

Overcoming Convenience (Habit/Behavior Change)

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- b. **Participants** – James Collins, Isabelle Jenniches, Payton Ginakes, Deb Oleynik, Allison Reeves, Hunter Francis, Rachel Johana
- c. **Summary**

Inquiries –

- I get it, it's just hard to do
- Narratives point away from changing current behaviors, current behaviors are reinforced
- Convenience is necessary in modern life
- How can you change the convenient ways of thinking?

Concerns –

- Knowledge is the seed, but the process from there to behavioral change
- No narratives of happiness without consumption
- Convenience is just too convenient
- Introduction of new ideas is often met with hostility – not only no change, but resistance
- Price sensitivity

Info/Resources –

- Lentil Underground Book

Options/Next steps –

- Opportunity can replace community, community can replace opportunity
- Catastrophe is often the push necessary for change
- Use convenience as a tool
- Use convenience to change convenience
- The sell is important
- Regulation, tax, subsidies, fees do change behaviors