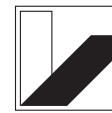


# BayCEER Kolloquium

Lectures in Ecology and  
Environmental Research

Summer 2024



UNIVERSITÄT  
BAYREUTH

Donnerstag/Thursday

**18.04.2024**

**17:00 in H6, GEO**



**Dr. Wiebke Finkler**

Department of Marketing, University of Otago,  
New Zealand

## **The Canvas of Change: Creative Marketing for Behaviour Change, Sustainability and Social Good**

How can we use marketing for behaviour change communication campaigns merging science communication, visual storytelling and strategic marketing?

In my talk I will give an introduction to creative marketing and behaviour change as well as a brief overview of some of my cross-disciplinary projects, like sustainable tourism management as well as the use of new technologies, for example virtual reality 360 ° nature for wellbeing.



Bayreuth Center of Ecology  
and Environmental Research

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Scan me!

The lectures are an interdisciplinary platform for students, junior and senior scientists.

Scan the QR code or visit our homepage for abstracts and further information:

[www.bayceer.uni-bayreuth.de/kolloquium/](http://www.bayceer.uni-bayreuth.de/kolloquium/)