

CULTIVATING SUSTAINABILITY

Engaging People in Sustainability



Those responsible for promoting sustainability repeatedly come up against the same problem – you can give people all the information and resources they need to act sustainably, but some people still don't change their behaviour!

To translate knowledge into action, people need to be engaged, take responsibility and feel personally empowered to make sustainable choices.

Cultivating Sustainability is a 1-day workshop which provides sustainability advocates with insights, models and tools to trigger the psychological drivers of sustainable behaviour.

What is covered?

This one-day workshop introduces the psychological drivers of sustainable behaviour, and provides tools for assessing and stimulating them. Topics covered include

- Identifying and developing personal responsibility and personal power
- Influencing & feedback strategies
- Understanding and using values
- Changing Habits
- Modes of decision-making and how to access them
- Creating and using cognitive dissonance
- **New! Embedding sustainability in organisational culture**

Who is this workshop for?

If you have taken on the challenge of promoting sustainability in your organisation, your community, or even your home, you will benefit from being equipped with an understanding of the psychological factors involved, and the tools to use it to your advantage.

This workshop will assist you to

- Understand the drivers of behaviour change
- Identify what people need in order to embrace sustainability
- Target your efforts and resources to the points of most leverage
- Incorporate psychological principles to your sustainability programs
- Communicate about sustainability more effectively
- Meet others involved in similar work, and share ideas and success stories

“This workshop provides you with simple, practical tools to engage around sustainability and behaviour change”
(Cathy Crawley, Leader, Arup Sustainability, Brisbane)



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Approach

The principles behind the Cultivating Sustainability workshop were developed through a thorough review of the research into the psychological drivers of sustainable behaviour.

We have then identified tools, models and exercises which address these drivers. Some of these have been used in a variety of psychological and behaviour change settings, while others have been designed specifically to stimulate sustainable action.

The focus of the workshop is on providing practical, accessible skills and tools to increase your ability to influence others towards sustainability.

The Facilitator

Tim Cotter is a psychologist who specialises in behaviour change in an organisational and environmental context.

After 12 years in a boutique consultancy specialising in values-based culture change, Tim created Awake, with a vision to inspire sustainable action through increasing awareness and connection.

Awake provides consultancy and training services to organisations and communities seeking to engage employees, team members and residents in sustainability.

Tim is an accomplished facilitator, coach and writer who is passionate about applying the lessons from psychology to real world challenges

Enquiries to

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"This workshop was very informative and has provided an excellent model for engaging individuals in behaviour change"
(Carrie Radzevicius, Project Officer, Travelsmart South Australia)

