Societal Biodiversity Awareness Study 2022
Brazil, Colombia, India, Indonesia, Kenya, Mexico. Peru. South Africa, Vietnam

Dr Christine van Deuren, WWF

CBD COP15, Montreal

Content

How to measure awareness?

Assessment tool: How to measure awareness?

Goal of the Societal Biodiversity Awareness Indicator
- Measuring awareness
- Predicting & influence behaviour

Theoretical core
- Theory of planned behaviour (Ajzen, 1991)
- Norm activation model (Schwartz & Howard, 1981)

Result

Societal Indicator on Biodiversity Awareness (2022)

The cross-cultural invariance of a new biodiversity index (2023)

Background: Aspects of Awareness

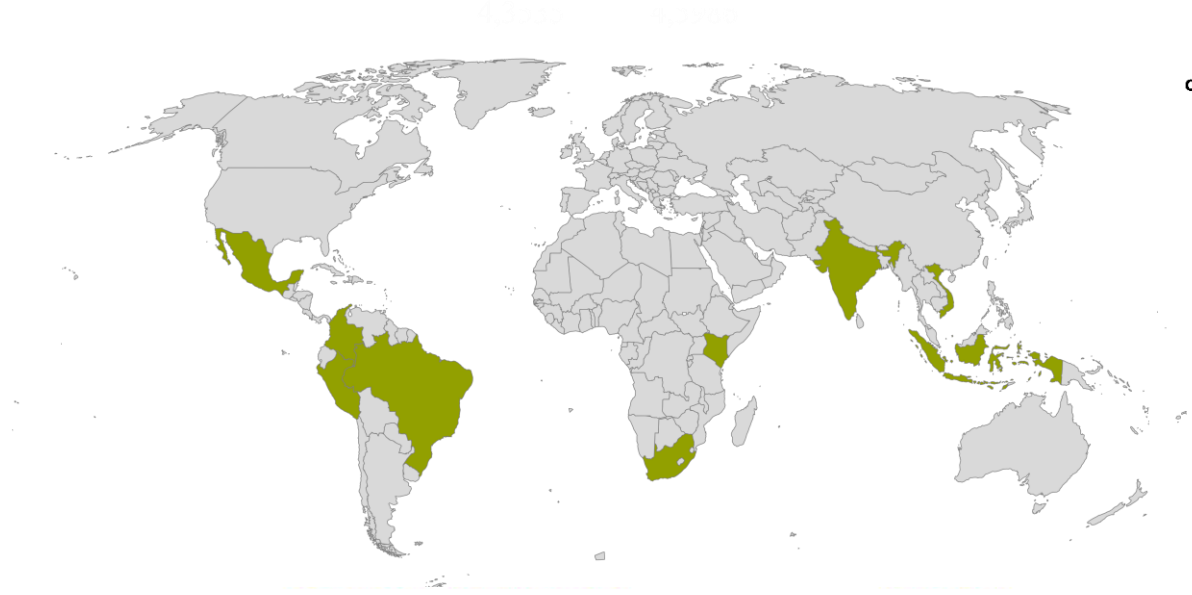|	Constructs	Item (examples)
Predictors	Nature Connectedness	I am part of nature, not separate from it.
	Problem Awareness	By destroying biodiversity, humans are endangering the very foundation of life.
	Social Norms	People wo are important to me prefer buying products produced in an eco-friendly way.
	Attitude	Preferring to buy products in an eco friendly way for me is…
	Perceived Behaviour Control (PBC)	Preferring to buy products produced in an eco friendly way for me is…
	Identification with Nature Conservation Group	I feel connected to groups that are actively committed to protecting biodiversity.
Intentions	Social Identity	Keep informed about current developments regarding biodiversity.
	Lifestyle Change / Ecological Consumption	Live more frugally so that future generations can continue to benefit from nature's diversity and wealth.
	Collective Action	Participate actively in a nature conservation organization in order to help conserve nature and biodiversity.
	Willingness to pay for nature conservation	Donate money to the care and maintenance of a protected area.

