



**WISCONSIN
GREEN MUSLIMS**

Two Cool Sustainability Webinars!

Hosted by Wisconsin Green Muslims, Presented by Cool Choices

What We Do Matters: People & Sustainable Practices

July 25, 2018 noon CT

Sustainability leaders tend to focus the majority of their sustainability efforts on technological strategies for reducing resource use—installing new lighting systems, for example. And equipment is important but it also matters how people use that equipment—which means we need to talk about behaviors. Ideally advocates can facilitate a culture where saving resources is the new normal. In this webinar we'll talk about why behavior matters and some broad strategies for influencing what people do.

Register at: <https://tinyurl.com/PracticesMatter>

Making Change Happen: Strategies for Inspiring Sustainable Practices

August 7, 2018 noon CT

Recognizing that behavior matters is easy compared to influencing people to change their behaviors. Anyone who's ever tried to break a habit knows that change is hard! In this webinar we'll talk about some best practices and strategies that really work to influence change, building on the discussion in the previous webinar. Attendees will leave this webinar with actionable ideas to make their own campaigns more effective at inspiring people to adopt sustainable practices.

Register at: <https://tinyurl.com/InspireSustainability>

For more information contact info@WisconsinGreenMuslims.org / 262-365-4532

