#### Welcome!

## Warm-up: Talk with someone next to you about a time you tried to change your own or someone else's behavior.



















CENTER FOR BEHAVIOR & T ENVIRONMENT



#### Applying a Behavior Change Lens to Environmental Challenges







December 10, 2022 | CEPA Fair COP15





















#### **Training Objectives**

- Know the steps of Behavior-Centered Design for developing a behavior change solution
- Experience using a behavioral lens to think through a realworld environmental challenge
- Describe six levers of behavior change



#### Agenda

- Welcome & introduction
- Developing a behavioral lens
- Introduction to Behavior-Centered Design
- Levers of behavior change
- Try it: Apply the levers
- Discussion and questions
- Closing



### Rare inspires change so people and nature thrive.



Rare has run nearly 500 behavior change campaigns in more than 60 countries Rare's behavior change campaigns, on average, increase adoption by 18 percentage points **18pp** 



Transform the environmental field by equipping environmentalists everywhere with the science of human behavior

#### **Rare and COP15**

- We support a Global Biodiversity Framework that works for nature and people.
- We believe that behavior change will be core to deliver the targets in the Framework.
- We advocate for solutions that are human rightsbased and participatory, driven by local communities.



#### **Developing a Behavioral Lens**



# Every environmental challenge has one thing in common.





### Behavior



#### How do I...?

- Engage policy makers to act on deforestation?
- Support local leaders to reduce overfishing?
- Direct more resources to communities?
- Prevent unsustainable wildlife trade?
- Create collective action on common-pool resource



#### challenges?

#### **Types of Problem-Solving Lenses**

#### Ecological lens C

Identify the connections within ecosystems that contribute to environmental problems and solutions



Identify how (in)equitable treatments, outcomes, and access contribute to environmental problems and solutions

#### Behavioral lens

Identify where human behavior contributes to environmental problems and solutions



#### What Does it Mean to Focus on Behavior?

Behaviors What you do "I recycle."



Beliefs What you know or accept to be true

Attitudes What you think is good or bad

Intentions

What you plan or intend to do

#### Context

The environment surrounding the behavior





#### **Katharine Wilkinson**

All We Can Save, Drawdown

Awareness is a place where you can really get stuck. What is so powerful about behavioral insights and strategies is that they can help folks make that leap from awareness to active participation."

### "These farmers plan to use less fertilizer next year."



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#### "Reducing plastic waste is the right thing to do."



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### "There are no national policies to discourage wildlife trade in this country."



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### "The fishers in this village use legal gear when fishing."

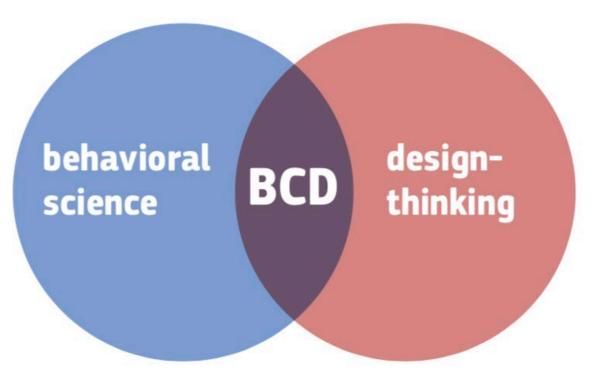


### "The fishers in this village use legal gear when fishing."

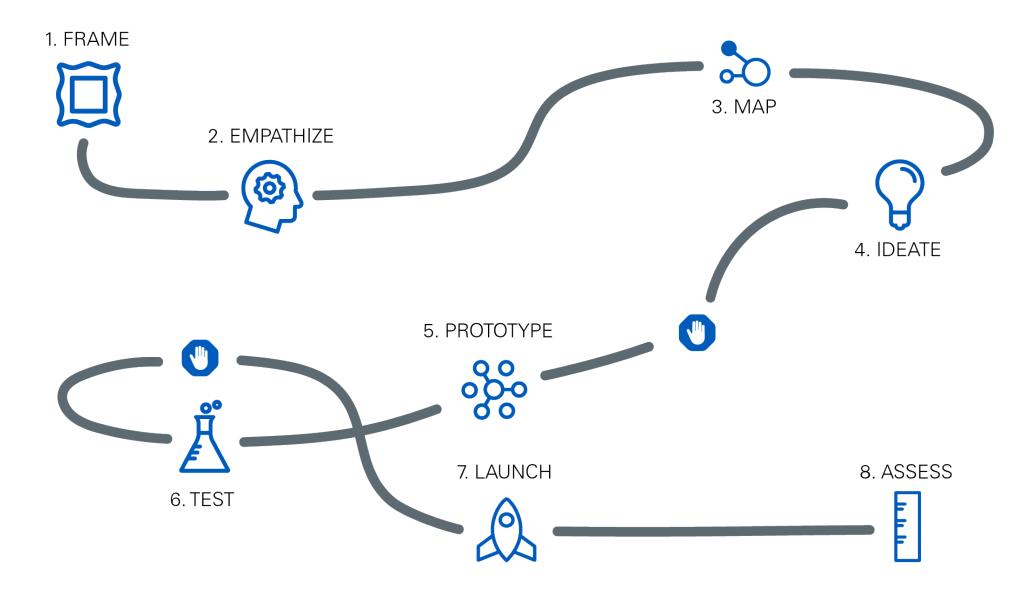


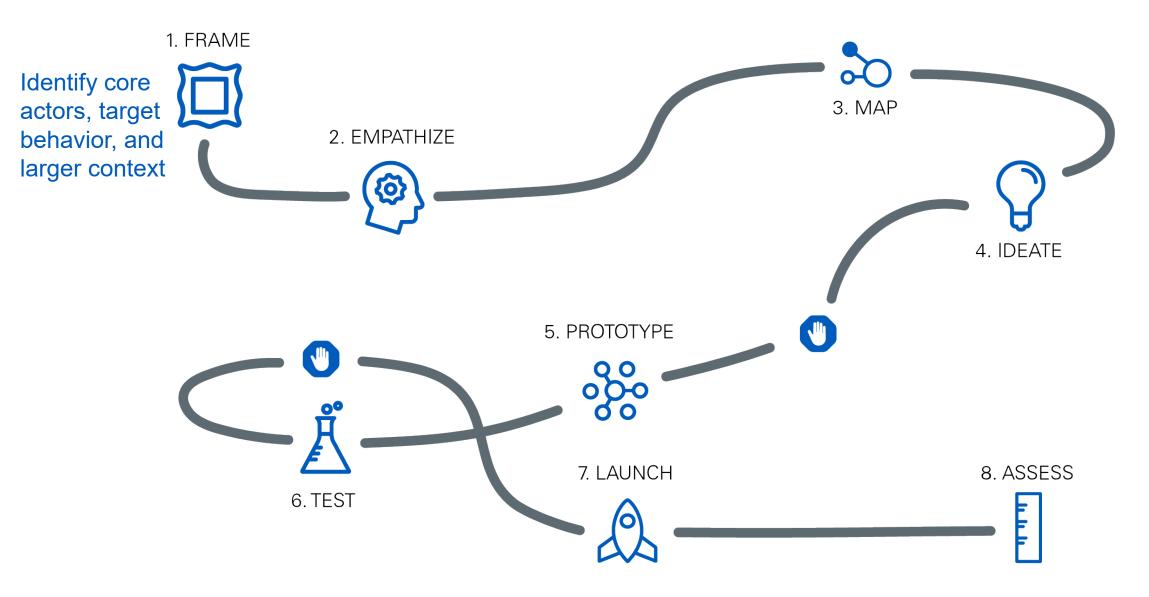
#### Introduction to Behavior-Centered Design