Background: Structural modell
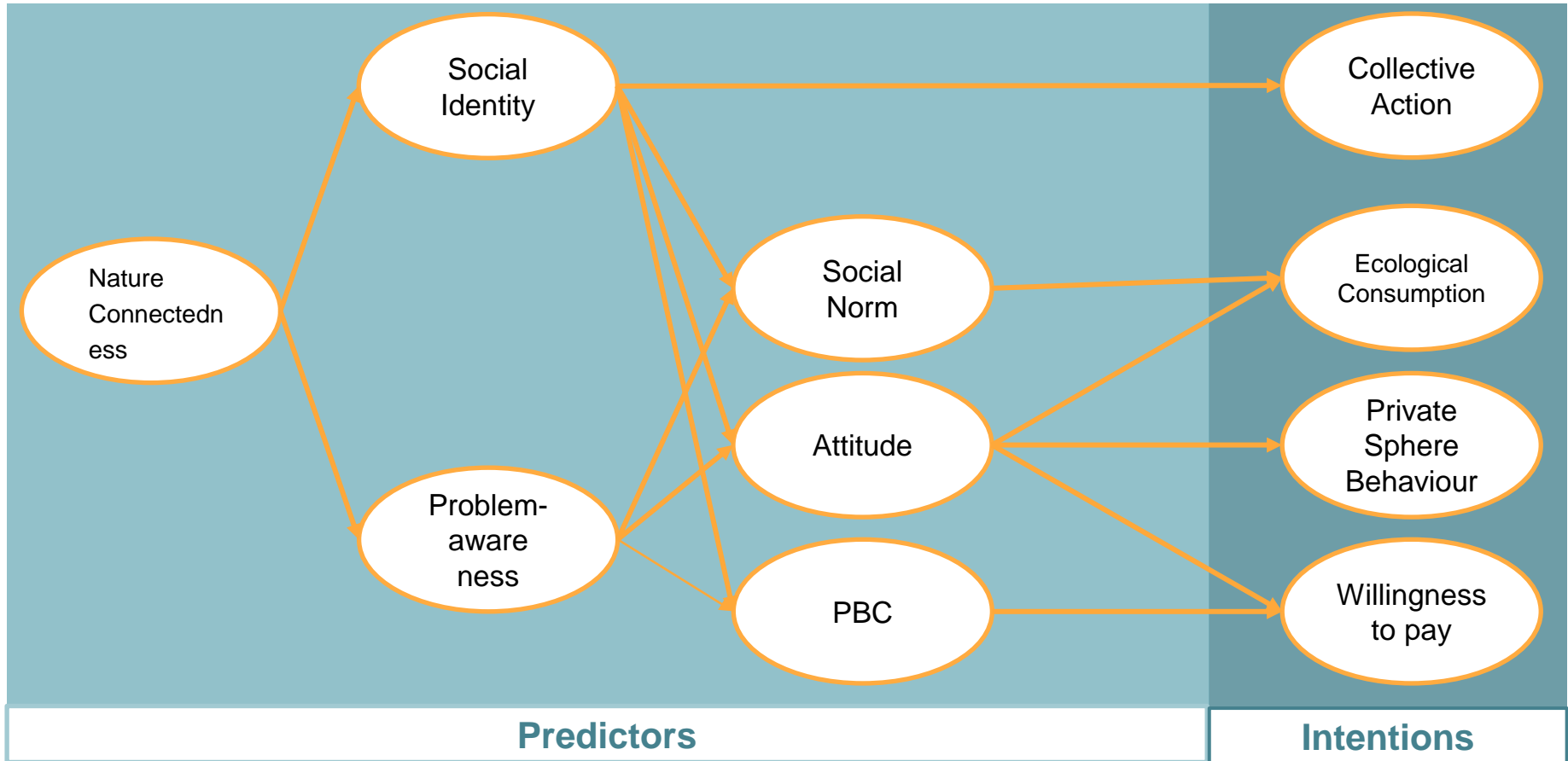
Societal Biodiversity Awareness Study

Background: Societal Biodiversity Awareness Study

Biodiversity Awareness Study 2018 and 2022

Societal Awareness of Biodiversity
in India, Indonesia, Vietnam, Brazil, Colombia,
Mexico, Peru, Kenya and South Africa

Secondary analysis of the "Biodiversity Awareness Study 2022"

WWF Germany & Sinus Institute

connect2earth

ASIA **LATIN AMERICA** **AFRICA**

| India | Indonesia | Vietnam | Brazil | Colombia | Mexico | Peru | Kenya | South Africa |

Methodology: Data collection

Target group
- Online
- 18 to 65 years

Method
- Standardised online interviews (CAWI)

