Goal Setting, Education and Sustainability

LIVING SMART IN THE CITY OF FREMANTLE

Lucy Sheehy
Dr Peter Dingle
Murdoch University, WA
Introduction

- THE ROLE OF LOCAL AND REGIONAL GOVERNMENTS IN EE
- LIMITATIONS OF CURRENT METHODS OF EE
- GOAL SETTING AS AN EFFECTIVE BEHAVIOUR CHANGE TECHNIQUE
A New Framework for EE

Goal setting skills

Participants

Action knowledge

Set goal

MOTIVATION

Feedback

Support

Behaviour change

Achieve Goal
Framework Components

- ACTION KNOWLEDGE
- GOAL SETTING SKILLS
- GOAL SETTING PROCESS;
  - assessing and evaluating
  - setting the goals
  - identifying motivations
- FEEDBACK AND SUPPORT
Living Smart

- COMMUNITY SUSTAINABILITY PROGRAM
- JOINT PARTNERSHIP
- 7 WEEKS - 13 TOPICS
- EVALUATION
The Living Smart group increased their environmental knowledge and sustainable behaviour scores.
“I have reduced water and energy consumption and manage waste better. Heightened awareness of chemicals in my world, more diligent about products”.

“Cycle and train to work five days a week. Energy saving globes on high use lights. Use of greywater on garden”.

“Rethinking my lifestyle. Buying more organic produce. Decreasing my cleaning products and buying safer products. Becoming more physically active. Telling more people about recycling and lifestyle changes”.
The Goal Setting Process

“The goal setting is the best thing to change behaviours. It made me think and reflect on my way of life”.

“I am planning more effectively, I have clearer goals and thus am achieving more. I am practicing more of what I preach”.

“I have revised the whole idea of goal setting, I am feeling more self responsible and empowered”.

“I now know that goals are a very important tool for me to use in all areas of my life”
Participant Involvement

“The fact that we were all encouraged to participate made it far more enjoyable and informative”.

“In the time given to talk to others in the group I learnt some effective ways to improve that I hadn’t thought of”.

“The most positive thing about the program was group dynamics, positive people and exchange of ideas”
Relevance and Commitment

“I love to see things written down so that I can be reminded of my goal, which is too easily forgotten with my many daily chores and responsibilities”.

“The program motivated me to take action. I was aware of things I could do but didn’t do anything. Action is the key and every bit helps. The goal setting gave me the direction/means to take action, thus the action became attainable”.
Conclusion

- Goal Setting can easily be used to create a successful EE program.

- The framework enables active participation, creates relevance and requires commitment.

- The Living Smart program is an example for local government.
Questions??