



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

FORTHCOMING SEMINAR

Tuesday 12 February, 2008, 1300-1400

45b AZ 04
University of Surrey

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Do we still need environmental NGOs?

At a time when increasing reliance is placed on the 'business case for sustainable development', and the commercial opportunities of 'green consumption', the role of environmental NGOs in prompting a re-examination of the values underlying our behaviour is increasingly questioned.

But how far will appeals to self-interest, and techniques borrowed from the marketing industry, really get us in meeting the huge environmental challenges we face? Is a call for re-examination of the values that underlie the decisions we make naïve idealism - or our only hope? Are current change strategies wise to retreat from such appeals - and is there any continued relevance for environmental NGOs?

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