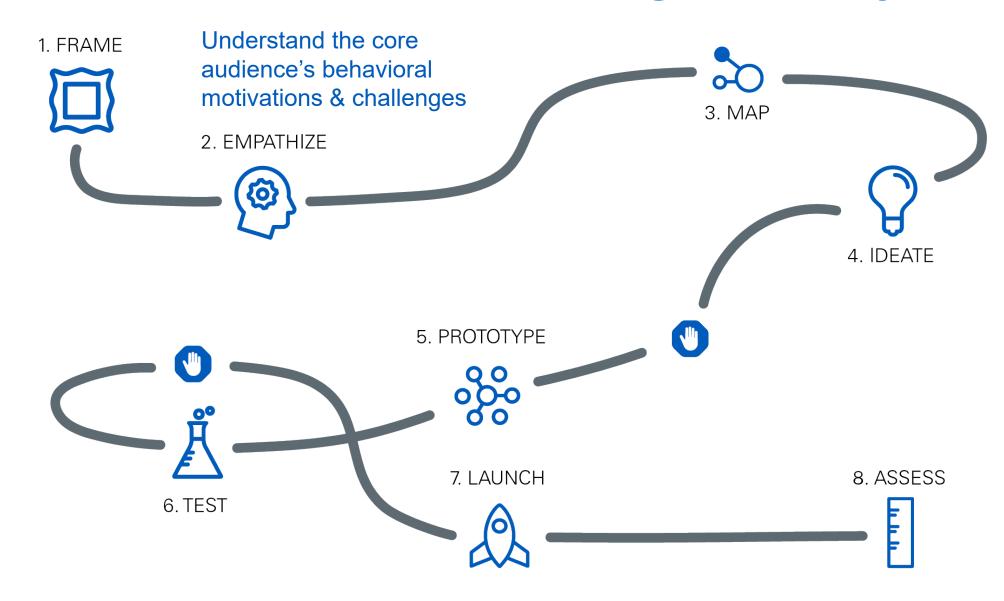
#### What is Behavior-Centered Design?

