

Inspiring Conservation: eModule 12





Who is RARE?

A people-centered approach to conservation



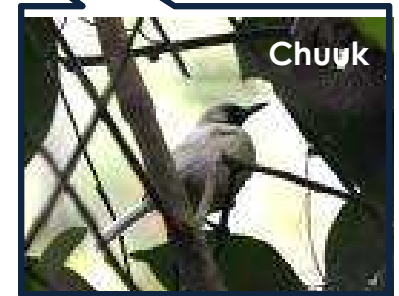
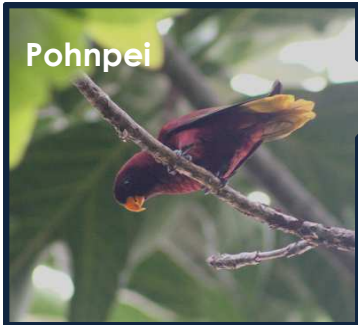
Pride



**Public
support**

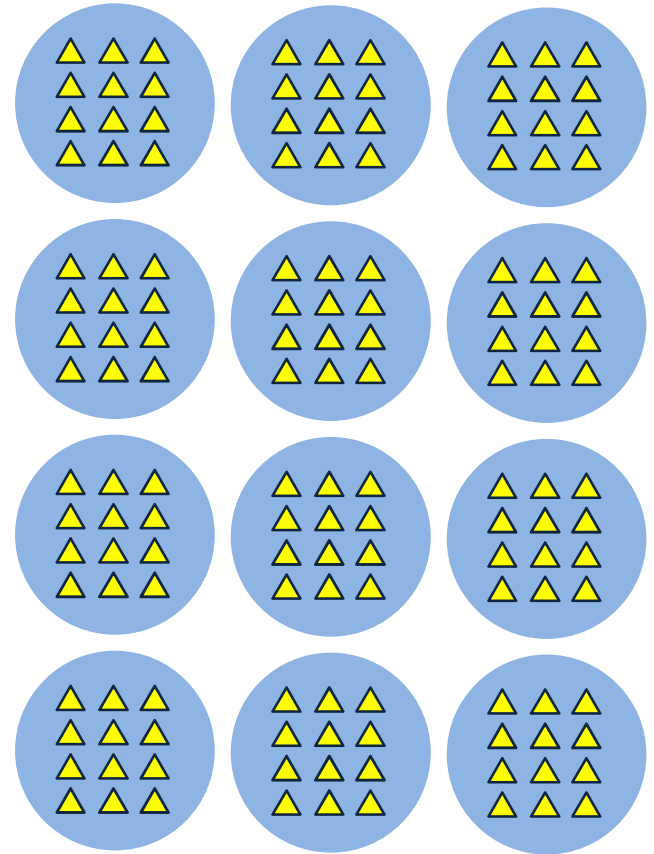
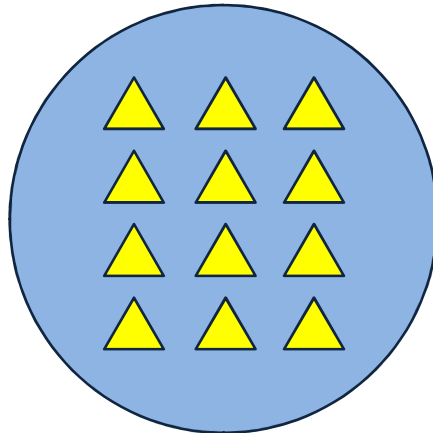
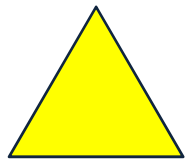


Change



Rare in Micronesia

Scaling What Works



Bright Spot

Replication
(via thematic cohort)

Scaling
(achieve systematic change)

Table 1: Rare is currently demonstrating the costs and benefits of replicating proven conservation strategies (bright spots); the next challenge is replicating cohorts.

eModule 12

gout)



Protected areas



Cornerstones of biodiversity conservation

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Module 12: Education and awareness

This module covers aspects related to education and awareness (PoWPA Goal 3.5), including how to design an effective awareness campaign.

[Take the course](#)

Module 12: Education and Awareness.

Communication, education and awareness programs are all too often an afterthought in conservation efforts. Yet conservation efforts are embedded in a social, cultural, political and economic context. Community members and decision makers have an enormous influence on the success or failure of conservation efforts. Communication and awareness programs are as vitally important to conservation biodiversity efforts as science and management programs.

Despite the importance of such programs, the process of communication is poorly understood within many protected area agencies. Effective communication is more than simply transmitting and receiving information; it is about generating meaning, changing perceptions and behaviors, and inspiring conservation actions.

In addition, encouraging people to change their perceptions and behaviors, and inspiring people to take action requires a much more sophisticated approach than simply posting signs or distributing brochures. Non-governmental and governmental agencies, communities and decision makers require fundamentally new tools and approaches.

Learner Objectives:

The goal of this module is to provide you with an overview of the process for conducting communication, education and awareness programs.

