is the problem you're trying to solve?
- + What outcomes do you want?

Establishing what outcomes you want to achieve and why.

Hunter Dean Director, Human Performance Specialists and
consultant on the Shell Oil Geelong Refinery Project

Emma Synnott Associate Sustainability, ARUP

What is a Fish Bowl Discussion?



**Leave your preconceptions at the door,
this is no ordinary conference.**

We'll be placing our speakers and experts at the heart of the audience, encouraging all attendees to engage and actively participate in the conversation.

This style of facilitation will:

- + **encourage** lively, intense and focused discussion
- + keep the **exchange** fast paced and highly relevant
- + tease out fresh **perspectives**
- + **challenge** the traditional speaker/audience dynamic

Room layout:



**For more information on the format of the day,
please call us on 02 9810 2164**

2:30pm

Coffee Break

3:00pm

Gathering knowledge and creating wisdom

This session builds and shares key learnings and knowledge unearthed so far creating collective wisdom and strategic relationships between participants and across the entire congress.

4:15pm

Inspiring Change

The change to a sustainable future has been slower than we all hope. Political wheels spin. Consumers continue to take the easy path of convenience. Companies struggle to reconcile sustainability with profit and growth. We have been engaging people in change. We have been informing change. We have been planning for change. But the status quo largely continues.

This session sets to change everything as we learn from the best how to inspire change. You will see 3 TED-style presentations from the very best followed by a highly interactive "challenge session" to engage all delegates. Live in the room will be:

Robert Swan OBE	Founder and CEO of 2041, Polar explorer, environmental leader and the first person ever to have walked to the North and South poles.
Jon Dee	Founder of Do Something! and Planet Ark
Ralph Plarre	Chairman of Fergusson Plarre Bakehouses, winner of the Gold Award at the Banksia Environmental Awards and self made environmentalist.
Chaired by Ross Wyatt	General Manager, Net Balance Foundation

5:15pm

Conference Networking Drinks

6:30pm

Conference Dinner

day two

09:15am

International Keynote

The role of neuroscience in adapting behaviours around climate change

Practical applications of neuroscience discoveries

Jeremy Rifkin	President, Foundation of Economic Trends (via video conference)
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10:00am

Practical Application: Creating change you can believe in – The Obama Campaign

"Together ordinary people can do extraordinary things."
(President Barack Obama, Iowa victory speech, January 3, 2008)

This session looks at how the Obama Campaign mastered the use of new media techniques to engage and inspire a nation to change.

- + The power of crafting a compelling and meaningful narrative
- + Empowerment leads to meaningful action
- + The use of new technologies
- + How can we apply this approach to influencing behaviours around sustainability?

Introduced by **Nick Moraitis** Director, Make Believe

Sam Graham-Felsen Chief Campaign Blogger, New Media Team, Obama Presidential Campaign (US)

10:45am

Coffee Break

11:15am

Practical application of Behaviour Change Programmes

A fishbowl dialogue to understand more about:

- + What has worked and what hasn't?
- + What we can learn from programmes outside sustainability

Rob Curnow	Director Social Research, Community Change
Peta Ashworth	Team Leader, Earth Science and Resource Engineering, CSIRO
Merita Tabain	General Manager, Communications and Marketing, Sustainability Victoria
Anita Dessaix	Program Manager Cancer Prevention, Cancer Institute
Maureen Elliott	General Manager - Road Safety, RTA NSW

12:00pm

Working Group Session: How do I apply these approaches to my work?

Having considered their strategic purpose and desired outcomes in a systems context, this session is designed to help participants with the practical application of behaviour change approaches to their own work. You will be asked to consider:

- + What approach should I choose?
- + How will I know if I have chosen the right approach?

12:45pm

Lunch and Networking

1:45pm

Evaluation and measurement

- + How do we measure whether our programmes are achieving its intended results?
- + Tools to help assess the impact of our efforts

Charles Michaelis CEO, DataBuild

Nicole Greenwood Coordinator Resource Recovery (Waste) Policy and Planning Blacktown City Council



2:45am

Coffee Break

3:15pm

Key Insights and New Knowledge

Drawing from the knowledge and key learnings from Day 2 and Day 1 discussion sessions, participants will break out into smaller facilitated groups and notes will be taken to record insights and learning summaries

4:30pm

Conclusion and Close of Conference

evaluation in practice workshop

Date: Wednesday 13 October Time: 9am – 3pm

Venue: tba

Convened by Charles Michaelis, (UK) CEO, Databuild

A must-attend event for everyone involved in developing or delivering behaviour change programmes. It will be highly interactive, drawing on the experience of the participants as well as providing specific guidance and learning outcomes.

Participants will develop and take away a personalised evaluation plan which will support them in putting the lessons from the workshop into practice.