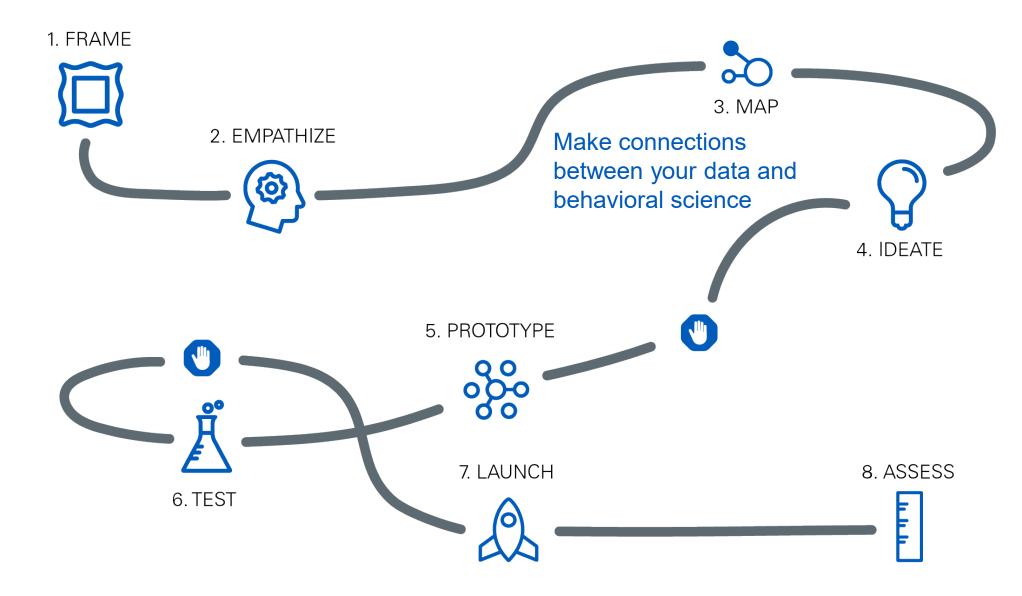


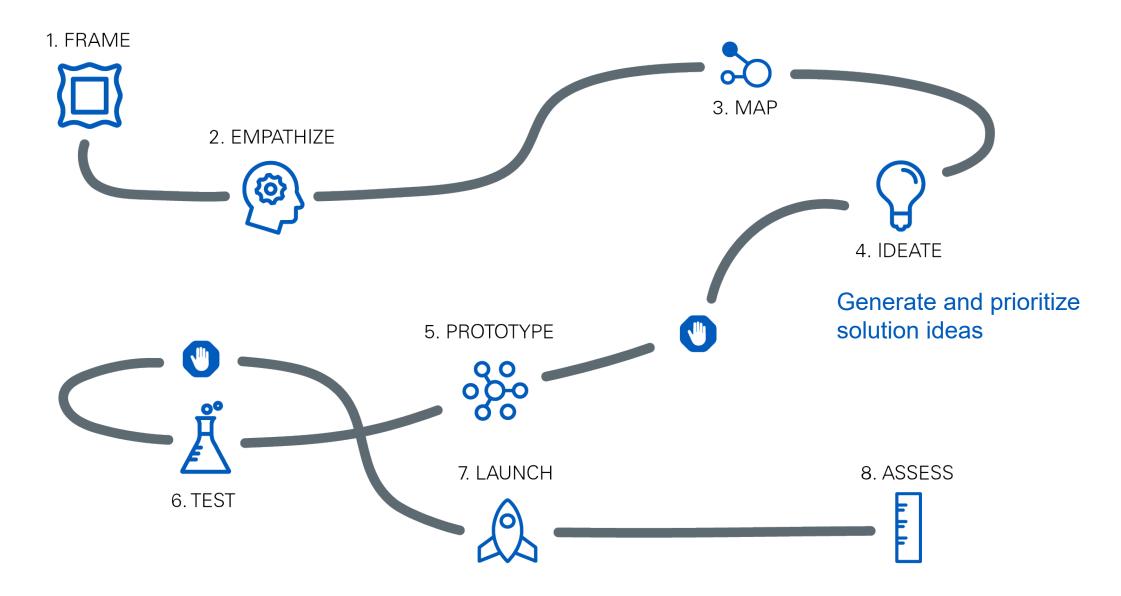


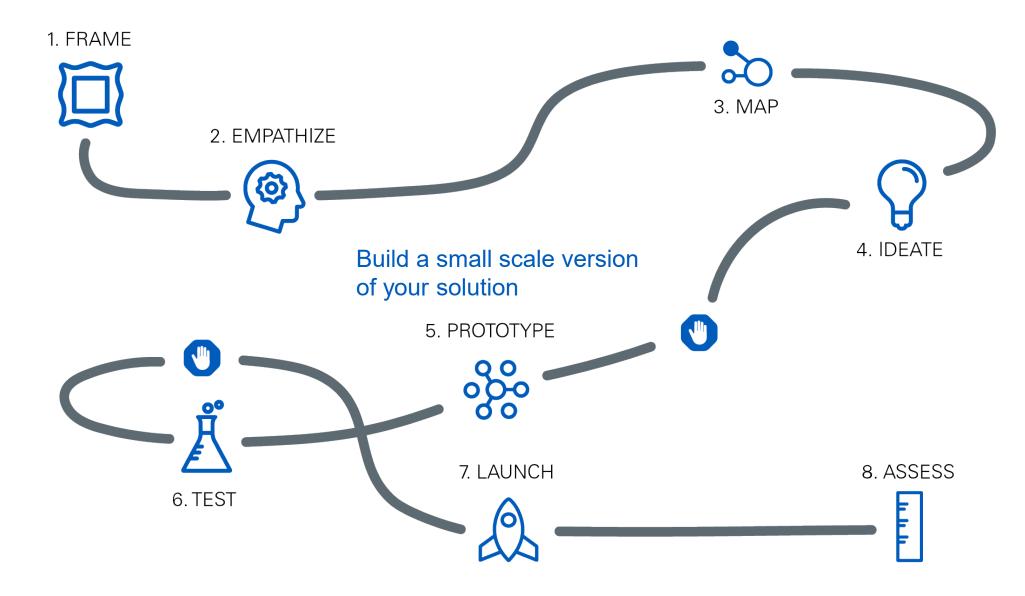


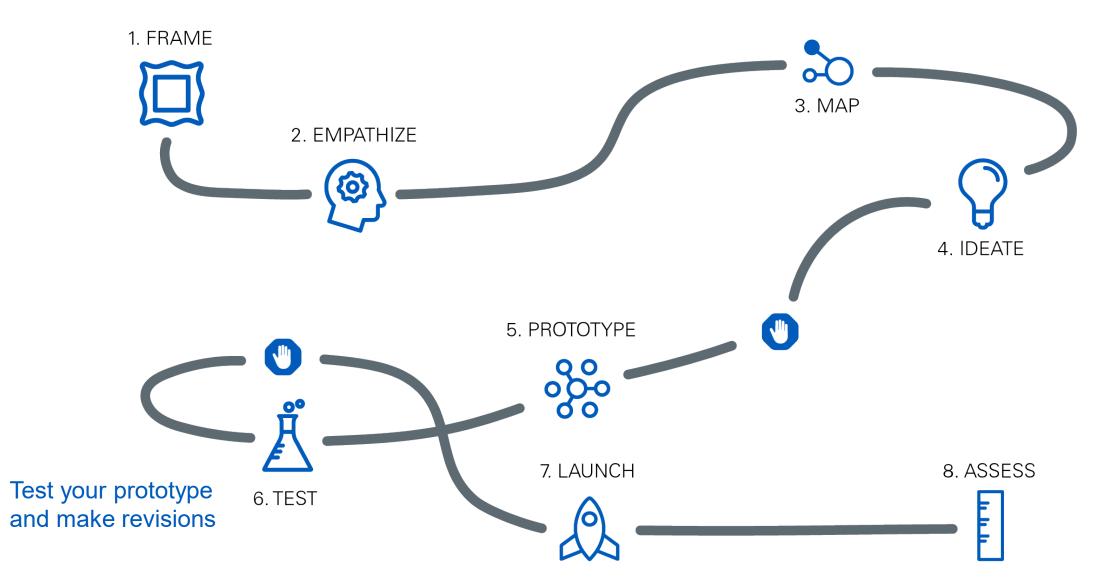


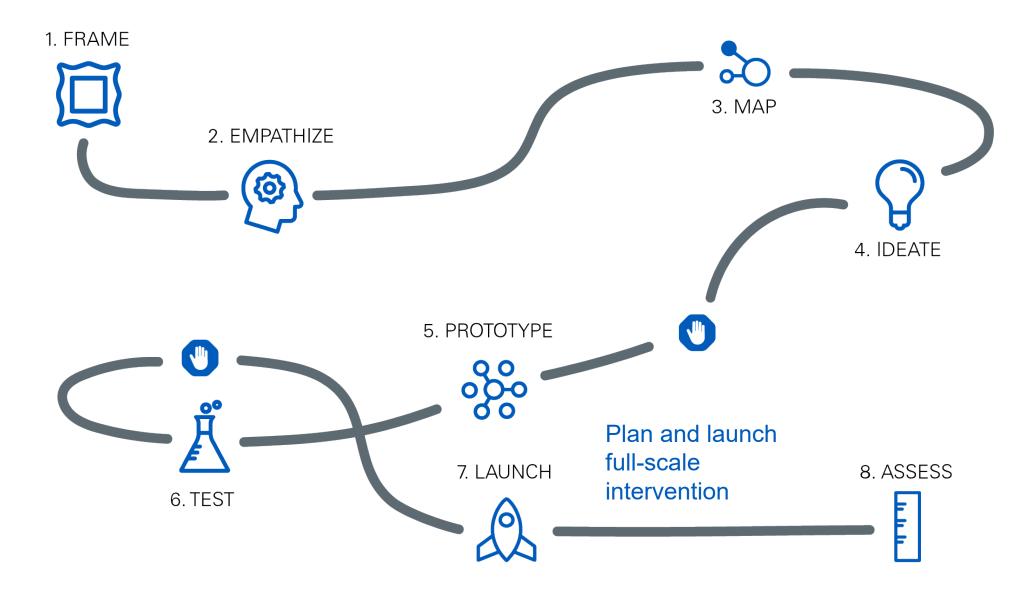


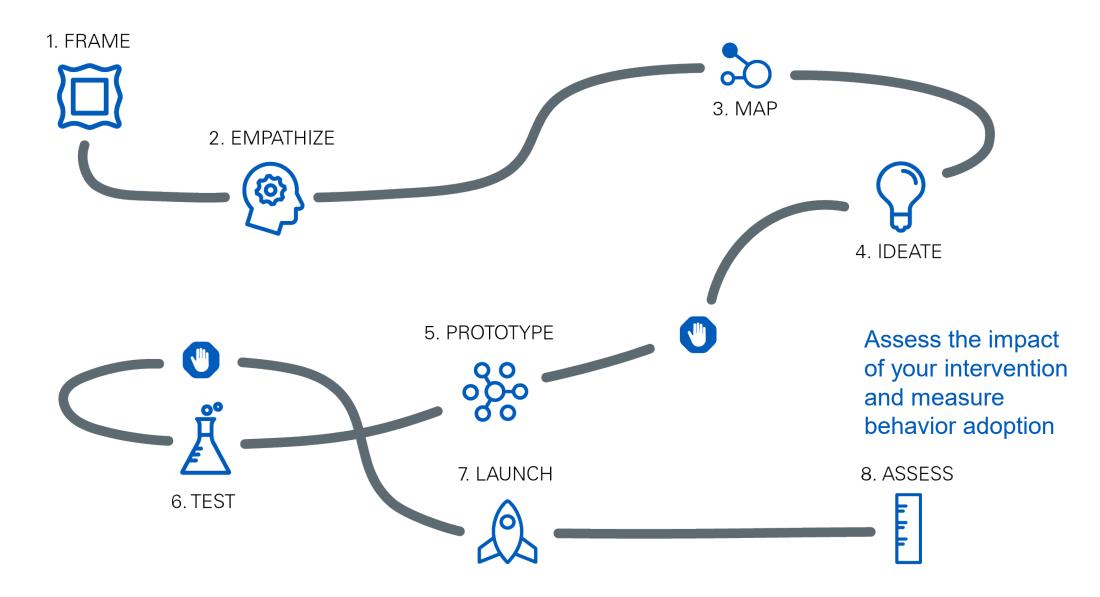












#### **BCD x Diversity, Equity, and Inclusion (DEI)**

#### Some examples of what this looks like:

- Inviting people to participate in framing the problem and solution design
- Considering enabling conditions and structural barriers for change
- Asking 'whose perspective is not captured in this solution?'
- Conducting research with a diverse set of people
- Supporting people's choices and agency
- Use data to design solutions, not assumptions



#### **Case Study: Tinambac, Philippines**



#### 

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### If I change **fishers' perceptions of their roles in their communities to align with local values**, then I expect a change in not fishing in the reserve for fishers.





How might we change fishers' perceptions of their roles in their communities?



Develop messaging around increasing **pride** among fishers as environmental stewards and give them a **meaningful title that boosts their status** 







### 'Profi'

Short for 'professional fisher' and a title of respect