Lessons

- [Lesson 1: Introduction to Communication, Education and Public Awareness Strategies](#)
- [Lesson 2: Designing and Implementing a Communications Campaign](#)
- [Lesson 3: Creating and Sustaining Behavioral Change](#)

[Download lessons](#)

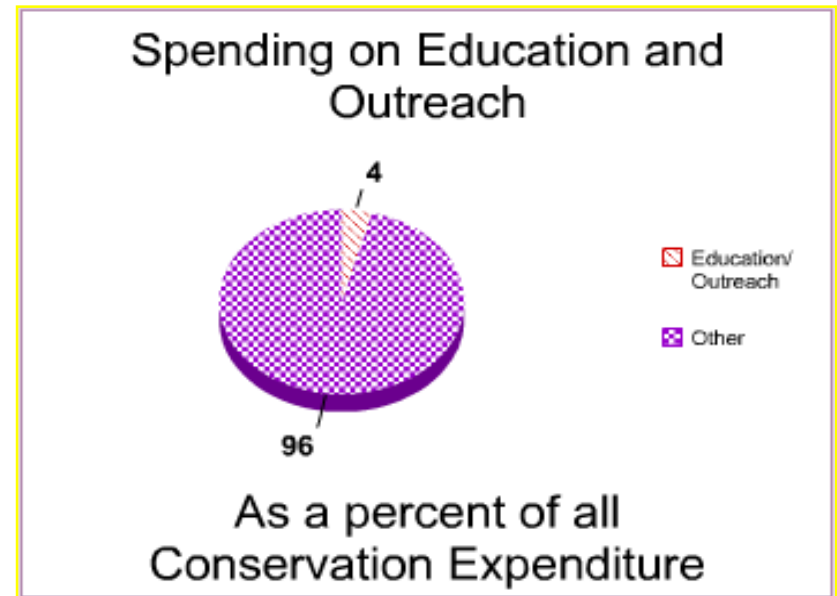
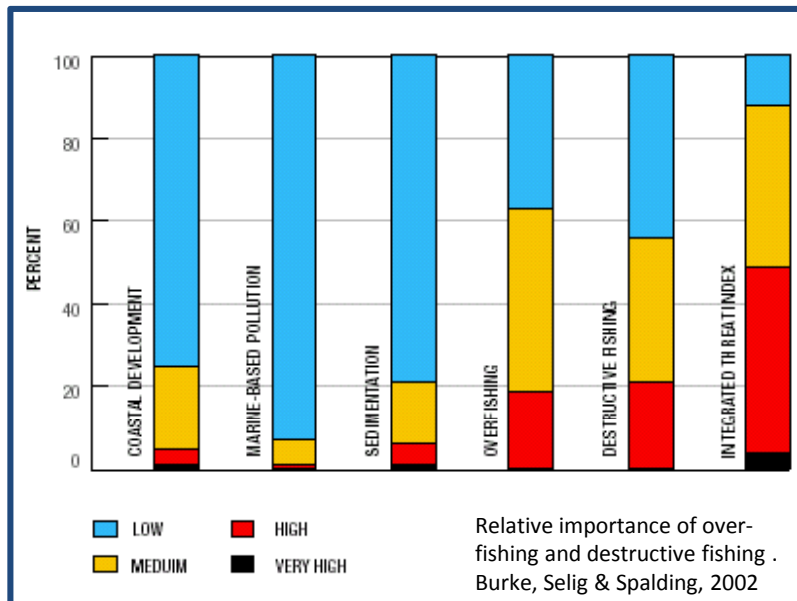


People are the cause?



...or the solution?

Is it a priority...



“...conservation is about **people** as much as it is about species or ecosystems...”

The Journal of Conservation Biology,
August, 2003

Don't Cut Our Trees
Don't Kill Our Birds
Don't Destroy the Environment



Protect our forest

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXX

Protect our birds

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXX

Protect our water

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXX

Plant trees

XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXX
XXXXXXXXXX



**HERE'S THE CHAIN SAW
YOU'D BUY AGAIN IF THIS ONE
DIDN'T LAST SO DARN LONG.**



STIHL. WHEN YOU WANT A TOOL, NOT A TOY.

(Circle 1991)

**ONLY ONE THING WILL
MAKE OUR CHAIN SAWS
GO FASTER.**

\$50 OFF STIHL 026



(Circle 1991)

RARE



inspiring conservation



I measure up!
I only catch crawfish tails
tails 5 1/2 inches or longer!

www.friendsoftheenvironment.org



RARE
inspiring conservation

patagonia®

Social Marketing



Marketing

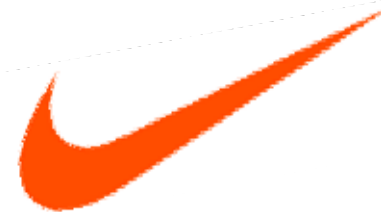
Marketing:

“The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives”.

The American Marketing Association



Recognize These?