Implementation
- November 2021
- Ca. 25. min per query

Unterstützt von Bing
© GeoNames, Microsoft, Navinfo, TomTom, Wikipedia
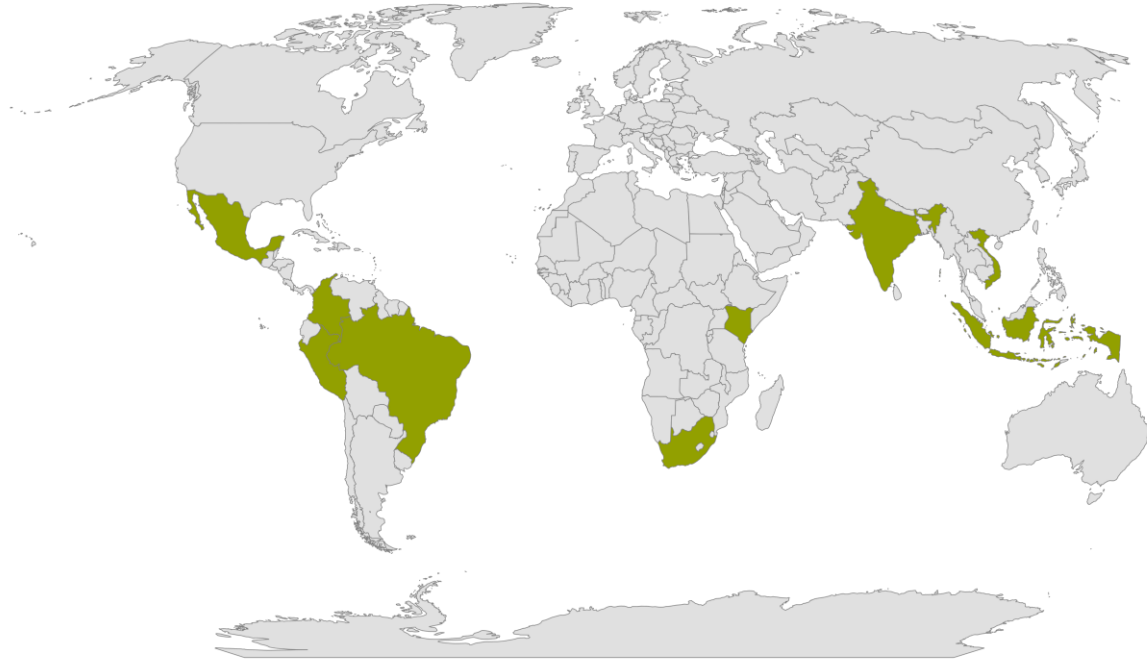
Methodology: Data analysis

	Ø	India	Indonesia	Vietnam	Brazil	Columbia	Mexico	Peru	Kenya	South Africa
1. Quartile	25									
2. Quartile	25									
3. Quartile	25									
4. Quartile (SBA-Indicator)	25									

Comparision between countries
three threshold values were calculated, dividing the total sample (N = 10,260) into four equally sized groups (quartiles)

Results: Overall indicator

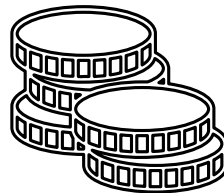|	Ø	India 🇮🇳	Indonesia 🇮🇩	Vietnam 🇻🇳	Brazil 🇧🇷	Columbia 🇨🇴	Mexico 🇲🇽	Peru 🇵🇪	Kenya 🇰🇪	South Africa 🇿🇦
1. Quartile	25	16	30	19	45	18	25	21	22	35
2. Quartile	25	24	25	23	27	22	26	27	25	25
3. Quartile	25	30	23	26	16	27	22	26	28	22
4. Quartile (SBA-Indicator)	25	31	23	32	13	33	27	27	25	19

Results: Socio demographics

Composition: Socio demographics global
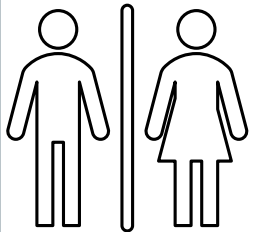
Gender:
- Male / Female: 50/50

Household Income
- Low: 29%
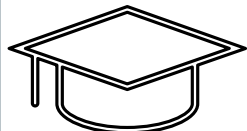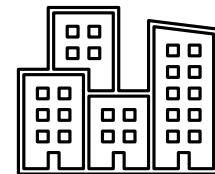- **Average: 37%**
- **High: 31%**

Age:
- **18 – 29 years: 39%**
- **30 – 39 years: 31%**
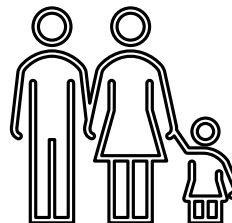- 40 – 49 years: 16%
- 50 – 65 years: 14%

Residential Location
- **Urban: 66%**
- Sub-urban: 29%
- Rural: 5

Education:
- Low formal education:12%
- Average: 19%
- **High: 69%**

Children in household
- **With: 78%**
- Without: 22%

Composition: Socio demographics country wise

Figures in percent	Ø	India	Indonesia	Vietnam	Brazil	Columbia	Mexico	Peru	Kenya	South Africa
Gender										
Male	50	52	50	48	47	48	49	52	52	49
Female	50	48	49	52	52	52	50	48	48	51
Age group										
18 to 29 years	39	35	39	51	34	36	28	39	67	33
30 to 39 years	31	34	35	34	25	28	30	29	28	30
40 to 49 years	16	17	16	11	17	19	20	19	5	19
50 to 65 years	14	14	10	4	24	17	21	13	1	18
Education										
Low formal education	12	5	5	11	36	12	4	8	9	25
Average formal education	19	10	36	13	12	18	17	23	20	24
High formal education	69	85	59	76	52	70	78	69	71	51