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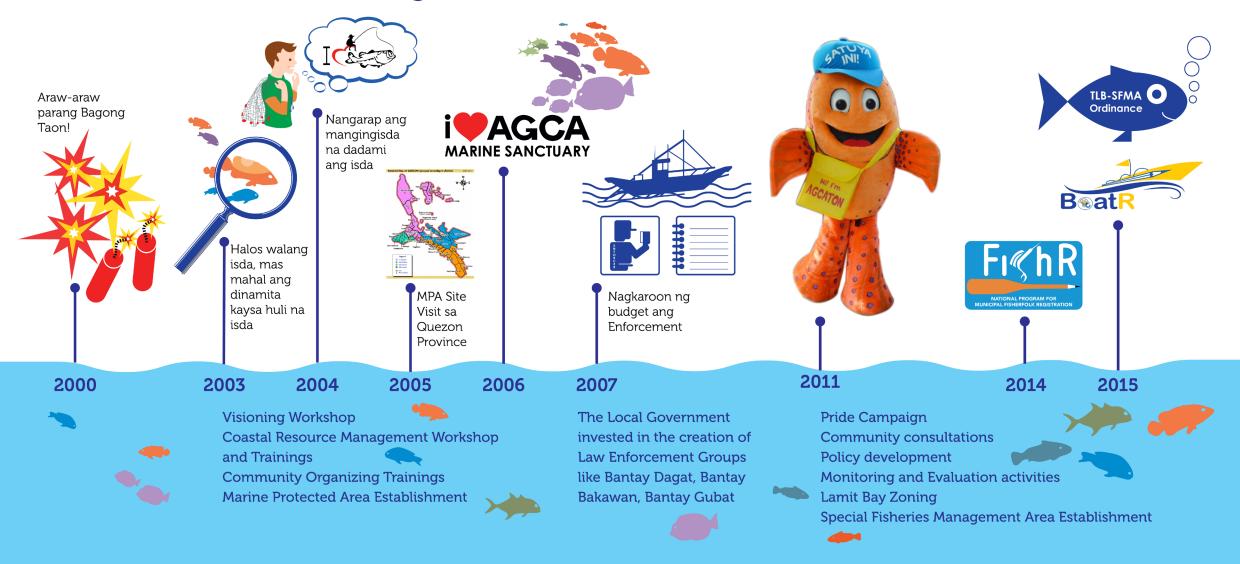
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KAMI MGA BATANG MAG-AARAL. NG REFUGIO ELEMENTARY SCHOOL, BARANGAY AGAY-AYAN, TINAMBAC CAMARINES SUR, SA PATNUBAY NG AMING MGA GURO AT MAGULANG. NGAYONG ARAW NA ITO, OCTOBER 25, 2011. AY BUONG PUSONG NAGPAPASYA. NA KAMING MGA BATANG MAG-AARAL, AY MAKIKIISA AT TUTULONG SA AMING BARANGAY SA PAGBABANTAY AT PANGANGALACA NG AMING "AGCA SANCTUARY" PARA SA PAGPAPAUNLAD NG LIKAS YAMANG KARAGATAN, SISIKAPIN NAMIN, NA KAMI AY MAGING HUWARAN. NE KAPWA KABATAAN PARA SA PALTATAGUYOD NG "MAKA- KALIKASANG PAGPAPAUNLAD", NG AMING KABUHAYAN.

KASIHAN NAWA KAMI NG DIYOS

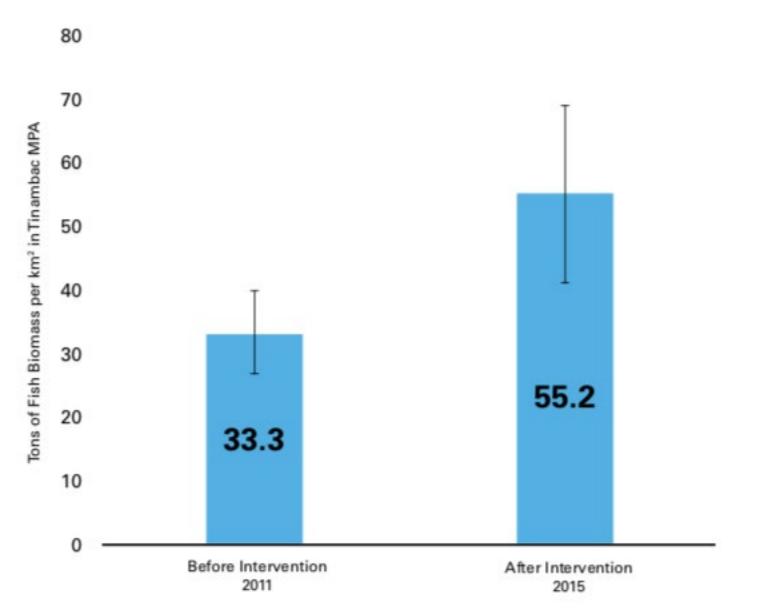


#### **Fisheries Management Timeline of Tinambac, Camarines Sur**









## **Elements of Fish Forever**

- Policy & Governance
- Community Engagement & Behavior Adoption
- Blended Finance
- Financial and Market
  Inclusion

- Data for Decision Making
- Networks of Marine Reserves
- Managed Access
- Effective Management
  Bodies



# **The Levers of Behavior Change**

## **The Levers of Behavior Change**





# We have a spectrum of effortful and automatic ways of thinking and deciding.





and benefits

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Weighing options, calculating costs and benefits Reacting automatically, quickly



