



**Title:** *Is behavioral science the key to sustainability? Lessons learned with the Great Barrier Reef*

**Host:** [Dr. John Pickering](#) (CEO, Chief Behavioral Scientist, Evidn)

**Organizers:** Dr. Shannan Sweet (COMM), Nina Ruzsicska (Evidn)

**Date:** Friday, August 9th, 2019; 12:00 – 1:00 PM

**Location:** 300 Rice Hall

**Abstract:** Adoption of farmer practices remains a significant issue in agricultural settings worldwide, a feature of the discussion will draw on a case study involving the Australian sugar industry and Great Barrier Reef. This talk will focus on how behavioural science has been applied to significant increases in Best Management Practices in North Queensland, Australia through understanding barriers to change. Drawing largely from the learnings from [Project Cane Changer](#), this talk will provide insight into the details of the methodology used and outcomes achieved. Discussion will follow on adaptations in New York State, and how the data from this research can be optimized to benefit Cornell faculty and students.