

# Cleaner Neighbourhoods Conference



Riddel Hall, Queens University  
School of Management,  
Stranmillis Road, Belfast

**7th March 2017**  
10am-4pm

**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**

# Agenda

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**09:00** Registration and refreshments

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**10:00** Welcome and opening remarks

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**10:15** **Rob Moore**  
Executive Director - Behaviour Change

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**11:00** **Pamela Hanna**  
Armagh City, Banbridge and Craigavon Borough Council

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**11:15** **Luke Wynne**  
Head of Youth and Schools, Global Action Plan

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**11:45** Break

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**12:00** **Workshop session 1:**  
**Lizzie Kenyon or Luke Wynne**

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**13:00** Lunch

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**13:45** **Brid Ruddy**  
Wildflower Alley Community Project

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**14:15** **Alan Lobo**  
Director - Millward Brown Ulster

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**14:45** **Workshop session 2:**  
**Lizzie Kenyon or Luke Wynne**

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**15:45** Sum up, questions and close

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## Workshops

Delegates will be divided into two groups for workshops. You will have the opportunity to take part in both sessions



[www.hhenvironmental.co.uk](http://www.hhenvironmental.co.uk)



[www.heyn.co.uk](http://www.heyn.co.uk)



# Speakers

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## Rob Moore

10:15

Executive Director - Behaviour Change

[www.behaviourchange.org.uk/](http://www.behaviourchange.org.uk/)

Following six years in the advertising industry, Rob satisfied a keen interest in building a sustainable future by joining international NGO The Climate Group to manage a three-year programme to engage the public on climate change action. In 2009 he then co-founded not-for-profit social enterprise Behaviour Change, which tackles major social and environmental challenges by developing ideas that help people do the right thing.

Changing people's behaviour can be a complex task requiring careful, targeted interventions and it can be difficult to know what approach to take. Rob will provide an introduction to the field of behaviour change, distilling the learning from their work into seven questions to consider when developing a behaviour change initiatives. He will also update on their work with Wrigley to develop innovative new approaches to tackle gum litter.

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## Pamela Hanna

11:00

Community Engagement Officer -  
Armagh City, Banbridge and Craigavon  
Borough Council

Pamela is helping to co-ordinate a successful project in application to the Chewing Gum Action Group (CGAG) to run a campaign focusing on chewing gum litter for the second year running. The advertisements have been on lampposts, adshells, bus sides, shelters and featured on ATMs across the Borough and carried the message of binning chewing gum litter or risk the £80 fine. The campaign which first ran in 2014 was the only one of its kind in Northern Ireland and helped reduce chewing gum litter by 56% in the areas surveyed.

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## Luke Wynne

Workshops

Head of Youth and Schools, Global  
Action Plan
[www.globalactionplan.org.uk](http://www.globalactionplan.org.uk)

Luke leads Global Action Plan's schools portfolio. Since joining in 2010, he has worked closely with key partners such as HSBC, BskyB and Thames Water on GAP's flagship schools programmes, including the Sky Rainforest Rescue Schools Challenge and Water Explorer.

In previous roles, Luke developed climate change risk and sustainability strategies for organisations in a wide variety of sectors, including government, FMCG, hospitality and transport. Before this he taught Science and Physical Education in both the UK and Australia. He has a Masters of Environmental Management from Deakin University, Melbourne.

Luke is passionate about empowering young people to take the lead and become environmental leaders. He is optimistic that if the creativity, enthusiasm and passion of the students he works with is anything to go by, the future is in pretty good hands.

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## Lizzie Kenyan

Workshops

Director for the Centre of Social  
Innovation Keep Britain Tidy
[www.innovate.keepbritaintidy.org](http://www.innovate.keepbritaintidy.org)

Lizzie has over eleven years of experience in community engagement, programme management and partnership working including playing key roles in local and regional strategic partnerships in England and Wales. In 2016, Lizzie became Director of the Centre for Social Innovation where she leads our programme of work to research, design and evaluating innovation which can be scaled to have national impact. Lizzie is also

# Speakers

responsible for ensuring the work of Keep Britain Tidy is underpinned by a robust and compelling evidence base.

