



Convention on Biological Diversity

Behavior Change & Communication, Scientific Tools To Face Environmental Problems

Dec 10th 2022

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Global Biodiversity Communication Forum 5



Convention on
Biological Diversity



Agenda

- Introduction to What is Behavioral change & Why psychological perspective is important in environmental problems
- Concrete examples of Theory based interventions
- Mechanisms of Action and Behavior Change Techniques
- Communication strategies
- Close



Panelists

M. Sc. Nora Anicker



Psychologist

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M. Sc. Saimy Hernández



**Environmental
Psychologist**

Sustainable Cities
Officer at WWF México

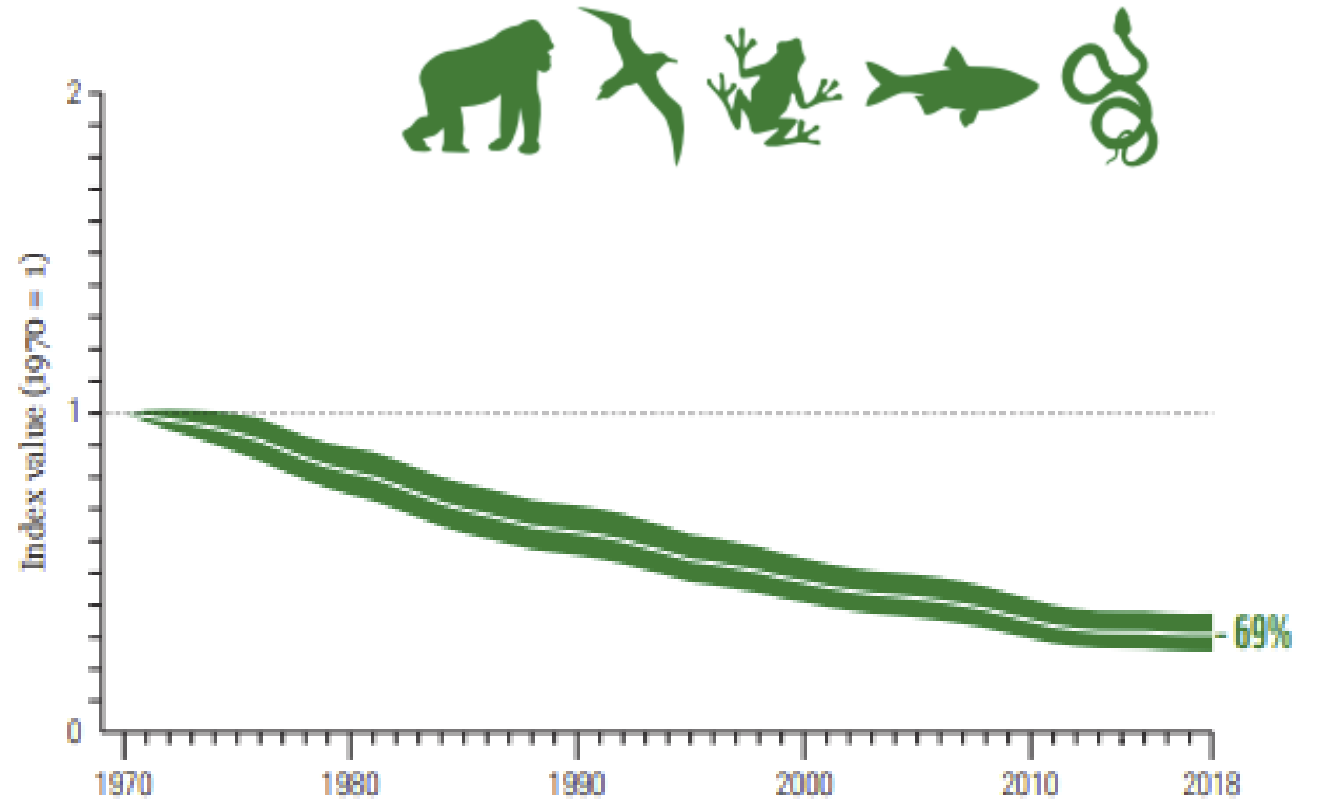
Ph.D. Octavio Salvador

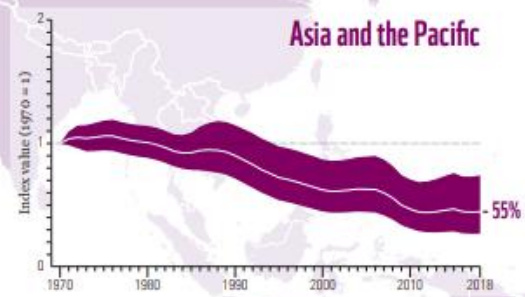
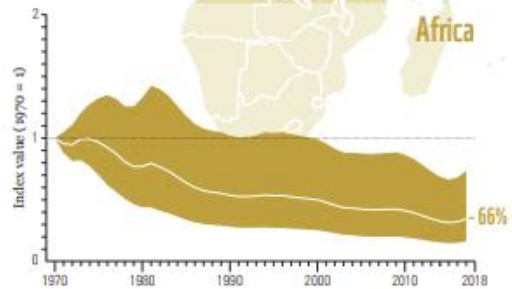
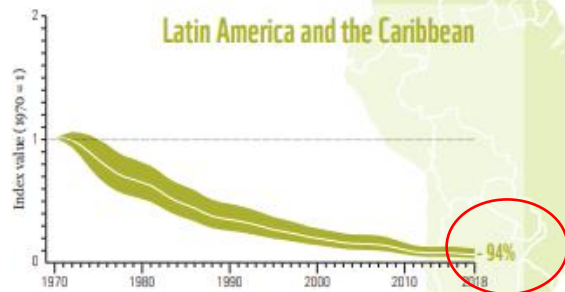
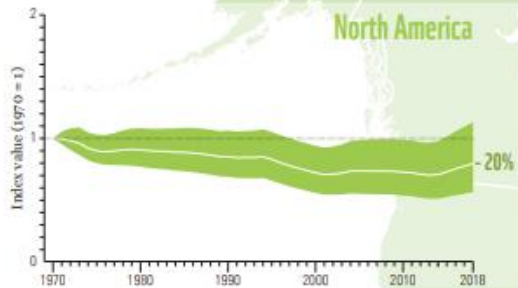


**Social & Environmental
Psychologist**

Consultant for WWF
Mexico

Context





Regional Level



ENVIRONMENTAL RESEARCH
LETTERS

LETTER • OPEN ACCESS

Greater than 99% consensus on human caused climate change in the peer-reviewed scientific literature

Mark Lynas^{4,1}, Benjamin Z Houlton² and Simon Perry³

Published 19 October 2021 • © 2021 The Author(s). Published by IOP Publishing Ltd

