



Seminar on Persuasive Services for Sustainability

February 25th, 2009. 10-16.

KTH, Centre for Sustainable Communications

Room: Sydvästra Galleria.

At: KTH Library building (KTHB), Osquars Backe 31.

The goal of this one-day seminar is to present research on novel practices and services that make the sustainability impact of our everyday consumption decisions regarding transportation, food and energy more graspable and engaging, and having a goal to persuade people towards more sustainable behavior.

The event is organised by the VINNOVA Centre of Excellence for Sustainable Communications, which has defined as its mission to enable innovative media and communication services for sustainable practices.

Seminar programme includes presentations by KTH researchers, as well as invited guests from Sweden, Japan and Finland including the BeAware project on raising energy awareness and Ecoland system on promoting climate-friendly lifestyles in households.

The programme and more information about the event is available on our website: www.persuasiveservices.org

The event is open, so feel free to pass the information forward.

Registration deadline for the event is 23/2.

Send your registration to: seminar@persuasiveservices.org



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