



NZPI Conference 2019
Weaving the Strands

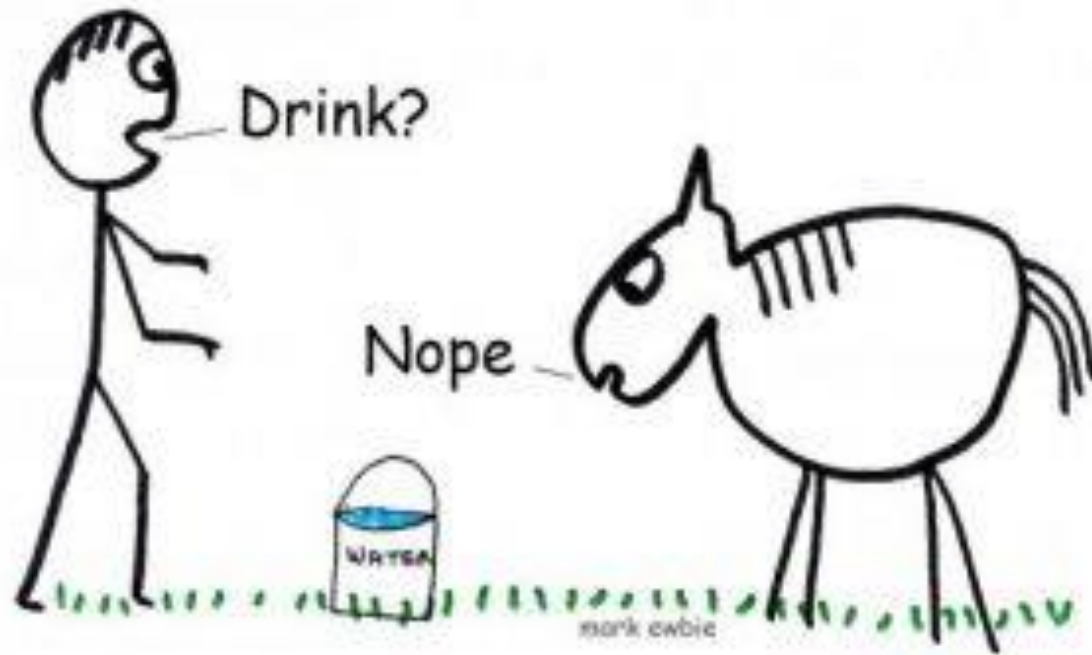
Encouraging
sustainable behaviour
through leadership
and persuasive cities



Our environment shapes our routine and often limits our willingness to lead healthy lifestyles and adopt sustainable choices.



You can lead a horse to water...



...but you
can't make it
drink!

What can we do right now to foster change?

Industry leadership

Education and awareness

Motivation to change

Leverage off our cities

Back to basics!

