



BC Healthy Communities
People. Place. Potential.



Workshop: Climate Change & Behaviour Change

Many environmental issues are related to the behavioural choices made by individuals. However, behaviours are influenced by a complex intersection of personal, social and structural factors. To improve the effectiveness of environmental programs, it is important to understand how and why people make the choices they do and how different approaches and strategies can support personal and collective changes for lower environmental impact.

This workshop explores the “people change” dimension of climate change. It includes an overview of emerging research on behaviour change and presents a spectrum of methods for engaging individuals in lower carbon choices, including community-based social marketing. This is an interactive workshop and learners are supported in applying specific methods to a chosen issue.



For more information contact

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Climate Change workshops:

Topics covered in this workshop include:

- *The links between climate change, societal change, and behaviour change*
- *Underlying influences of behaviour change: choices, values, motivations and social norms*
- *Diversity and social inclusion: who is the “public”? Understanding audiences with diverse realities, perspectives and worldviews*
- *Tools for change: A spectrum of tools approaches and methods for engaging with individuals and influencing behaviour change*
- *Introduction to community-based social marketing*
- *Case studies of effective programs for behaviour change*

Through this workshop, participants will:

- *Understand more fully how individual behaviours, choices and values drive and impact carbon reduction strategies*
- *Explore innovative ways of working within communities to lead climate change initiatives;*
- *Be introduced to a variety of methods for engaging with the public on climate change and behavior change*
- *Become more articulate about their own “theory of change” for responding to climate change.*

**This course has been offered as part of the Royal Roads University Continuing Studies Certificate in Carbon and Energy Leadership.*