Composition: Socio demographics country wise

Figures in percent

	Ø	India	Indonesia	Vietnam	Brazil	Columbia	Mexico	Peru	Kenya	South Africa
Household income										
Low income	29	22	30	10	34	37	30	50	32	25
Average income	37	40	49	31	32	39	26	25	47	44
High income	31	36	19	58	29	19	40	22	17	28
No answer	3	2	2	1	5	5	4	3	5	3
Residential location										
Urban	66	80	56	69	59	82	82	86	20	41
Sub-urban	29	16	36	22	39	16	16	13	68	53
Rural	5	4	8	10	2	2	1	1	12	5
Children in household										
Children in household	78	83	89	85	75	81	79	82	63	77
No children in household	22	17	12	15	25	19	21	18	37	23

Results: Education

Campaigns seem to have appealed more to people with a high education
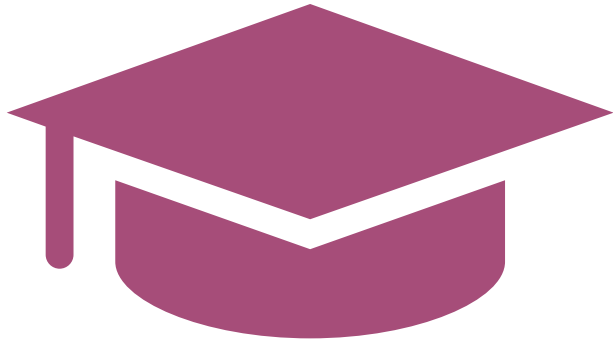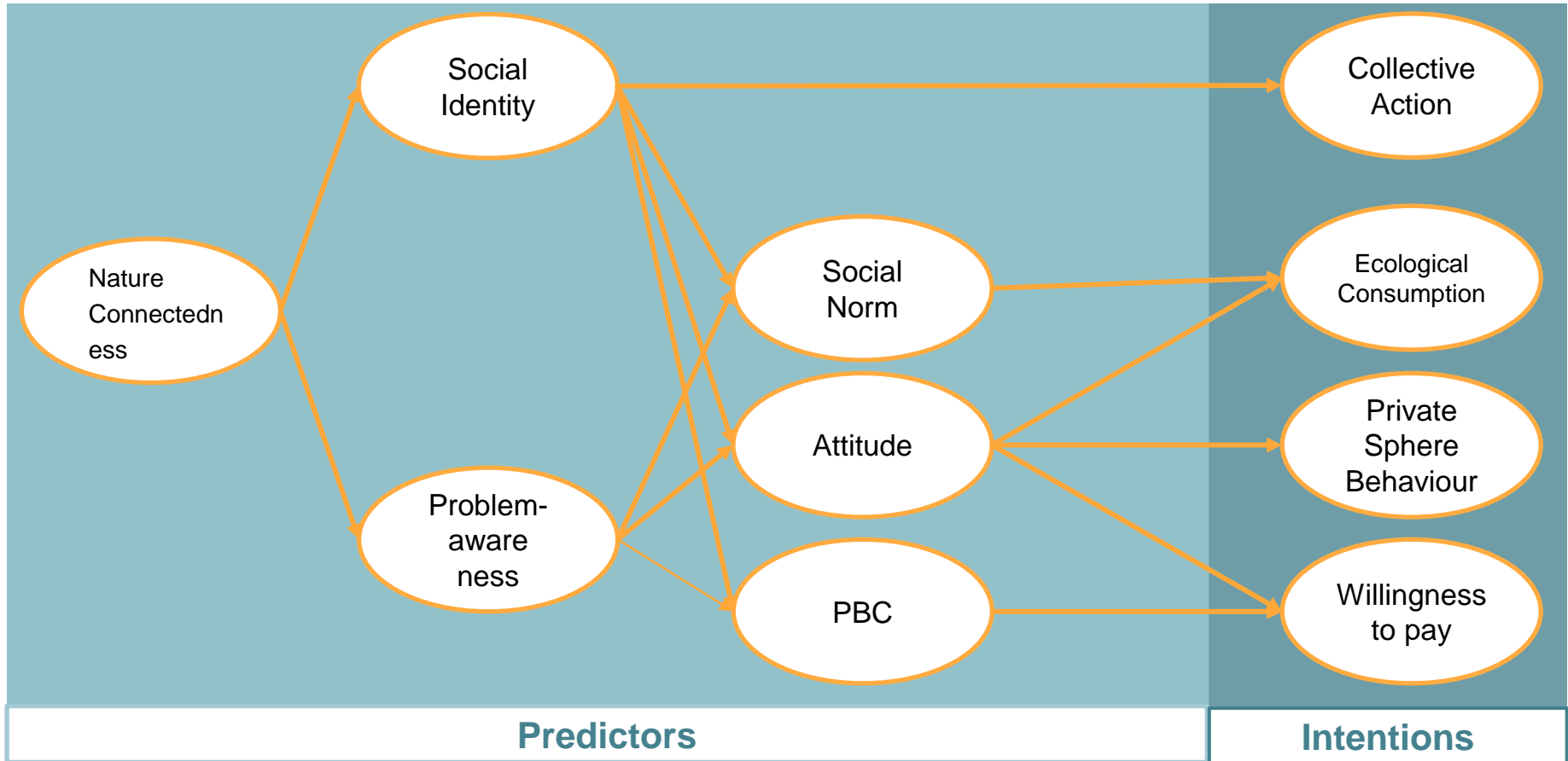
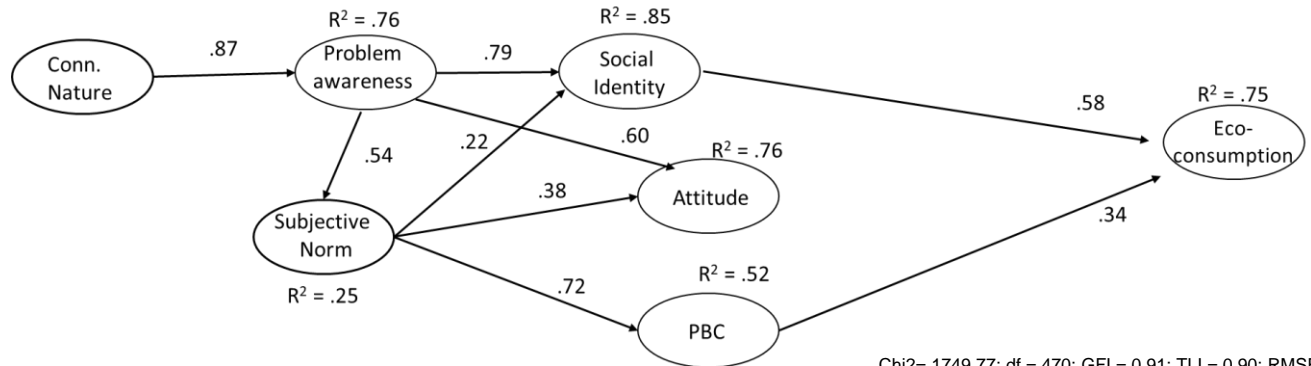# Strutural modell examples