Lizzie will talk about how Keep Britain Tidy's Centre for Social Innovation is applying behavioural insights to develop effective behaviour change interventions. She will share some of the latest insights from the field of behavioural science and discuss with you how these could be applied to prevent litter and reduce waste.

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## Brid Ruddy

13:45

At the heart of the Award winning community project since its inception in 2015, Bríd has been turning alleyways into vibrant shared spaces for some time now! She has a professional background in Community Development in both the statutory and Voluntary sectors. For the last 15 years of her career until retirement she ran her own successful Good Relations Consultancy, working with groups at local, regional and international

level. Bríd is currently a voluntary Director of South Belfast Partnership Board and an office bearer in several local community organisations. She believes that all politics is local and that negative behaviour changes when citizens are empowered to take positive action in their neighbourhoods.

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## Alan Lobo

14:15

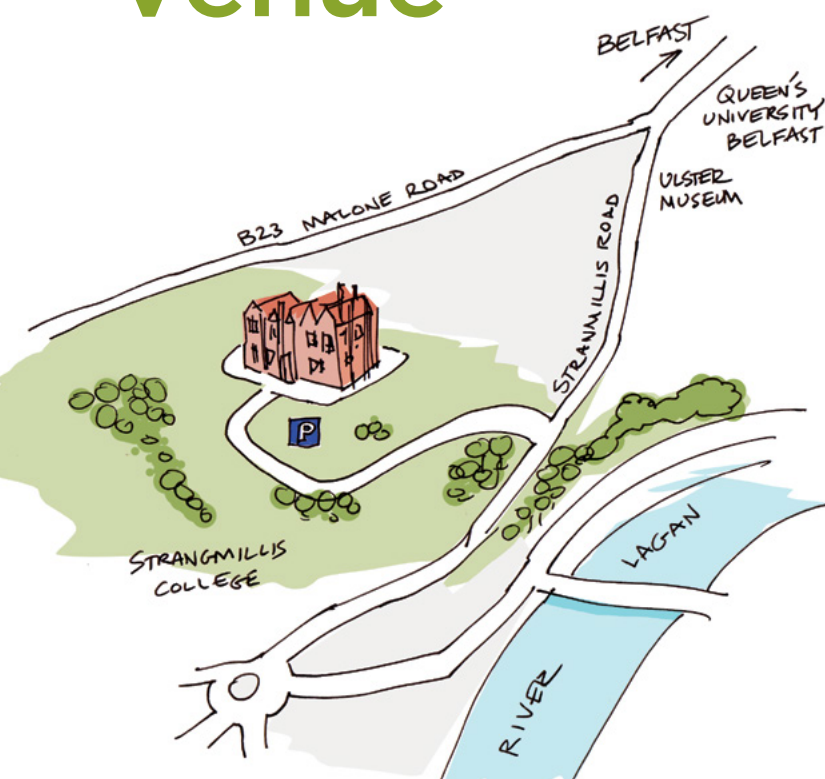
Director, Millward Brown Ulster

Alan has had over 27 years' experience in the field of attitude and behaviour changing communications and, within the last 16 years, has worked with many of Northern Ireland's leading advertising agencies helping to develop strong behaviour changing advertising campaigns.

He will be talking about the elements of the campaigns that he has worked on which have been incorporated into Live Here Love Here and the psychology based research methods Millward Brown utilise in developing and evaluating these campaigns.

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# Venue



## Riddel Hall

**Queens University School of Management, 185 Stranmillis Road, Belfast BT9 5EE**

Riddel Hall belongs to The Queen's University of Belfast. From Belfast City Centre, pass the main Queen's University building then take the Stranmillis Road past the Ulster Museum (on your left). Keeping straight on, through Stranmillis village after which a red brick gatehouse on the right, marks the entrance.

There is free parking within the grounds.