



Influencing Resourceful Behaviours



Resource Recovery Forum

co-sponsored by



in partnership with



Wednesday November 23rd, 2011

American Square Conference Centre, London, EC3N 2LB

The Resource Recovery Forum is to hold a conference to examine the latest thinking and research in influencing resourceful behaviours, and to relate this to future horizons for the waste and resources sector.

CONFERENCE PROGRAMME

9.30 - Registration

10.00 - 10.30 Changing minds, Changing behaviour. Key note presentation by *Professor Gerry Stoker, University of Southampton*

10.30 - 11.30 Where have we got to now? Lessons from the last decade.

- Understanding and influencing behaviour - lessons learnt from Defra's environmental behaviours research programme- *Sara Eppel, Head of Sustainable Products and Consumers at DEFRA*
- Insights from academic research to inform policy makers and practitioners – *RESOLVE, University of Surrey*
- Understanding food waste behaviours - the latest thinking from WRAP - *Emma Marsh, WRAP*

11.45 - 13.00 Further insights – situating behaviour in the everyday

- Consumer understanding of product lifetimes & reuse – *Jayne Cox, Brook Lyndhurst*
- An ethnographic approach to everyday household food waste practices - *David Evans, Manchester University*
- Understanding normalisation of recycling behaviour – *Christine Thomas, Open University and Veronica Sharp Social Marketing Practice*
- The unintended consequences of focusing on behaviours – *Tim Burns, Waste Watch*

14.00-14.45 Where are we going, Looking forward

This session, **New horizons** will explore the key actions we should be taking in the future to influence more resourceful behaviours? This will be a forward-looking, highly interactive debate of future horizons for behaviour and social change.

- Up-cycling – making recycling / reuse behaviours fashionable – a vintage perspective
- Using incentives to change waste behaviour - Local Green Points - *London Borough of Bexley*
- Working between retailers and consumers to support resourceful behaviours – *Julia Hailes MBE, author and sustainability consultant*
- New peer to peer approaches to increase sharing behaviour – *Tracey Currer, Ecomodo*
- Local dimensions – a forward look at how behavioural initiatives will be delivered effectively
- No more 'waste' – lessons from a strategic review in Wales – *Andrew Darnton, independent researcher and behaviour theory specialist*

14.45 - 16.30 Delegate roundtable discussions followed by questions put to the panel - *Facilitated by David Fell, Brook Lyndhurst*

This conference will be a valuable opportunity for all those involved in thinking about how changing behaviours can influence the future direction of waste/resources management, including practitioners, policy-makers, their advisers, academics, consultants and those involved in communications. Whether you are working or studying at the local, regional, national or international level, this event will have much to offer.

Every decision shaping how society deals with the flow of resources through the economy, from raw materials to products and possibly into waste, raises the prospect of doing things better in future. More sustainable resource use will succeed or fail to the extent that we (householders and tax-payers) can be encouraged to adopt more resourceful behaviours. In recent years there have been major advances in our understanding of how our behaviours can be influenced and shaped. This conference will share new research and approaches from the waste sector and beyond.

The Resource Recovery Forum is an international non-profit network of more than 250 organisations interested in sustainable waste management. Established in 1997, RRF provides substantial news, information, research and networking services, and has an excellent track record in organising national and international conferences.

If you would like to register, contact RRF (details overleaf).



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HOW TO BOOK AND PAY

RATES: **£160 (+VAT) per person**
discounted to £80 (+VAT) for RRF members

DATE: Wednesday November 23rd, 2011
VENUE: American Square Conference Centre
London
Nearest tube: Liverpool Street

CONTACT: **Resource Recovery Forum**

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Invoice: Request an invoice (quoting purchase order number, if required)
Cheque: Payable to Resource Recovery Forum
Online: At RRF's website (www.resourcesnotwaste.org)

Payment also by:

Credit card By post, telephone, fax or online

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