



CEPA is Pride: Using the powers of social marketing to change behavior and achieve the Aichi Targets



Virtually all conservation problems start with

Human Behavior!





Strategic Plan for Biodiversity 2011 - 2020

Biodiversity underpins ecosystem functioning and the provision of Ecosystem services for human well being

In *"Living in Harmony with Nature"*

"By 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people." (Strategic Plan for Biodiversity 2011-2020 Vision)

For this type of time horizon Environmental Education is a key tool

But for the Aichi Biodiversity Targets – we have much less time and this is where Social Marketing is a powerful tool

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Aichi Biodiversity Targets





Awareness is not enough!

We must actually change behavior!

Target 1: By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.



Strategic Goal B: Direct pressures

Target 5

Rate of Loss of natural habitats, forests, ... brought to zero

A complement to policy

Target 6

Fish and Invertebrate & plants sustainably harvested

Overfishing avoided

Target 11

17% of Terrestrial & 10% of marine are covered by and effectively managed protected areas.

Effectively implemented



Tonight is about how to use CEPA -
Communication, Education and Public
Awareness and the tool of Social Marketing
to motivate individual and collective action!

Social Marketing is a critical tool

- Changing Behavior
- By focusing on the needs of your audience
- Making the new behavior fun, easy, & popular

Agenda for tonight:

Introduction to Social Marketing and BC

Why Change is hard - exercise

Role of Audience Research

Discussion of our needs for behavior change
– small group discussion

Basic Principles of Social Marketing

Questions and adjourn



CEPA is Pride: Introduction to Behavior Change and Social Marketing

CEPA - Communication, Education and Public Awareness

Tonight's session is being
provided to develop capacity to
support the biodiversity targets





So what is Social Marketing?

“Use of marketing techniques to improve social well-being by changing behavior and attitudes about social concerns, creating a change in the entire system or community”.

Social Marketing *is not* Social Media



But we increasingly *use* social media in social marketing

Social Marketing *is not* building awareness



But it often does

Social Marketing *is not* environmental education



But we often educate about the environment as we market



Social Marketing *is* about creating positive human behavior!

Ever Seen any Social Marketing?



National Lead Poisoning Prevention Week
October 23-29 2011

LEAD FREE KIDS

for a healthy future

Get Your Home Tested Get Your Child Tested Get the Facts

1-800-424-LEAD (5323) LEADFREEKIDS.ORG

Ever Seen any Social Marketing?



Ever Seen any Social Marketing?



Commercial Marketing vs. Social Marketing

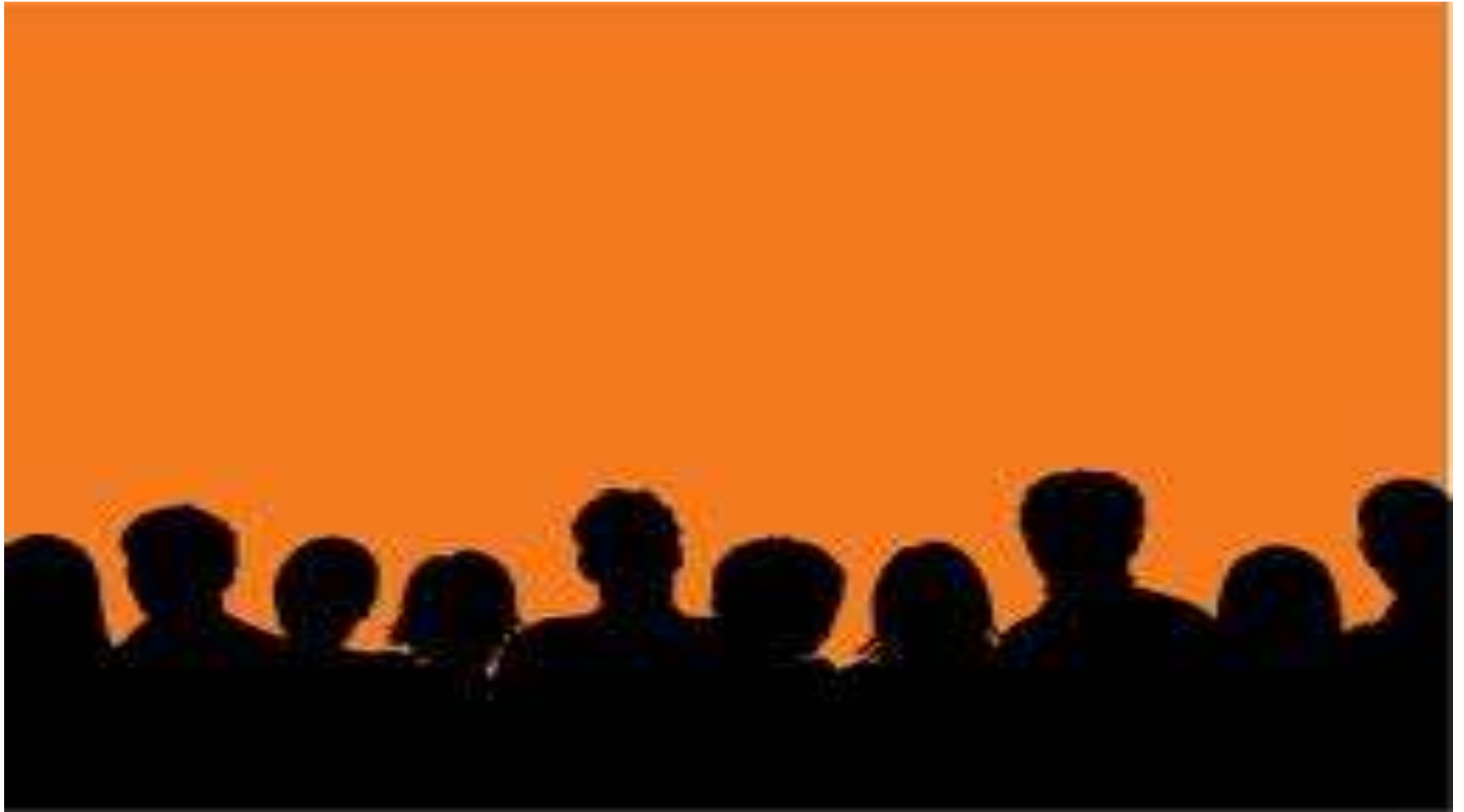
Commercial

- All about audience
- Based on research
- Based on exchange
- Very Expensive
- Dependent on repetition
- Irrelevant motivators
- Brand marketing

Social

- All about audience
- Based on research
- Based on exchange
- Limited Budget
- Dependent on community support
- Relevant motivators
- Increasingly using brand

It's All About Audience



How important is Research?

