



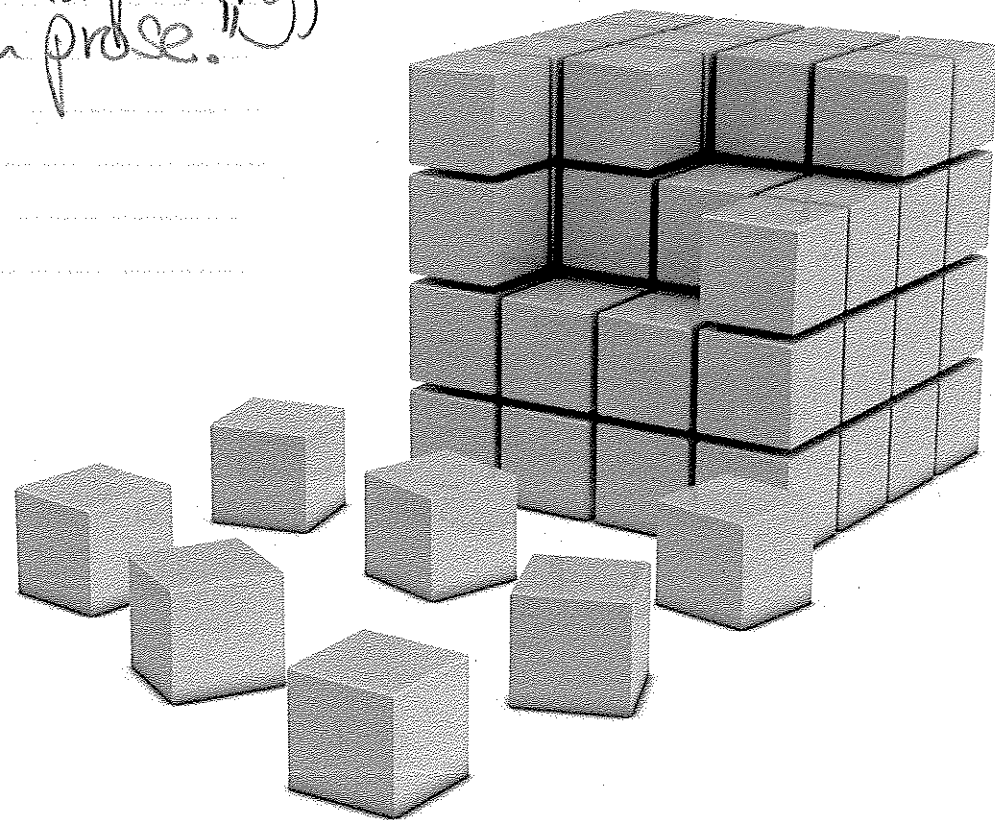
\* "Everyone who thinks the Earth's resources are inexhaustible is either a madman or an economist."  
(Anonymous)

\* "Treat the Earth well: it was not given to you by your parents, it was loaned to you by your children."  
(Indigenous Quote)

\* "The greatest threat to our Planet is the belief that someone else will save it."  
(Robert Swan, OBE)

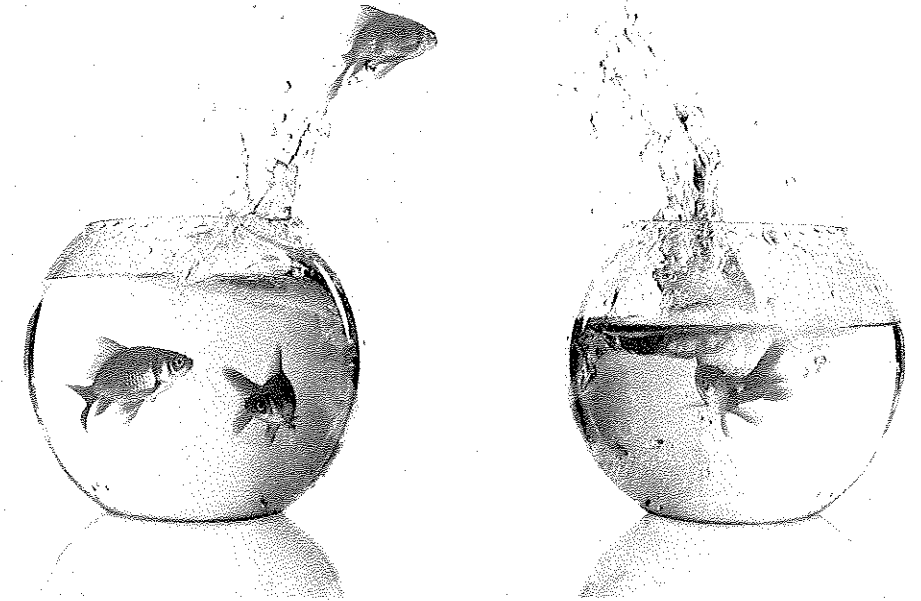
\* "Learn from Kermit the Frog. It's not easy being green."  
(Paul Stern)

\* "You campaign in poetry, you govern in prose."  
(Aeschylus)



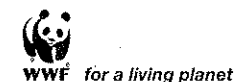
# Behaviour Change for Sustainability

National  
Congress



## 2 day worksheet

EVENT PARTNERS



# 2 day worksheet

Use this worksheet to keep track of your reflections and insights during the course of the congress.