Mode of transport

Recycling

Water conservation

Food choices



SUSTAINABLE DEVELOPMENT GOALS



www.un.org

As industry leaders

Education system

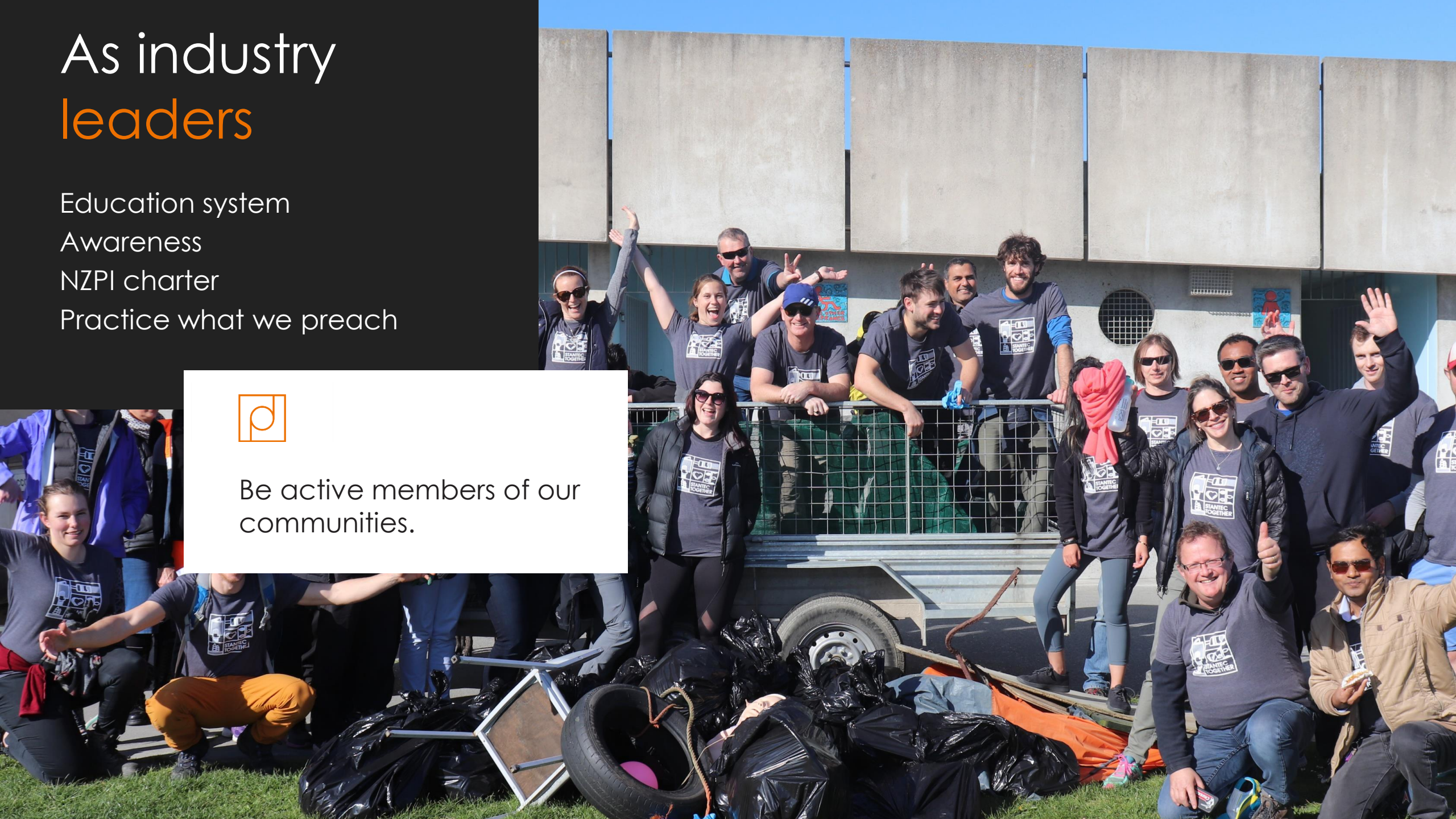
Awareness

NZPI charter

Practice what we preach



Be active members of our
communities.

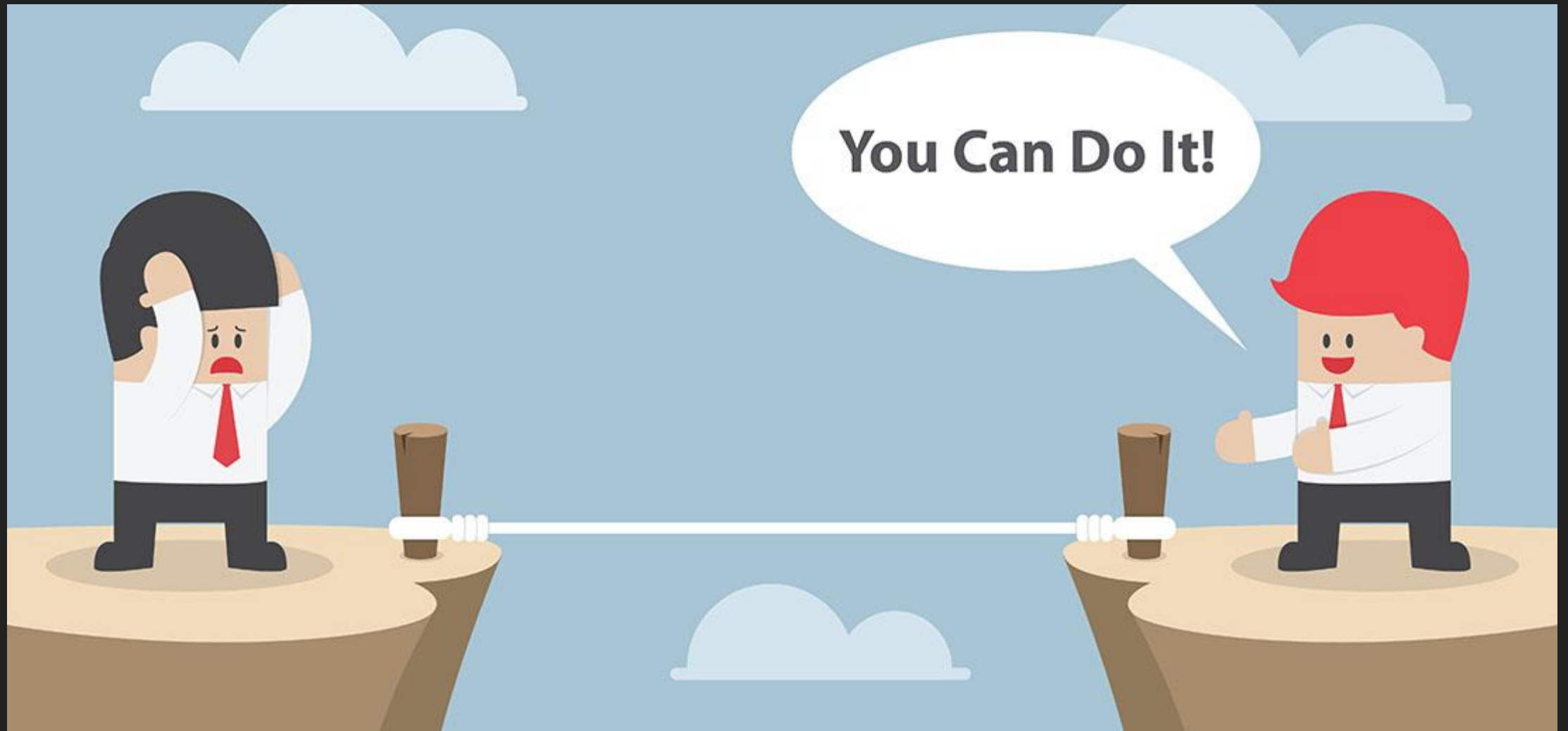


ATTITUDE
IS
EVERYTHING

What **motivates** us?



