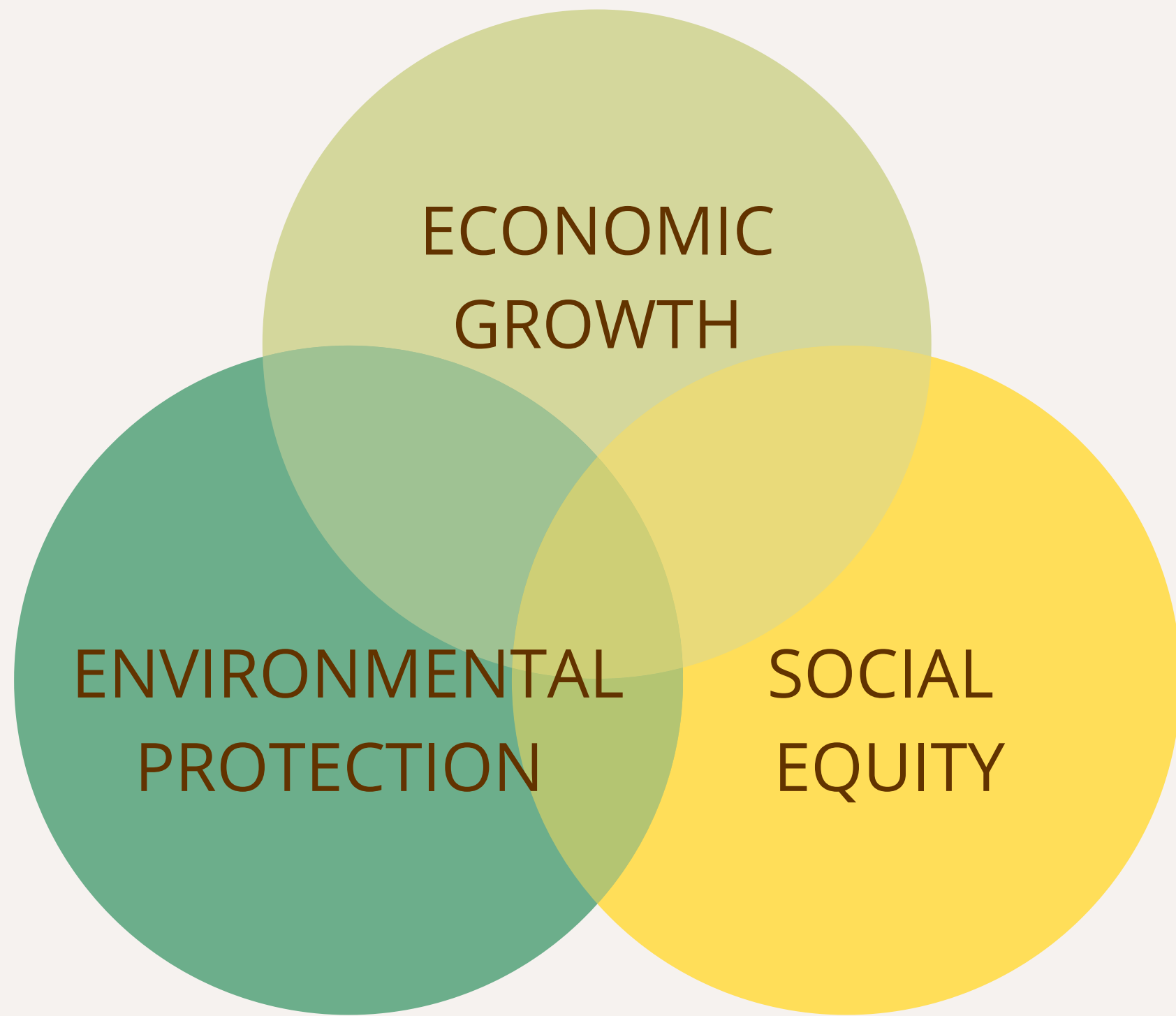




EcoAmbassador Workshop

April 2021



What is Sustainability?

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Brundtland Report (1987)

Why should sustainability be important to AUS?


- positions AUS among the leaders in higher education
- helps attract students to AUS
- empowers AUS to use its resources in a smarter way
- teaches students ethical decision making, trends and innovation
- helps students be competitive in the job market



AUS Sustainability's mission

- Solving global sustainability issues at a local level -

By utilizing our outstanding academic resources, we aim to transform AUS into a powerful test-bed, generating ideas and forming behaviors that can address the challenges of our changing planet.





What does it mean
to be an
EcoAmbassador?