Background: Structural modell

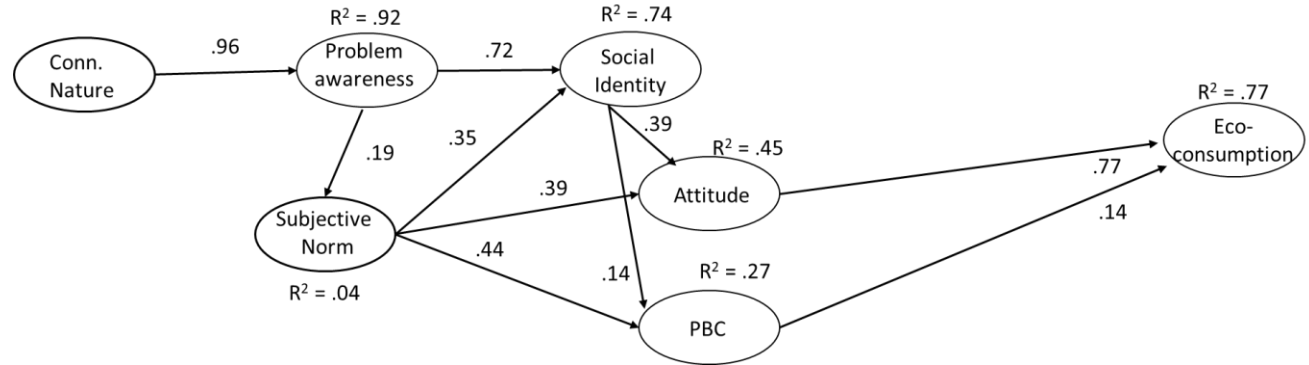# Structural Modell: Transnationally aplicable

