Motivating
action & change
for the environment

using behavioral insights and
communication strategies.

brooketully

A LITTLE ABOUT ME

I train conservationists how to design communication plans that motivate action.

- best practices from commercial advertising
- insights from behavioral science
- first-hand experiences in conservation

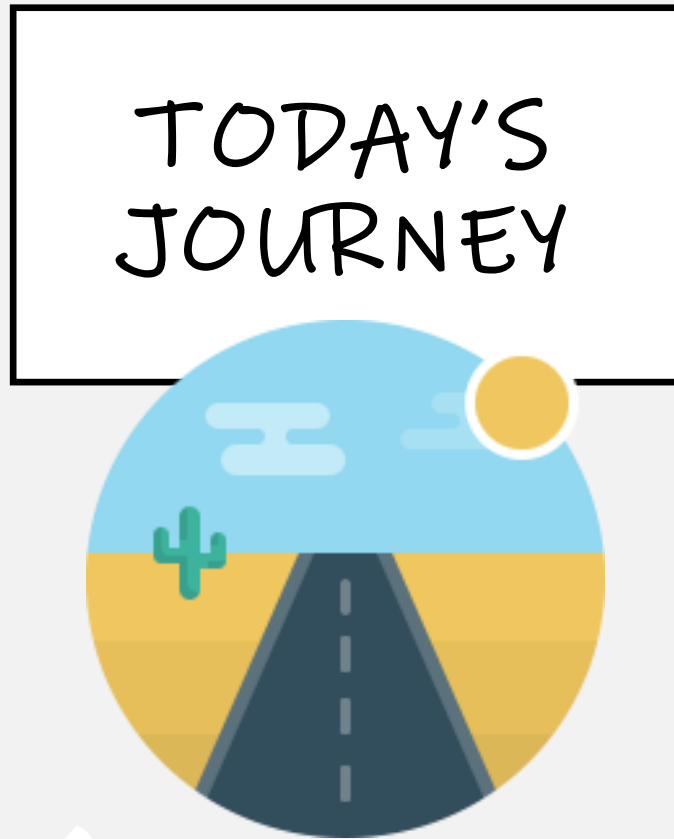training workshops | online courses | consulting services

@brooke2cents

brooketully.com

Goal: **Learn behavioral insights and communication strategies that motivate people to take action for the environment**

TODAY'S JOURNEY

1. What we're asking people to do
2. Who we're talking to
3. Why people don't do things
4. Why people will do things
5. How to reframe the message
6. How images can support the message

What do we need people to do???

5

We need people to...

- Reduce food waste
- Use reusable grocery bags
- Reduce carbon footprint
- Recycle/up-cycle
- Conserve water
- Use less single-use plastic

- Eat less meat
- Use reusable straws
- Carry their own utensils
- Use reusable water bottles & mugs
- Bike or walk instead of drive

It's dizzying!

How can we make it more **actionable & specific?**

Eat less meat ⟶

- Eat 15% less red meat.
- ==Eat a plant-based meal at least once a week.==
- Only eat red meat 6 times a week.
- Stop eating red meat.

Use less single-use plastics

Reduce carbon footprint

Reduce food waste

TIPS ON GETTING ACTIONABLE & SPECIFIC

- Focus on what people **can do** and not on what they need to stop doing.

  - Try to avoid "stop" and "don't" statements.

- Move beyond "know about", "learn" and "care about".

  - Focus on **what they should do** with the desired knowledge and attitude.

- Be as clear and specific as possible.

- Aim to focus your "ask" on one thing at a time.

Step 1:
Define your ask

» What are you asking people to do?

» Can you make it as actionable, clear and specific as possible?

Identifying audiences

CLARIFYING THE AUDIENCE: STEP #1

WHO needs to take this action?

Behavior goal:
Bring re-usable bags to the grocery store
(instead of getting plastic bags)

- ~~Everyone~~

- Is there a specific geographic area we need to target?

- Are there specific locations of this action?

▶ People who **go grocery shopping** regularly.

▶ People who grocery shop regularly in **X, Y, Z towns.**

▶ People who grocery shop **at large grocery stores** in X, Y, Z towns.

Can you further divide the audience into these sub-groups?

- Who is already doing the behavior?

- Who absolutely MUST do the behavior?

- Who is most likely to do the behavior?

