



(Research on Lifestyles, Values and Environment)
UNIVERSITY OF SURREY, Guildford, Surrey GU2 7XH

FORTHCOMING SEMINAR

Monday 21 July, 2008, 1300-1400

45b AZ 04
University of Surrey

Claudia Kuss-Tenzer

Waste behaviour change – Linking theory and practice

Over the past few years, 'behaviour change' has become a firmly established in the sustainable development and environmental lingo. Environment departments of academic institutions have increasingly focused their research on examining the linkages between environmental protection and people's attitudes and behaviour and Defra's recent publication of 'A framework for pro-environmental behaviours' in January of this year shows that the importance of pro-environmental behaviour change is now recognised by policy makers.

However, a great number of community and voluntary groups, many of these are specifically concerned with recycling and waste minimisation have been working towards behaviour change 'on the ground' for many years before attention was given to the underlying behaviour change theory.

This presentation looks at what has been happening on the ground and the approaches adopted by organisations like Waste Watch in their work in schools, for local authorities and other organisations.

Specifically, it will examine how this relates to behaviour change and norms theory and how better linkages between theory and practice can be made in the future.

Enquiries to Gemma Cook, RESOLVE Co-ordinator, 01483 686689