Persuasive cities



Influence the attitudes and behaviours of people

Social psychology

Leveraging technology

Urban interventions

Persuasive urban systems

Leveraging Technology

Source: Dr Agnis Stibe, 'What Transforms Us Towards Wellbeing?', presentation.

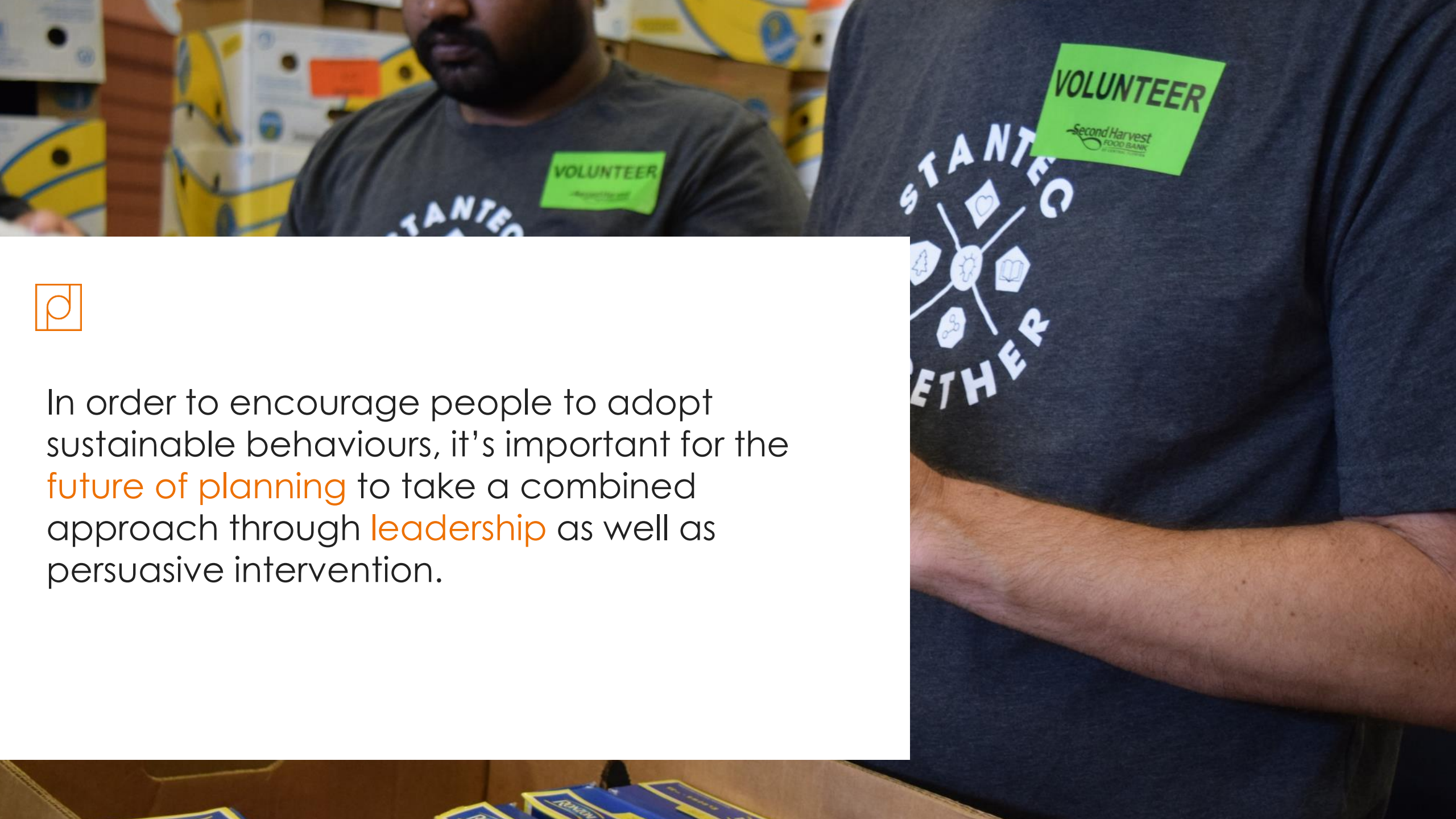


Urban Interventions



THIS ONE
RUNS ON MONEY
AND MAKES YOU FAST





In order to encourage people to adopt sustainable behaviours, it's important for the **future of planning** to take a combined approach through **leadership** as well as persuasive intervention.