Chi2= 1749.77; df = 470; GFI = 0.91; TLI = 0.90; RMSEA = 0.052

Age <30

Age >30

Chi2= 342.033 df = 158; GFI = 0.93; TLI = 0.92; RMSEA = 0.059
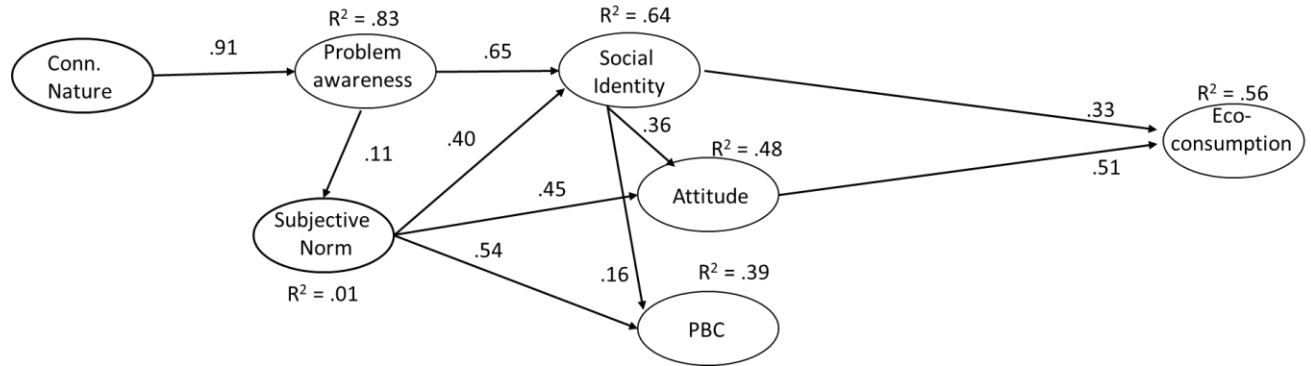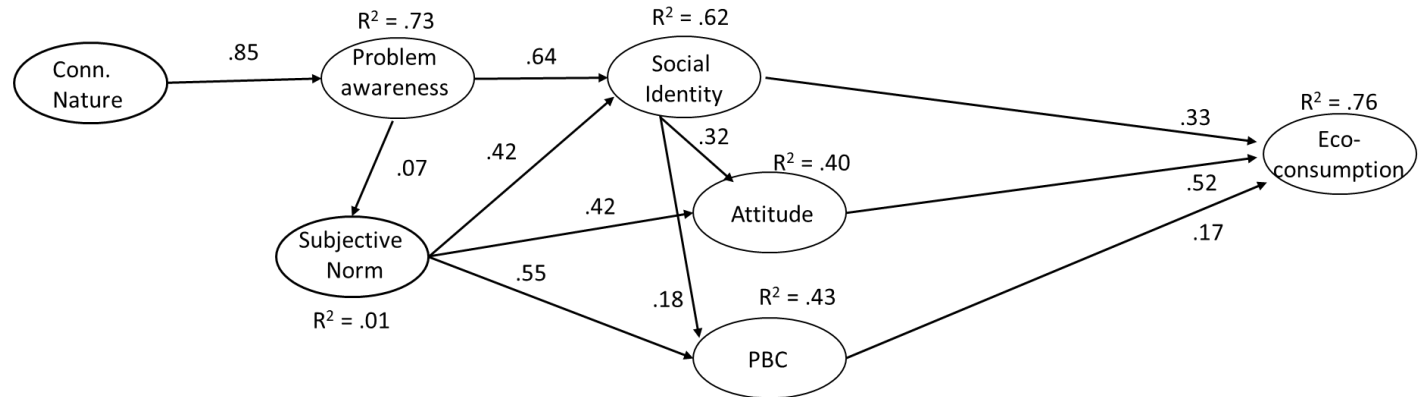
Constructs example

Background: Aspects of Awareness

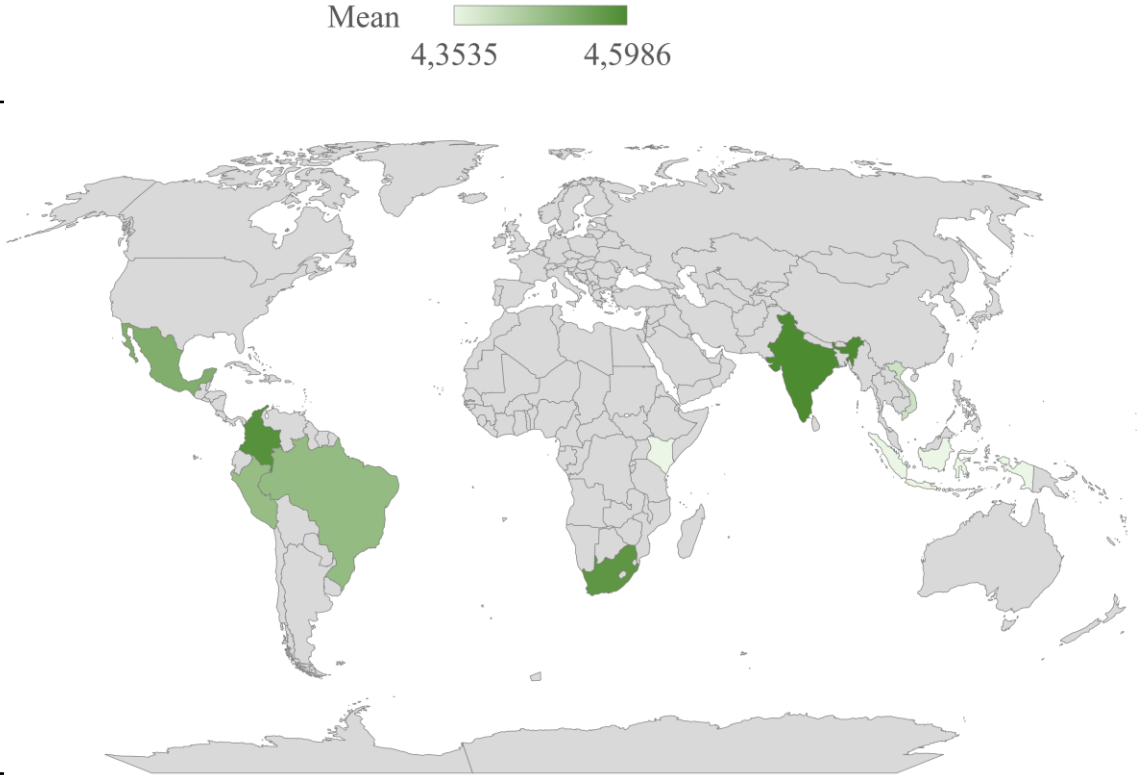|	Constructs	Item (examples)
Predictors	**Nature Connectedness**	I am part of nature, not separate from it.
	Problem Awareness	By destroying biodiversity, humans are endangering the very foundation of life.
	Social Norms	People wo are important to me prefer buying products produced in an eco-friendly way.
	Attitude	Preferring to buy products in an eco friendly way for me is…
	Perceived Behaviour Control (PBC)	Preferring to buy products produced in an eco friendly way for me is…
	Identification with Nature Conservation Group	I feel connected to groups that are actively committed to protecting biodiversity.
Intentions	Social Identity	Keep informed about current developments regarding biodiversity.
	Lifestyle Change / Ecological Consumption	Live more frugally so that future generations can continue to benefit from nature's diversity and wealth.
	Collective Action	Participate actively in a nature conservation organization in order to help conserve nature and biodiversity.
	Willingness to pay for nature conservation	Donate money to the care and maintenance of a protected area.