- Who is most likely to do the behavior **next**? (after those above)

Priority Audience Segments

Groups and individuals who absolutely must do the behavior or who are most likely to do the behavior.

Possible Secondary Segment

Groups and individuals most likely to do the behavior next, or those who can play a role in influencing the priority segment to change.

13

Step 2:
Segment your audience

» Can you define a narrower scope & scale for your audience?

» Are there distinct sub-groups you should target first?

WHY PEOPLE **DON'T** DO THINGS

1 It's easier and safer to not do anything

3 They tried to do it, but it got too difficult

2 It's not even possible to do the thing

4 They don't "get" why they should do it

1 It's easier and safer to not do anything

STATUS QUO BIAS

When people prefer things to stay the same by doing nothing or by sticking with a decision made previously.

1 It's easier and safer to not do anything

LOSS AVERSION

The pain of losing is psychologically about twice as powerful as the pleasure of gaining.

2 It's not even possible to do the thing

The audience cannot access the required equipment, tools or resources needed to complete the behavior:

- Cost of resource
- Resource not readily available
- Resource not close to them
- Infrastructure not in place

They tried to do it, but it got too difficult

CHOICE OVERLOAD

When too many choices are available to consumers they may stick with their default choice or make no choice.

9 TIPS FOR LIVING WITH LESS PLASTIC

1 Bring your own shopping bag

2 Carry a reusable water bottle

3 Bring your own cup

4 Pack your lunch in reusable containers

5 Say no to disposable straws & cutlery

6 Skip the plastic produce bags

7 Slow down and dine in

8 Store leftovers in glass jars

9 Share these tips with your friends

LESS PLASTIC   #REFUSE SINGLE USE   #CHOOSE REUSABLES

3 They tried to do it, but it got too difficult

HASSLE FACTORS

Seemingly minor inconveniences that prevent one from completing a task or taking action.

4 They don't "get" why they should do it

#EcoFact

If all the world's 1 billion PC's were powered down for just one night – it would save enough energy to light up New York City's Empire State Building – inside and out – for more than 30 years.

Pinterest

www.pinterest.com/terracycle
http://environment.unr.edu/sustainability/tips/

TERRACYCLE

LACK OF MOTIVATORS

People are driven by emotion, purpose, belonging & personal benefits – not by facts and data.

1 It's easier and safer to not do anything

3 They tried to do it, but it got too difficult

2 It's not even possible to do the thing

4 They don't "get" why they should do it

Step 3:
Identify the barriers

» Which of the four barrier types is your audience most likely to experience?

