



How to bring about behaviour change

Bogis-Bossey Dialogue for Biodiversity 12-14 November 2017

Gerald Miles, Vice President/Global Development



rare inspires change so people and nature thrive



Is this what “transition” looks like?

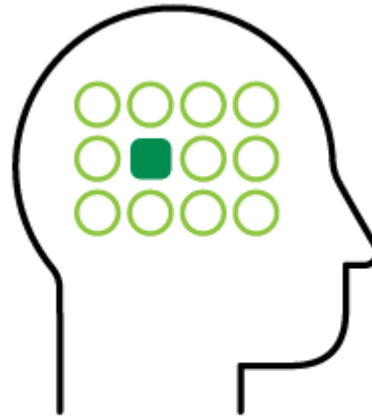
1 Emotions are often more powerful than reason

2 People are social animals

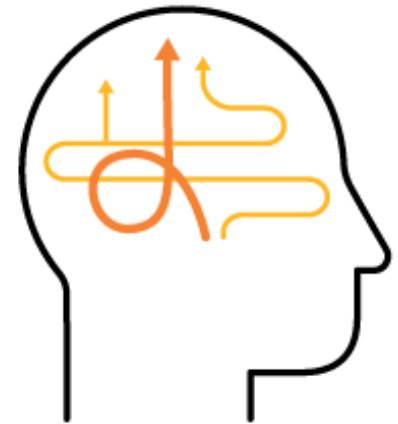
3 Context matters



emotional appeals



social incentives



choice architecture

Solving the big questions requires us to start from here

The research

Conservation Biology



Review

CSIRO PUBLISHING

Wildlife Research, 2010, 37, 658–667

www.publish.csiro.au/journals/wr

Special

Psychological Bulletin
2006, Vol. 132, No. 2, 249–268

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Psychological Bulletin
1977, Vol. 84, No. 5, 888–918

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1977, Vol. 84, No. 2, 191–215

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Journal of Consulting and Clinical Psychology
2004, Vol. 72, No. 3, 491–499

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The diffusion of interactive communication innovation
and the critical mass: the adoption of telecommunication services in a biodiversity conservation organization

The evolution of Rare Pride: Using evaluation studies to shape biodiversity conservation in a biodiversity conservation organization

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Abstract

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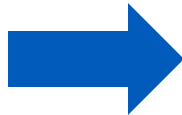
ABSTRACT

Rare Pride is a social marketing program for biodiversity conservation in critically endangered species. This paper reports on evaluation studies, networking studies, and the development of the program.

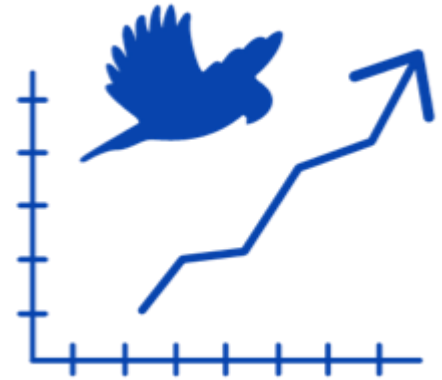




pride



public support



change

Pride



Aichi Target 1
Awareness raising and
behavior change

The method behind the mascot



Knowledge

Attitude

**Interpersonal
Communication**

**Barrier
Removal**

**Behavior
Change**

**Threat
Reduction**

**Conservation
Result**

Improve knowledge of the local ecology, threat and solution.

Promote pride in the golden monkey and social value of the solar water heater.

Promote conversations about the benefits of solar water heaters.

Train households on use and repair of solar water heaters.

Promote adoption of fuel-efficient solar water heaters in community households.

Reduce habitat destruction from fuelwood harvesting inside the reserve.

Increase the population of golden monkeys in the Baima Snow Mountain Nature Reserve.



Name of Campaign: Campaña de Orgullo por la Subcuenca Los Angeles

Location: Alcala-Ulloa, Colombia

Mascot: Amazonian Motmot (Barranquero Andino)

What made this campaign sticky:

- Great community support and outreach (continued participation in events such as doing festivals as Water Queen Fair every year)
- Local NGO partner remained committed and engaged in sustaining the effort well after Rare's departure. Acueducto Maravelez has continued fundraising by themselves to produce funds for ARAs (most recently securing US\$25,000 from local Water Company)

Conservation Goal: protect forest relics and riparian forests in the Los Angeles sub-basin habitat of conservation species, work with high basin owners in the adoption of conservation alternatives to reduce habitat threats caused by inadequate agricultural practices in the Los Angeles Sub-watershed.

