



Be the Change you Want to See in the World

From leaving your laptop on standby to leaving rubbish on the floor – your behaviours directly affect the planet and people around you.

→ But changing behaviours is difficult. The things we repeatedly do are the things we want to do. We have spent our whole lives consciously and unconsciously refining our patterns of behaviour. If only humans were logical. Just giving them



Don't shrug off an individual's green efforts as rubbish

knowledge (that laptop is using valuable carbon) would change attitudes (I shouldn't waste electricity) and consequently behaviours (I always switch my laptop off). But other factors influence our behaviours: "it's too much hassle to close everything down"; "what difference will one laptop really make?"

To change behaviour we need to address the three things that influence what we do: our knowledge and belief in our ability to change (personal), the influence of other people (social), and environmental factors such as where we live and access to facilities, technologies etc.

We all know the barriers to 'being green' – "I don't believe in climate change"; "one person won't make a difference"; "sustainable choices are too expensive/difficult/time-consuming", but how do we overcome these? Coca-Cola doesn't sell its products using guilt, negative messages and threats – neither should we. We need to make sustainability an easy choice, with trendy packaging and positive messages.



Dr. Sandra Lee

This challenge is being tackled by the EAUC's new **Positive Behaviour Community of Practice** that has been launched to close

the skills gap in this area. The EAUC member-only group will identify precedents, share best practice examples and help members to increase their impact in this important area.

Students are a massive part of their institution's carbon footprint and need your help. Get involved with Student Switch Off, Green Impact or Sound Impact campaigns. Be the change you want to see by

recycling in your accommodation or switching equipment off in your halls and labs.

Perhaps switching one light off seems a tiny part but setting an example to others means that you are influencing their beliefs, motivations and attitudes and setting them on their own behaviour change journey. The impact could be huge if you do it enough – especially with a smile and a positive message – and if you can make it 'cool' then even better! ●

Dr. Sandra Lee is the Sustainable Travel Officer at the University of Leicester and holds a PhD in Behaviour Change. Find out more about the EAUC's Communities of Practice at www.eauc.org.uk/communities_of_practice