DESIGNING EFFECTIVE SUSTAINABLE BEHAVIOR CHANGE PROGRAMS

April 8-9, 2009
Hanoi, Vietnam

Sponsor
INVITATION

Our organizations and yours wish to influence behavior. We want to support people to make more sustainable decisions in their everyday lives.

Some people say it can’t be done – ‘You can’t teach an old dog new tricks!’ – or that it can only be done by legislation, or through fear. But during 20 years of working with behavior change, Global Action Plan (GAP) has proved them wrong. It can be done.

With the support of CASI Program by CARE International in Vietnam, Action for the City and Global Action Plan are organizing a workshop on

**Designing effective sustainable behavior change programs**

8 April – 9 April 2009, 8.30 am- 12 am; 1.00 pm – 4.30 pm

History Museum, 1 Pham Ngú Lao, Hoan Kiem, Ha Noi

We expect the program to include the following topics, based on both lectures, personal reflections and group work:

- **Models of behavior change -- practical and theoretical basis**
- **Empowerment**
- **Focus**
- **Social diffusion**

This workshop offers a theoretical background as well as a chance to reflect on what sustainability, empowerment and behavior change mean for your organization. What are the practical implications for projects for improvement in people’s wellbeing and participation?

We expect that at the end of the workshop:

- You will have found at least one way to make your behavior change program even more effective
- You will feel confident on how to design future programs to promote behavior change

We are happy to invite two people from your organization to participate in this workshop free of charge. Participants are expected to attend the whole 2 days to maximize the learning of individuals and the group.

**Bring a case study!** You will get specific feedback: ideas about how your program can become even more effective. Tips about how you can prepare your case study will be sent separately when your places are confirmed.

The attached registrations need to be completed and emailed to Action for the City, vidothi@gmail.com before 30 March 2009. Places are limited; confirmation from Action for the City will be made by 2 April 2009.
ORGANIZERS

**Action Center for Urban Development (Action for the City)**

Action for the City is a Vietnamese NGO working to improve the environment and quality of life in cities. Action for the City encourages citizens to minimize consumption of resources, carries out communication campaigns on reduction of transport emissions, and promotes green spaces and green buildings.

**Contact Information**
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**Global Action Plan International (GAP International)**

GAP International is a network of national and in some cases local organizations working for a common goal of empowering people to live and work increasingly sustainably. GAP International is working in partnership with the UN Decade for Education for Sustainable Development. GAP International has been a pioneer in development of empowering methodology and implementing sustainable development projects.

**Contact Information**
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TRAINING TEAM

Trainers

Marilyn Mehlmann has worked with GAP since 1990, since 1996 as General Secretary of the international network. She is heavily engaged in R&D: finding increasingly more effective ways to learn from the experience of the member organizations, and developing methods and tools for program design, and for cultural adaptation of national programs. She has also since 1986 been active as a management consultant, particularly in the fields of change management and sustainable behavior change.

Peter van Luttervelt of TAO Training Advies en Organisatie has worked for many years on developing and implementing sustainable behavior programs. He is part of the GAP international network of behavior change professionals, which in the Netherlands takes the form of a foundation. Peter is on the foundation’s board.

Training Assistants

Dang Huong Giang is the founder and executive director of Action for the City. She has worked as a trainer and consultant in project management since 2002. At present she is engaged in developing and managing projects that promote behavior change for sustainable urban development.

Tran Thi Hai is the program coordinator at Action for the City. She has worked for many years in international non-governmental organizations in the field of international education exchange, promotion of the rights of people with disabilities and development of civil society. She has been a trainer in education for sustainable development at Action for the City.