

Designing Behavior Change Campaigns for Sea Turtle Conservation

# **REFERENCE GUIDE**

#### Pestle Analysis Example



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**#1 Customizing** Recognize that different approaches will work for different people (e.g. introverts vs extroverts), and that major life transitions, such as moving home and becoming a parent, are opportunities to change habits.



**#2 Using Good Norms** Use social norms to shape behaviour. People imitate others, especially those with recognized status such as celebrities, and they respond to norm-based cues about what is acceptable and expected.



**#3 Specifying Action** Be specific about what to do. Especially when it comes to plastic, where people can feel disempowered, provide clear direction on what meaningful actions people can take.

#### Six Effective Strategies



**#4 Catalyzing Commitments** Challenge people to make a public or private commitment to do something specific. Once people make that commitment, they are more likely to follow through and even shift habits over time.



**#5 Tapping Positive Emotions** Tap into pride, hope and optimism. People who experience pride, hope and optimism as part of their proenvironmental behaviours tend to stick with them.

Summary of the Six Effective Strategies, the Four Watch-Outs, and the Four Common Mistakes



**#6 Showing it Matters** Show that the results – even for just one person's actions – matter. In the face of a global crisis, it is easy to believe that a bottle here or a candy wrapper there don't matter. Show people that they do.

Sourced From: Reducing Plastic Pollution: Campaigns that Work

#### Four Watch-Outs

**#1 Fear** Fear is most productive when there is something effective that a person can do to alleviate the threat. When the threat is existential or there is no immediate remedy, it just leads to anxiety and passivity.

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#2 Incentives Incentives work – but the behaviour goes away when the incentive goes away. Worse, intrinsic motivation can be eroded through incentives.

**#3 Humour** People enjoy funny or clever campaigns and they can be more memorable. However, they do not necessarily translate into the desired behaviour change, and sometimes they do the opposite.

#4 Altruism While altruistic claims resonate with some, in general, people make behavioural choices that prioritize their present needs and wants over the good of the group, and even over meeting their own future needs.

Sourced From: Reducing Plastic Pollution: Campaigns that Work



**#1 Stopping at Awareness** Assuming that making people aware of the problem will lead to behaviour change. Awareness can be a first step on the path to action, but the journey is not inevitable.

Four Common Mistakes #2 Using Guilt Using guilt to try to change behaviour. Appeals to guilt will create resistance in many people. For the rest, their guilt cup is already overflowing, reducing potential effectiveness.



**#3 Reinforcing Bad Norms** Showing the regrettable frequency of undesirable behaviours. Social norms are effective at shaping behaviour – so showing the prevalence of bad behaviour backfires.

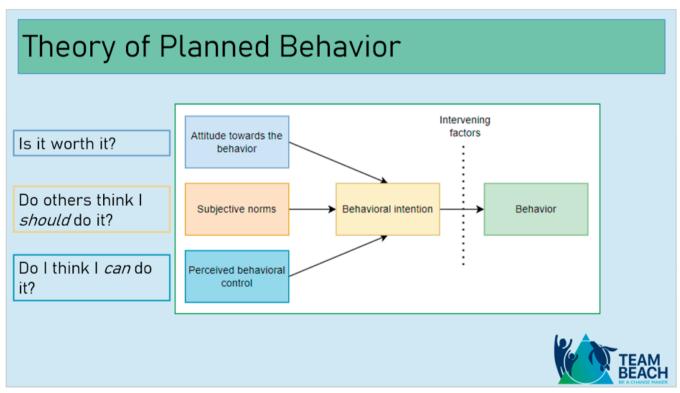


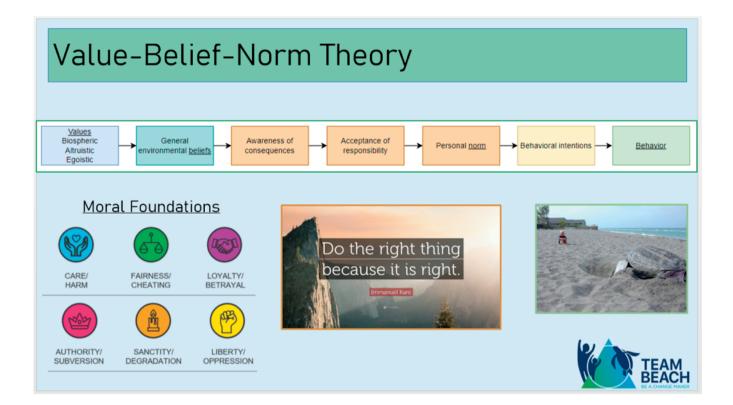
#4 Allowing Distance Allowing the problem to feel distant or intangible, and relying more on statistics than images and stories. People are more moved to action by problems that are local, urgent and tangible. Physical, temporal or psychological distance all undermine our motivation to act.

Sourced From: Reducing Plastic Pollution: Campaigns that Work

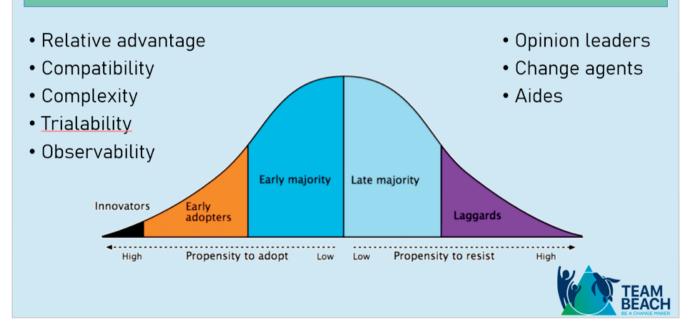
## Introduction to Behavior Change Theory



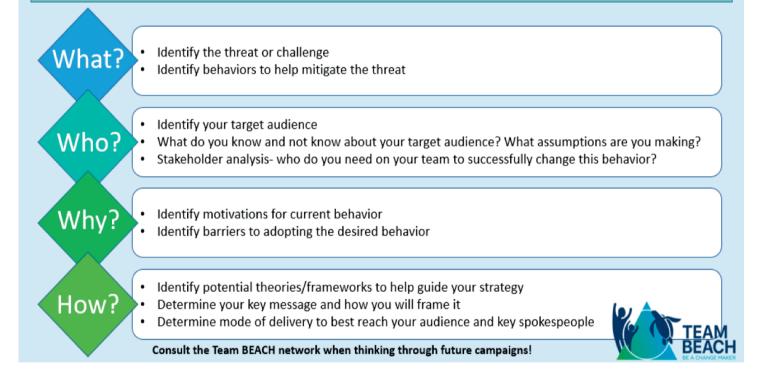




## Diffusion of Innovation Theory



## Steps to create a behavior change strategy



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