Making sustainability a behaviour not a belief

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Sustainability communication issues

- The terminology
  - Economic
  - Environment
  - Social
  - Values
- Trade offs need to be made
- Motivation is important but...
Motivating people

- Personal relevance
- Personal responsibility
- Who owns the problem?
- Group outcomes vs individual outcomes
- Empowerment to act
- Pathways to action
- Attitudes>beliefs>behaviours?
- Process vs people and practices

The MOA framework

A model of behaviour change


It all starts with the ‘rules’

What we found

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Behaviour</td>
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<tr>
<td>Ethics</td>
<td>29</td>
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</tr>
<tr>
<td>Morals</td>
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<td>8.3%</td>
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<tr>
<td>Values</td>
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<tr>
<td>Exclusion Capacity</td>
<td>29</td>
<td>80.6%</td>
</tr>
<tr>
<td>Provision of training and education</td>
<td>9</td>
<td>25.0%</td>
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<tr>
<td>Quality of life</td>
<td>26</td>
<td>72.2%</td>
</tr>
<tr>
<td>Environmental</td>
<td>7</td>
<td>19.4%</td>
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</table>

Codes of conduct outcomes

- Seven out of 36?
- Level of complexity and current relevance
- Statements of philosophy vs guides for behaviour
- The difference between ethics, morals and behaviour
- Actions or wish-list
- Enforcement - threat?
Set the direction

- Confucius says:
  - The people may be made to follow a path of action, but they may not be made to understand it.
- In following pathways:
  - 1) you need the map
  - 2) you need the directions
  - 3) you need the energy (motivation) to move
- Let’s give them the map, let’s start them on the pathway to sustainability

What happens to the marketing mix?
The 9 Ps of institutional behaviour change

- Philosophy
- Policy
- Process
- Procedures
- Promotion
- People
- Policing
- Phollow up
- Persevere