

fostering sustainable behavior



BEYOND BROCHURES

The cornerstone of sustainability is behavior 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 behavior. This coming January, workshops will be held in **Gainesville** with the founder of community-based social marketing, Dr. Doug McKenzie-Mohr.

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



THE WORKSHOPS

Both an introductory and an advanced workshop will be offered in **Gainesville**.

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 behavior. Those who attend the introductory workshop will learn the five steps of community-based social marketing (selecting behaviors, identifying barriers, developing strategies, conducting a pilot, and broad scale implementation) and be exposed to numerous

case studies illustrating its use.

The two-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 opportunity to discuss the application of community-based social marketing to their own programs. To ensure ample opportunity for discussion, this workshop will be limited to 65 participants.



ABOUT THE PRESENTER

For over a decade Dr. McKenzie-Mohr, an environmental psychologist, has been incorporating scientific knowledge of behavior 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 25,000 environmental program planners.



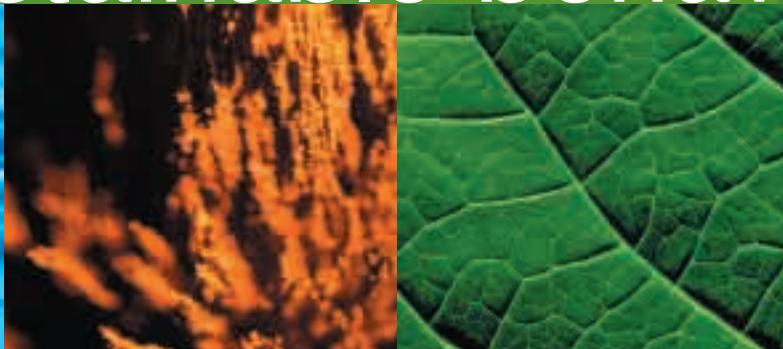
WHO SHOULD ATTEND?

If you design or fund programs to encourage sustainable behaviors, you will benefit from attending.

"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

Gainesville, FL Introductory Workshop:
Wednesday, January 17, 2007 9:00am - 4:30pm

Gainesville, FL Advanced Workshop:
Thursday, January 18, 2007, 9:00am - 4:30pm
Friday, January 19, 2007, 8:30am - 3:30pm

Savannah Grande
Located in historic downtown Gainesville
301 N. Main Street
Gainesville, FL

Workshop Sponsors:

- *Florida Department of Environmental Protection
- *University of Florida Institute of Food & Agricultural Sciences, Extension Service
- *Gainesville Regional Utilities
- *Pandion Systems, Inc.

Workshop Organizers:

- *League of Women Voters of Alachua County/Gainesville
- *University of Florida Office of Sustainability
- *Sustainable Alachua County
- *Gainesville Clean Water Partnership (City of Gainesville, Alachua County, Florida Department of Transportation)

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*. The book can be read online at www.cbsm.com (click on the "guide" link).

registration form

To register, please mail the form below with a check made payable to Sustainable Alachua County (SAC). Several scholarship spaces will be available at the workshop. For questions about registration or scholarships, email SAC at sustainableac@gmail.com. For more on community based social marketing, visit www.cbsm.com.

Register early -- workshop space is limited. Additional forms are available online at www.gainesvillecreeks.org. Print name as you would like it to appear on nametag.

Name:.....
Organization:
Area of Interest:
Address:
City, State, Zip
Phone: Email:.....

Payment

- \$150 (introductory workshop. includes book & lunch)
- \$300 (advanced workshop, includes lunches)
- Total

Make check payable to Sustainable Alachua County. Submit registration and payment to:

Sustainable Alachua County
P.O. Box 2772
Gainesville, FL 32602-2772

Registration and payment must be received by December 31, 2007. Registration fees are non-refundable, but may be transferred to another person. You will receive email confirmation from sustainableac@gmail.com.

"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