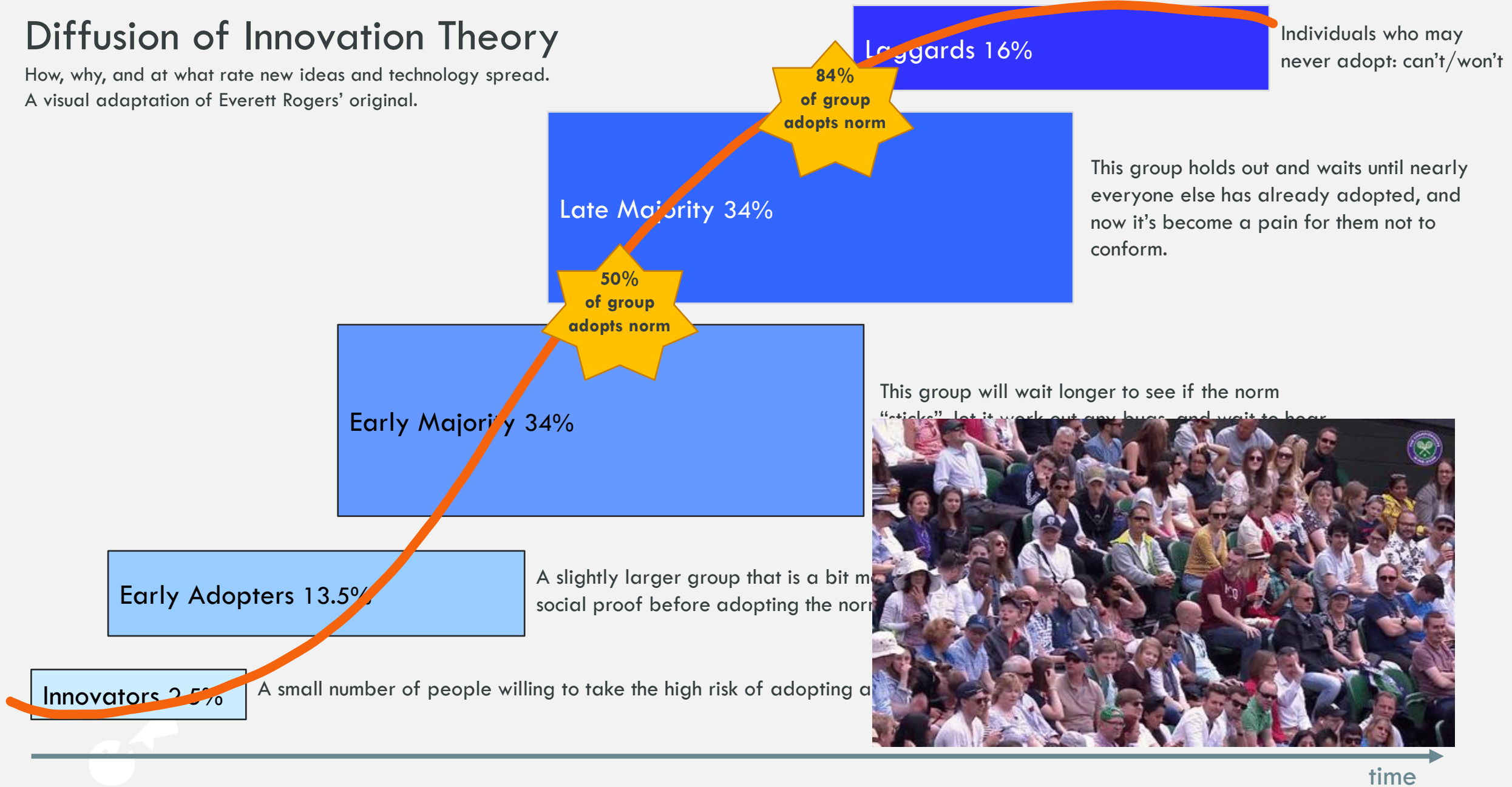» Are there any that must be removed before you can begin your outreach?

WHY PEOPLE **WILL** DO THINGS

Diffusion of Innovation Theory

How, why, and at what rate new ideas and technology spread.
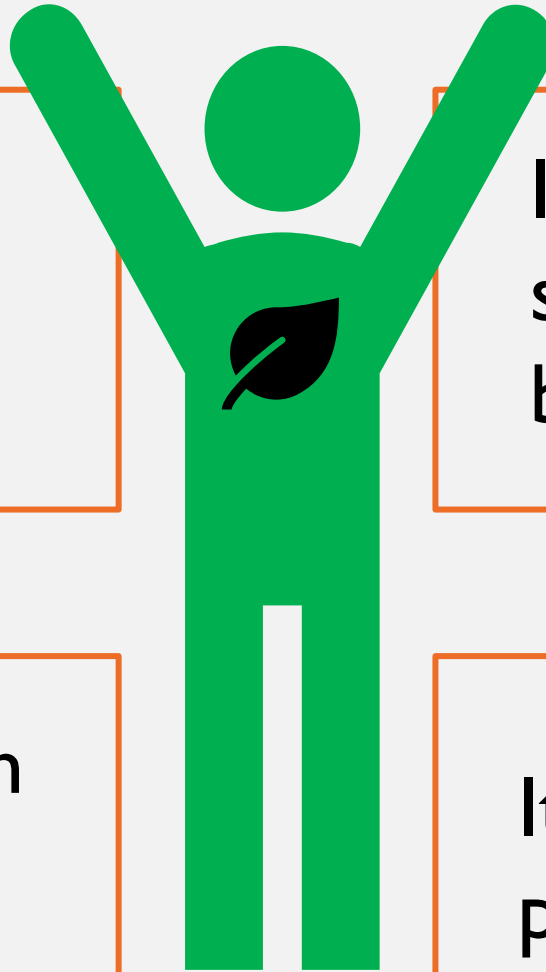A visual adaptation of Everett Rogers' original.

Laggards 16%

84% of group adopts norm

Individuals who may never adopt: can't/won't

This group holds out and waits until nearly everyone else has already adopted, and now it's become a pain for them not to conform.