Based on a real life case study, the workshop will cover:

- + What is evaluation?
 - Process and impact evaluation
 - Ex ante and ex post evaluation
- + Why evaluation is necessary and the benefits for all parties
- + How to conduct evaluation; practical tips (when, how often, etc.) and dos and don'ts
- + Who needs to be involved?
- + What data is needed and how to get it
- + Dealing with challenges such as:
 - Quantifying impacts
 - Attribution (or what happened that wouldn't have happened anyway)
 - How long the effects last
- + Communicating evaluation results

About the convenor:



Charles Michaelis has over 20 years experience of working with governments and business in the UK, Australia and China to use evaluation to develop policies, to assess the impact of programmes and to explore how to improve their effectiveness. Charles has experience of a wide range of policy areas including environment, climate change, innovation, business performance, planning and regeneration. He has evaluated numerous government activities which aim to achieve behaviour change among consumers, businesses and the public and voluntary sectors through regulation, voluntary agreements, fiscal measures, incentives, education and communications campaigns.

Databuild's major clients include **DEFRA** and the **Department of Transport** in the UK. The organisation has been working in Australia for two years and Charles has played an integral role in establishing the business; bringing experience from other jurisdictions and developing tailored solutions to meet Australian needs.

Enquiries

Anne Cameron

Phone 02 9810 2164

Email anne@3pillarsnetwork.com.au

To Register

Online www.3pillarsnetwork.com.au

Fax 02 9810 6746

Email registrations@3pillarsnetwork.com.au

Mail
212A Darling Street
Balmain, NSW 2041

Dates & Venues

Behaviour Change for Sustainability National Congress

Date Mon 11-Tue 12 October 2010

Time 8:30am – 5:00pm

Venue **Doltone House**
Darling Island Wharf (opp Star City)
Accenture Building,
48 Pirrama Rd, Pyrmont NSW 2009

Phone 02 8571 0622

Evaluation in Practice Workshop

Date Wed 13th October

Time 9:00am – 3:00pm

Venue TBA

Sustainable
technology partner



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Environment,
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3 PILLARS
NETWORK

The 3 Pillars Network is the leading knowledge network for sustainable business in Australia. Membership is free for any individual who has attended a 3 Pillars event.

For more information visit
www.3pillarsnetwork.com.au

3 Pillars Network reserves the right to change the programme without notice.

Cancellation Policy

Should you be unable to attend, a substitute delegate is always welcome at no extra cost. Alternatively, a full refund, minus 50% (incl GST) service charge will be made for cancellations received in writing up to two weeks prior to the event. Regrettably, no refund will be given for cancellations received later than two weeks prior to the event.

Privacy Policy

The above information will be recorded in our delegate database. 3 Pillars Network may also share this information with our event sponsors. Please tick the appropriate box if you do not wish to receive further correspondence

Behaviour Change for Sustainability

Yes, please register me

GROUP DISCOUNTS ARE AVAILABLE FOR 3 OR MORE ATTENDEES.

Contact Anne on 02 9810 2164 for this special rate.

3 PILLARS NETWORK MEMBER RATES

EARLY BIRD – BOOK & PAY BY FRIDAY 10 SEPTEMBER 2010

2 Day Conference	\$ 595	<input type="checkbox"/>
2 Day Conference + Workshop	\$ 795	<input type="checkbox"/>
Workshop ONLY	\$ 295	<input type="checkbox"/>

STANDARD RATE - BOOK & PAY AFTER FRIDAY 10 SEPTEMBER 2010

2 Day Conference	\$ 695	<input type="checkbox"/>
2 Day Conference + Workshop	\$ 895	<input type="checkbox"/>
Workshop ONLY	\$ 395	<input type="checkbox"/>

NON MEMBER RATES

EARLY BIRD – BOOK & PAY BY FRIDAY 10 SEPTEMBER 2010

2 Day Conference	\$ 695	<input type="checkbox"/>
2 Day Conference + Workshop	\$ 895	<input type="checkbox"/>
Workshop ONLY	\$ 395	<input type="checkbox"/>

STANDARD RATE - BOOK & PAY AFTER FRIDAY 10 SEPTEMBER 2010

2 Day Conference	\$ 795	<input type="checkbox"/>
2 Day Conference + Workshop	\$ 995	<input type="checkbox"/>
Workshop ONLY	\$ 495	<input type="checkbox"/>

25% DISCOUNT APPLIES FOR NOT FOR PROFITS, SMALL COMPANIES AND STUDENTS.

PLEASE COMPLETE

Mr/Ms/Miss Given Names	<input type="text"/>		
Surname	<input type="text"/>		
Company/Organisation	<input type="text"/>		
Position	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>	Postcode	<input type="text"/>
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Email	<input type="text"/>		

Method of Payment

- Cheque – please make cheque payable to 3 Pillars Network Pty Ltd
- Book and pay securely online by credit card using PayPal at www.3pillarsnetwork.com.au
- Visa MasterCard AMEX (3% surcharge applies)



Name of cardholder	<input type="text"/>		
Card Number	<input type="text"/>	<input type="text"/>	<input type="text"/>
Expiry date	<input type="text"/>	/	<input type="text"/>
Signature	<input type="text"/>		
Total	\$ <input type="text"/>		

Delegates will receive an email confirmation letter and tax receipt once registered.

- I am interested in future 3 Pillars Network events
- I DO NOT wish to have my details made available to other organisations