Conservation Result:

- 87 reciprocal water agreements, 17 KMs or riparian forest protected



Name of Campaign: Pride Campaign for Tomia island, Wakatobi

Location: Tomia island, Wakatobi, Indonesia

Mascot: Red Snapper

What made this campaign sticky:

- Community saw direct impact of enforcing No Take Zones as the amount of fish increased.
- The park received an award as the best NP management in 2014 and one aspect of the award assessment was the success of the community engagement and outreach program. The community pride from receiving this award continued to fuel the community's involvement in MPA enforcement.

Conservation Goal: Increase fish biomass within the established Marine protected areas. Increase parameters of existing MPAs

Conservation Result: 345.4 ha of Marine Protected Area established at two sites. Number of red snapper caught went from 71 individual fish per group in 2012 to 106 individual fish per group in 2014.

Other:

- The Pride campaign improved relationship between the park and the community, before Pride the community didn't really trust the park and vice versa



Name of Campaign: Campaign for Tiger Preservation in Hunchun Nature Reserve

Location: Hunchun Jilin Province, China

Mascot: Siberian Tiger

What made this campaign sticky:

Conservation Goal: protect the last remaining Siberian tigers in the Hunchun Nature Reserve by inspiring hunters to develop non-hunting economic alternatives and strengthen local law enforcement in order to reduce poaching.

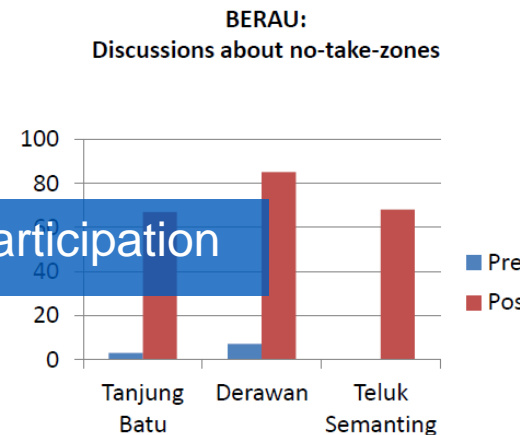
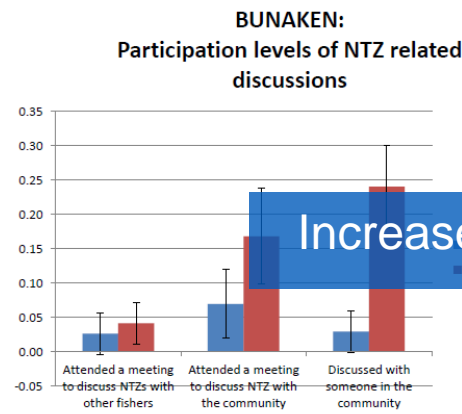
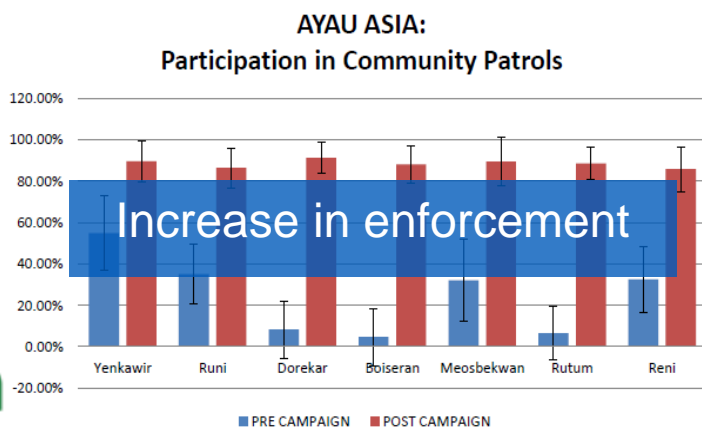
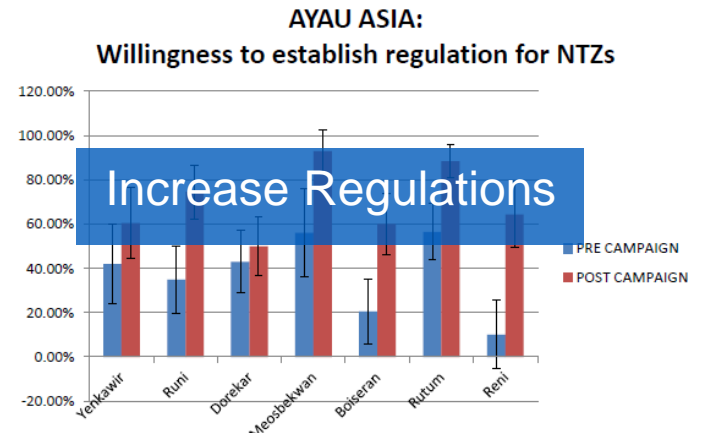
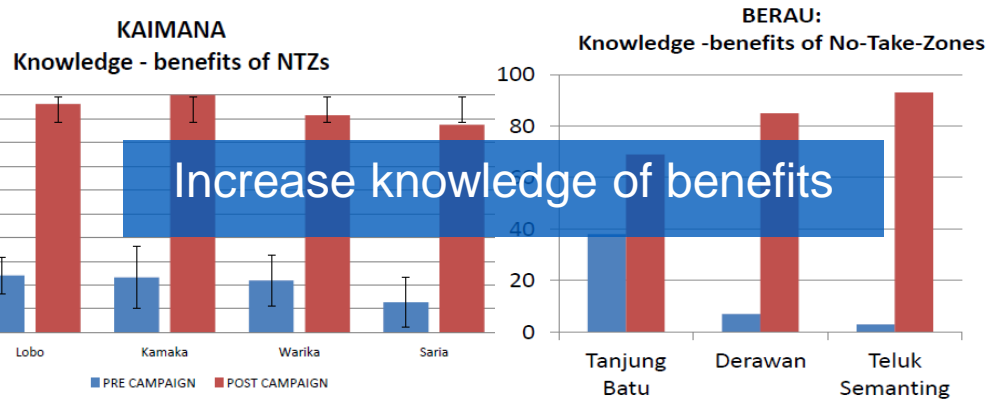
Conservation Result:

- The percentage of villagers who sell wild game decreased from 21% to 4%.
- The percentage of government officials who eat wild game decreased from 50% to 13%
- Reported deaths of tigers due to snares or hunting decreased to 0



Impact: stewardship

10 MPAs (> 4,000,000 ha) ; 34 NTZs (> 50,000 ha)



The fundamental questions

Does a Pride campaign **successfully promote behavior change?**

If so, **how?** Does the Theory of Change model really work the way we say it does?

The experiment

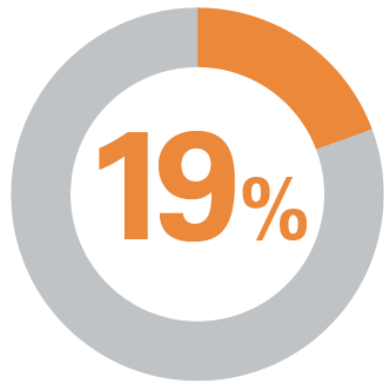
84 Pride campaigns

18 countries

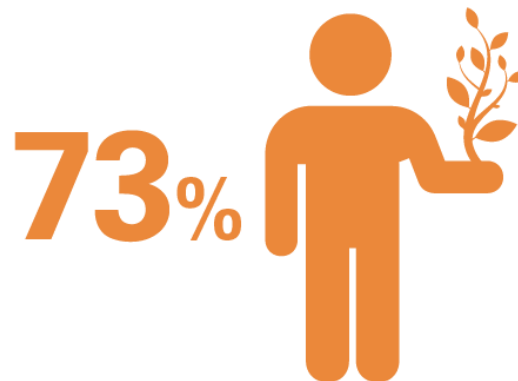
9 cohorts

4 years

Building local leadership offers high ROI



Percentage point average change to desired behavior.



Seventy-three percent of alumni have sustained their campaigns after their formal relationship with Rare ended.



Fifty-two percent of alumni have run second and third campaigns – funding these campaigns on their own.

So what?

Pride creates behavior change.

Traditional environmental education is insufficient.

We were effective for reasons we didn't fully understand.

Interpersonal communication influences attitudes.

Behavioral intention is key.

Reinforced by financial literacy and savings clubs.



What next – “further, faster, together”

- Focused on the right challenges to meet basic needs
 - SSF, watersheds, sustainable agriculture
- National policy relevance
 - National Development Plans, Nationally Determined Contributions
- Connected communities
 - Provincial scale - peer to peer exchange + learning
- New tools
 - Solution Search + Campaigning for Conservation (C4C)
- Together through the Center for Behavior and Environment (Stanford, Harvard, SEI)

Ideas for the CBD?

Inspire change/Be the change you want to see in the world

- Secretariat can:
 - change norms for COP – demonstrate what’s possible rather than allowing consensus around LCD
 - Support the portfolio of experiments at subnational level focused on behaviour change around the drivers of loss
- Parties will:
 - connect positive social change at subnational to national leadership (government and private sector)

Thank you, Merci, Gracias

