

Doug McKenzie-Mohr, Ph.D.
Environmental Psychologist

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Bio: For over three decades Dr. McKenzie-Mohr has been working to incorporate scientific knowledge on behaviour change into the design and delivery of community programs. He is the founder of community-based social marketing and the author/co-author of three books on the topic. One of these books, "Fostering Sustainable Behaviour: An Introduction to Community-Based Social Marketing," has been recommended by Time Magazine and become requisite reading for those who deliver programs to promote sustainable behaviour. More than 70,000 program managers have attended workshops on community-based social marketing that he has delivered internationally.

Dr. McKenzie-Mohr has worked internationally with a diverse array of governmental and non-governmental agencies, assisting them in identifying the barriers to behaviour change and in developing and evaluating community-based social marketing initiatives to overcome these barriers. His work has been featured in the New York Times and he is the recipient of the American Psychological Association's inaugural award for innovation in environmental psychology and the World Social Marketing Conference's inaugural award for outstanding contributions to the field. He is a former Professor of Psychology at St. Thomas University in New Brunswick, Canada where he co-founded the Environment and Society program.

Education Ph.D., University of Waterloo, 1988
M.A., University of Waterloo, 1987
B.A. Honours, University of Manitoba (First Class Honours), 1982

Distinctions World Social Marketing Conference Outstanding Contribution Award, 2017
Board, Pacific Northwest Social Marketing Association, 2017-
APA (Div. 34) Award for Innovation in Environmental Psychology, 2015
Board, International Social Marketing Association, 2013-2016
Editorial Board, Social Marketing Quarterly, 2013-
Editorial Board, Cases in Public Health, Communication & Marketing, 2009-
Advisory Board, George Mason Center of Excellence in Climate Change, 2007-
Advisory Board, Royal Roads Univ. EE and Communications MA, 2003-2004
Member, Climate Change Public Education and Outreach Table, 1998-2000
Member, National Advisory Committee for "SustainABILITY," 1993-1995
Coordinator, Holis: The Society for a Sustainable Future, 1993-95
Member, Education Task Force of the NRTEE, 1992-95
Chair, APA Division 48 Task Force on Sustainable Development, 1991-94
Canadian PsySR Social Action Award (co-recipient), 1990

Society for the Psychological Study of Social Issues Advocacy Fellowship, 1987-88
Social Sciences and Humanities Research Council Doctoral Fellowship, 1983-86

- Work**
- July 1988 - McKenzie-Mohr & Assoc. Principal
July 1993 - June 2006 St. Thomas University Professor
July 1988 - June 1993 Wilfrid Laurier University Professor
- Website**
- McKenzie-Mohr, D. (1998-). Fostering sustainable behaviour. URL: <http://www.cbsm.com>
- Listserv**
- McKenzie-Mohr, D. (2006-). Fostering sustainable behaviour listserv. Daily electronic listserv that reaches over 5000 environmental educators.
- Books**
- McKenzie-Mohr, D. (2011). Fostering sustainable behaviour: An introduction to community-based social marketing (3rd Edition). Gabriola Island, B.C.: New Society.
- McKenzie-Mohr, D., Lee, N., Schultz, W., & Kotler, P. (2011). Social marketing to protect the environment: What works. Thousand Oaks, CA: Sage.
- McKenzie-Mohr, D. & Smith, W. (1999). Fostering sustainable behaviour: An introduction to community-based social marketing (2nd Edition). Gabriola Island, B.C.: New Society.
- Kassirer, J. & McKenzie-Mohr, D. (1997). Tools of change: Proven methods for promoting environmental citizenship. Ottawa: Renouf.
- McKenzie-Mohr, D. (1996). Promoting a sustainable future: An introduction to community-based social marketing. Ottawa: Renouf.
- Edited**
- McKenzie-Mohr, D. & Oskamp, S. (1995). Psychology and the promotion of a sustainable future, Journal of Social Issues, 51 (4).
- McKenzie-Mohr, D. & Marien, M. (1994). Visions of sustainability, Futures, 26 (2).
- Articles**
- McKenzie-Mohr, D. (2008). Fostering sustainable behaviour: Beyond brochures. International Journal of Sustainability Communications, 3, 108-118.
- McKenzie-Mohr, D. (2001). Promoting sustainable behaviour: An introduction to community-based social marketing. Journal of Social Issues, 56, 543-554.
- McKenzie-Mohr, D. (2000). Fostering sustainable behaviour through community-based social marketing. American Psychologist, 55 (5), 531-537.
- McKenzie-Mohr, D. & Oskamp, S. (1995). Psychology and sustainability: An introduction, Journal of Social Issues, 51(4), 1-14.
- McKenzie-Mohr, D., Nemiroff, L.S., Beers, L. & Desmarais, S. (1995). Determinants of responsible environmental behaviour, Journal of Social Issues, 51(4), 139-156.
- McKenzie-Mohr, D. (1994). Social marketing for sustainability: The case of residential energy conservation, Futures, 26(2), 224-233.
- Du Nann Winter, D. & McKenzie-Mohr, D. (1993). Toward a sustainable future: The role of psychology. The Peace Psychology Bulletin, 2(1), 16-18.

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References Available upon request.