

**Sustainability East Workshop**  
***Sustainable Living and Behaviour Change - Market Opportunities  
and Market Threats***

**16 December 2009, 09:55 –13:00, BT, Adastral Park, Ipswich**

**Introduction**

Businesses and organisations are in a powerful position to inform and influence their customers, supply chains and employees towards sustainability and ethical choices. Industry has the innovation and creativity to bring new technologies to the market that will encourage more sustainable behaviour, and there are increasing opportunities for businesses to grow through providing more sustainable products and services.

Organisations can also benefit by changing their own behaviour. Taking steps to reduce environmental impacts and promote social progress (including through corporate social responsibility programmes) can lead to reduce costs and enhanced reputation. Clearly, the business community has much to contribute and gain from a move to more sustainable living.

Speakers are drawn from the public sector, research and business with the aims of:

- developing our understanding of behaviour change techniques and learning lessons on changing behaviour, what works and what doesn't;
- exploring the opportunities and challenges for businesses to promote and benefit from the behaviour change needed for more sustainable living

**Programme**

09:30 – 10:00	Refreshments available
09:55 – 10:00	<b>Introduction and scene setting</b> - Richard Powell Sustainability East, Chair
10:00 – 10:05	<b>Welcome by our host</b> - Mark Shackleton, Chief Researcher, Sustainability and Climate Change, BT
10:05 – 10:25	<b>Towards pro-environmental behaviour change: Defra's Framework Approach</b> - Dominic Rowland, Defra Sustainable Behaviour Unit
10:25 – 10:30	<i>Questions for Dominic Rowland</i>
10:30 – 10:50	<b>Why people don't change - breaking habits</b> - Sheina Orbell, University of Essex
10:50 – 10:55	<i>Questions for Sheina Orbell</i>
10:55 – 11:15	<b>Changing employee behaviour: the key to successful change</b> - Paul Hinds, Head of Sustainability, Natural England

11:15 – 11:20	<i>Questions for Paul Hinds</i>
11:20 – 11:40	<b>Consumers are changing - opportunities and dead ends</b> - Paul Cranfield, The Cooperative Group
11:40 – 11:45	<i>Questions for Paul Cranfield</i>
11:45 – 12:05	<b>Sustainable enterprise - reality or rhetoric?</b> - Ian Findlater, May Gurney
12:05 – 12:10	<i>Questions for Ian Findlater</i>
12:10 – 13:00	<b>Discussion and next steps</b> - chaired by Tim O’Riordan, Sustainability East member
13:00 – 13:30	<b>Networking lunch</b>

### Desired outcomes

- Presentations and a summary report to be made available on Sustainability East website: [www.sustainabilityeast.co.uk](http://www.sustainabilityeast.co.uk)
- ‘Think piece’ to share with regional stakeholders and central government
- Clear plan of action; what does Sustainability East want to do next?

### **Sustainability East**

*Champions of sustainable development in our region*

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