

Changing Behaviours with Conservation Marketing: Driving Sustainable Impact



Workshop overview

Are you ready to move beyond awareness campaigns and start creating real behavioural change for conservation and sustainability? This masterclass equips you with practical tools, proven behavioural insights, and social marketing strategies to influence change where it matters most. Through interactive sessions, case studies, and hands-on exercises, you'll learn how to design initiatives that inspire action, shift mindsets, and build lasting impact in communities and ecosystems.

This isn't just theory—this masterclass gives you the frameworks, tools, and confidence to lead change for people and the planet. Learn the right tools and behavioural change principles to create change in the conservation and community engagement

What is included in workshop?

- **Diagnose the Challenge:** Identify the root of the conservation problem and deeply understand your target audience.
- **Co-Design for Impact:** Work directly with communities to develop meaningful and lasting solutions.
- **Break the Silos:** Engage with multiple stakeholders and foster collaboration to amplify change.
- **Capture and Share Success:** Learn how to measure, communicate, and celebrate outcomes to sustain momentum.

Why attend this workshop?

By the end of this workshop, you'll be able to:

- Apply the core principles of conservation and social marketing to drive sustainable behaviour change.
- Design compelling messages and campaigns that truly resonate with your audience.
- Select the right channels and platforms to maximise reach and engagement.
- Build a complete conservation marketing plan with clear goals, tactics, and success metrics.
- Confidently measure and report on the impact of your initiatives, proving value to funders, partners, and communities.

Meet your facilitator - Dr Jess Harris

Dr Jess Harris is a Darkinjung woman who uses social marketing and behavioural science to change eating practices, conservation, and Indigenous health. Her current work focuses on the design, implementation and evaluation of behaviour change programs that focus on improving people and the planet through theory development.



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