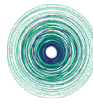


# Communications

## - Initiating behaviour change



Circular Economy Hotspot  
Dublin 2023

Chaired by: Catherine Cleary, The Irish Times and Steve O'Reilly, The Rediscovery Centre

How might we make the circular economy really relevant to different Irish audience groups? How might we change habits, attitudes and behaviour? Join us for a session that will bring together international circular economy campaigners, behaviour experts and communicators for an immersive and engaging session. Our goal will be to explore what kinds of campaigns that we might develop to change behaviour amongst Irish audience groups.

## KEY TOPICS OF DISCUSSION

This session will conclude with a panellist Q&A

### Statistics to Set the Stage

First, we will hear about research commissioned by the Rediscovery Centre and conducted by Behaviour & Attitudes that benchmarks public awareness and acceptance of the circular economy in Ireland. These statistics will be compared findings from 2021 to understand how our mindset has shifted since the pandemic

**Speaker:** John O'Mahony, Director, Behaviour & Attitudes

### Best Practice from Scotland

Next, we will hear first hand about successful circular economic behaviour change campaigns from Zero Waste Scotland

**Speaker:** Claire Munro, Communications Lead, Zero Waste Scotland

## WORKSHOPS

This session will conclude with a findings presentation and panellist voting

We will follow with a workshop, ideating on what has been presented and contextualizing the findings.

Workshop groups will be given different target personas, and prompted to design communication initiatives to encourage behaviour change for each persona.

Tools, prompts and scenarios will be provided. The workshop will conclude with a quick pitch from each group and with panelists judging their success.

2:00- 4:30pm

Guinness  
Enterprise  
Centre

31 May

2023



explore our  
speakers

## PANEL SESSION

Moderated by Catherine Cleary, The Irish Times

Ciara Eustace, DECC

Shane Timmons, ESRI:

Bronagh Loughlin, Purpose Content Studio



Rialtas na hÉireann  
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