

# Changing Minds: Tools from Behavioural Science

3 OCTOBER, ARMADA HOUSE, BRISTOL [www.communicatenow.org.uk](http://www.communicatenow.org.uk)

Understanding how people think, feel and respond to information is vital to successfully communicating environmental issues and influencing positive change. Join expert researchers and communications practitioners using behavioural sciences to explore and influence a shifting landscape of echo-chambers, divisive opinions and fake news.



Registration and Coffee 9:30AM – 10:00AM	
INTRODUCTION TO BEHAVIOUR SCIENCE 10:00AM – 11:00AM	Tim Scoones - BBC Natural History Unit, Welcome and Intros
	Simon Garrett - Bristol Zoo Gardens, Perspectives from a practitioner
	Dr Fiona Spotswood – UWE, Behavioural Science 101
NUDGE & BEHAVIOURAL ECONOMICS 11:00AM – 12:00PM	Michael Sanders: Behavioural Insights Team
HOW PEOPLE MAKE CONVICTIONS 12:00PM – 12:50PM	Kris De Meyer: Imperial College London
Lunch 12:50PM - 1:30PM	
RESEARCH IN PRACTICE 1:30PM – 3:30PM	Nature, Health & Wellbeing
	Our future with clean air: ClairCity
	Psychology of irrational behaviour
	Beyond Contact: Nature Connection
THE SWAP 3:30PM – 4:00PM	Tim Scoones
Social & Networking 4:00PM – 5:00PM	

**PLEASE NOTE THIS IS A DRAFT PROGRAMME: ALL CONTENT IS SUBJECT TO CHANGE**