

Promoting Positive Behaviour Topic Support Network

Wednesday 11 July, 2012

University of Edinburgh, 10am – 3pm [website](#)

Attendees:

Alexandra Henderson	(AH)	EAUC
Alistair MacLeod	(AM)	Transition University of St Andrews
Caro Overy	(CO)	University of Edinburgh
Joe Farthing	(JF)	University of Edinburgh
John Thorne	(JT)	Transition Heriot-Watt
Judith Montford	(JM)	Transition Heriot-Watt
Justina Adomaviciute	(JA)	University of Edinburgh
Lili Nagy	(LN)	University of Aberdeen
Lisa Black	(LB)	SESTran
Lorraine Corbett	(LC)	Transition Heriot-Watt
Mark Thomson	(MT)	Stevenson College Edinburgh
Matthew Lawson	(ML)	University of Edinburgh
Prince Boateng	(PB)	Transition Heriot-Watt
Rhona McLaren	(RM)	Transition University of St Andrews
Sarah Lang	(SLa)	University of Edinburgh
Sarah Lee	(SL)	EAUC
Shana Tufail	(ST)	Institution of Education
Shona Buchanan	(SB)	University of Edinburgh

1	<p>Welcome and Introductions AH and JT welcomed the group.</p>
2	<p>Communication and Engagement ‘Masterclass’ <i>Joseph Farthing, Communications Specialist, University of Edinburgh & Matthew Lawson, Research Assistant, University of Edinburgh</i></p> <p>JF first asked the group to highlight any key outcomes they wanted to take away from the session, outcomes included:</p> <ul style="list-style-type: none"> → How do you use of a variety of engagement techniques simultaneously? → The group would like to hear experiences from others, good and bad. → How can you involve the wider community? → How do you keep up the momentum? <p>JF also asked the group, who would they like to be engaging with:</p> <ul style="list-style-type: none"> → Students → Staff → The Public → The local community

	<p>JF opened with some background to Behavioural Change Campaigns, highlighting they have been around for sometime, for example the stop smoking campaign. The group divided in two and worked through two case studies of possible environmental campaigns they might run. Each group were asked to use SMART Targets (specific, measureable, achievable, relevant and time bound) when planning the campaign. Please see an example here.</p> <p>JF shared his presentation which can be found here.</p>
3	<p>Group Discussion and Knowledge Exchange <i>Everyone</i></p> <p>The group shared past campaign materials and ideas.</p>
5	<p>AOB</p> <p>Upcoming TSN Events: Sustainable Construction, Wednesday 8 August, Heriot-Watt University. Waste Management, September, University of Dundee. Sustainable Procurement, October, University of Edinburgh.</p>
6	<p>Next meeting – Communication and Engagement Training</p> <p>Due to the popularity of the first meeting we will be running this session again in October. A date is not confirmed, however please contact Alex, ahenderson@eauc.org.uk if you would like to save a place or receive further information.</p>

Notes prepared by Alexandra Henderson (EAUC-S Scotland Project Officer)