

Sustainability and Behavior Change

New! Specialized Certificate

Linking behavioral science and environmental protection



Certificate Overview

Solving environmental problems will require behavior change. From issues as diverse as reducing energy and water consumption, to protecting wildlife and ecosystems, achieving a sustainable future will require that people change their behaviors.

The Specialized Certificate in Sustainability and Behavior Change provides unique and advanced educational training in conservation psychology, and behavior change strategies and community engagement tools that are designed to produce results. Explore the psychological factors that lead people to engage in sustainable behavior and gain a clear understanding of the strategies that work (and those that don't) to motivate people towards behavioral change. Learn how to develop programs and projects that activate behavior change and promote sustainable outcomes and how to develop community engagement projects or programs that foster both awareness and meaningful action. This certificate culminates in a capstone course where students apply the knowledge and skills developed in this certificate to a program or project of interest.

Who Should Attend:

- Professionals who manage environmental programs and campaigns
- Government employees working on environmental protection projects or programs
- Employees and educators at informal education institutions, including zoos and aquaria
- Community volunteers and activists interested working to promote community engagement and sustainability
- Business professionals interested in understanding consumer behavior and promoting corporate behavior change

Certificate Course Requirements

Complete the program entirely online!

Required Courses

- [Conservation Psychology](#)
Learn how to apply psychological principles, theories and methods to understand and solve environmental problems.
- [Behavior Change Strategies for Sustainability](#)
Explore the strategies and tools needed to change individual behavior and promote environmental protection.
- [Community Engagement](#)
Discover the strategies, knowledge, and skills needed to develop a communications strategy that activates behavior change at the community level.
- [Behavior Change Capstone Project](#)
Apply your knowledge to a behavior change project or program under the supervision of one or more instructors.

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