- **About 50 percent of U.S. companies have a market research department,**
- **On average companies spend approximately 1.2 percent of sales annually on market research.**

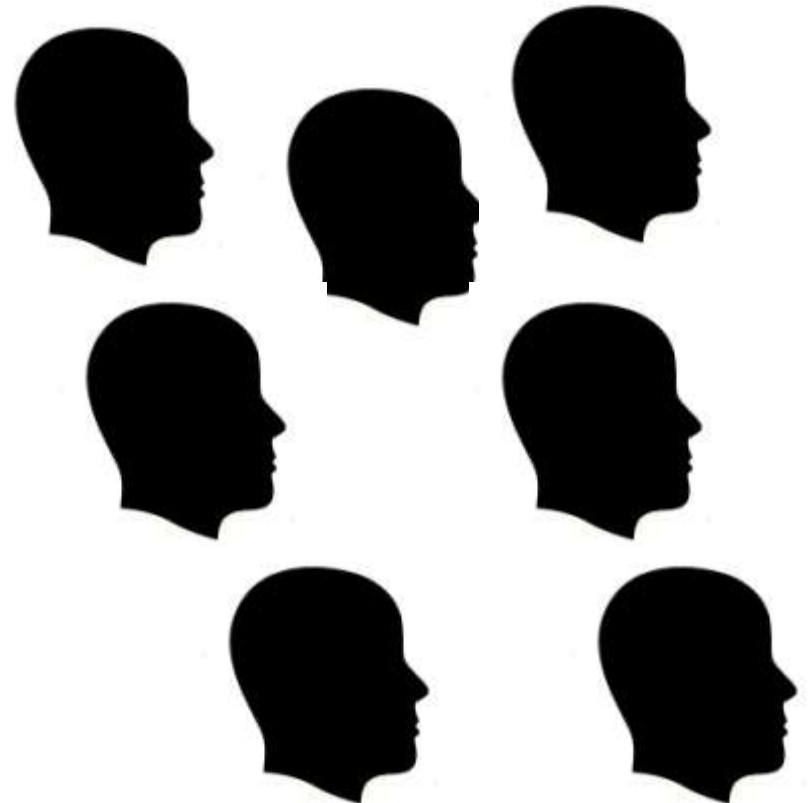


Research

Qualitative



Quantitative

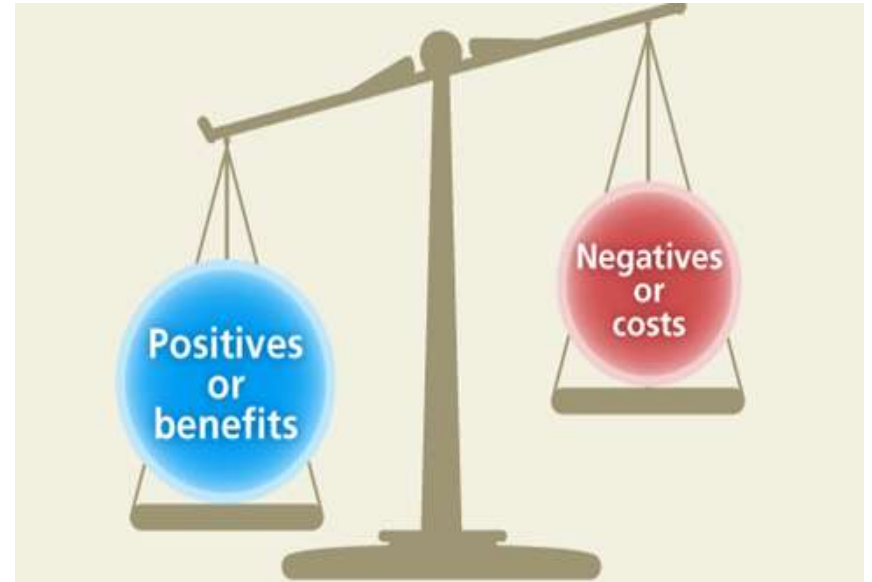


Exchange

Commercial Marketing



Social Marketing





Budget

How do we market with limited resources?

