ENGAGING STAKEHOLDERS IN SUSTAINABLE BEHAVIORS

Kimberly A. Horndeski
Water Resource Program Coordinator
Texas Parks and Wildlife Department
COMMUNITY BASED SOCIAL MARKETING

Identify the Behavior
Barriers and Benefits
Developing Strategies

“Combines the knowledge from psychology and social marketing to leverage community members’ action to change behavior.”
IDENTIFY THE BEHAVIOR

NON DIVISIBLE
ACTIONS THAT CANNOT BE DIVIDED FURTHER

END STATE
PRODUCES THE DESIRED OUTCOME

“Will engaging in this behavior produce the desired environmental outcome, or will the target audience need to do something else before the desired outcome is achieved?”
Do you want the homeowner to purchase a rainwater cistern?

Do you want the homeowner to install a rainwater cistern?

Do you want the homeowner to utilize a rainwater cistern?
BEHAVIORS ARE ACTIVITY SPECIFIC
THEREFORE, BARRIERS AND BENEFITS ARE ACTIVITY SPECIFIC

GOAL IS TO
REDUCE THE BARRIERS AND INCREASE THE BENEFITS

BARRIERS AND BENEFITS
Dear Public Library System,

We hope you use some of the $12 million in hotel taxes to keep the library open later.

Love,
Airbnb

Enjoy

Climate Change

Coca-Cola's use of HFCs to cool its drinks contributes to climate change. Ban HFCs.

www.cokespotlight.org
“There is no one public response to climate change”

- Yale Program on Climate Change Communication
Confirmation bias refers to our tendency to search for and favor information that confirms our beliefs while simultaneously ignoring or devaluing information that contradicts our beliefs.
IDENTIFYING BARRIERS AND BENEFITS

01 Literature Review
02 Observations
03 Focus Groups
04 Surveys
DEVELOPING STRATEGIES

Lack of Knowledge
Forgetting
Lack of Social Incentive
Structural Impediments
Lack of Motivation
LACK OF KNOWLEDGE

It takes considerable knowledge just to realize the extent of your own ignorance.

Thomas Sowell
COMMUNICATION

• Messages should be clear, vivid, personal and easy to remember
• Messages should be presented by a credible source
• Messages should be catered to your audience
• Messages should be framed appropriately
• Messages should clearly state instructions
FEAR TO ACTION

There is no planet B
Act now.

EARTH DAY
APRIL 22
FORGETTING

The advantage of a bad memory is that one enjoys several times the same good things for the first time

Friedrich Nietzsche
PROMPTS

• Prompts provide reminders to engage in the desired behavior
• Prompts should be placed close in time and space to the desired behavior
• Prompts should be noticeable, and simple to understand.
LACK OF SOCIAL INCENTIVE

When everyone thinks the same, nobody is thinking.

Albert Einstein
Social norms are the expected behavior in a specific situations among social group members.
Descriptive norms can backfire if they make an undesirable behavior more common.
SOCIAL NORMS

• Norms should be used at the time of the target behavior is occurring (or close to it)
• Associate the desired norm with praise
• Use norms to encourage behavior, not only to avoid a behavior
STRUCTURAL IMPEDIMENTS

“My problems aren’t problems – they are inconveniences”

Scooter Braun
CONVIVENCE

- Budgetary constraints must be considered
- Incentives could be used to decrease structural barriers
- Taxes can be used to discourage activities
LACK OF MOTIVATION

Motivation is the art of getting people to do what you want them to do because they want to do it.

Dwight Eisenhower
Commitments should be written down or made publicly
Commitments should be related to behavior
Consider using existing points of contact to gain commitments
Combined commitments with other actions
COMMUNITY BASED SOCIAL MARKETING

01 Identify the Behavior

02 Barriers and Benefits

03 Developing Strategies