Social Marketing

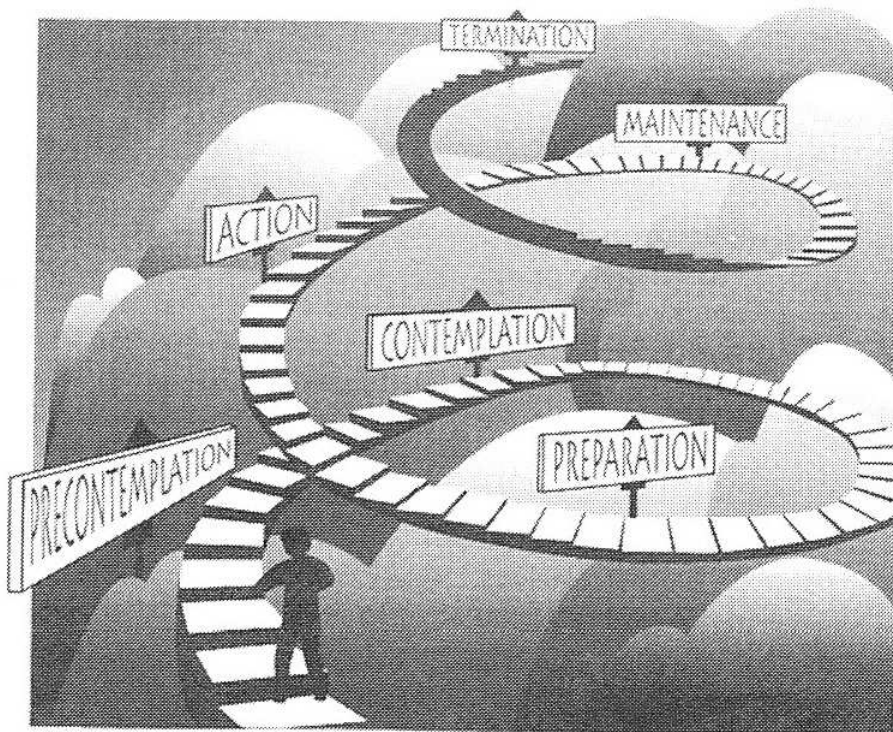
Which ones do you follow?

- Exercise 3 times per week
- Eat 5 servings of vegetables per day
- Wear a seatbelt
- Don't smoke
- Wear a helmet when riding a motorcycle or bike
- Don't litter
- Floss your teeth every day
- Recycle old batteries
- Don't drink and drive
- Get 8 hours of sleep every night
- Read to your children every night

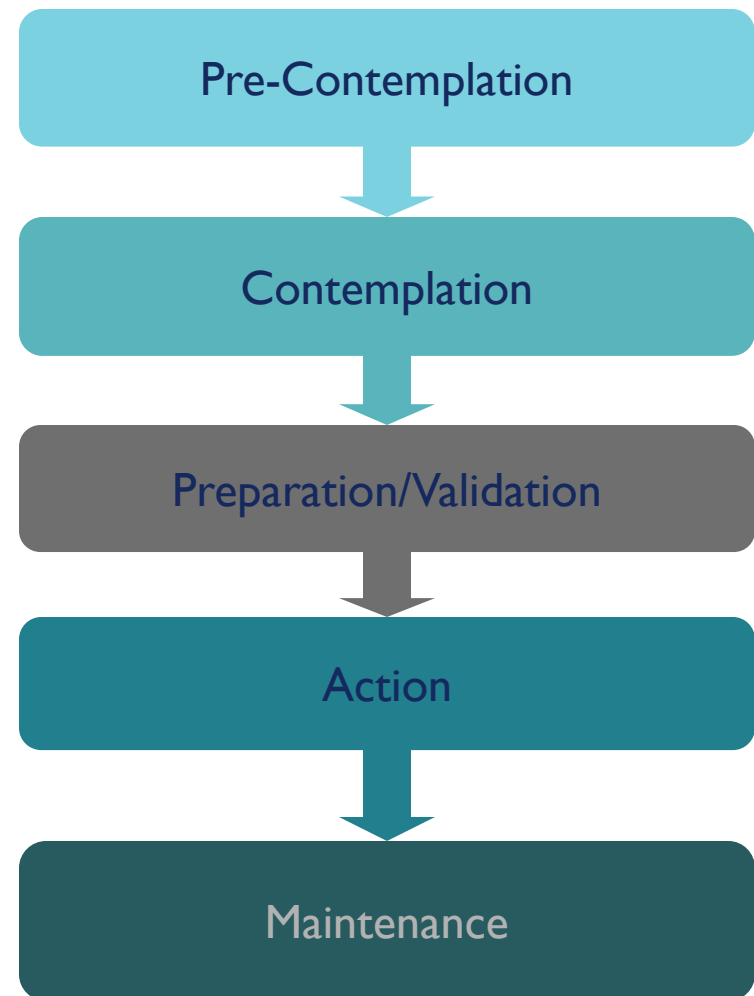


Comparison: Commercial and Social Marketing

- *Commercial Marketers*
 - **Behavioral goals:** clearly defined, immediate, strong short-term measures
 - **Accountability:** private, e.g. shareholders
 - **Relationships:** commonly competitive
 - **Audience:** Mostly accessible targets and audiences
- *Social Marketers*
 - **Behavioral goals:** more complex and challenging, sustained action over long term
 - **Accountability:** public
 - **Relationships:** based on building trust
 - **Audience:** Challenging high risk targets and audiences (more complex barriers)