- 1 Defining the field of Sustainability: as a complex economic/social/environmental system
- 2 What do we mean by behavioural change?
- 3 The ethics of influence: should we be trying to change behaviours?
- 4 Gathering Knowledge and Creating Wisdom
- 5 Inspiring Change
- 6 The role of neuroscience in adapting behaviours around climate change
- 7 Practical application: creating change you can believe in - The Obama Presidential Campaign (US)
- 8 Practical application of behavioural change programs: case studies
- 9 How do I apply these approaches to my work?
- 10 Evaluation and Measurement



Short list  
high impact behaviours  
for change

Post carbon era

Learn from marketers:  
to trigger change,  
make everyone  
believe that  
everybody else is  
already doing it.

Dare to be unreasonable:  
Unreasonable people  
create change in  
unreasonable ways.  
"Fight the smears"  
Lies require rapid  
response

Forget reports.  
Target hearts + minds

INSPIRE ★

You can't inspire other  
people unless you  
are living your dream.

"HOMO EMPATHICUS"  
Empathic Civilisation  
Biosphere Consciousness  
Humans are FAMILY:  
Same DNA string handed  
down from same couple  
in North Africa ~ 175000 yrs.  
ago. NEEDED: 2nd Enlightenment  
and 3rd Industrial Revolution.

\* Harness distributive  
and collaborative  
power  
\* Change patterns!  
of behaviour  
(eg travel, eating, ...)

Fundamental change  
happens in communities

\* Engage communities  
\* Empower communities  
\* Listen to + trust communities

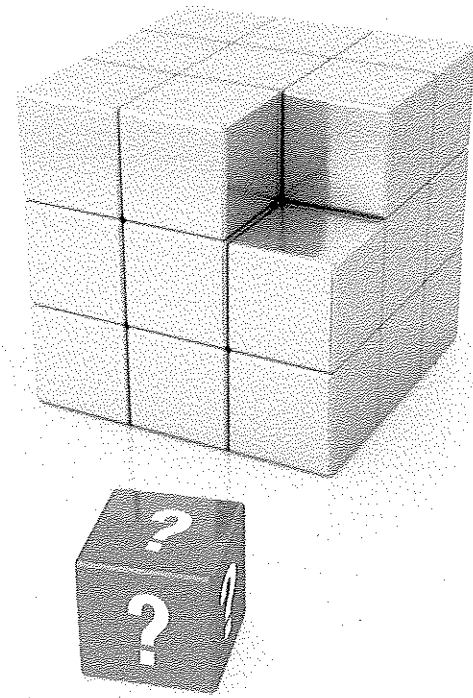
Let THEM organise  
(eg through news media)

Human beings  
are irrational, most  
choices are from the  
heart. BE POSITIVE!  
BE ENTHUSIASTIC!  
Drive an irresistible  
vision of a better  
future (eg. cleaner cars)

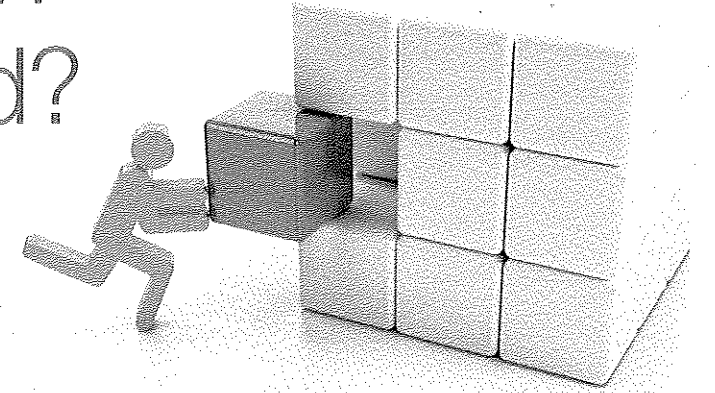
SUSTAINABILITY  
IS ONLY  
ACHIEVED IF  
ALL OF YOUR  
STAKEHOLDERS  
ARE SERVED.

Why am I here?

What is my context  
and purpose in  
being here?



What is my plan  
moving forward?



I am "Homo Empathicus"

- \* Engage for a 2nd Enlightenment
- \* Promote biosphere consciousness
- \* Accept change begins with me.

Sustain sustainability with  
sustainable inspiration P

All of us must stay inspired  
and constantly inspire  
and re-inspire change  
over and over again.

(People "leak" inspiration.)

