

## The effectiveness of interventions to encourage environmentally friendly behaviours: An overview

**Dr. Wokje Abrahamse** is a Post Doctoral Fellow with the NZ Centre for Sustainable Cities. Her research focuses on human behaviour in relation to a range of environmental issues, such as energy use, travel mode choice and food consumption

**Dr Sea Rottman** is the principal scientist with EECA and a world renowned expert behaviour change expert.

Since the 1970s, social and environmental psychologists have examined different ways in which people can be encouraged to adopt environmentally friendly behaviours. Such interventions typically focus on individual behaviour change, such as the provision of information about energy-saving options, or giving feedback to individual households about their energy consumption. Relatively little attention has been devoted to so-called community-based approaches. Such initiatives take place in a specific area (e.g. a neighbourhood recycling scheme). Other types of interventions may make use of social influences (e.g. the diffusion of information through neighbours and friends, performance feedback about how other people are doing). In this presentation, Dr Abrahamse will give an overview of a range of initiatives to promote environmentally friendly behaviours. What works? What doesn't work? And why? The presenters will combine findings from theory and practice, and provide recommendations for intervention planners and policy makers.

This Seminar is in conjunction with the [Institute of Policy Studies](#)



**Friday, 30 July, 12:30 -1:30pm**

**Railway West Wing Room 501,**  
Entrance through Railway Station, take Lift 3 to Level 5  
Victoria University of Wellington, Pipitea Campus