- ✿ Creating a community of practice focused on sustainability
- ✿ Creating a sustainability-minded office culture
- ✿ Linking AUS Sustainability with all employees at AUS



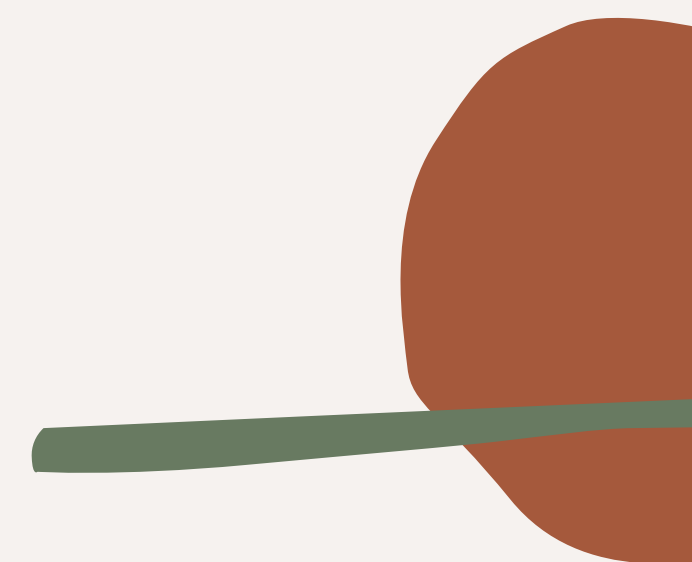
Peer Education for Behavior Change

Community-based Social Marketing

How to get the
commitment
from your
peers?

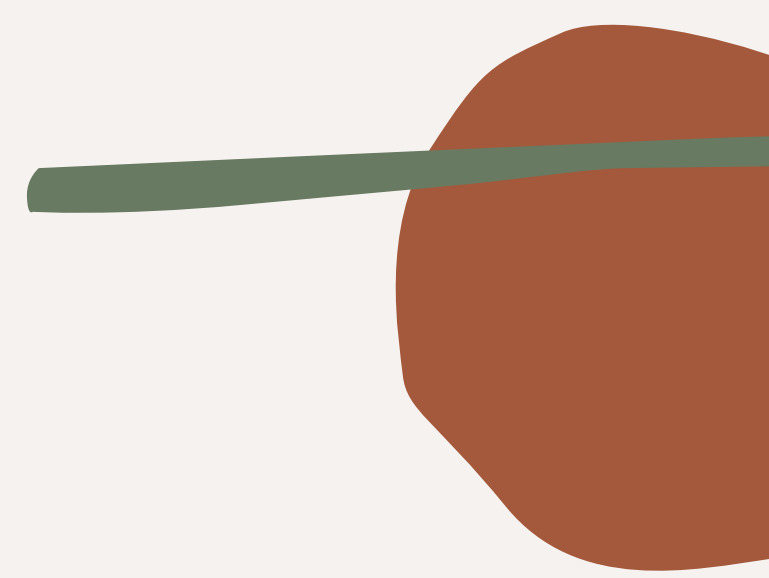
5 steps:

1. Select behavior to be addressed
2. Identify barriers
3. Develop strategies
4. Conduct a pilot
5. Evaluate the impact



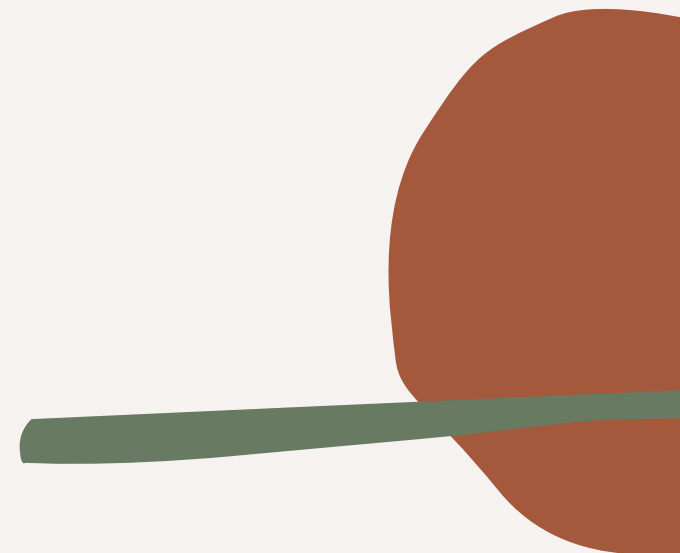
Potential barriers

1. Lack of Motivation
2. Forget to Act
3. Lack of Social Pressure
4. Lack of Knowledge
5. Structural Barriers



Potential strategies for CBSM

1. Ask for Commitment
2. Set a Norm
3. Foster Personal Conversations
4. Set-up Prompts
5. Create Incentives
6. Make it Convenient



Connecting Barriers to Strategies

Lack of Motivation → Set Incentives

Forget to Act → Set-Up Prompts

Lack of Social Pressure → Set Norms

Lack of Knowledge → Have Conversations

Structural Barriers → Make it Convenient

Group Exercise: Open Jam Board

Building a Social Marketing Campaign involves addressing two behaviors simultaneously.

1. The behavior to be encouraged.
2. The behavior to be discouraged.