[Environmental Research Letters](#), [Volume 16](#), [Number 11](#)

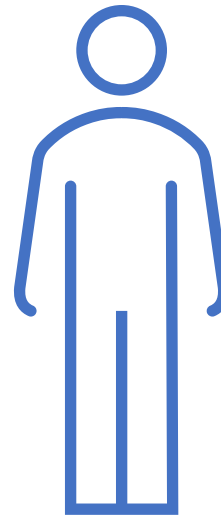
Citation Mark Lynas *et al* 2021 *Environ. Res. Lett.* **16** 114005

Climate Change

[+ Article information](#)

Why Psychological Perspective Is Important ?

- To complex problems, multidisciplinary perspectives
- To mitigate and adapt to environmental challenges, behavioral changes are needed
- To enable conditions to change
- The important role for psychological and social insights is to identify ways to convince populations to support, governments to adopt



What Is Behavioral Change



Behavioral science

- It enables behavior, what prevents it, and how best to elicit and maintain it.
- Identify the target behavior, and make easier
- To change behavior is needed understand who needs to do what, when and for how long in order to achieve one's objectives

Factors Related With Behavioral Change

FACILITATOR

"Set of external conditions conducive to the implementation of an action" (OECD, 2002)



BARRIER

"Obstacle or material or moral difficulty that separates two things or two people" (Moliner, 1997). They can be internal or external





An Example

1. Identifying The Target Behavior

The City Council decided to take action to encourage people to bike or walk to the mailbox instead of driving.



