

Announcement

A Wisconsin newsletter for promoting pro-environmental behavior

Environmental Communication and Social Marketing:

Applied Social Science Approaches to Promoting Pro-environmental Behavior

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The newsletter will provide a forum for communication between professionals in the social and natural sciences who share a common interest in promoting pro-environmental behaviors that will positively impact the environment. It will highlight best practices in environmental communication and social marketing campaigns. The newsletter will be multidisciplinary in nature emphasizing theoretically-informed, evidence-based approaches found to confer measurable benefits for fostering sustainable behavior such as community-based social marketing. Target audiences for the newsletter will be the Wisconsin Department of Natural Resources, the UW Cooperative Extension, environmental non-profit organizations, relevant foundations, local units of government and other opinion leaders interested in environmental issues. The geographic focus will be Wisconsin, though lessons should be relevant to a regional and national audience as well. Additionally, innovative case studies may be featured from outside of Wisconsin if there are not comparable initiatives to highlight within the state. The plan for each quarterly issue of the newsletter is to have a feature article, news that is submitted by readers, a brief case study about an environmental communication project that has been implemented and evaluated, executive summaries of research related to environmental communication, announcements of meetings or events and a FAQ section where there is an attempt to answer some of the more frequently asked questions about the practical aspects using of conducting social marketing and environmental communication campaigns in Wisconsin. Initially, the newsletter will be delivered in a Web format, but with additional funding it may be offered in print format as well.