Australia Awards

UNIVERSITY of TASMANIA

Guest Lecture

‘From Good Intentions to Green Action: The Behavioural Science of Sustainability’
By: Professor Swee-Hoon Chuah

Friday, 27 November 2026
02:00pm to 4:00pm (Jakarta time)

Indonesian graduates and scholars of Australian tertiary institutions who are interested in attending this event, please RSVP by Wednesday, 25 November, via this link: **http://oz.link/rsvpGL27NOV**

**Due to the limited availability of places, early registration is recommended. A link to this event will be shared with you after registration.*

Lecture overview

Addressing today’s environmental challenges requires more than technological innovation alone. Renewable energy, electric vehicles and waste-reduction systems are essential; yet their impact ultimately depends on whether people choose to adopt and use them. This is where behavioural science plays an important role in turning sustainable solutions into everyday practices.

In this interactive session, Professor Swee-Hoon Chuah will explore how human behaviour shapes environmental sustainability and why good intentions do not always translate into action. Drawing on behavioural insights and real-world examples, she will demonstrate how small changes to decision-making environments can make sustainable choices easier, more appealing and more likely to be sustained over time.

Participants will gain a deeper understanding of the psychological and social factors that influence everyday environmental behaviours, while exploring practical approaches to encouraging positive change at both individual and community levels.

Whether you are new to behavioural science or looking to strengthen existing sustainability initiatives, this session will offer valuable insights into how behavioural change can help build a greener future. Ultimately, achieving meaningful environmental progress requires not only innovative solutions, but also an understanding of the people who bring them to life.

Professor Swee-Hoon Chuah is a behavioural economist and Director of the Tasmanian Behavioural Lab at the University of Tasmania. She specialises in applying behavioural science to address public policy challenges, drive social impact and strengthen community engagement. Professor Chuah’s work focuses on translating research insights into practical strategies that influence behaviour and improve outcomes.

Professor Chuah has extensive experience collaborating with governments, international organisations and civil society partners, including the United Nations Population Fund (UNFPA) in Timor-Leste, the Australian Government’s Behavioural Economics Team (BETA) and Brand Tasmania. She also serves on several national and state advisory boards, contributing her expertise in evidence-based behaviour change, policy design and behavioural interventions.



Professor Swee-Hoon Chuah
The Tasmanian Behavioural Lab
The University of Tasmania