## The most common tactics for driving behavior change are designed for one kind of thinking.



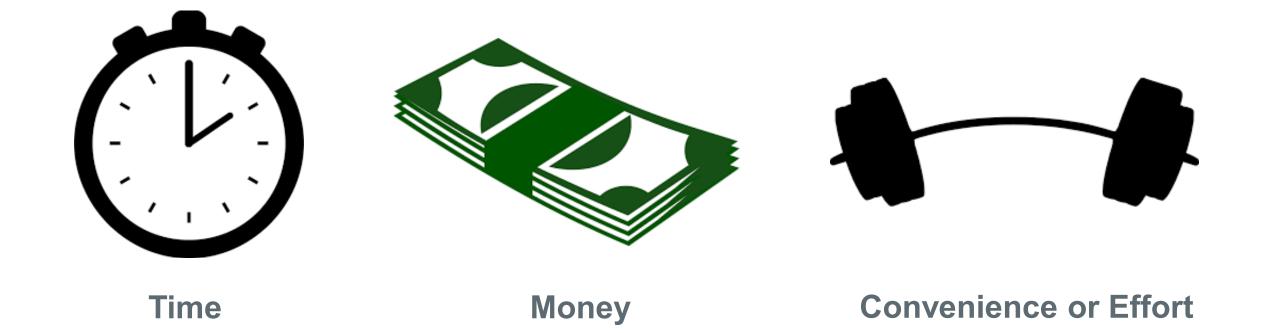


### **Material Incentives**



Increasing or decreasing real or perceived costs, time, or effort for doing a behavior









### **Rules & Regulations**



Enacting rules that promote or restrict a behavior







## Information



Providing information about what the target behavior is, why it matters, and how to do it



## Information



Declarative Knowledge



Procedural Knowledge



Effectiveness Knowledge



Self-efficacy Knowledge





### These levers tend not to work on their own.



- Financial incentives can backfire.
- Payments can crowd-out other motivators.
- Incentives can drain limited resources.
- Fines can be seen as



just the 'cost' for behavior.



- Rules often need enforcement.
- Rules do not work if norms are misaligned.



- Correcting an information-deficit rarely leads to lasting behavior change.
- Caring/knowing is not a pre-requisite to change.

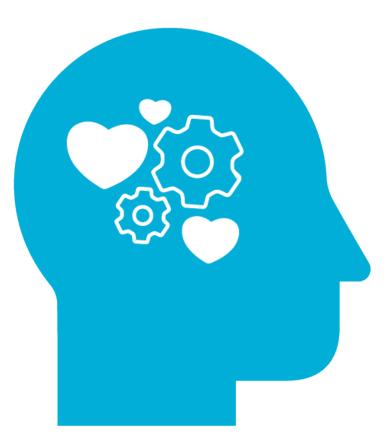
# Let's design more for the full spectrum of thinking.

- 1. Emotions drive decision making.
- 2. We are an inherently social species.
- 3. The context of our decision-making matters.



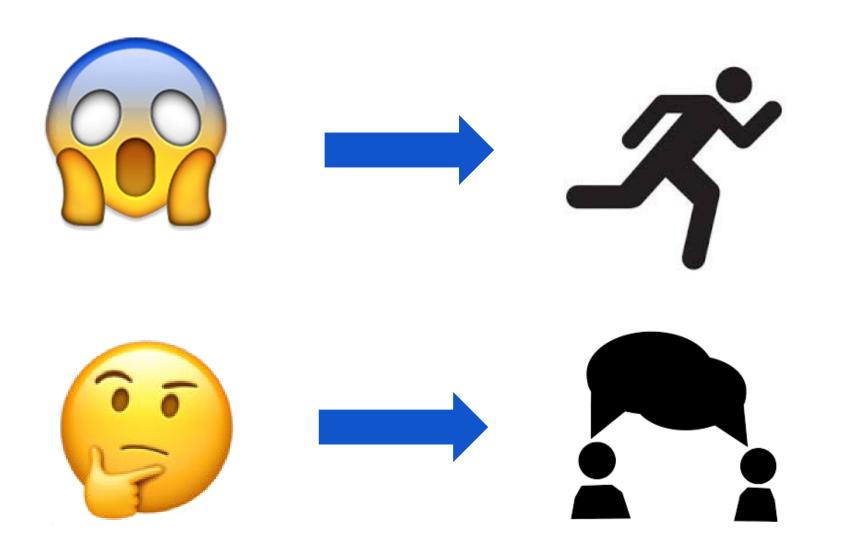


### **Emotional Appeals**



Using emotional messages to drive behavior









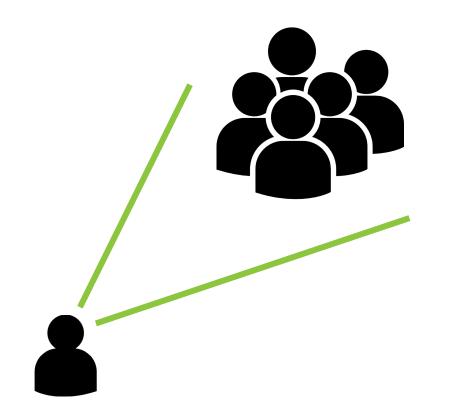
### **Social Influences**



Leveraging the behavior, beliefs, and expectations of others



### **Social Influences**





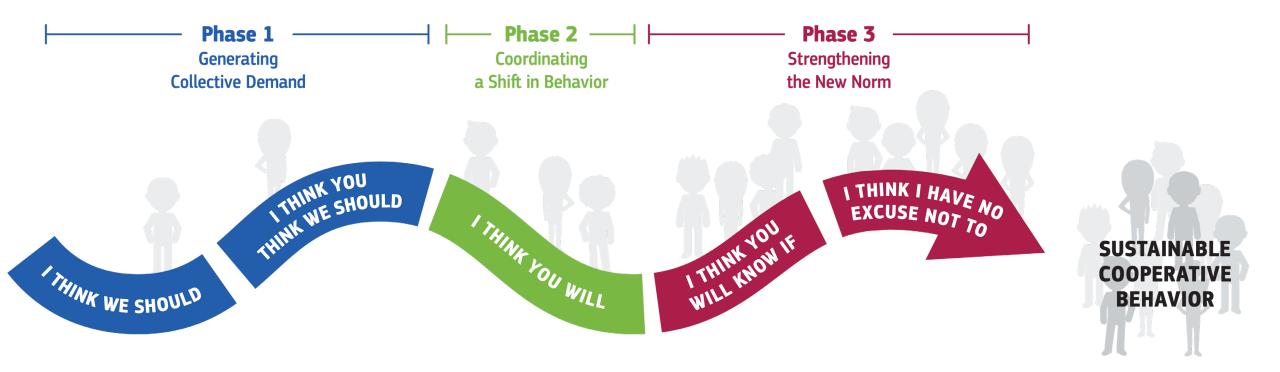
### **Reputational influence**



#### **Descriptive influence**



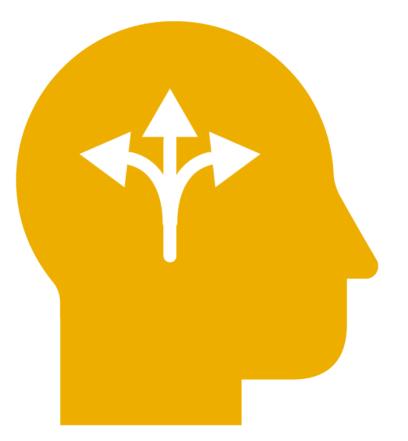
## **Theory of Cooperative Behavior**





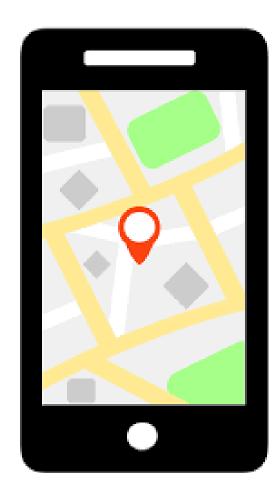
A **cooperative behavior** is one where individuals have to take on personal costs for the benefit of the group (example: fishing in a common area)

