



Environment Institute
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Sustainability means behaviour

A key psychological barrier hindering sustainability actions is the belief that environmental problems are too uncertain, and likely to happen in distant places and times, and to other people. Three strategies have been used to overcome this barrier and motivate action:

- (1) the provision of information that makes the problem less distant and more tangible;
- (2) engaging future thinking that inspire action; and
- (3) the use of normative appeals that highlight what other people typically do and typically approve.

In this talk, Dr Milfont will review research and applications of these strategies to foster sustainability actions.

Speaker:

Taciano L. Milfont, PhD

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www.milfont.com

When: Wednesday 5th October 2016

Time: 5:30 – 7:00pm

Where: Kauri Room
Ground Floor, New Zealand Post House,
7 Waterloo Quay,
Wellington

Cost: EIANZ members \$10.00
Non-members \$15.00

Cash or direct credit to 01-0797-0276302-00 -
Environment Institute of Australia and New
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RSVP: By Friday 30th September 2016

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