Motivators

Irrelevant



Relevant





Brand Marketing Surrounds Us



Brand Power

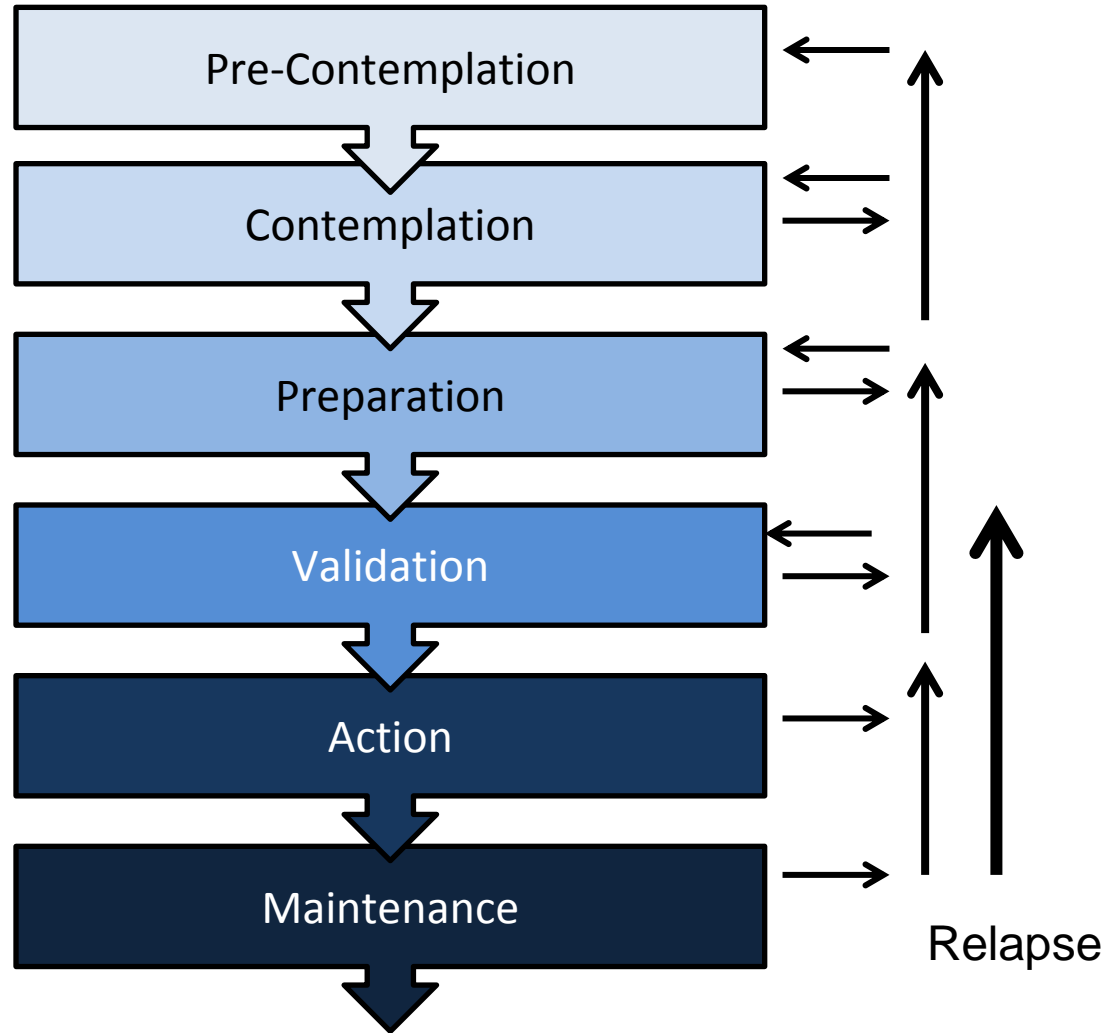


Social Marketing Branding



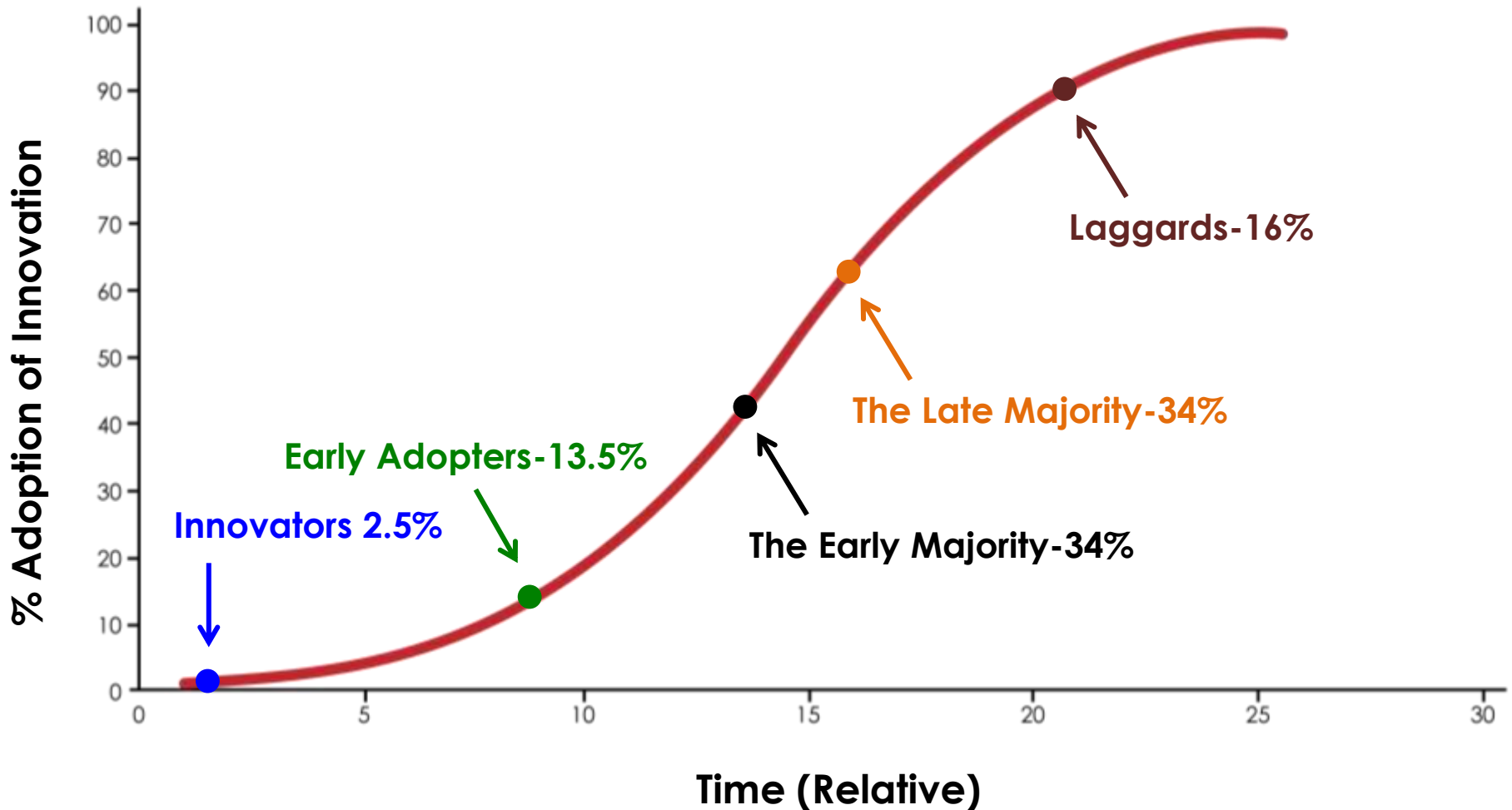
Behavior change occurs along a continuum - people typically move through a series of stages as they change their behavior

Progress



Stages of Behavior Change

How does change move through a community?



