

Better Messages *for* Sustainable Behavior

(How to avoid pitfalls and promote success)

Tuesday, March 12, 2013
Lecture and Panel: 7pm – 8:30pm
Networking Reception: 8:30pm – 9pm

Mount Royal University
Lincoln Park Hall (Main Bldg, 3rd floor)
4825 Mount Royal Gate SW Calgary

This event is free of charge.
Seating is limited – RSVP required:
vermillioncalgary.org/events

“I am a former journalist who recognizes how difficult it is to communicate about sustainable development. Based on deep and solid research, Vermillion is helping us find better words – and providing us with tools we sorely need.”

– Bill Becker, Co-Director of “The Future We Want” program at the United Nations, and Executive Director of the National Sustainable Communities Coalition.

Co-hosts:



Vermillion



Vermillion®



Institute for Environmental Sustainability



Institute for Innovation and Entrepreneurship

Why do so many messages about sustainability seem to fall on deaf ears? For that matter, why do organizational change agents get resistance to so many programs with clear benefits? And in the end, what will it take to trigger and sustain human behavior to bring about the future we want?

Calgarians will be the first in Canada to see Vermillion Institute’s research, which has been presented as far abroad as London and Sydney. Maximize your results with insights into best practices for communicating sustainability.

Through an exploration of moral development science and the real-world experience of expert panelists, we’ll discuss these questions in order to help citizens as well as NGO and business leaders avoid pitfalls and promote success.

Thank you to our Co-hosts: Vermillion Calgary, Vermillion Canada, Mount Royal University Institute for Environmental Sustainability and Mount Royal University Institute for Innovation and Entrepreneurship.

About the series:

Practitioners know about a number of barriers to the transition to a sustainable economy: the absence of workplace-relevant training about full-spectrum sustainability in our schools; legacy infrastructure that seems more economic than investments in renewable alternatives; the absence of public literacy about the issues. But what if practitioners themselves are unintentionally reinforcing some of the systemic obstacles to implementation? And if they are, what can they do differently in their communities and spheres of influence to change things for the better? In terms of sustainability messaging, why do some messages work better than others to encourage the right behaviors? And could some of the wrong messages even be delaying progress on the Sustainable Development agenda?

Here is what Bill Becker (*Co-Director of The Future We Want program at the United Nations, and Executive Director of The National Sustainable Communities Coalition*) has to say:

“I am a former journalist who recognizes how difficult it is to communicate about sustainable development. Based on deep and solid research, Vermillion is helping us find better words—and providing us with tools we sorely need.”

Session Description:

This session will discuss the dominant moral reasoning theories and examine which messages are most likely to succeed in motivating people to act. For many people, this will permanently change their ideas about what works and what doesn’t. It will lead them to consider the question: What if counterproductive public communications by practitioners hinders public understanding and political will for progress. In light of new awareness, practitioners will be better empowered to guide their peers, their clients, and the community groups they mentor towards messages that improve public literacy and commitment to positive action. A panel discussion and Q & A will follow. Panelists will be encouraged to share their own insights about messaging, both successful and unsuccessful, in an attempt to distill key differences between the effective and the dysfunctional. In last half-hour, we will invite the audience and panelists to network and discuss insights. Light refreshments will be served.

Here is what Martin Haigh, (*Senior Energy Adviser of the Scenarios Team at Shell International*) has to say:

“Existing calls for action on the environment seem to struggle to find resonance with much of the public. At a recent London conference, I was particularly struck by Vermillion’s presentation; I think they are engaging in some really valuable work to understand how to frame sustainability messages that work for wider audiences.”

Tuesday, March 12, 2013
Lecture and Panel:
7pm – 8:30pm
Networking Reception:
8:30pm – 9pm

Mount Royal University
Lincoln Park Hall,
(Main Bldg, 3rd floor)
4825 Mount Royal Gate SW
Calgary

This event is free of charge.
Seating is limited –
RSVP required.

RSVP at
vermillioncalgary.org/events

Thank you to our supporters and community allies:

