

Would you change, because I ask you?

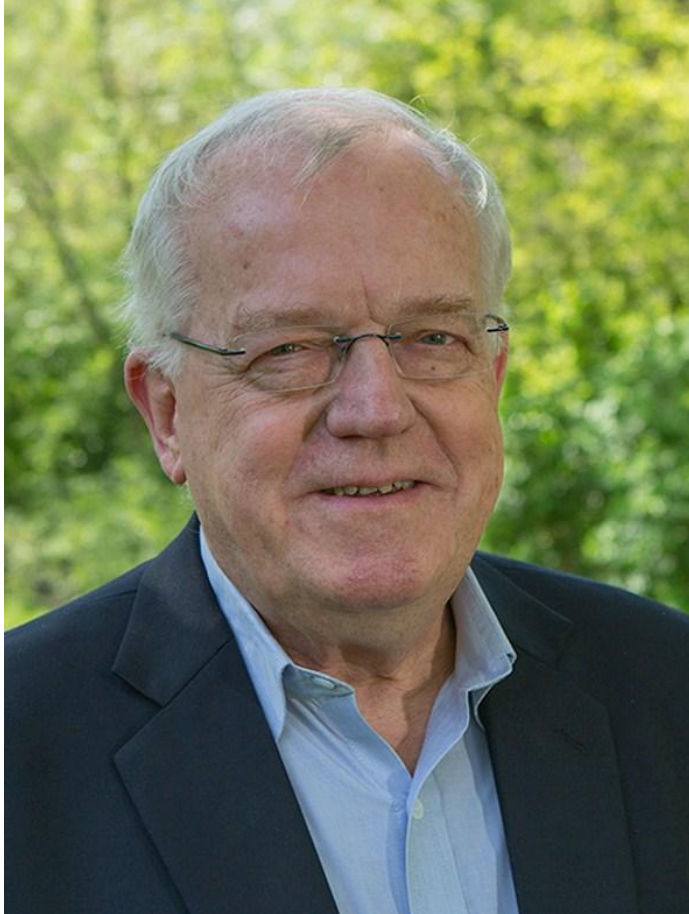
Learning Sustainable Behavior =
Understanding Behavior Change

EZE Conference Lisbon

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Who am I, why am I here?



- Consultant in strategic communication enhancing the success of biodiversity projects
- Chair Emeritus IUCN CEC
- Want to share my learning and experiences in positive change: *what works and what doesn't*.
 - Frogleaps course & knowledge platform (www.frogleaps.org)
 - Conference contributions

Experiment

- Please get out of your seat and stand up for a few minutes
- Imagine we all work for the same company
- You are the employees
- I am the CEO
- And I have the following announcement for you:.....



First reflections about Change

- Change is never easy
- Change is always painful
- Change means facing habits
- Change always meets with resistance
- Change is easier when everyone does it

Would you change, because I ask you...?

Would you change, because I ask you?

- **Focus**
- **Motivate**
- **Enable**
- **Facilitate**



Communicate

Behavior change strategy



Would you change because we ask you?

Most probably not!

Behavior change strategy

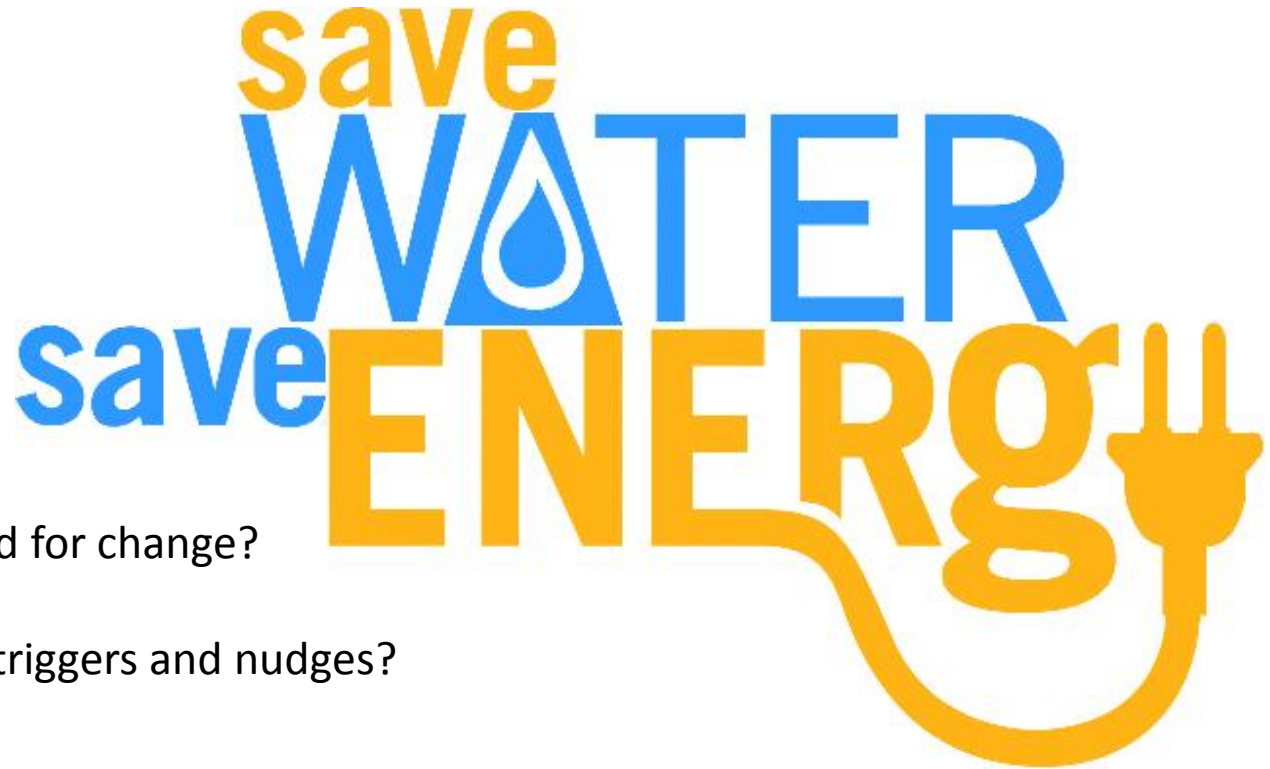
?

Focus: which behavior?

Motivate: what values help drive change?

Enable: what else is needed for change?

Facilitate: what are useful triggers and nudges?



Only then communicate!



At home in Utrecht...!

Save water,
Save energy
In the shower!

How to seduce me to change my habits?



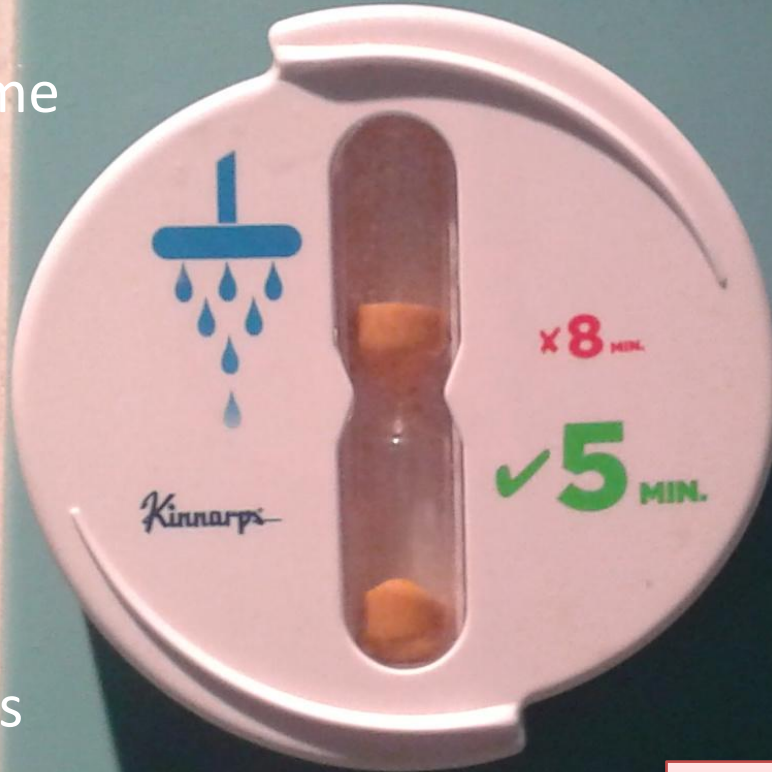
Behavior change strategy

Focus: average shower time is 8 minutes, one can get clean in 5 minutes

Motivate: fun to achieve this daily; feel good to protect the environment

Enable: sandglass reminds me daily

Facilitate: sand glass is distributed by a company that I trust as part of its CSR



Core message

“Showering in only 5 minutes helps saving water & energy!”

A scenic landscape in Slovenia. In the background, a forested hill rises under a blue sky with scattered white clouds. A tall, white radio tower is visible on the left side of the hill. The middle ground shows a lush green valley with a small cluster of buildings and a dirt path. In the foreground, a group of hikers is walking on a grassy slope. The overall scene is bright and sunny, suggesting a pleasant day in a natural setting.

In Slovenia...

“Throughout the year visitors of the park damage biodiversity”

How to seduce visitors to change their habits?

Which species is most threatened?
When is it threatened?
By whom?



Behavior change strategy

Focus: anarchy & a-social behavior during the 1st of May event

Motivate: appeal to values of security, universalism, benevolence, & achievement

Enable: road blocks, parking, busses, places for camping & barbecue, games for children

Facilitate: protected area team coordinates event management & supports communication by stakeholders

Core message:

*"We all love our Boč mountain!
Help to make upcoming 1st of
May festivities a real feast for
people and nature !"*



In Guatemala...

**Stop damaging biodiversity in
& around the protected area**

How to seduce villagers to change their habits?

Behavior change strategy

Focus: Start using the mayanut for family diet, processing & trade; protect its environment

Motivate: appeal to values of tradition; food security; universalism; benevolence; self-direction

Enable: equipment , support for marketing & distributing of community products

Facilitate: protected area staff visits communities regularly, training, coaching, Equator Prize



Core message:

“Learn again how to use the Mayanut! It is a traditional source of health & prosperity! Manage its environment!”



In Kenya...

**Climate change calls for
more resilient communities**

Communities are coping with severe famine
and violence caused by extreme droughts

How to seduce pastoralists to change their habits?

Behavior change strategy

Focus: the law of the jungle determines one's access to the scarce and insufficient water points

Motivate: appeal to values of security; tradition; self-direction; benevolence.

Enable: support development of by-laws & fencing of wells and corridors; provide seedlings for vegetable gardens , dams to improve hydrology & equipment to harvest water.

Facilitate: regular visits from IUCN advisor & local authorities re-introducing traditional self-governance supported by training, coaching & feedback

Core message:

"Joint management of our natural resources will bring peace, income & progress"

**TOGETHER WE CAN
FIGHT EXTINCTION**

**ZOOS
VICTORIA**



In Australia...



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*How to seduce
people to change
from apathy
to help fighting
extinction?*

Behavior change strategy

Focus: influence vote on reintroduction of the Eastern Barred Bandicoot

Motivate: feel good to protect the environment; feel part of a greater effort; feel proud of our island

Enable: parents see the education of their children on the rights of the bandicoot and the personal connection children make with the bandicoot

Facilitate: release of bandicoots by children, with parents and mass media.

Core message

"We all love this animal!

Help us to give him a new home on our island!"



*Would you change,
because I ask you?*



**How can you
apply this in
your work?**

**Three things
to think
about:**

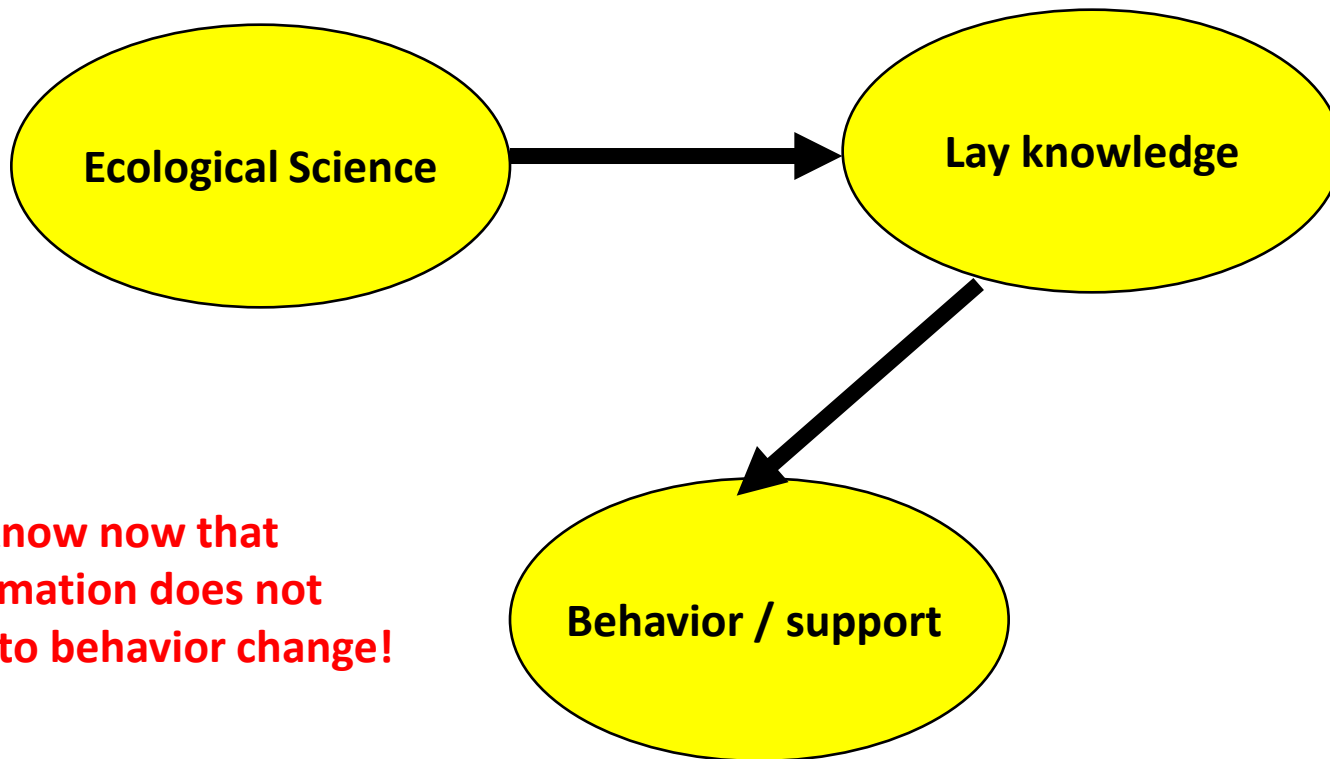
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Communicate

Behavior change strategy

Rethink last century behavior approach....!

Deficit Model: Information, lecturing, schools, media, brochures, films, etc.



**We know now that
information does not
lead to behavior change!**

What drives behavior?

Habit


- Decisions are governed by habit, values, emotion and rules of thumb

Social proof

- We are influenced by what others around us are doing

Infra-structure

- The physical environment affects how we behave.



love

+

A

action

=

**public
change**





need

+

A

action

=

**policy
change**

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People who protect nature, give their hearts and soul for behavior change. Have you also experienced that changing behavior is difficult?

*If we only could have the power to influence people who harm nature...
how much greener the world would be!*

Frogleaps gives you 'know how' about human behavior change. With our expertise, park managers solve conflicts between nature and people. They turn lose-lose battles into win-win partnerships.

So if you want to strengthen your project, take a look at our free courses & tools. Jump right in, they are free to use; we want to share our lessons. We love to hear your feedback or your story!

El curso on-line gratuito está disponible en español. ¡Empieza el curso ahora!

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