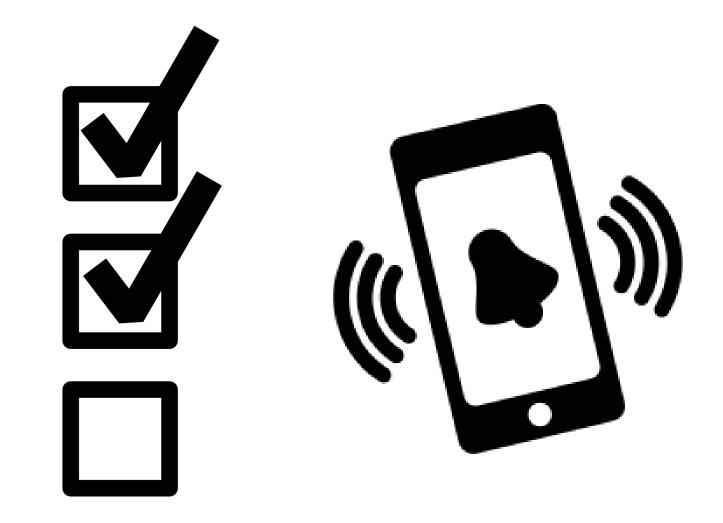
### **Choice Architecture**



Changing the context in which choices are made



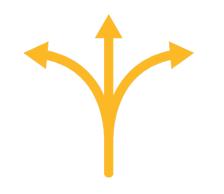








### What's the Difference?

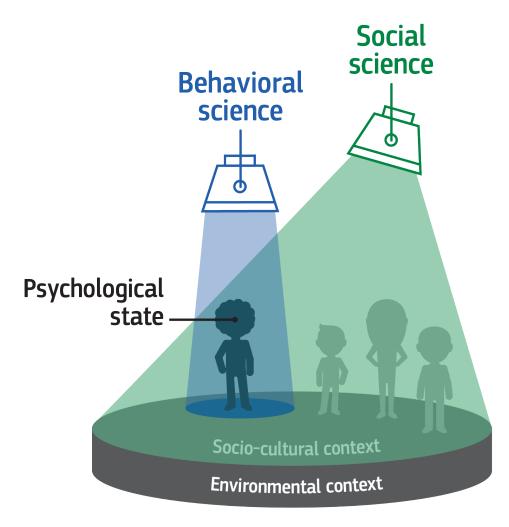




#### **Choice Architecture**

### **Material Incentives**

### **Behavioral Science in Context**







# Check your understanding How well do you know the levers?

Having farmers mentor other farmers on new farming practices can lead to greater adoption of sustainable agriculture.

1. Material Incentives

2. Social Influences

3. Emotional appeals



Having farmers mentor other farmers on new farming practices can lead to greater adoption of sustainable agriculture.

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Climate activists have found that hopeful messages can create more youth engagement with their movements.

- 1. Emotional appeals
- 2. Information

3. Social influences



Climate activists have found that hopeful messages can create more youth engagement with their movements.

- 1. Emotional appeals
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# Moving fisher registration sites to a more convenient location increased registrations.

1. Choice Architecture

2. Rules and Regulations

3. Material Incentives



# Moving fisher registration sites to a more convenient location increased registrations.

1. Choice Architecture

2. Rules and Regulations

#### 3. Material Incentives



# Changing the placement and salience of plant-based items on menus increased people purchasing them.

1. Choice Architecture

2. Information

3. Rules and Regulations



Changing the placement and salience of plant-based items on menus increased people purchasing them.

- 1. Choice Architecture
- 2. Information

3. Rules and Regulations



### Movement Break





# Try it: Apply the levers

Photo Credit: Ferdz Decena for Rare R RES

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## Challenge

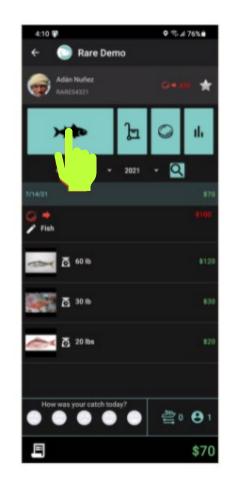
Small-scale fisheries provide a significant proportion of global catch

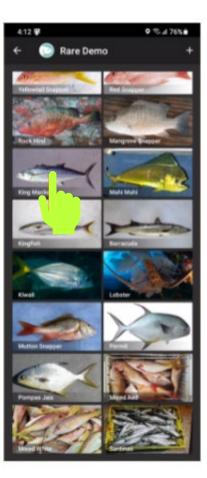
We need data to make informed management decisions

Small-scale fishers are dispersed

Traditional data collection is resource-intensive

# **Solution!**





#### **OurFish and Fish Forever**

- Policy & Governance
- OURFISH

OUR RE.

OUPEIS

OURFISH

- Community Engagement & Behavior Adoption
- Blended Finance



Financial and Market Inclusion

- Data for Decision Making
- Networks of Marine Reserves
- Managed Access
- Effective Management
  Bodies



## How might we support fish buyers to use the OurFish app accurately and consistently to register their transactions?



#### **Behavioral Insights**

#### **Motivations**

- Rare staff is interested in me
- Using OurFish is easy
- I can use OurFish correctly
- I want to save time

rare

- Accurate financial information is important
- Knowing the state of the fishery is important
- I need to report my catch to the authorities

#### **Barriers**

- I can't use a Smartphone
- Other family members use the phone
- I don't have good internet
- I can't use OurFish on a busy day
- I don't want to ruin my phone
- I don't want to get taxed
- I need to give fishers physical receipts

#### **Activity: Apply the levers**

Imagine you want to **increase the amount of fishers who use the OurFish app consistently to register their transactions.** Your task is to complete the following steps and develop a behavior change idea based on the data provided.



#### **Activity: Apply the levers**

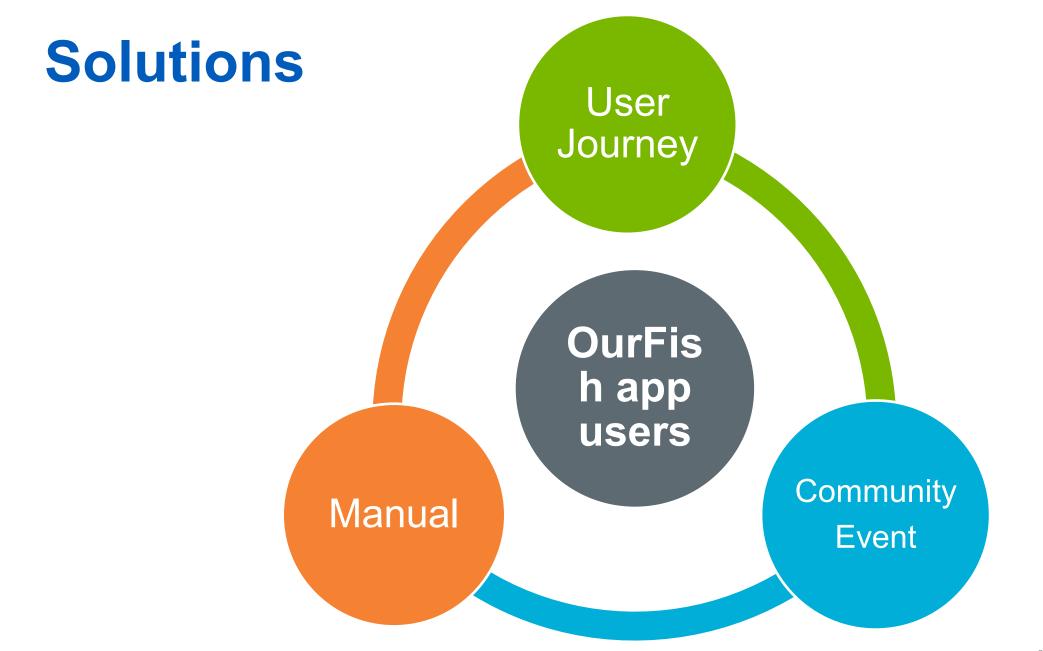
**Step 1 (Empathize)**: Review the list of motivations and barriers for fishers to use the OurFish app. Select one or two insights.

**Step 2 (Map):** Based on your selected insights, what do you think you need to change (e.g., fishers' beliefs, attitudes, incentives, knowledge) for fishers to use the app consistently?

Step 3 (Ideate): What is one idea that could address the changes needed from Step 2? How might you address the motivations and/or barriers? Name the lever(s) you used.



#### **Report Out: Share Your Solution!**





#### **Behavior Adoption Journey Map**

o Behavior: consistent use of OurFish app Audience: local fish buyers, first buyer in the value chain Point of view of buyers Managing the water strike hit angles in particul Tan des atasi companyet in an App Factores Familie to Report Carffold and one molecel begins day' Carffold Tan alas atau angulari bi ati aling OF angunati i Tan atas atau anganati in an Barrise Branse and and a ander b atter). Key insights Renards Road and Reported 1 and the 1 Lance alleba in the second and the state Annes a Solution Stational NAMES OF TAXABLE PARTY. "New Soft a printer built have be doing? Representation and there have no partner Representation and repairson visit among a marries many 2 weeks and a manifuly in particular while it Bayers, Post Inner. Bayer insurialized at its Reports and their Berny site Berry Bayersare Sec. Reports repairing Bayers use Bern Sec. Boyers Sec. Revers that use matter the y participate in a stand OF sumsidently for E-manifest are Campaign invited to DP tend on each the shakesi ky CF an DF reserved. menticy Terror in Neutralited dis participate in an OF agening OF same samely Community Painty issentities of OF income "Antoneouslier" to Instructional automated. sensitive whether automates) instantion? item OF particular in a summarily. experiences. has a marsh are OF warringelie. I usual Harve or hereby automore it a de a referab of persists in the and salars Insert OF nexation with Andian Lohaust manning that and separate masting the or prime to prime parts involved in programming and maneri shingi and the rest . seafor unas and suspent Tentenneter protected in many 2 service **April 19** and anot shows the fails internet in land. while it lumeticants and they under states! review Rel stargent and daily instead underg sharrown Mays communication! sign up for shake in the line insisted. uhannels ji.e. **Bransia** use OF Part of robot and showing address of ----support for (instead OF state table indefe reported person spiritual temleti mini yana jara insteads) many control or Rear Indexes Report Incidence under Boyer indexes they Reports feed Report ford Board load supported in Burney Inc. Buyer tirely someticitable using CP or large dates Baser Incontrality Report that Report Ambridge in they Rate feels with in Desired sing OF is easy OF a itematical She'r une of CP contributing to the have enough support anyonitie of proble in and for samples are entited along pride in are contributing to лекроплек In case OF correction water OF will writer ships manine of CA Interior Install massions of OF the secondaria anneurity' debeter and desire Whink and feell delegences and depicts and the second s Implements people for tracel and 605 of to process away 60 sensements for tracel the local and and and the entire paratial webi 2001 at langung ana wang Behavior OF mentionenty for I repeated 2 Milestone (do) And total largers. 1000 A stander OF open # advanture OF same # selectors OF users. if or people talk # almen OF d elasite (Passa Adaptive # of largers, include to instrong description Fol OF million per una Faile million and use Fol'OF million per service in athen along O unare activity A of OF anticipation and A of Bayers in Staining American research alona OP Maan manifuly lines Maan manifely line Mean manifely free VY MLT plan Andread in one CP advantation in the second state of the second of establish seconds by buyer ad against manerals in places OF solid state in an Association in the Parrix -08 08 Electron OF -08 Property of Personal and Campaign manufal in the second minimum second Verbaussie teinel etc Literary general antipites with the automics in makaniana touchpoints installer for later the laterally and partiages. pointer with the support staff in secul manihaspera nann ational QP mandal main furniture Sector Sector via testi -Report Secondari d wide. along the (without) financial seconds i menances month life format Meeting and Doesi plan be dentify and Tering Report when the Band plan his Dusti plan ist Salary pairts for informers Preparation gainly for maning and OF Community Inste DP and arrest still be at train laten ibai preferred automated. interated or manting and analyzings and and DP 'determation', introduce them at conveniently mesoagas la adapt to this phose of QF function marks of writingers minuti and ( solice) marinalist ensee log si se totalare largitullar avore i registe sharest an agender. massaging system sharren a **Econti plan for** serverang and Templatan Inc Persona Interview Incom sature legities. facilities paints surgrafial attents OF shamplors and loger's Planet In Report second randologan (1 randol) tant/ related preferred will write manual direct largers. conception in ability for

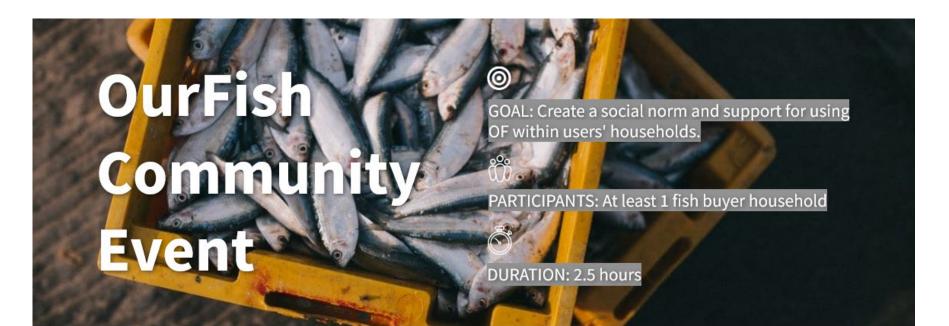
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#### **Community Event**



Other family members use the phone

Knowing the state of the fishery is important

Using OurFish is easy

Knowing the state of the fishery is important

Accurate financial information is important

















CLOSING



OPENING

OF THE FAMILY

A DAY IN THE LIFE

INTRODUCTION THE MAGIC OF DATA TO OURFISH

Q&A

ACTION PLAN



#### **OurFish Ambassador Manual**

A manual for experienced OurFish users to guide others.



