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To create a sustainable future, we must not only change our own actions, we must educate and encourage those around

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us to change theirs. How then do we go about transforming people's good intentions into action? Fostering Sustainable Behavior explains how the field of community-based social marketing has emerged as an effective tool for encouraging positive social change.

Fostering Sustainable

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AN INTRODUCTION.

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BEHAVIOR1. he

cornerstone of  
sustainability is behavior  
change. Sustainability  
requires that we tackle  
diverse goals, such as  
increasing water and  
energy efficiency,  
protecting water quality  
and biodiversity,

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reducing waste, and  
altering transportation  
choices.

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environment widespread  
empirical evidence that  
human behavior is  
harming the  
environment despite  
strong science about  
these associations and  
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behavior change that  
psychological research  
has found to be limited.  
Although psychologyhas  
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fostersus- tainable  
behavior, little attention  
has been paid to ensuring  
that psychological  
knowledge is accessible  
to those who design  
environmental programs.

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2: Identifying Barriers  
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Action!) Program In all, 366 households pledged, an outstanding response. Ninety-two percent felt more informed, 95% fulfilled all or some of their pledge and 94% planned to continue the actions...

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Read the landmark and  
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Fostering Sustainable

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A healthy sustainable community is in large part the result of each of its members. When members of a community adopt healthy habits - by getting more exercise, for example - the community becomes a healthier one. When the members use resources



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wisely - by recycling, for example - the community moves towards sustainability.

## Introduction To Tools of Change

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Fostering Sustainable Behavior explains how the field of community-based social marketing has emerged as an effective tool for

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encouraging positive social change. This completely revised and updated third edition contains a wealth of new research, behavior change tools, and case studies.

# Marketing

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