Environmental Psychology and Behavior Change Training Course

Professional Development Training Course Outline

Category	Environmental Management and Conservation	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The modern world faces an escalating crisis where environmental degradation and human behavior are inextricably linked. The **Environmental Psychology and Behavior Change Training** course is a vital and innovative program designed to address this nexus directly. Environmental Psychology and Behavior Change Training Course provides participants with the scientific understanding and practical tools needed to influence pro-environmental behavior. This field is at the cutting edge of sustainability, urban planning, and public health, recognizing that technological and policy solutions alone are insufficient without a deep understanding of human psychology. Participants will learn how to design effective interventions, from subtle nudges to large-scale campaigns, that foster lasting positive change in individuals, organizations, and communities.

This course moves beyond simple awareness-raising to equip professionals with a powerful, evidence-based skillset. It delves into the cognitive, social, and emotional factors that shape our relationship with the natural and built environment. By mastering key frameworks like the **COM-B model** (Capability, Opportunity, Motivation, Behavior) and applying principles of **social marketing** and **behavioral economics** , learners will be empowered to become catalysts for a more sustainable future. The curriculum is meticulously crafted to be highly practical, focusing on real-world applications and a hands-on approach to problem-solving. This is an essential training for anyone seeking to drive meaningful change in the face of today's most pressing environmental challenges.

Programme Curriculum

Environmental Psychology and Behavior Change Training Course

Introduction

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Course Duration

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Course Objectives

1. Analyze the psychological drivers of pro-environmental and environmentally detrimental behaviors.
2. Apply foundational theories of environmental psychology and behavior change, including the COM-B model, to real-world problems.
3. Design and implement targeted behavioral interventions for sustainable outcomes.
4. Evaluate the effectiveness of behavior change programs using evidence-based metrics.
5. Utilize principles of biophilic design and urban planning to create healthier, more sustainable environments.
6. Understand the role of social norms, cognitive biases, and communication in shaping environmental action.
7. Develop persuasive and effective environmental communication strategies for diverse audiences.
8. Leverage insights from conservation psychology to protect natural resources and promote biodiversity.
9. Explore the link between environmental factors, mental well-being, and public health.
10. Formulate policy recommendations based on a deep understanding of human-environment interactions.
11. Identify and overcome psychological barriers to adopting sustainable lifestyles.
12. Master the art of community-based social marketing for large-scale behavior change.
13. Translate complex psychological theories into actionable, scalable solutions for a greener future.

Organizational Benefits

- Equip teams with the expertise to meet and exceed corporate social responsibility goals and sustainability targets.
- Foster a culture of environmental stewardship, leading to increased employee morale, retention, and a sense of shared purpose.
- Implement effective behavior change strategies to reduce resource consumption, such as energy, water, and waste, leading to significant cost savings.

- Develop innovative products, services, and policies that are both environmentally friendly and appealing to a growing market of eco-conscious consumers.
- Improve communication and collaboration with environmental agencies, local communities, and other key stakeholders by understanding their motivations and perceptions.
- Proactively address environmental and social risks by designing programs that encourage compliance and responsible behavior.
- Move beyond anecdotal evidence by using psychological frameworks and research methods to make informed decisions about sustainability initiatives.

Target Audience

1. Sustainability Professionals.
2. Urban Planners and Architects.
3. Environmental Consultants.
4. Policy Makers and Government Officials.
5. Educators and Community Leaders.
6. Marketing and Communication Specialists.
7. Public Health Professionals.
8. Facility and Operations Managers.

Course Outline

Module 1: The Foundations of Environmental Psychology

- Introduction to the field.
- Theoretical frameworks.
- Human-Environment Interaction.
- The role of cognitive biases.
- **Case Study:** Analyzing the psychological factors behind the success of Copenhagen's cycling infrastructure and the adoption of cycling as a social norm.

Module 2: The COM-B Model for Behavior Change

- Introducing the COM-B Model
- Diagnostic tools.
- Designing interventions.
- Intervention design principles.
- **Case Study:** Developing a waste reduction program for a university campus, using the COM-B model to identify why students aren't recycling and what specific interventions would be most effective.

Module 3: Leveraging Social and Group Dynamics

- Social norms and influence.
- Social marketing.
- Group and intergroup dynamics.
- Community-based social marketing (CBSM).
- **Case Study:** The ?Ç£Don't Be a Litterbug?Ç¥ campaign, analyzing how social norms were used to dramatically reduce littering in a public park.

Module 4: Environmental Communication and Persuasion

- The psychology of persuasion.

- Framing and storytelling.
- Audience segmentation.
- Digital and media campaigns.
- **Case Study:** The messaging and communication strategy of Patagonia's "Don't Buy This Jacket" campaign, and its impact on consumer attitudes.

Module 5: Creating Sustainable and Restorative Spaces

- Biophilic design.
- Restorative environments.
- Sustainable urban planning.
- Place attachment.
- **Case Study:** The design and psychological benefits of the High Line park in New York City, and how it transformed urban space and public behavior.

Module 6: Behavioral Economics and Policy

- Nudge theory.
- Defaults and choice architecture.
- Incentives and rewards: Designing effective and lasting incentive programs.
- Policy and regulation.
- **Case Study:** Analyzing the effectiveness of carbon tax policies and behavioral nudges in reducing household energy consumption in a European city.

Module 7: Habit Formation and Lifestyle Change

- The psychology of habits.
- Promoting sustainable lifestyles: From mindful consumption to low-impact living.
- Self-efficacy and goal setting.
- Long-term behavior maintenance
- **Case Study:** Examining a corporate program designed to help employees reduce their carbon footprint by fostering new commuting and consumption habits.

Module 8: The Future of Environmental Psychology

- Climate psychology.
- The role of technology.
- Interdisciplinary collaboration.
- Emerging research trends.
- **Case Study:** How a mobile app successfully gamified recycling in a suburban community, using real-time feedback and social comparison to drive participation.

Training Methodology

This course employs a highly interactive and experiential learning approach. The methodology includes:

- Hands-on Workshops.
- Case Study Analysis.
- Role-Playing and Simulations.
- Expert-Led Discussions.
- Peer-to-Peer Learning.
- Project-Based Learning.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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