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Fostering Sustainable Behavior Community-based social marketing Preface This online book details how to uncover the barriers that inhibit individuals from engaging in sustainable behaviors. Further, it provides a set of "tools" that social science research has demonstrated to be effective in fostering and maintaining behavior change.

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Chapter 1: Fostering Sustainable Behavior 5 of lights. Indeed, in a program in Queensland, Australia, over 200 actions were identified that a homeowner can take to increase residential energy efficiency (C. Hargroves, C. Desha, & D. McKenzie-Mohr, personal communication, 2009).

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Fostering Sustainable Behavior: An Introduction to

of thousands of environmental behavior change programs globally. He is the author of three books on the topic. One of these books, Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing, has been recommended by Time Magazine and become requisite reading for those who deliver programs to promote sustainable behavior.

Fostering Sustainable Behavior - Behavior, Energy and

behaviors, resources rarely exist to foster public participation in a wide range of activities. Consequently, it is necessary to make an informed decision regarding which behavior(s) to promote. With community-based social marketing, the decision regarding which behavior(s) to promote is based primarily upon the answer to three questions.

Promoting Sustainable Behavior: An Introduction to

Fostering Sustainable Nutrition Behavior through Gamification Article (PDF Available) in Sustainability 8(1) Jan. January 2016 with 186 Reads DOI: 10.3390/su8010067}

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