



Motivating Change: Sustainable Design and Behaviour in the Built Environment (Earthscan Series on Sustainable Design)

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Today's most pressing challenges require behaviour change at many levels, from the city to the individual. This book focuses on the collective influences that can be seen to shape change.

Exploring the underlying dimensions of behaviour change in terms of consumption, media, social innovation and urban systems, the essays in this book are from many disciplines, including architecture, urban design, industrial design and engineering, sociology, psychology, cultural studies, waste management and public policy.

Aimed especially at designers and architects, *Motivating Change* explores the diversity of current approaches to change, and the multiple ways in which behaviour can be understood as an enactment of values and beliefs, standards and habitual practices in daily life, and more broadly in the urban environment.

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