



Promoting Sustainable Behaviour: A practical guide to what works (D?Shorts)

Adam Corner

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Promoting sustainable behaviour is a critical part of society's response to climate change. This short, practical book shows you how to build a sustainable behaviour campaign that works. There are more and less effective ways for businesses, NGOs and governments to encourage people to act in a more sustainable way, and some common pitfalls to avoid. By summarising 'what really works' and pulling out the most important take-home messages from the evidence base, this book contains all the tools you need to maximise the success of your sustainable behaviour initiative -- in households, when commuting, in the workplace and beyond. By looking beyond individual behaviours to people's sense of identity and values; by incorporating social signals that provide such important cues for our everyday behaviour; by pointing out strategies that attract (and keep) people's interest; and by understanding how to break bad habits and create good ones, this guide offers the best chance of making a sustainable behaviour campaign work, to create a lasting change in behaviour.

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