

## Workshop on Changing Environmental Behavior

### Why attend this workshop? It will help you:

- Develop strategies to protect and restore your local environment
- Create more effective public outreach/education projects
- Actually change environmental behavior instead of just increasing awareness
- Use limited resources more effectively
- Determine the effectiveness of your projects
- Produce results that will help justify funding for your programs

### Who should attend?

- Environmental program managers, planners and implementers
- Program and policy developers promoting environmental sustainability, resource protection, energy conservation or environmental health
- Staff working in public information, outreach, education or technical assistance

### Features

- Learn proven, science-based methods, such as social marketing, for changing environmental behavior
- Do hands-on exercises in small groups to practice what you are learning
- Create connections with others working on similar issues

### What workshop attendees said

“The speaker was engaging and knowledgeable.” “Great overview, good pace, *great* presenter.” “Good weaving of concepts and exercises. Helpful to hear about real-life examples.” “I think the tools are great for getting info and messages out. I will be using this in the near future.” “Reminded me of importance of thinking through outreach from start to finish *before* starting outreach.”

*--Participants in City of Berkeley Sustainable Behaviors workshop*

“Good balance of hands-on and slides and case studies.” “Clear, attainable, step-by-step marketing process.” “A great use of time. I’ve done some social marketing reading but practical application has helped cement the ideas. Thank you.”

*--Participants in Recycling Council of British Columbia workshop*

“Good workshop. Really enjoyed and can apply the approach in many aspects of my work. Really seemed to get people thinking and working together. Thanks!”

*--Participant in Kansas 2006 Works! workshop*

### Options

- 1/2-day to 2-day workshops, tailored to your needs, on site or at a central location
- Includes training materials: lecture notes, exercises

### To find out more

Contact Annette Frahm at 206-789-7001 or [afrahm@sageenviro.com](mailto:afrahm@sageenviro.com).