

Community-based Social Marketing Workshop Scholarship

Over time, development has occurred within river corridors, minimizing the ability of rivers and streams to move and change paths over time (as is natural for such waterways) without destruction of homes, roads, and businesses. Significant damage can and has resulted to infrastructure within the erosional zone when extreme events occur – such as Tropical Storm Irene in 2011.

Watershed groups in the Lake Champlain Basin play an important role in educating their communities about a variety of issues related to community environmental health and economic stability. Members of these groups can serve as key educators to inform and empower their communities to be resilient to extreme weather events, such as coastal storms. However, many members of these (primarily) volunteer groups have received little or no training to enable them to understand how to craft the message and help “sell” the importance of protecting river corridors and of adopting river corridor protection bylaws (or other sustainability messages) to decision-makers and other audiences.

To address this need, scholarships are being offered to watershed group members from groups that operate within the Lake Champlain Basin to attend a two-day Community-based Social Marketing workshop on Thursday, September 29 and Friday, September 30, 2016 at the University of Vermont. Social Marketing is a type of marketing designed to change people’s behaviors in a manner that benefits individuals, communities and societies. Social marketing campaigns often focus on promoting or sustaining environmentally friendly actions. Behavior changes are achieved by understanding and addressing the barriers and benefits that specific audiences have to implementing desired behaviors.

In return for the scholarship support, each participating watershed group will be required to develop and implement a workshop or campaign directed to municipal decision makers using their new skills by June 30, 2017. Lake Champlain Sea Grant will provide support to these groups to accomplish this.

Applications (found on the reverse side of this page) should be submitted to Kris Stepenuck at kstepenu@uvm.edu by July 15, 2016.

Scholarship Application Due Date: July 15, 2016

Watershed Group Name: _____

Workshop Attendee Name: _____

Email: _____ Phone: _____

Scholarship Amount Requested (Check one):

- a. Full scholarship (100% of the cost of the workshop, which is \$415): _____
- b. Partial scholarship (~50% of the cost of the workshop, which is \$208): _____

Towns your social marketing workshop or campaign related to river corridor protection would be likely to reach:

Why are you interested in participating in the Community-based Social Marketing workshop?

What other ways do you anticipate using your social marketing skills besides developing a river corridor awareness workshop or campaign?