Results: Nature Connectedness

Predictors

	N	Mean	SD
Brazil	958	4,4889	,66391
Colombia	968	4,5854	,76479
India	960	4,5986	,56916
Indonesia	1009	4,3538	,66767
Kenya	1008	4,3535	,73058
Mexico	1014	4,5181	,71528
Peru	1003	4,4842	,83280
South Africa	997	4,5724	,57602
Vietnam	989	4,3997	,70134
World	9892	4,4731	,68872

Mean
4,3535   4,5986

Unterstützt von Bing
© Australian Bureau of Statistics, GeoNames, Microsoft, Navinfo, OpenStreetMap, TomTom, Wikipedia

Results: Social Norm

Predictors

	N	Mean	SD
Brazil	949	3,2993	1,11751
Colombia	930	3,5161	1,03568
India	979	4,1958	,80791
Indonesia	1027	4,0094	,81664
Kenya	1010	4,0809	,83263
Mexico	975	3,3480	1,04393
Peru	966	3,5894	,97959
South Africa	986	3,5632	1,03067
Vietnam	1013	4,0494	,88215
World	9830	3,7849	,98616

Mean 3,2993 — 4,1958
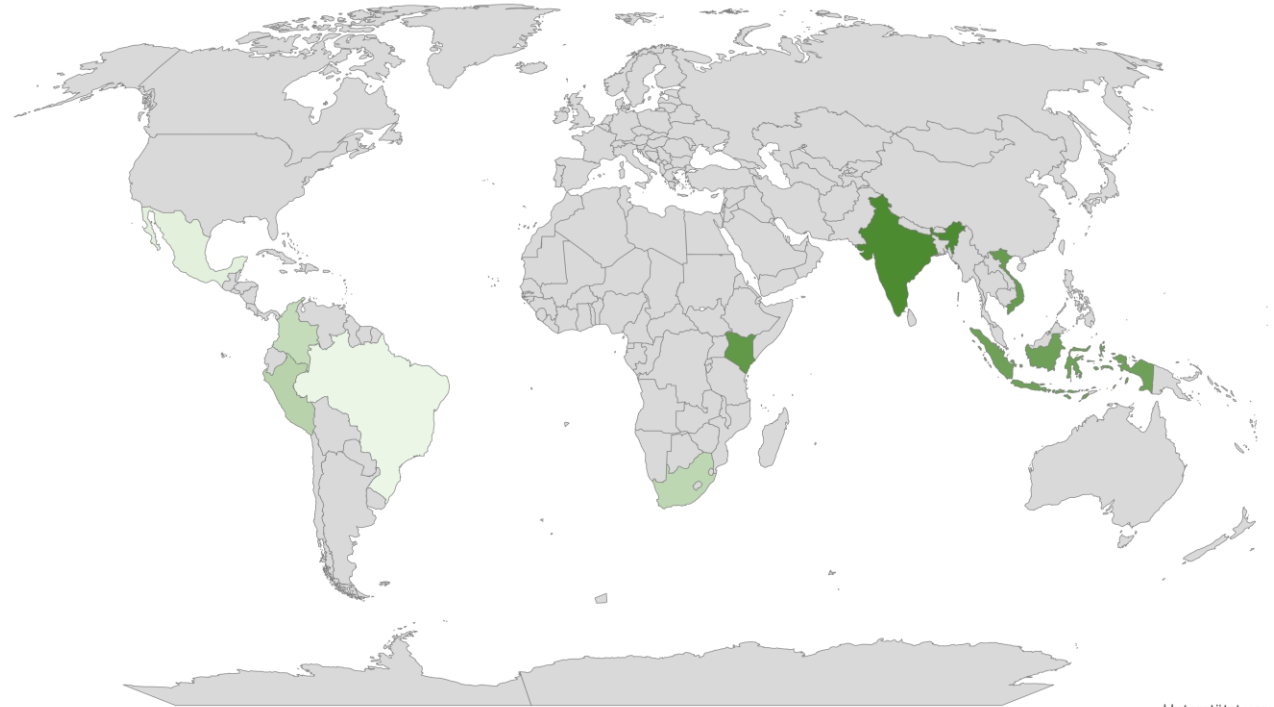
Results: Collective Action