Changing Behaviors is hard!

“Giving up drinking is easy – I’ve done it hundreds of times”





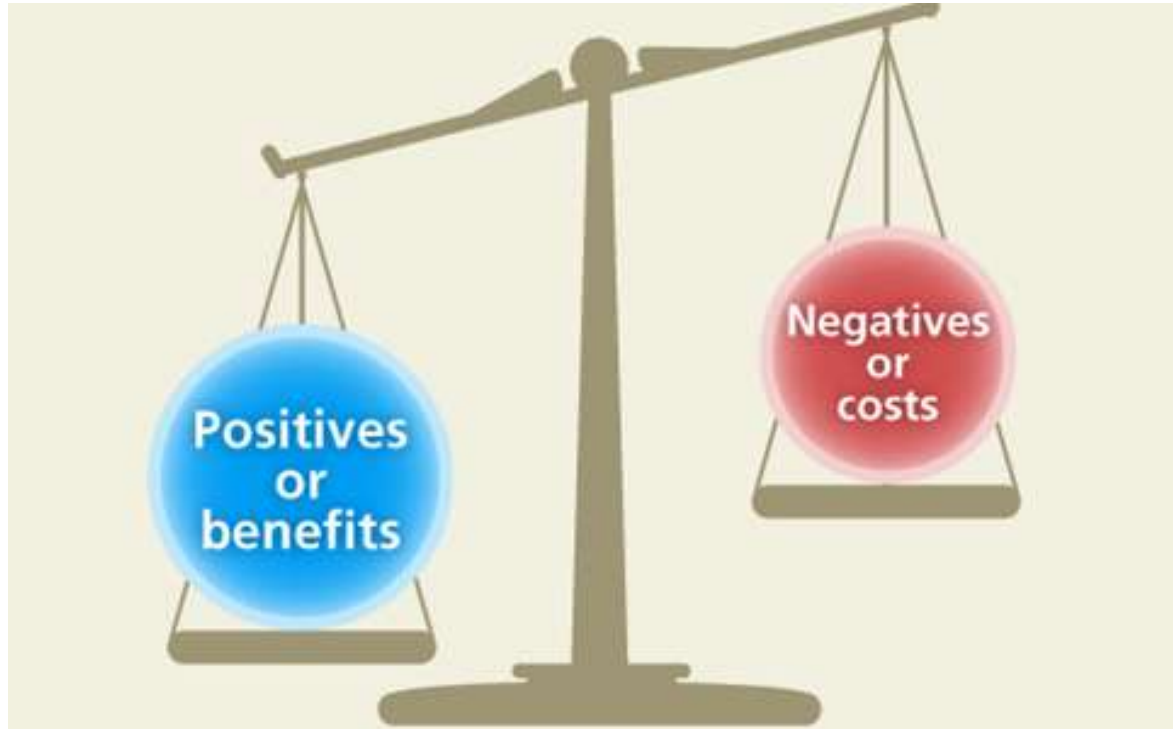
**In pairs, take 4 minutes
and share a behavior you
would like to change**

Change roles

**Discuss why you have not
done it**

Changing Behavior is Difficult

Now think about your Benefits Exchange





CEPA is Pride: Social Marketing and Policy

There are two ways to change group behavior - intentionally

- Policy, - legislation, regulation, decree, enforcement
- Social Marketing
- Or, you can use both!





Policy is the best way – but it is only a piece of paper without enforcement

You can use Social Marketing to:



To create policy

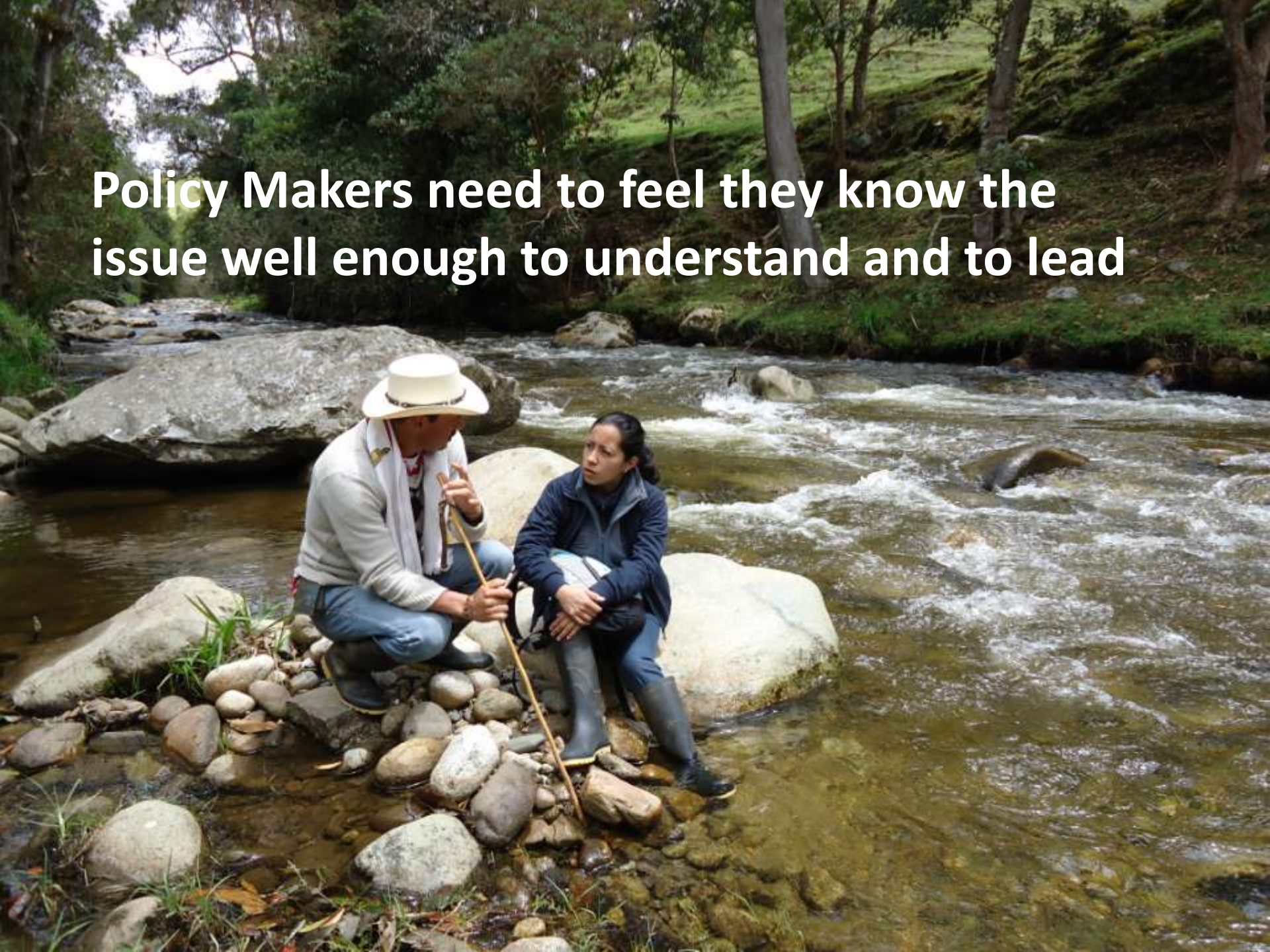


To drive compliance



To change policy

Policy Makers need to feel they know the issue well enough to understand and to lead



Making Constituency Visible

Events:

Launch Events

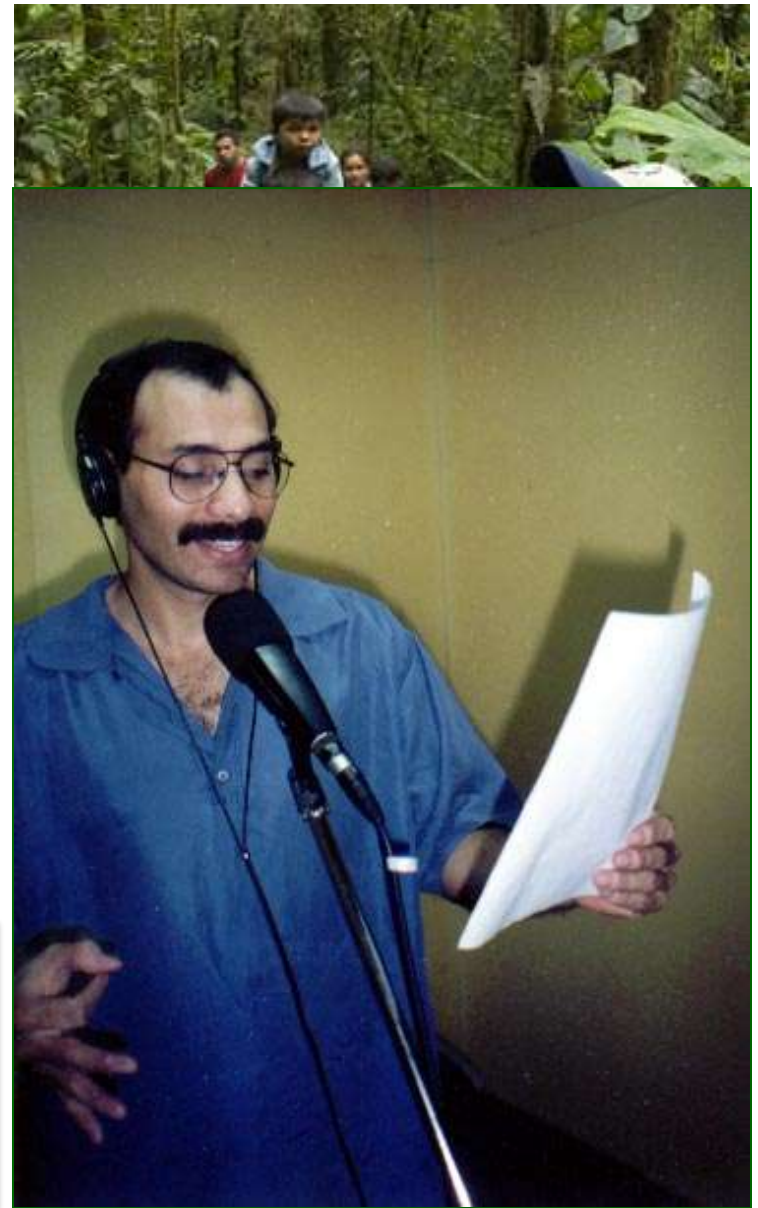
Parades

Festivals

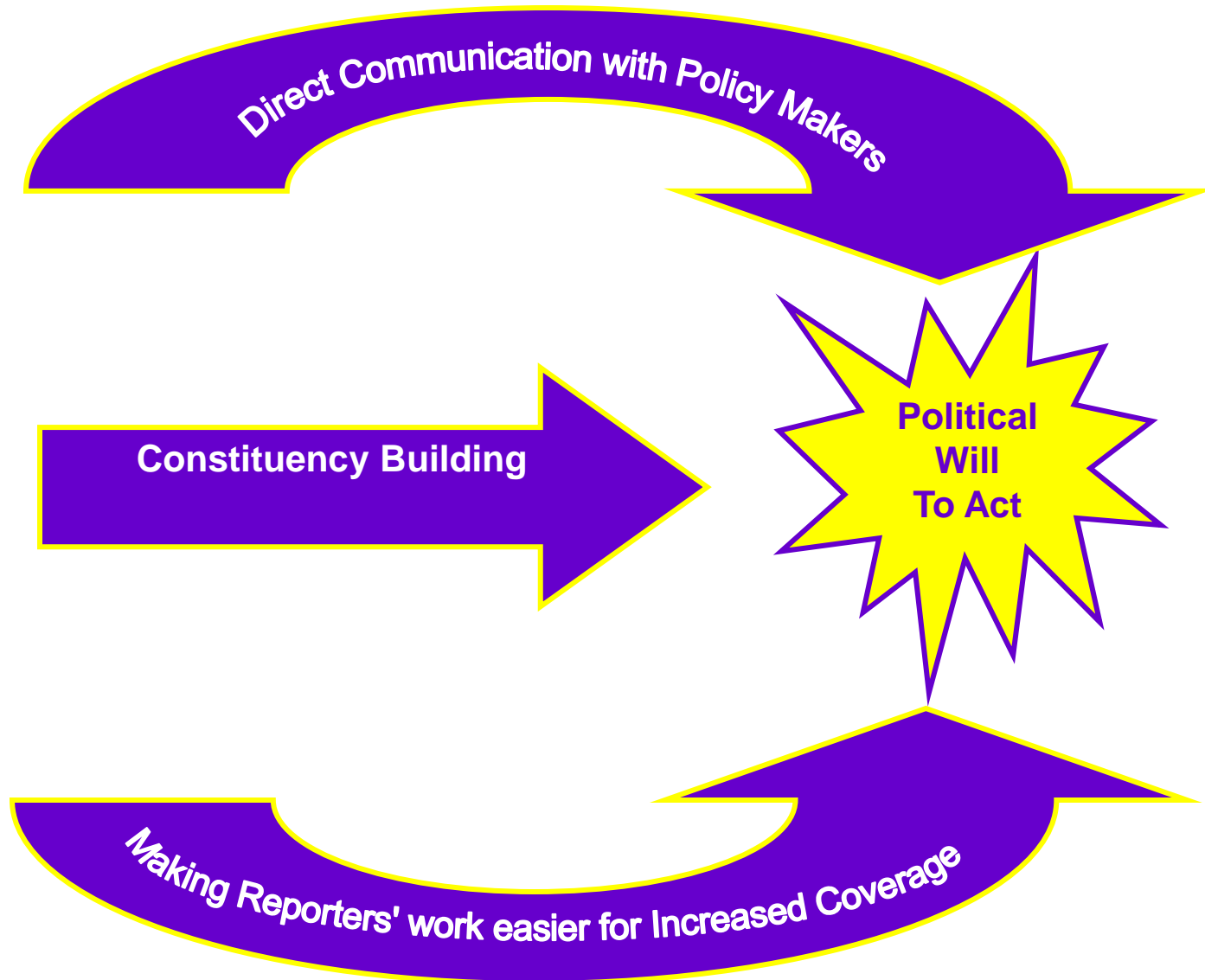


Media Coverage creates **Urgency**

Working with reporters to make their job easier in covering technical subjects leads to more media coverage .



A Model for Political Will



Compliance



Self Efficacy





Changing Policy is a combination of
Political Will and Community Organization

Discussion



CEPA is Pride: Basic Principles of Social Marketing

 **ART** and **Science**

The image features the text "ART and Science" with stylized elements. The word "ART" is rendered in a brush-stroke style: the 'A' is a yellow triangle with a white outline, the 'R' is red, and the 'T' is green. The word "and" is in a simple black font. The word "Science" is in a bold black font, with the 'S' containing a technical drawing of a sphere with intersecting lines. The letter 'i' is replaced by a blue test tube containing liquid and three bubbles rising from it.

Principle 1

Information does not equal Behavior Change



Principle 2

People care about themselves first

it's easy
jobs depend on it
reincarnation, it's real
smart use of taxpayers' \$
recycled products feel good
cleaner air economy
curb climate change family
stewardship no trash
save energy why not?
landfills stink it's expected
your mama wants you to do it
composting makes good soil
protects wildlife biodiversity, all
why throw money in the dump
reduce demand for landfill space
stuff in landfills doesn't decompose
cities get \$ back by selling "trash"
encourages individual awareness
less dependency on foreign oil
less toxic chemicals
reduce litter and trash
everyone shares the earth
buy recycled, close the loop
reduce water consumption
who says burying reusable stuff is good
it costs money to haul rubbish away too
new products are made from old ones
support U.S. economy
reduces chemicals
clear cuts are ugly
pure drinking H2O
everything adds up
a recycle bin is near
sustainability saves!
recycling is not a crime
reuse
th of recyclable cans last year (2003)! Why?
n go to an afterlife instead of hell (landfill)
ality - for every bottle recycled, N.C. tosses 7
y it - composting food scraps reduces smelly garbage
cle bin than a garbage can? - keeps hazardous materials out of soils
mes aluminum cans may be recycled - keep your junk in your trunk, no littering
nt taking out the trash - N.C. creates 679 pounds of trash every second of every day
er supply - one gallon of oil can contaminate up to one million gallons of fresh water
h as cadmium and lead from entering the soil - animals and plants highly recommend it

