



KEYNOTE

Values-based communications to drive social change and action

Dr Eleanor Glenn, Common Cause Australia

Speaker Profile

Eleanor works with the social dimensions of sustainability. She helps a range of public, private and not-for-profit organisations to put values at the heart of their work for social change - values that motivate us to care for ourselves, for each other and for the planet.

Abstract

Values are at the heart of what we do and why: they are our guides to what ought to be done, and our motivation to take action. In this session, Eleanor will introduce the foundational research findings about values and how they work, and share recent examples of values-based communications. All environmental educators can use this knowledge of values to engage a diverse range of people and design effective communications and programs.

Website links

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