2. Identifying the Mechanisms of Action



3. Choosing Behavior Change Techniques

Environmental
context

Beliefs about
consequences

Social Norms

Photo by [Nick Fewings](#) on [Unsplash](#)



Photo by [Marcel Eberle](#) on [Unsplash](#)



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4. Intervention Implementation And Evaluation



Photo by Kristina Tripkovic on Unsplash

The Human Behaviour Change Project (HBCP)

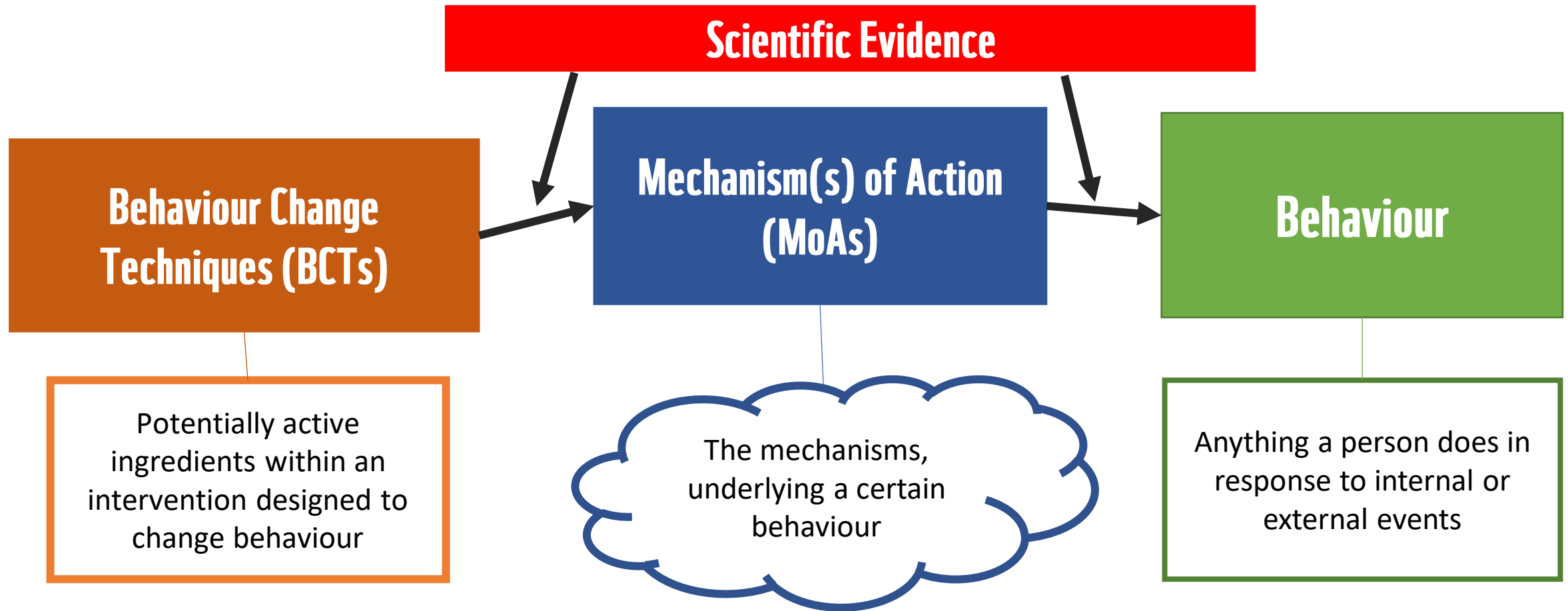
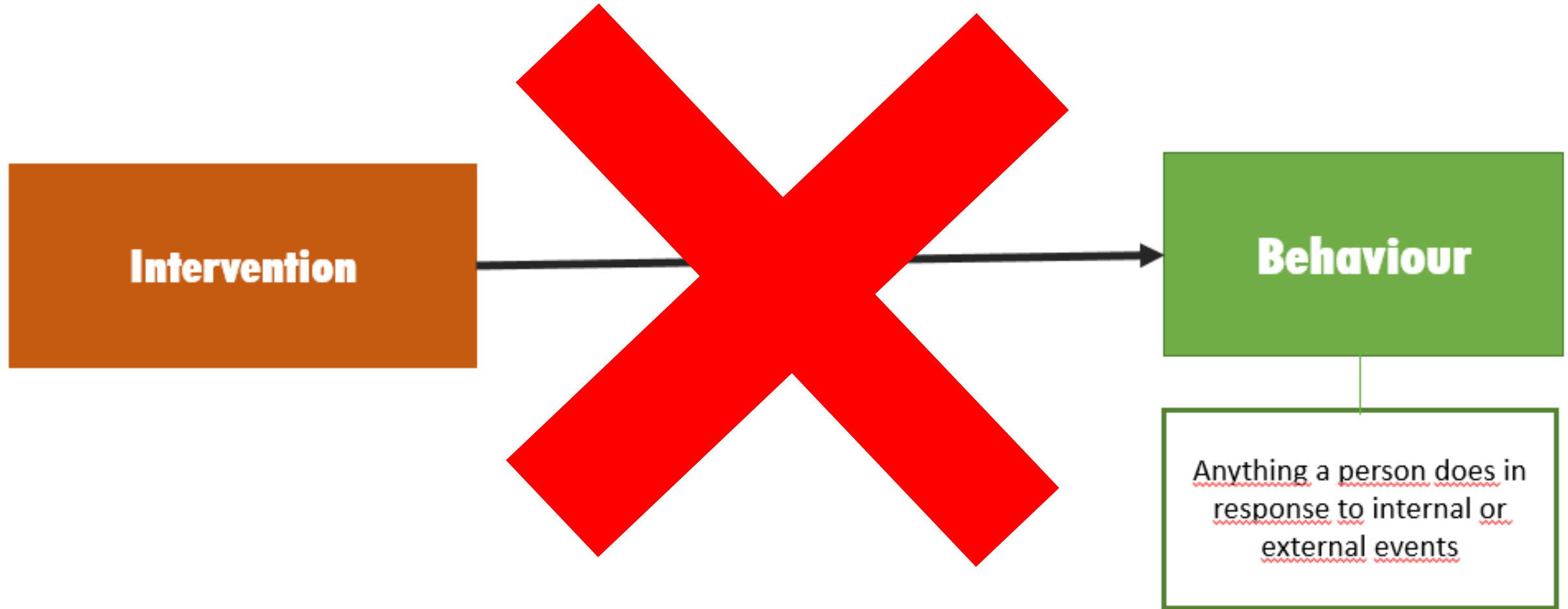


