



Innovation: designing for a sustainable future

Three stages in changing behaviour.

Stephen Peake

There are three stages in changing behaviour. The first is getting somebody's awareness and that can be done through a poster or campaign or somebody speaking about it. The second stage though is about once you've heard that message, it's about changing the attitude, how do you feel about that, now that you've heard that how do you feel, now that the GAP or whatever project in school has told you about global environmental problems, has told you about what you can do to contribute, how has that changed your view? That's changing the attitude. And it's from there, if attitudinal changes take place you'd expect people to actually start behaving differently; to actually start putting litter in bins or recycling or composting or taking less car journeys, walking to school, eating more sustainably. Focussing on schools as a way of changing our environmental future is just about the best thing that we can do, the best value for the limited money that's available anywhere to spend to trying to change anybody's attitudes or behaviour towards the environment.