recycling
what's it to me?
more than you thought

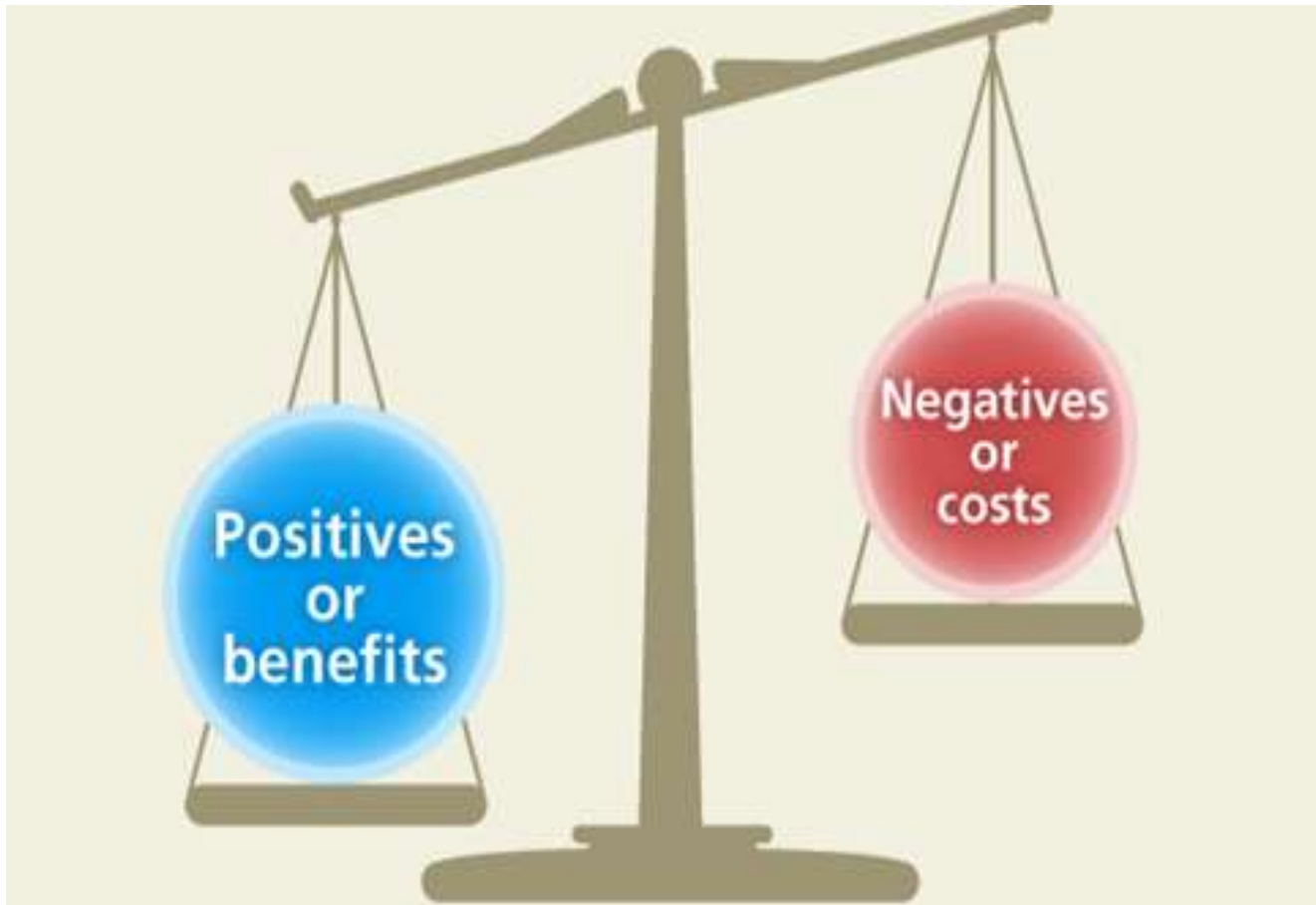
internalize the concept
internalize the concept
internalize the concept
internalize the concept

