



**Life Change for a One Planet Wales
Programme
Friday 25 September 2009**

National Botanic Garden of Wales

12.00 **Tour**

1.00 Buffet lunch

Cynnal Cymru-Sustain Wales AGM

2.00 **Welcome:**
Rob Jolliffe, Chair, National Botanic Garden

2.10 **Cynnal Cymru AGM**, chaired by Morgan Parry, Chair, Cynnal Cymru

3.10 Tea and coffee

3.30 **Keynote address: climate change – a personal, local and international challenge**
Professor Gareth Wyn Jones, Bangor University

4.15 **The Welsh Assembly Government perspective**
Jane Davidson, AM, Minister for Environment, Sustainability and Housing

4.45 Close

Parc y Scarlets, Llanelli – evening entertainment

6.30 Conference registration and bar

7.00 Buffet supper

7.45 **Champions for change: Rhodri Davies** in conversation with **Jamie Roberts**, Welsh rugby international and British Lions star, and **Tim Burton** (WRU Head of Group Operations)

9.00 Bar and music





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Saturday 26 September 2009**

- 9.30 Registration, tea and coffee
- 10.15 **Why is change necessary and can we change?**
Morgan Parry, Chair, Cynnal Cymru
- 10.30 **What do we know about strategies for behaviour change?**
Dr Adam Corner, Psychology Department, Cardiff University
- 11.00 **Far away, in the future and not my business: how to communicate climate change so that people listen and care**
George Marshall, Climate Outreach Information Network
- 11.30 Tea and coffee
- 11.45 **Social marketing: a pathway to sustainable lifestyles**
Professor Ken Peattie, BRASS, Cardiff University
- 12.15 **Influencing change: the role of the media**
- 12.45 **Question and answer session**
Led by Rhiannon Rowley, coordinator of the Wales Transition Towns Network
- 1.15 Buffet lunch
- 2.00 **Workshops: behaviour change - theory into practice**
1 – The Climate Change Strategy for Wales: developing a comprehensive approach to behaviour change, led by Jennifer Pride, Climate Change and Water Division, Welsh Assembly Government
2 – Communities working towards a zero carbon future: how to make change happen quickly, led by Aled Owen, Menter Cwm Gwendraeth
3 – Moving pictures: the impact of visual and web-based media, led by Rhodri Thomas, Cynnal Cymru
4 – Tools for change, led by Sarah Hughes, Pembrokeshire Local Action Network for Enterprise and Development (PLANED)
- 3.00 Tea and coffee
- 3.30-4.30 **A political response to the personal change agenda – panel discussion**
Adam Price MP, Plaid Cymru
Angela Burns AM, Welsh Conservatives
Kirsty Williams AM, Leader, Welsh Liberal Democrats
Joyce Watson AM, Welsh Labour Party
Jake Griffiths, Wales Green Party

