

Environmental Improvement Through Behaviour Change – a free half-day workshop



Glasgow • Wednesday 23 November 2011 • Radisson Blu Hotel
Aberdeen • Thursday 24 November 2011 • Exhibition & Conference Centre

Would you like to save money by improving resource efficiency in your business?

Do you want to be sure your operations will comply with forthcoming environmental regulations?

Would you like to win new customers by demonstrating good environmental performance across your business?

SMEs can do a lot to reduce their environmental impact by changing equipment and processes. Yet, behaviour change is almost always needed to bring about, and maximise, improvements and lasting business benefit.

This FREE behaviour change workshop has been specially designed for Scottish SMEs. It will show you the skills that are

needed to drive environmental performance improvements across your business.

Using the skills shared will help your business to:

- understand why behaviour change is crucial to long-term resource efficiency;
- develop an integrated package of interventions that will change workplace behaviour;
- know how to develop communications that will motivate people; and
- create a successful behaviour change communication plan.

Approved by the Chartered Institution of Wastes Management this workshop provides half a day towards the Institution's Graduate Structured Learning & Development Programme, or 4 hours of Continuing Professional Development.

What's covered?

This NEW workshop introduces and explains a number of modern models and practical tools that will help you quickly maximise the success of your behaviour change initiatives.

- Stakeholder mapping.
- Communication campaign planning.
- The 4Es behaviour change strategy model.
- Force Field Analysis.

Who should attend?

Designed for anyone in an SME that manages staff, or influences those who do. It is particularly relevant to operations managers, environmental managers, HSE managers, or members of management teams engaged in business improvement.

- 08.45** Registration and breakfast
- 09.15** Welcome & preview of new environmental regulations
- 09.30** Understanding your stakeholders and planning your campaign
- 10.20** Workshop 1
- 10.50** Break
- 11.10** Communicating and embedding your change
- 12.00** Workshop 2
- 12.40** Next steps: a lesson to take away
- 12.50** Further information and Q&A
- 13.00** Lunch and networking

This **FREE** workshop is available in Glasgow and Aberdeen. Book your place today:

www.zerowastescotland.org.uk/countmein

For further information email: andrew.leahy@zerowastescotland.org.uk

ENHANCE YOUR CV

CIWM APPROVED
EVENT

Praise for recent Zero Waste Scotland training workshops

"Interesting, useful and very well presented, with plenty of opportunity to ask questions and consolidate learning through practical exercises"

Norma Watson
Office Services and Facilities Manager
Alliance Trust

"Invaluable practical advice and guidance"

Karen Elliot
Business Compliance Manager
MGt plc

"very stimulating and exciting!!! If your purpose is to achieve excellent performance results, this is the event for you"

Reynaldo Guino-o
EICC

"I learnt a huge amount"

Carolyn Hedley
Scottish Golf Environment Group