



new zealand centre for

Sustainable Cities

te pokapū rōnaki tāone-nui



SEMINAR SERIES

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 Rotmann leads the EECA research team and is currently coordinating several pieces of action research to answer the question around getting behaviour change interventions to improve smart energy use to be taken up for the long-term by energy end users. She is involved in several national and international, inter-disciplinary research collaborations on this topic. EECA is a crown entity with the mandate to promote and improve energy efficiency, energy conservation and the uptake of renewable energy and is implementing the Government's initiatives, such as the Warm Up New Zealand: Heat Smart programme.

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.



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

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