

# ESRC Behaviour Change Seminar Five: Corporate 'Behaviour Change'

*"These seminars provide a fantastic opportunity to hear about the latest research on behaviour change, the challenges faced by researchers and practitioners alike, and to be challenged in the way we plan and implement interventions. Attendance is highly recommended."*

*Professor Adam Joinson, Professor of Behaviour Change,  
University of the West of England, Bristol.*

Join us for the fifth in this series of seminars. Delegates are invited to explore the role corporations play in changing behaviour, and to look at how – and whether – researchers and practitioners of behaviour change should work with big business to achieve their goals. Speakers will discuss the importance of corporate responsibility, and debate whether companies are incorporating enough of the 'right' behaviour change practice in their business models. The day promises to feature some lively discussion as delegates listen to presentations from both the business and academic arenas.

Speaking on the day are:

- Dr Richard Wright, Behavioural Science Director, Unilever
- Professor Bernard Burnes, Chair of Organisational Change, University of Stirling
- Professor Isabelle Szmigin, Professor of Marketing, University of Birmingham
- Dr Marisa de Andrade, Lecturer and Programme Director, University of Edinburgh
- Henry Ashworth, Chief Executive, The Portman Group
- Will Gardner, Chief Executive, Childnet
- Dr Victoria Hurth, Plymouth University

Admission is FREE, but places are limited. Please note that due to the popularity of this event tickets are currently limited to one per customer.

[Click here to reserve your place on Eventbrite!](#)

For more information about the seminar, please email [amy2.beardmore@uwe.ac.uk](mailto:amy2.beardmore@uwe.ac.uk) or call 0117 3287153.

You can also follow the ESRC 'behaviour change' seminar series Blogger and Twitter accounts by clicking the links on the right.



[Centre for the Study of Behaviour  
Change and Influence](#)

## Date and Time

**Tuesday, 1<sup>st</sup> December**  
**13:30 – 17:00**

## Venue

**The Royal Society**  
**6-9 Carlton House Terrace**  
**London**  
**SW1Y 5AG**