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



Stages of Behavior Change

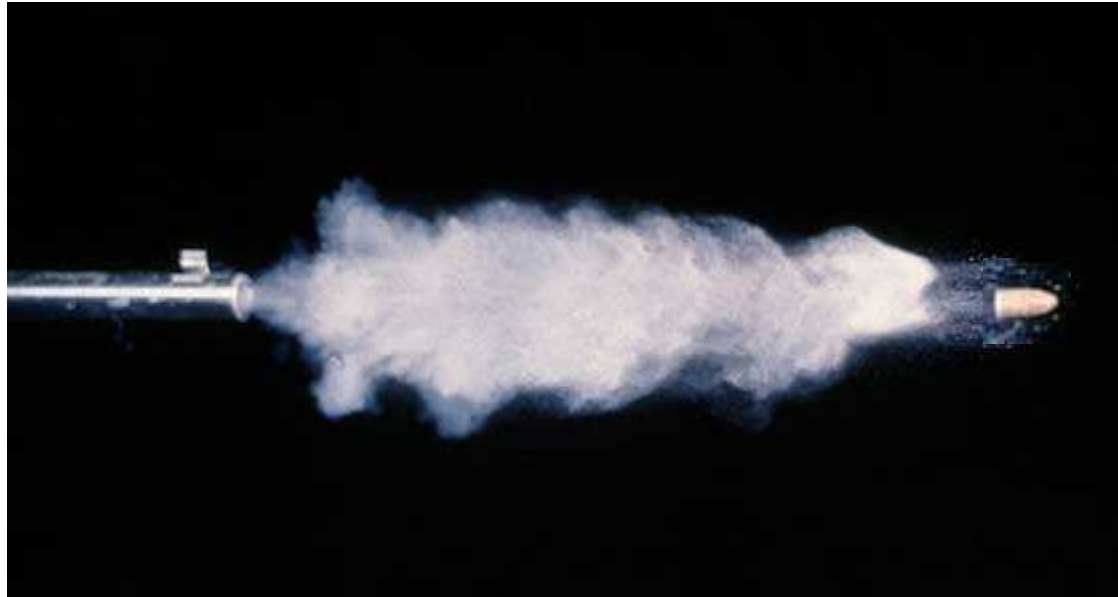
- **Pre-Contemplation** – Education about the effects of firewood collection on the forest and alternatives available.
- **Contemplation** — Increase the benefits of more sustainable approaches/decrease the benefits of firewood collection.
- **Action** – Decrease the barriers to alternative energy sources/increase the barriers to firewood collection.
- **Maintenance** – Praise and reward for doing the right thing.



Applying the Stages

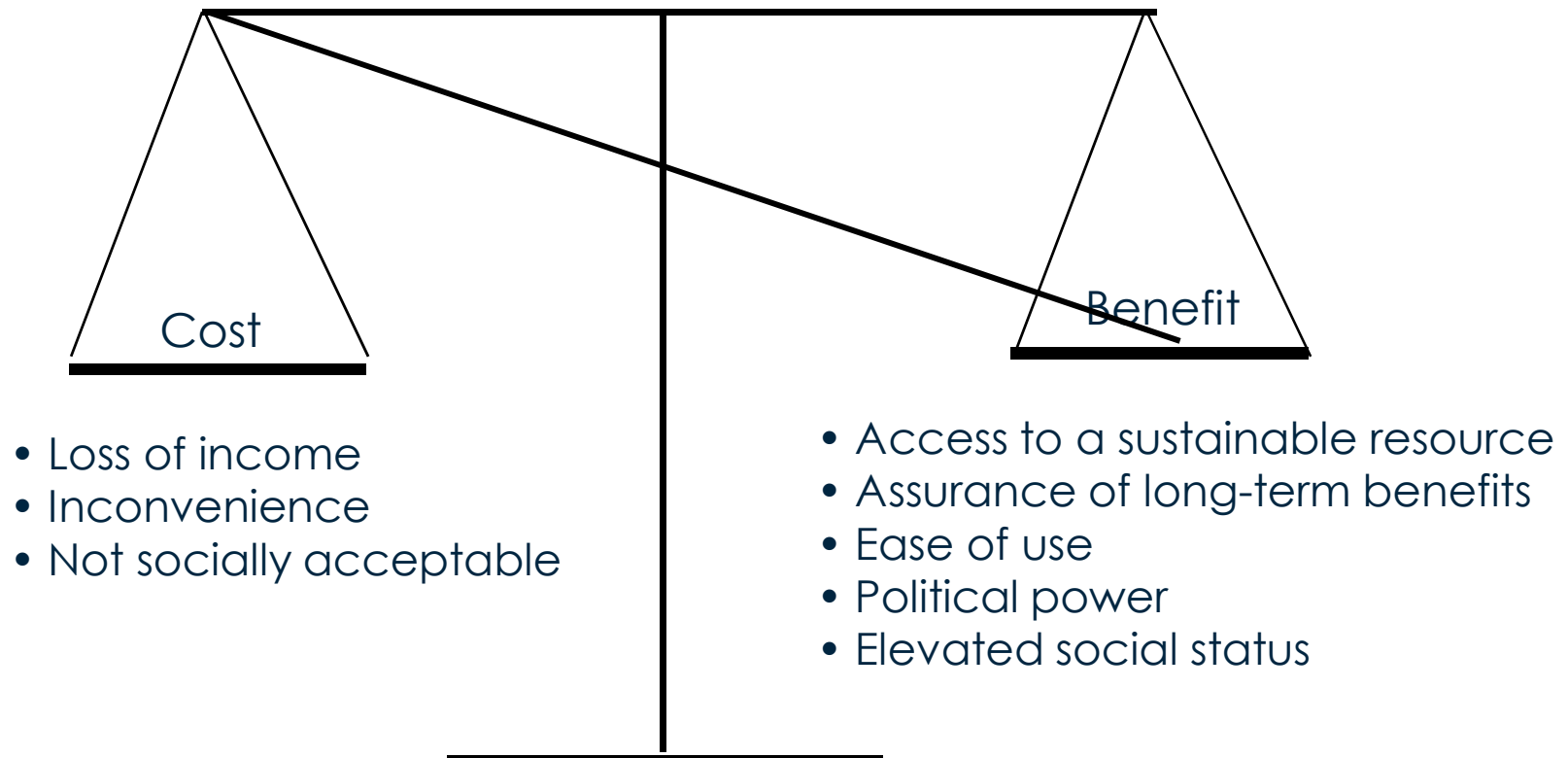
Activity

- Think of a behavior you either have changed or think you might need to change
- Where you are on the continuum
- Volunteers to explain
- What information do you need to move?



