



Designing for Behavior Change

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OPTION 1 - Evening session: Tuesday, November 19th, evening 7:00 - 9:30 pm

OPTION 2 - Afternoon session: Wednesday, November 20th, 1:00 - 3:30 pm

This course is offered at no charge to conference attendees and each session is limited to 20 attendees--please sign-up early.

This very hands-on workshop facilitates a process that can foster the practice of transdisciplinary collaboration between natural and social scientists, policy makers, educators, community leaders, and other participants. The workshop will broadly address climate- and energy-related behavior change by inviting participants to collaboratively identify, prioritize, re-envision, and test solutions for their relevant focal issues from multiple points of view. We will gather statements about key challenges from participants in advance, and on the basis of that information, we select specific phases for emphasis, assign teams, and customize activities. Phases include: 1) asking questions to assist in (re)framing challenges, 2) observing and mapping contextual features, 3) brainstorming, 4) building rough solutions and prototypes, and 5) testing, evaluating, and revising rough solutions to evoke and address failures before real-world implementation.

Participants will learn a process that they may continue to apply creatively as they solve the challenges they face in their respective roles; new connections between individuals may become collaborations lasting during and beyond the conference. Participants will take away experience of the value of cross-disciplinary collaboration, increased openness and non-judgment, less risk aversion, connections with people they wouldn't typically have common ground with, and a new lens for synthesizing ideas and finding patterns.