Content

- FAQs and troubleshooting
- How-tos for key functions
- Explanations of catch and financial data reports
- Ideas to motivate and celebrate
- Key messages on benefits for diverse audiences
- Visit scheduler

#### **OurFish Ambassador Manual**

OF Ambassador Package OF Ambessedor Peckage OF Ambassador Package **OurFish Troubleshooting Tips** Enter the payment Balance Summary How to pay with supplies What do the numbers Select "coin" icon. Rare Demo mean? I logged out of OurFish by accident. How do I log back in? TOTAL CASH IN You need your username and password to log back into OurFish. We is cash the buyer 9.75.47458 recommend you write them down in a place that's easy to find at the receives for fish 💿 Rate Demo and supplies. time and place where you will use the app. If you don't have them written Q down and cannot remember what they are, ask Rare staff to send it to 2001 TOTAL CASH OUT Cash the buyer is the cash paid receives for 🕒 Rare Demi TOTAL CASH IN selling fish. to or loaned to Cash in (Fish) Enter the amount in the The sync button keeps spinning without showing the green 🔿 🐞 fisher. Cash in Dispoler Cash the buyer "buyer pays fisher" line check. OurFish says it failed to sync. What should I do? receives as payment G Buyer pays for supplies or a loan THE CASH OUT 265 Cash the buyer pays The most common cause for this problem is having no or a weak internet Contract (Field) for buying fish. 🛛 Fish Select "fish" ash out Disp connection. Check if you are connected to the internet and try moving to Loan CASH BALANCE a different place that might have a stronger signal. Cash the buyer pays SAME BALANCE 0.+ Total cash in for buying supplies Total cash Out or loaning money to G Fisher pays buyer a fisher. How do I delete a cache? Cash put Supplies Cash available at Press the OurFish app icon for 2-3 seconds. A small window will pop up. the beginning of the Pay debt Select "supplies" In that window, press the information icon (1). Then select "Storage" selected time period. Notes and press the "Clear Cache" option. Cash the buyer will X 1 receive as payment Cash the buyer needs to pay for supplies or fish they awe. for a loan or supplies. a fisher owes them.

I can't use a Smartphone

you.

I can use OurFish correctly

Accurate financial information is important

#### **The Team and Partners Involved**

3

1

2

Science & Technology Behavior Adoption Learning Innovative Finance



2

3

### Movement Break







#### **Reflections & Closing**

#### **Key Points**

- Environmental challenges are behavioral challenges and can benefit from behavioral solutions.
- Behavior-Centered Design provides a framework for designing behavioral solutions.
- Behavioral motivations and barriers can be addressed through six levers of change.
- Behavior change solutions can lead to positive impacts for people and nature.





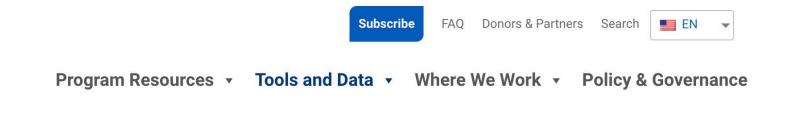
# Revitalizing our coastal seas and communities

Together with partners, Rare systematically improves how we manage and protect our ocean's most valuable waters.



https://rare.org/program/fish-forever/







This ecological monitoring tool provides access to habitat and fish population data collected through standardized underwater visual surveys. Use this tool to evaluate trends and changes in critical habitats and species.

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See the link below for the protocol used to collect these data.

**DOWNLOAD GUIDANCE DOCUMENT** 

#### **Survey Results**



https://portal.rare.org/en/

# **Behavior Change for the Environment Starts Here**









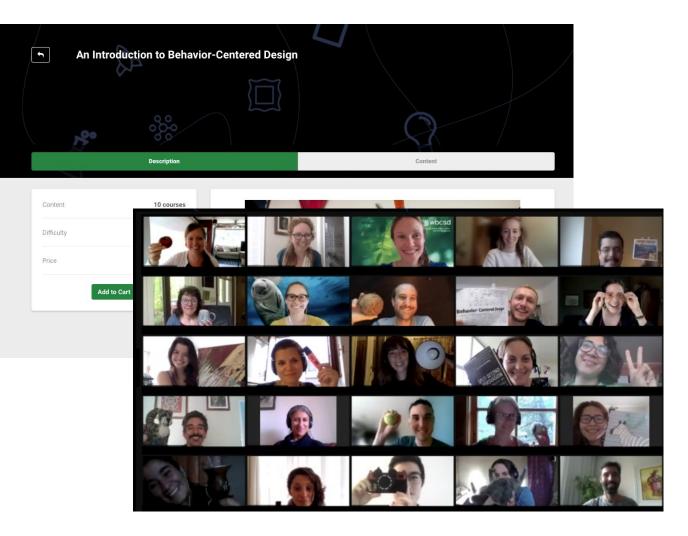


#### behavior.rare.org



#### **Additional Training Opportunities**

- Self-paced e-learning course on Behavior-Centered Design
- 3-day live virtual training on Behavior-Centered Design
- Custom trainings and modules





#### Webinar: Why delivering the Global Biodiversity Framework needs Behavior Change

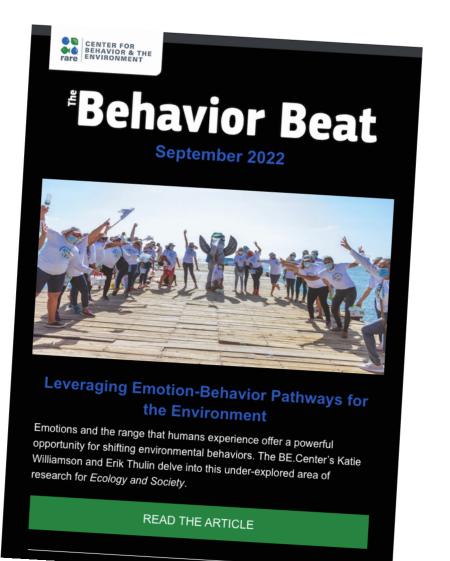
#### Tuesday 17 January 09.30am ET | 14.30pm UTC | 21.30pm ICT

Scan the QR code to register or visit here to learn more: behavior.rare.org/gbf-webinar





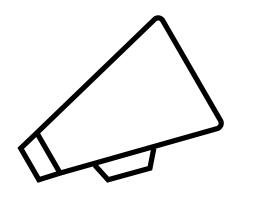
#### **Subscribe to the Behavior Beat!**





#### **Share Your Feedback!**

Answer our survey on today's session so we can make our future workshops even better.







#### Stay in touch!

Katie Williamson and Sam Gray kwilliamson@rare.org | sgray@rare.org





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senos pobre \*\*\* más trabajo is oportunidad

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