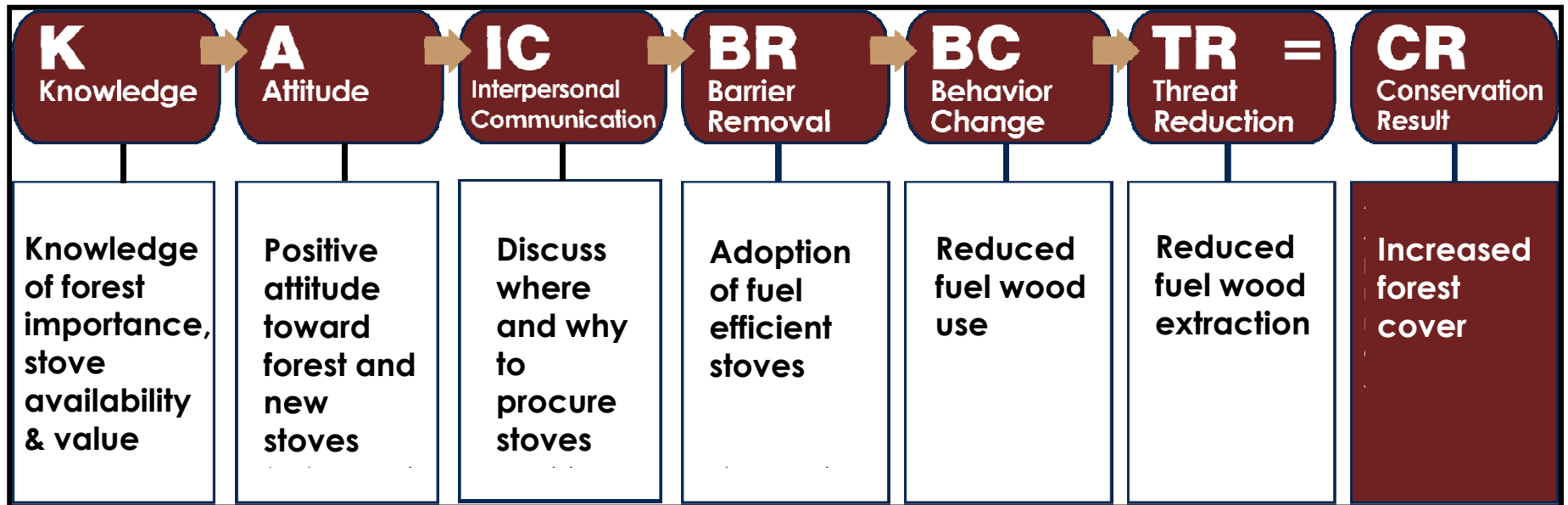
No silver bullet – one more tool

Target Behavior



Social Marketing

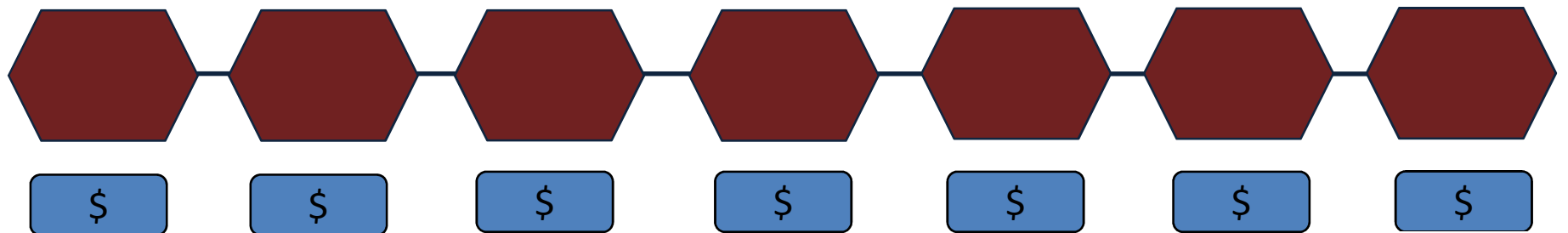
Creating a Theory of Change



Partners



Monitoring Plans





CASE STUDY: ONON RIVER

Campaign manager and local conservationist Gankhuyag “Gaana” Balbar is mobilizing his community to reduce threats to the endangered Hucho taimen through his Pride Campaign.

