

Social Marketing for Behavior Change

*Workshop on updating NBSAPs
May 10, 2011*

Rare at a Glance

Established: 1973

Central office: Arlington, VA, USA

Regional offices: China, Indonesia, Philippines, Mexico

Total staff globally: 80+

Growth trajectory: Budget has grown by 5X in the last 7 years

Projects launched: more than 200 in over 50 countries

Our specialty: Marketing pro-environmental behavior; making conservation work for local people

Method Summary: Rare trains partners to run Pride projects that change attitudes and behaviors, provide sustainable alternatives, and help communities protect biodiversity at the local level

Rare & CBD

Signed MOU in 2010 to support CBD's strategic plan, particularly around Communication, Education, and Public Awareness (CEPA)

Co-developed e-learning module (#12) on education and awareness, for the Programme of Work on Protected Areas:

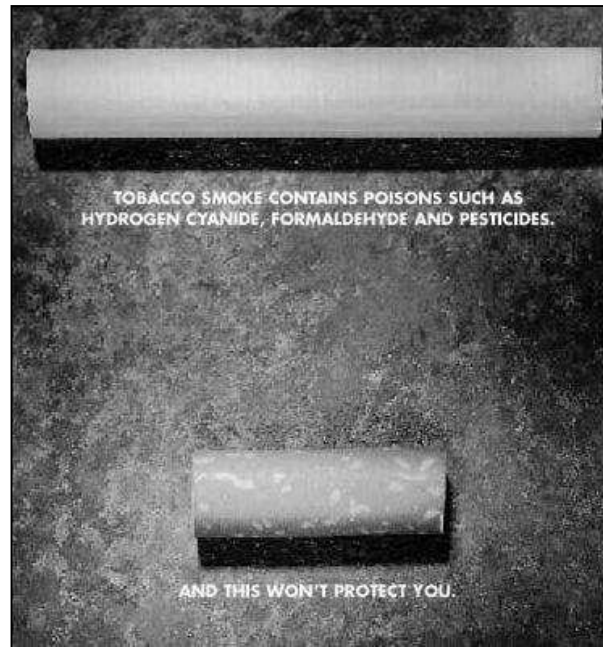
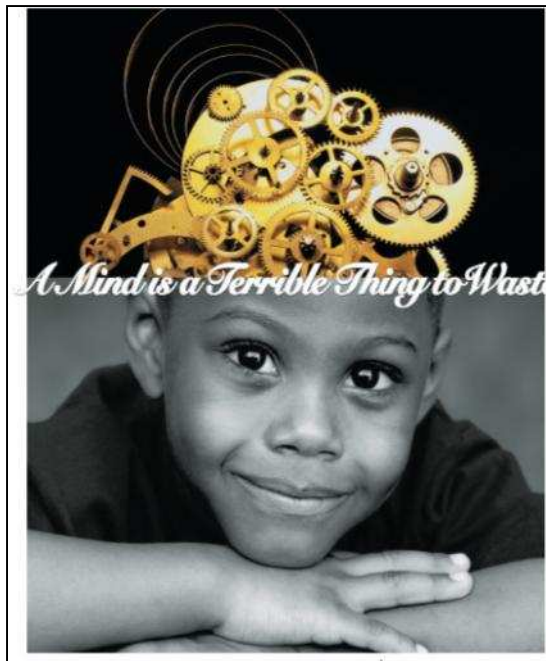
<http://www.cbd.int/protected/e-learning/>

Supports CBD's efforts to “carry out communications plans to promote understanding and behavioural change...” (SBSTTA 14 report)

Why Marketing?



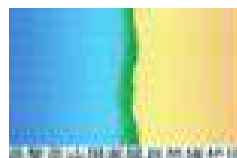
Using Marketing for Good





This is what Rare and its partners do around the world

Gaoligong Mountain Nature Reserve



Biodiversity



- Largest nature reserve in Yunnan Province at 405,200 hectares
- Extremely biologically diverse: 10 major vegetation types; 699 vertebrates; 1,690 insects
- ~5,000 hectare eco-corridor connects families of the endangered *Hoolock Gibbon*

Community



- 21,000 people surround the eco-corridor
- Agriculture is primary income source
- Local people rely on illegally logged fuel wood to cook food for themselves and their livestock, as well as to heat houses
- Each household collects 4-7 m³ of fuel wood per year
- Women are primary labor to collect fuel wood and cook

Behavior Change for Conservation

Outcomes

- | | |
|--|---|
| Long-term goals
(5-10 years) | <ul style="list-style-type: none">• Stabilize the Hoolock Gibbon population• Measurably improve health of forest ecosystem |
| Intermediate goals
(2-5 years) | <ul style="list-style-type: none">• Reduce the amount of fuel wood logged each year• Relocate logging away from eco-corridor |
| Immediate goal
(2 years) | <ul style="list-style-type: none">• Communities adopt fuel-efficient appliances |

Inputs

- | | |
|---------------------------|--|
| Technical Solution | <ul style="list-style-type: none">• Communities gain access to fuel-efficient appliances |
| Knowledge | <ul style="list-style-type: none">• Communities learn why logging is a problem, and recognize fuel-efficient appliances as a means of reducing logging |

What's Missing?

*Knowledge and availability
DO NOT guarantee change*

Changing Attitudes & Social Norms



Making Efficient Stove Desirable



Competitions

Posters

Billboards

Mascots

Radio and TV shows

Songs

Coasters

Shopping bags

Bumper stickers

Children's books

Celebrity endorsements

Festivals

Buttons

Banners

Murals

Results

Metric	2008	2010
% of villagers who consider the Hoolock Gibbon the most important local animal	36%	94%
% of villagers who know that their logging threatens the gibbon's survival	53%	96%
% of community who think it is "easy" not to collect fuel wood in Gaoligong's eco-corridor	19%	93%
% of fuel-efficient appliance owners that actually use these appliances on a daily basis	30%	71%
# of trees cut in randomly sampled 2,000 m ² section of the eco-corridor	20	0

Lessons of Social Marketing

- Effective communication involves more than sharing knowledge; it also taps into people's emotions
- Communications efforts should be preceded by qualitative and quantitative analysis of people's attitudes toward conservation
- Marketing methods should be continually tested and revised based on people's feedback; communities often end up leading the effort themselves
- Don't be disheartened if initial change is slow; getting the first group of adopters is the hardest part.
- Target your messages to the people directly causing environmental threats, and those that influence them