Intentions

Mean 3,2723 — 3,6199

	N	Mean	SD
Brazil	940	3,2723	,72855
Colombia	948	3,5258	,54132
India	940	3,5588	,48315
Indonesia	1007	3,4593	,51065
Kenya	999	3,6199	,53059
Mexico	995	3,4121	,59819
Peru	985	3,5079	,54754
South Africa	982	3,4562	,58610
Vietnam	969	3,5312	,49284
World	9714	3,4797	,55631
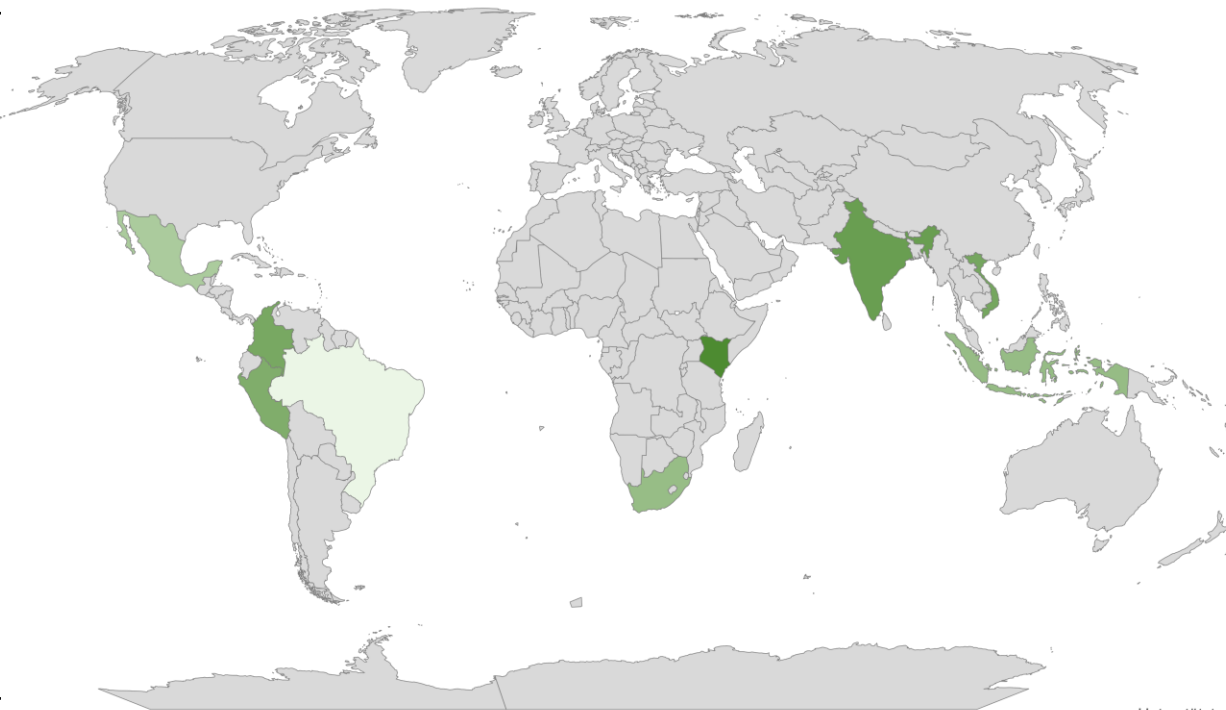
Benefits for communication & education

Benefits of the indicator for communication & education

- Great oversight on the state of awareness for biodiversity in the nine countries

- Transnationally applicable

- Complex model analysis

- Socio-Demographics show which demographics are not yet reached

- Constructs show where to start

Thank you

Contact
Dr Christine van Deuren
Project Director International Biodiversity
Communication and Policy
Christine.vanDeuren@wwf.de

Supported by:

Federal Ministry
for the Environment, Nature Conservation
and Nuclear Safety

based on a decision of the German Bundestag