The Threat



The Behavior



Influence Change



**ТУЛ ЗАГАСАА ЭРХ
ДУРААР НЬ БАЙЛГАЯ !**



Загасчид бид Онон голынхоо тул загасыг жил ирэх тутам улам ихээр барьж агнасаар байгаад эд гээ устаж гий болох аюулд учруулаад байна. Ах дүү нараа! тул загасаа авран хамгаалах цаг болжээ! Хэрэв Та тул барьвал зөвхөн ид хавыг нь бишрэн зурагаа хамт авахуулаад усанд нь буцааж тавьдаг болбол цэнгэг усны хаан болсон гайхамшигт загасаа авраад зогсохгүй Таны найз нхдч тэрхүү тултай хамт зурагаа авахуулах боломжтой болох билээ. Яагаад гэвэл тэр тул усандаа лдсэн байгаа. Ерд л энэхүү энгийн үйлдэл тань Онон голынхоо болон тул загасныхаа нэг цэнийг хадгалах хамгийн шилдэг арга тдийг үйлдэж байгаль дэлхийдээ үйлдэж буй Таны асар том буян билээ.



**Ах дүү нараа !
Хэрэв тул барьвал
буцааж тавиарай !**



RARE
Inspiring conservation



Set our
taimen free!

Taimen are
unique to the
Onon River.
Brothers, if
you catch
taimen, let us
release them

Remove Barriers



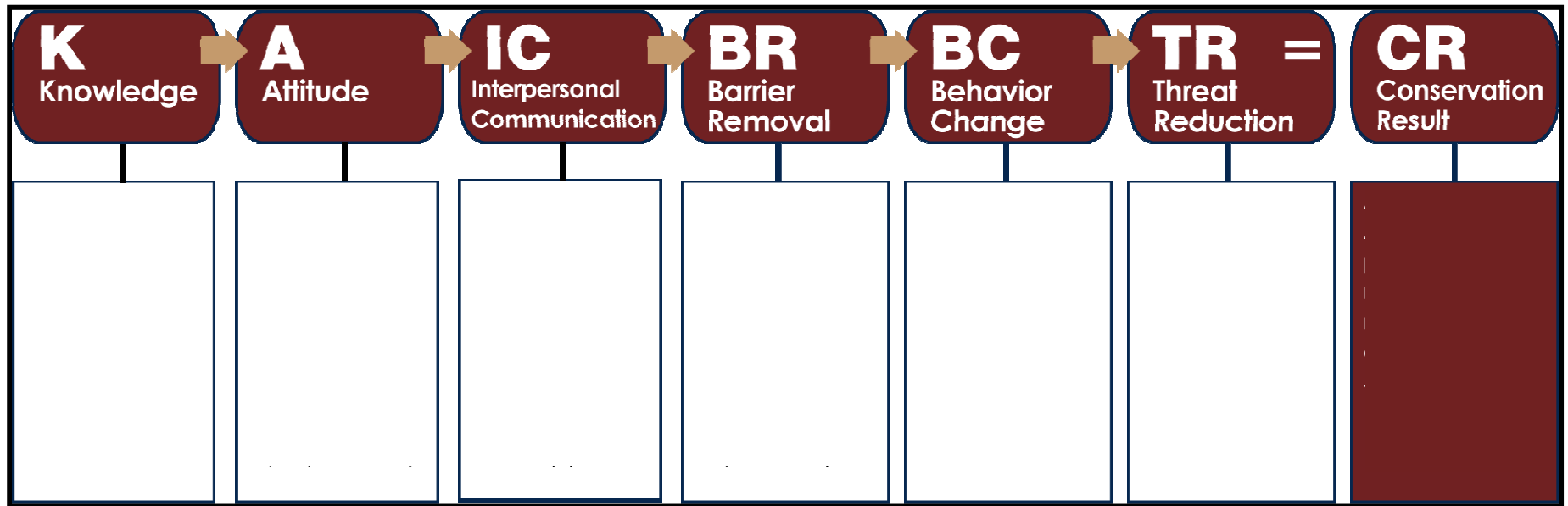
Behavior Changes



Sustaining Change



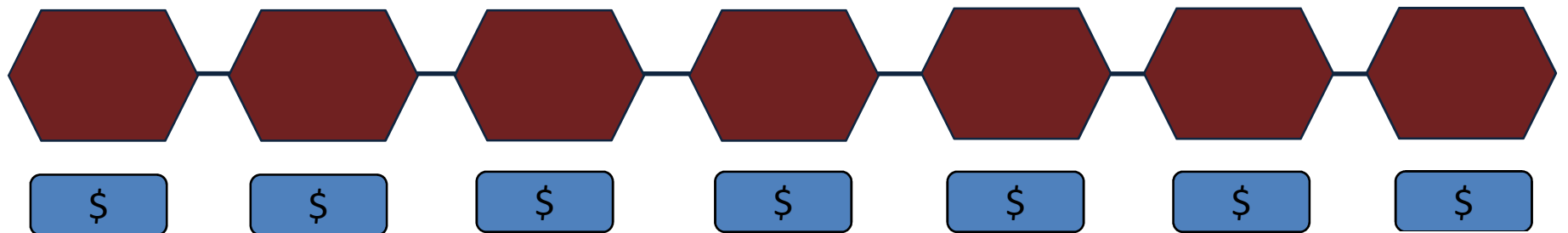
CREATING A T.O.C.



Partners



Monitoring Plans



Group work, ToC

- Go back to your groups
- Work backward through ToC for an issue of relevance to you
- For the sake of brevity, we'll need to just agree to move forward when prioritization becomes an issue, but tools available in the eModule 12
- 5 minute present back



Convention on
Biological Diversity

www.cbd.int

RARE

inspiring conservation

rareconservation.org

Inspiring Support for Protected Areas through
**Communication, Education
 and Public Awareness Programs**

A Quick Guide
 FOR PROTECTED AREA PRACTITIONERS



Have you attached
your rodent guard?

