

Behavior Change Campaign Meeting

Climate Action Collaborative for the Eagle County Community

Date: Friday, November 30, 2018 **Time:** 9:00 a.m. – 12:00 p.m.

Location: Miller Ranch Community Center, 25 Mill Loft St., Edwards, CO

- 9:00 a.m. Meeting goals & agenda review
- 9:05 a.m. Session 1: Intro into Behavior Change & Community-Based Social Marketing
- 9:30 a.m. Session 2: Review of Selected Behaviors & Indicators
- Review the following for each behavior
 - Definition
 - GHG Impact
 - Applicability
 - Penetration
 - Probability
 - Review ranking of behaviors
- 10:00 a.m. Break
- 10:15 a.m. Session 3: Review Case Studies of Behavior Change Campaigns
- 10:30 a.m. Session 4: Discussion on Behavior to pursue for 2019 Campaign
- 11:00 a.m. Session 5: Unpack Behavior
- Review barriers, motivations, and target audience for behavior campaign
- 11:30 a.m. Session 6: Brainstorm for Creative Campaigns to Pilot in 2019
- 11:55 a.m. Next meeting/next steps
- 12:00 p.m. Thank you and adjourn!