RE3 Bio
reduce reuse recycle

Principle 3

People must know what you want them to do

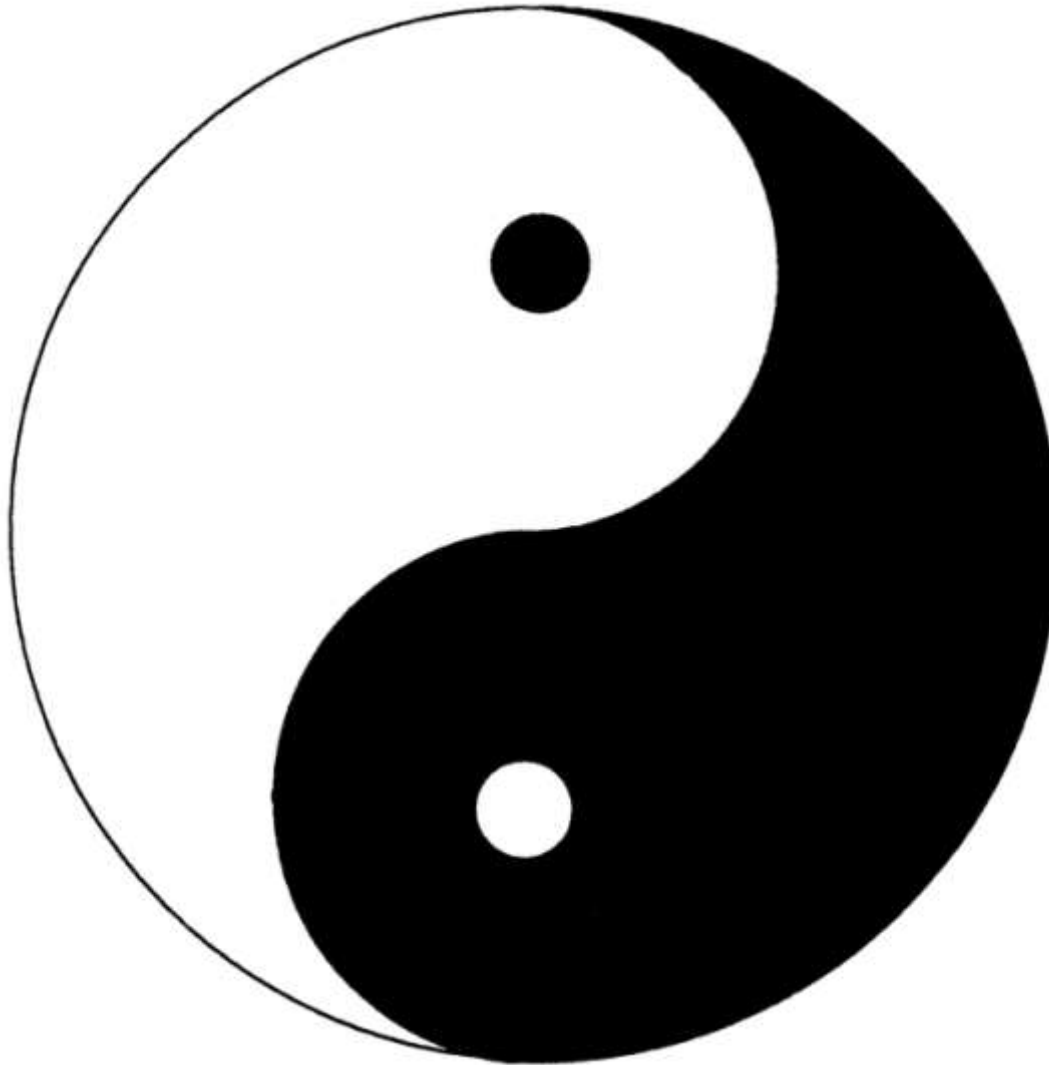




Principle 4

Exchange Theory: Benefits must tip the scale

Social Marketing & Community Mobilization



**A Powerful
Partnership**



The Power Of Pride



Pride of Place – In Conservation



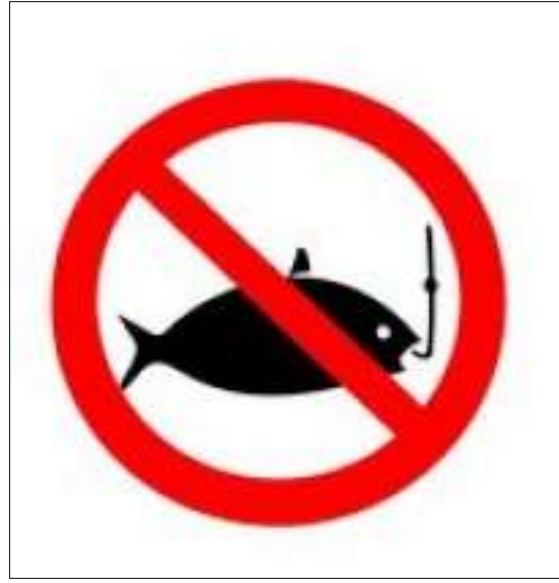
BARRIER REMOVAL

TECHNOLOGICAL i.e. Fuel efficient stove



BARRIER REMOVAL

FINANCIAL – i.e. income substitution

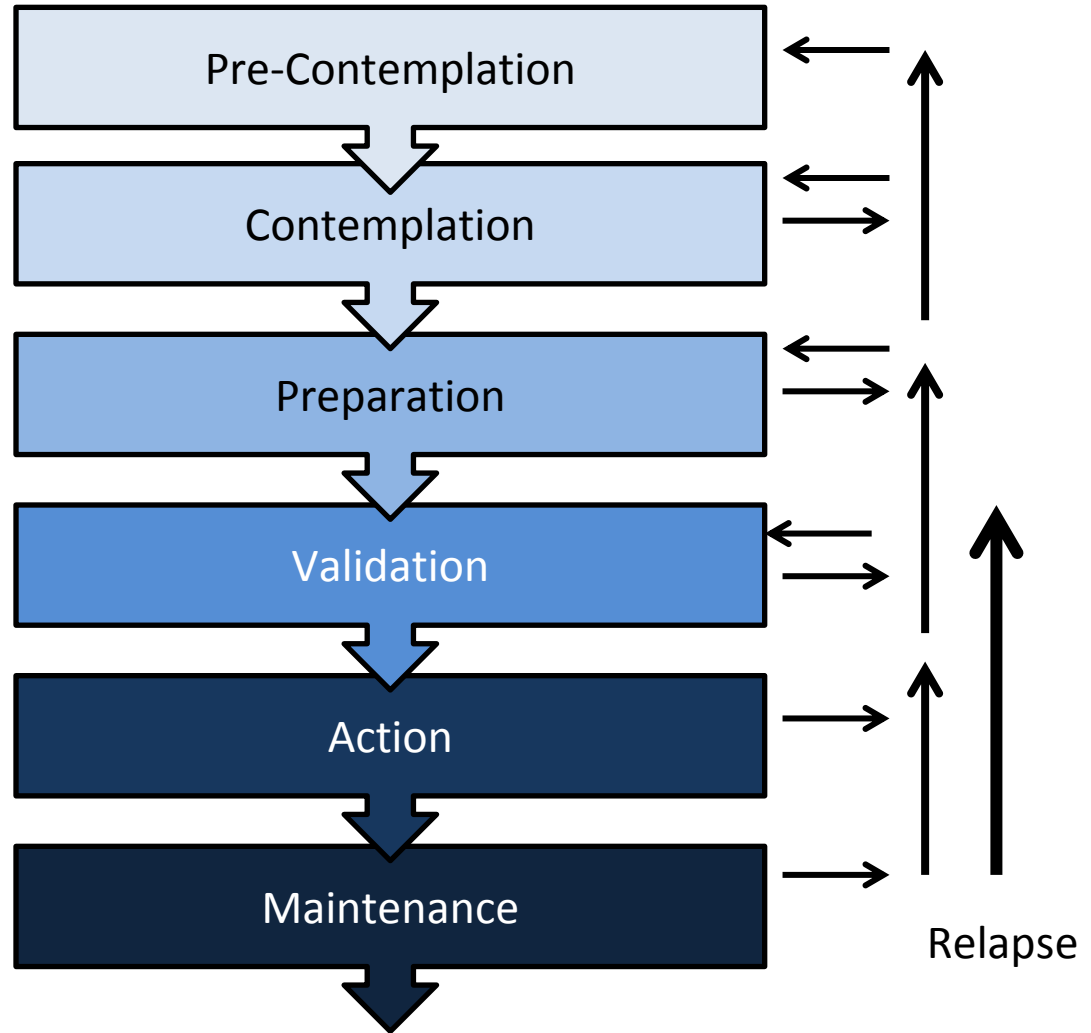


BARRIER REMOVAL

LEGAL – i.e. Over-fishing & provision of territorial use rights and/or No Take Zone

Behavior change occurs along a continuum - people typically move through a series of stages as they change their behavior

Progress



Stages of Behavior Change



We need to dig into Behavior Change fast if we are going to make the Aichi targets by 2020



Pick Up our Efforts to

**Change
Behavior**



TIME FOR

QUESTIONS