CHE'LU DID! DID YOU?



Thank You

An underwater photograph showing a vibrant coral reef at the bottom. The water is clear and blue, with sunlight filtering through from above, creating a shimmering effect on the surface. The coral is diverse in color and shape, with many small fish swimming around it. The overall scene is bright and lively.

Thank You

Current Pride Campaigns



**Campaign for
Zero Extinction in
the Andes
(12 campaigns)**

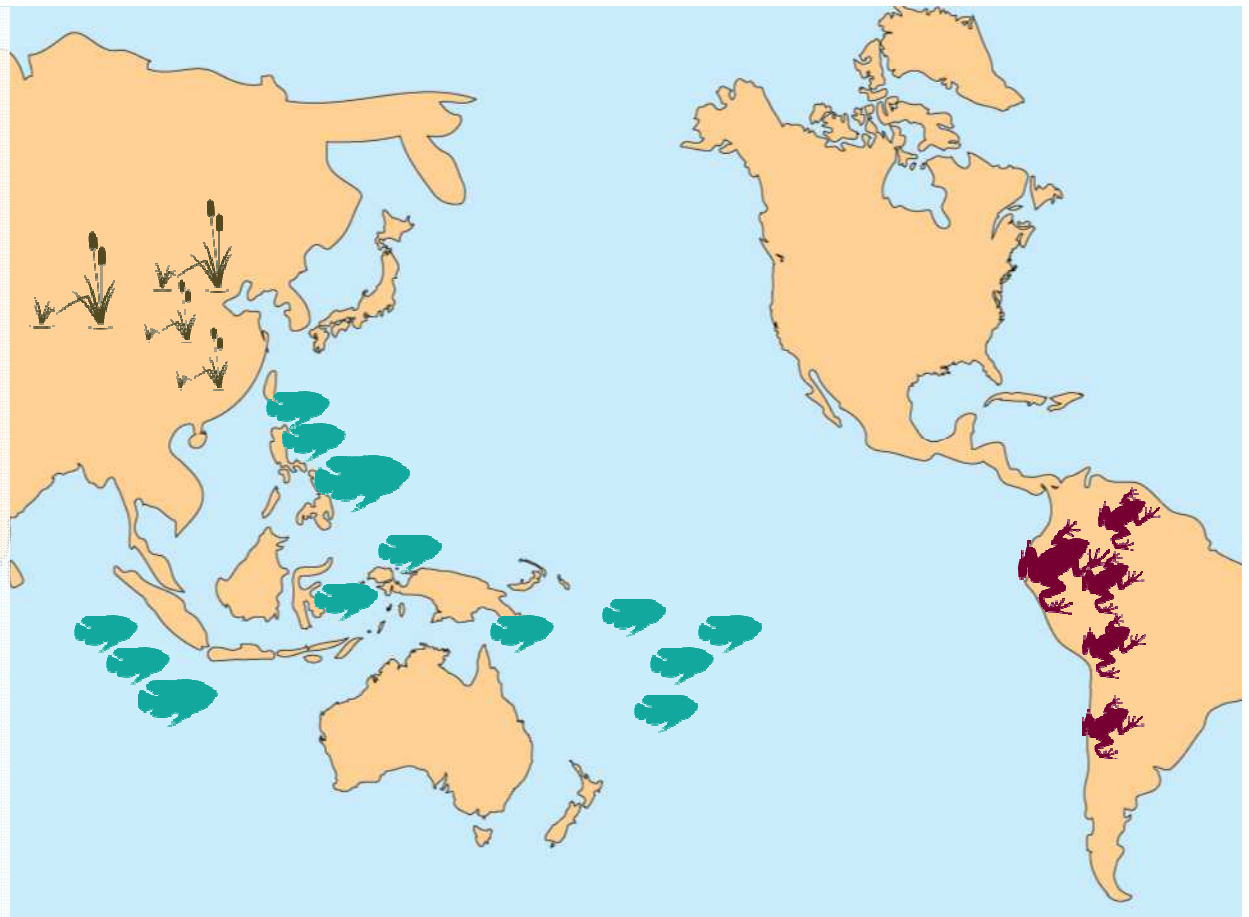


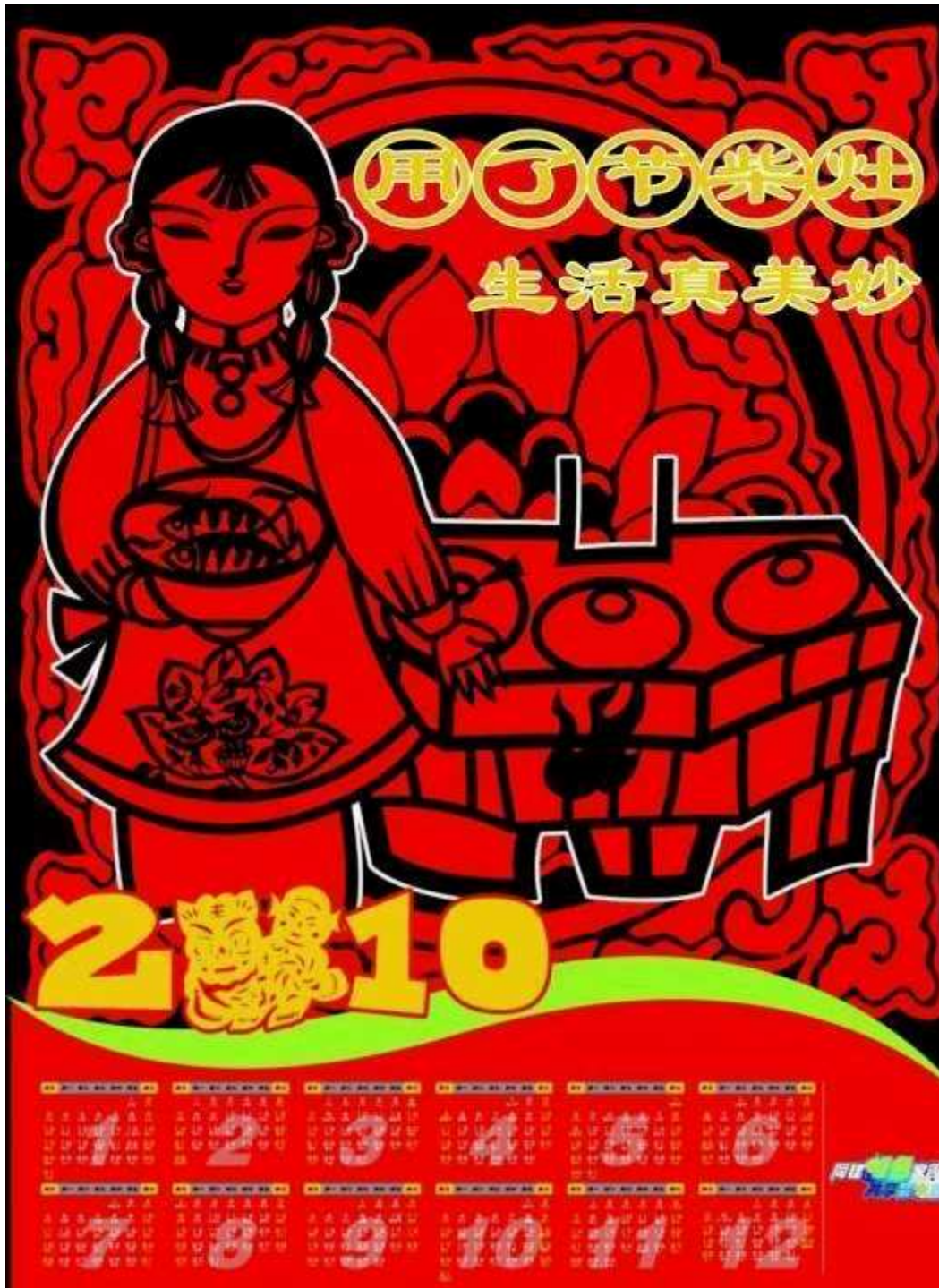
**Campaign for
Sustainable
Fishing in the
Coral Triangle**

- Indonesia &
East Timor (10)
- Philippines (12)



**Campaign for
Wetlands
Preservation in
China**





With my new
fuel-efficient
stove, life is
better

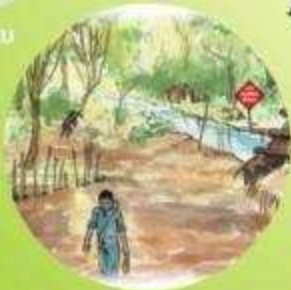
ຈົງລ່າເພື່ອກິນ ຢ່າລ່າເພື່ອດັບສູນ



ເມັດກິນເຫຼົ້າກິນ



ຖືກລະດູການ



ໃນເວລາຊົມໃຊ້ຂອງຕົນ



ສັດປ່າປະເພດຕຸ້ມຄອງ



ລ່າດ້ວຍເນື້ອງມີທີ່ໃກ້ຕ້ອງ

ປັດໃຈຂອງພັກລ່າທີ່ສະຫຼາດ



Be a responsible hunter.

Follow the 5 rules of hunting: Use traditional weapons, hunt the right species, in the right areas, during the right seasons, and for eating purposes only



ສັດປ່າທີ່ເປັນອາຫານຂອງຂ້ອຍຈະຫມົດແລ້ວ
ຂ້ອຍຈະລາຍງານການລັກລອບລ່າ ແລະ ຊື້-ຂາຍສັດປ່າທຸກຄັ້ງ

020 4 800 400



**WHAT WOULD YOU DO IF SOMEONE
LIT YOUR HOME ON FIRE?**



**FIRES ARE DESTROYING
OUR FORESTS**

Most fires are caused by community neglect and are preventable
consequences. We don't blame other people in our village, whom we
respect. Individual starting wildfires are always prosecuted.
To report a wildfire fire, call 911.



WWW.STOPTHEFIRESGEAR.COM

Social Marketing Goals

- Identify a need detrimental to environment
- Educate the community
- Motivate the community
- Provide knowledge & tools



When is Social Marketing Appropriate?

- Caused by human activities
- Knowledge of target audiences
- Awareness and behavior change possible
- Community support critical for sustainability
- Cost effective

Social Marketing Complements

- Regulations
- Subsidies
- Information exchange
- Environmental education
- Policy & advocacy
- And more...

