

# Engaging Residents through the Psychology of Sustainable Behavior

Developed and facilitated by Dr. Christie Manning  
Visiting Assistant Professor of Environmental Studies  
Macalester College

Tuesday, August 30, 2011 • 12:30 to 4:30 p.m.  
Hall of Fame Room • Leonard Center  
Macalester College  
175 South Snelling Avenue  
Saint Paul • Minnesota • 55105



Minnesota Green Communities is pleased to offer this half-day seminar on engaging residents in green, affordable housing developments. The seminar will provide you with tools to more effectively engage your residents, your staff, and yourselves in sustainable living and working. It will also help you and your residents get the greatest return—environmental and financial—out of your green properties. It will include a presentation on how psychology can support sustainable living, an introduction to Enterprise resident engagement tools, including one of the *Resident Engagement Training In A Box* modules, and discussions of how you can use these concepts and tools with residents in the properties you own and/or manage. The two main presentations will include:

## How can psychology support sustainable living?

Ecological problems are the result of millions of daily decisions, some large (e.g. which apartment should I rent?) and some small (e.g. should I turn on the AC today, or use a fan?). When your residents make these decisions, they are rarely driven by their concern about the environment or their desire to live sustainably; their actions are largely determined by situational circumstances that they may not even be consciously aware of.

How can we create the circumstances that encourage and support resource-conserving behavior? **Presenter Dr. Christie Manning** is one of a small but growing group of psychologists tackling this question. Her research and presentation offers insight into the factors that nudge people toward less wasteful and more ecologically balanced lives. In addition, she explores how and why people join together to work toward larger-scale, sustainable change.

## Enterprise Resident Engagement Tools

Enterprise Green Communities has developed free, downloadable tools to use to more effectively engage residents in green and healthy living. The seminar will first introduce the tools (*Resident Engagement Training in a Box* & *Resident Cards*), and attendees will participate in one of the modules. The workshop will also explore how effectively the module implements the psychology of sustainable living. The *Resident Engagement Training in a Box* is a set of tools designed for property owners, resident services staff members, and property managers working with residents to increase their knowledge about and practice of green and healthy living.

To register, please visit [www.mngreencommunities.org](http://www.mngreencommunities.org).

**Advanced registration is required and space is limited.**

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Registration Fee: \$15

*Note: A limited number of scholarships are available for Macalester students interested in attending. Please contact [janne@mngreencommunities.org](mailto:janne@mngreencommunities.org).*



A collaboration of the Greater Minnesota Housing Fund, the Family Housing Fund, and Enterprise

Artwork: Linda Frichtel | [Living in Community](#) (details) | 2007