Figure 1. Behavior change techniques change behavior via mechanisms of action (adapted from Michie et al.).

Behaviour (change)



Communication is a two-way process

1. Engaging Stakeholders and Partners
2. Promoting creativity and innovation



MÓDULO 1
Liderazgo para el presente y el futuro: **Ciudadanía Responsable**

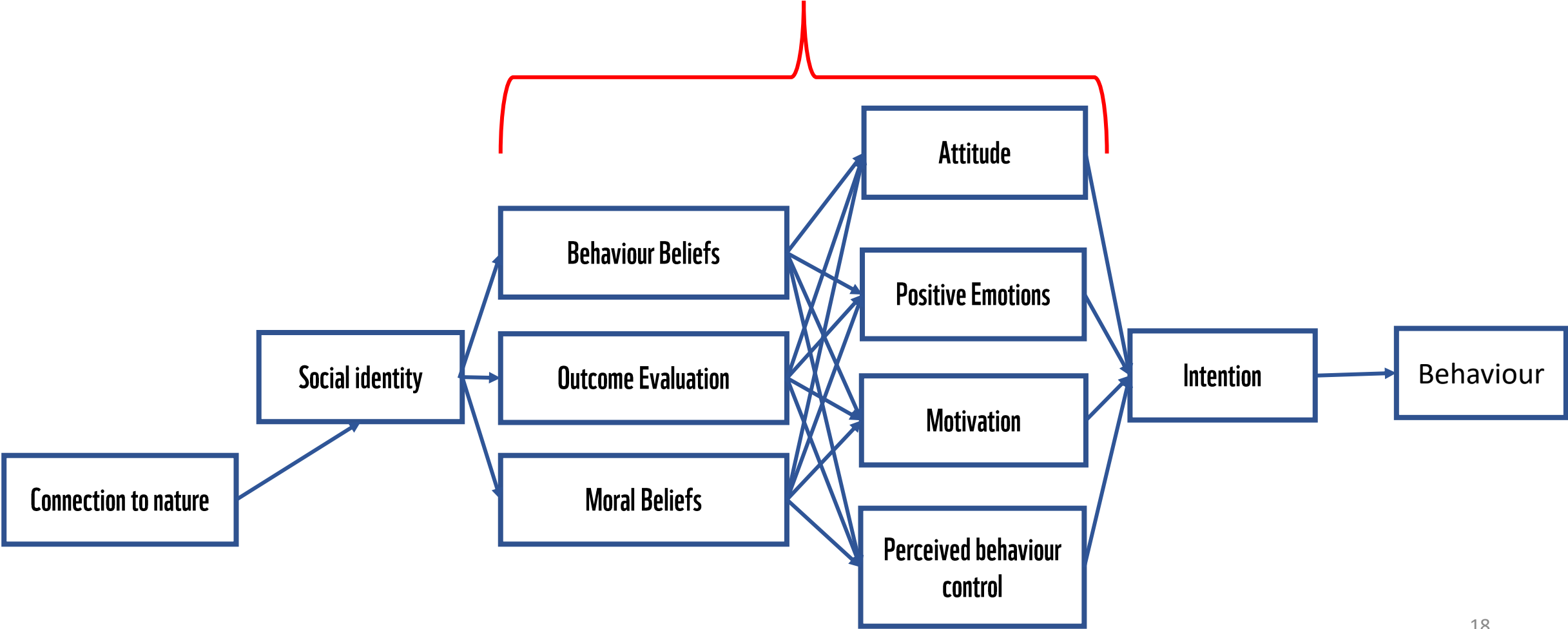
Sofía Álvarez Castrejón
WWF México



Communication Strategy In Psychological & Behavioral Change

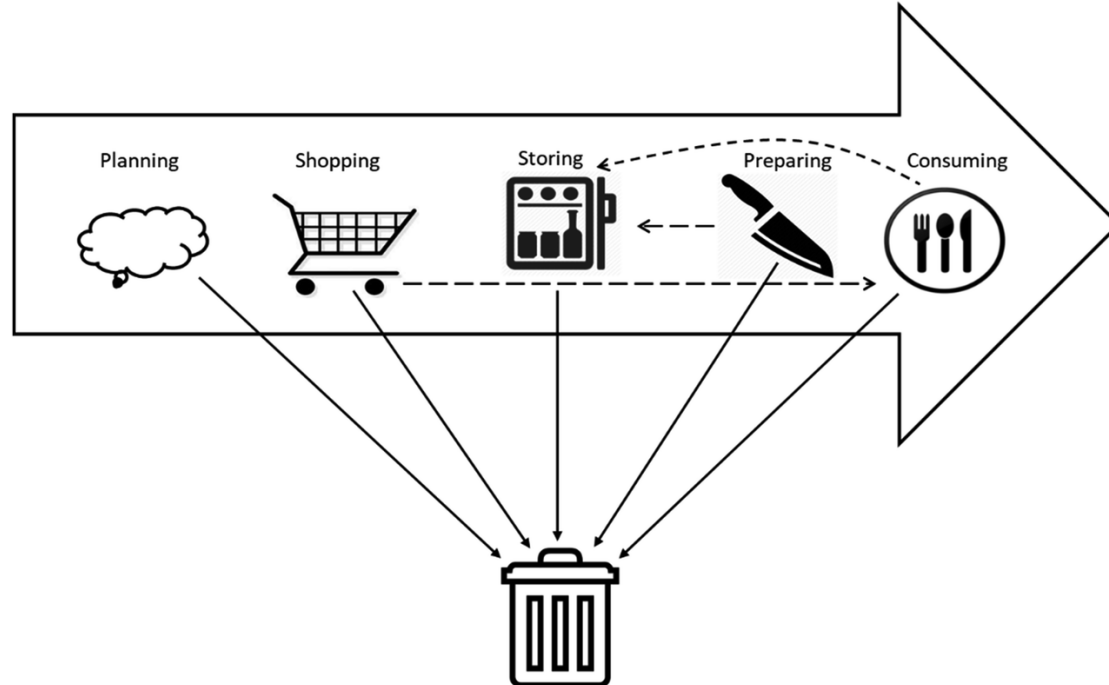


Behavioural change process based on communication program intervention



Communication In Interventions

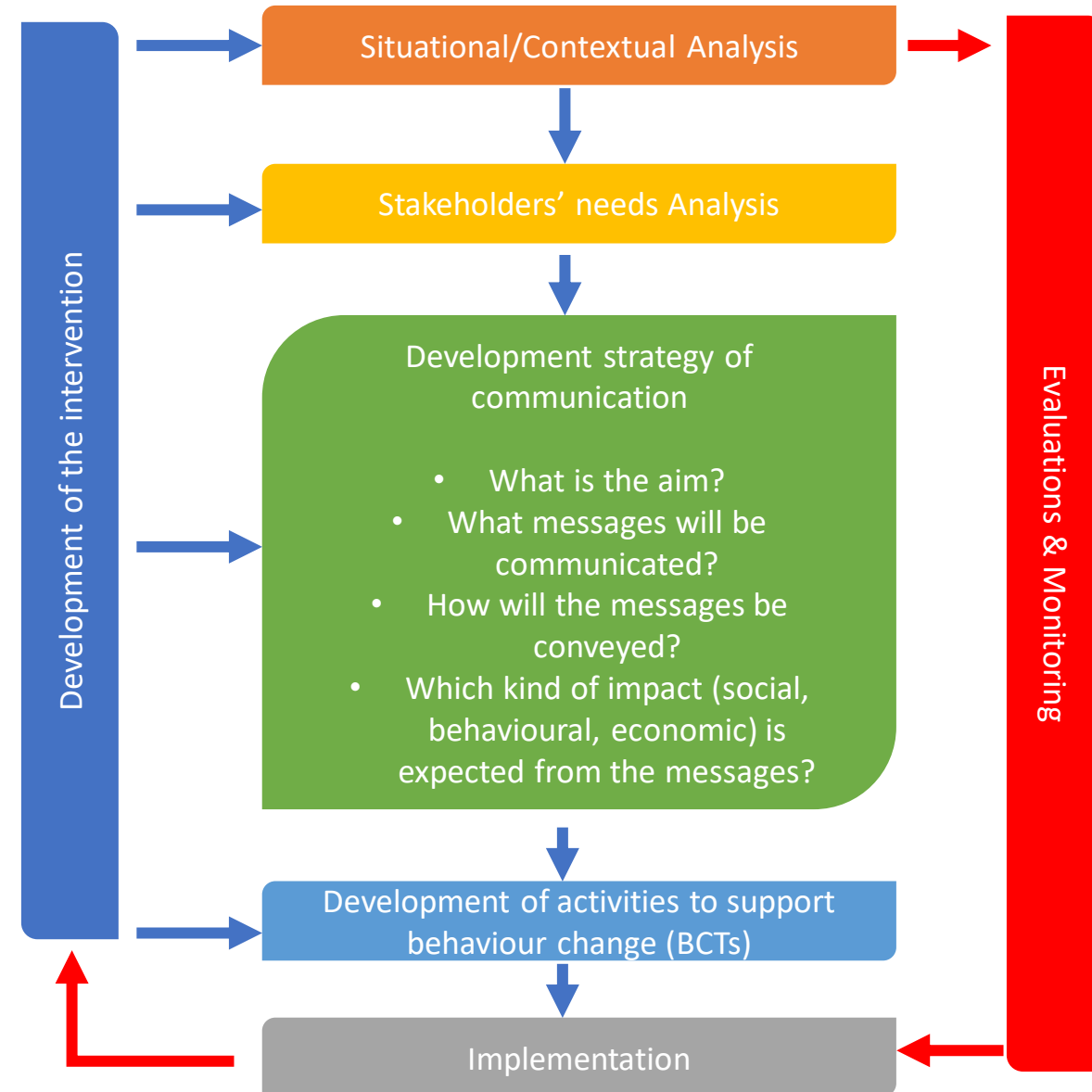
- Make people aware of a problem
- Resignify the attitudes about phenomena
- Promote the behavioural change



Successful Communication Strategy



- Knowing the context of the phenomena
- Determine objectives and methods for behavioural change
- Develop communication objectives
- Development of the intervention
- Consider audience characteristics
- Use the correct strategic approaches:
 - ✓ Social networks
 - ✓ Entertainment
 - ✓ Education



Thanks and have a great day!

together possible™

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Working to sustain the natural world for the benefit of people and wildlife.

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