Late Majority 34%

50% of group adopts norm

Early Majority 34%

This group will wait longer to see if the norm "sticks", let it work out any bugs, and wait to hear

Early Adopters 13.5%

A slightly larger group that is a bit m[ore] social proof before adopting the norm

Innovators 2.5%

A small number of people willing to take the high risk of adopting a

time

1 Other people are doing it

2 It's easy and fun to do AND it has an impact

3 I'm part of something bigger

4 It benefits me personally

28

1 Other people are doing it

2 It's fun and easy to do AND it has an impact
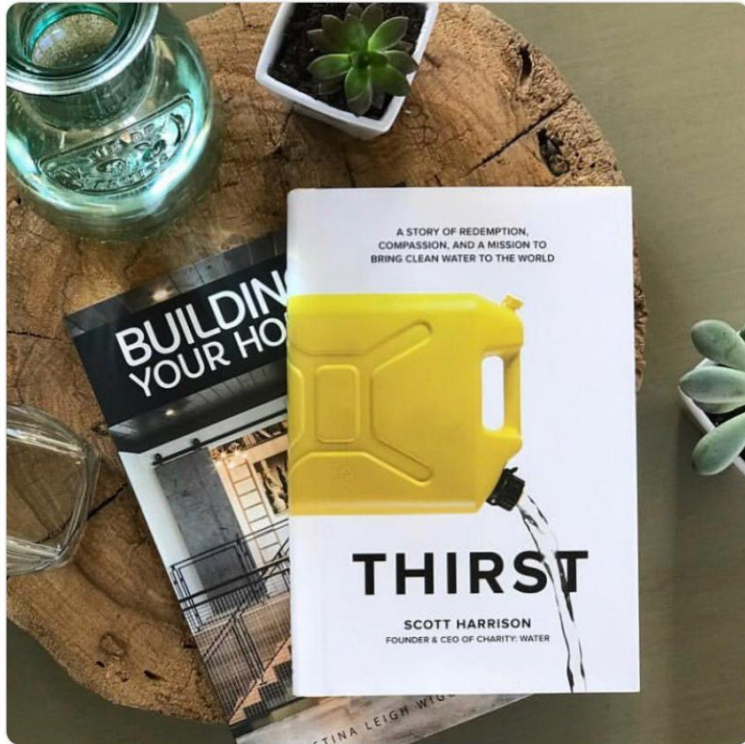
BREW·AT·THE·ZOO

I'm part of something bigger

charity: water ✔
@charitywater

Following ▾

As of today, all of your #ThirstBook purchases and social media shares have unlocked clean water for 5,867 people! Thank you for taking the time to post photos and forward your receipts to unlock@charitywater.org. We hope you're loving @scottharrison's book!

A STORY OF REDEMPTION, COMPASSION, AND A MISSION TO BRING CLEAN WATER TO THE WORLD

BUILDING YOUR HO

THIRST

SCOTT HARRISON
FOUNDER & CEO OF CHARITY: WATER

1:29 PM - 7 Oct 2018

27 Retweets   **76** Likes

I Voted

WE MARCH TOGETHER.
WE DREAM TOGETHER.
ON NOV 6TH, WE VOTE TOGETHER.

TOGETHER
WE VOTE

#TogetherWeVote

TUES NOV 6

34

It benefits me personally

PROTECT THE
CRABCAKE POPULATION

HOLD OFF ON THE LAWN FERTILIZER UNTIL FALL,
BEFORE THERE ARE NO GENUINE MARYLAND CRABCAKES.

CHESAPEAKE CLUB

www.ChesapeakeClub.org

SHOPPING WITH A PLAN
HELPS YOUR WALLET.

A 4-person family loses $1500 a year on wasted food. Saving that would basically be a raise.

DRAG THE SLIDER TO SEE HOW MUCH YOUR FAMILY COULD SAVE.

DAILY
$4

MONTHLY
$125

YEARLY
$1500

1   2   3   4   5   6   7   8   9

HOUSEHOLD SIZE

charity: water
@charitywater

Following

To: You (our fundraisers)

Thank you for the bold, embarrassing, and beautiful things you do to raise money for clean water! Your heart is contagious, and you make it a joy to come to work each day. Happy Valentine's Day.
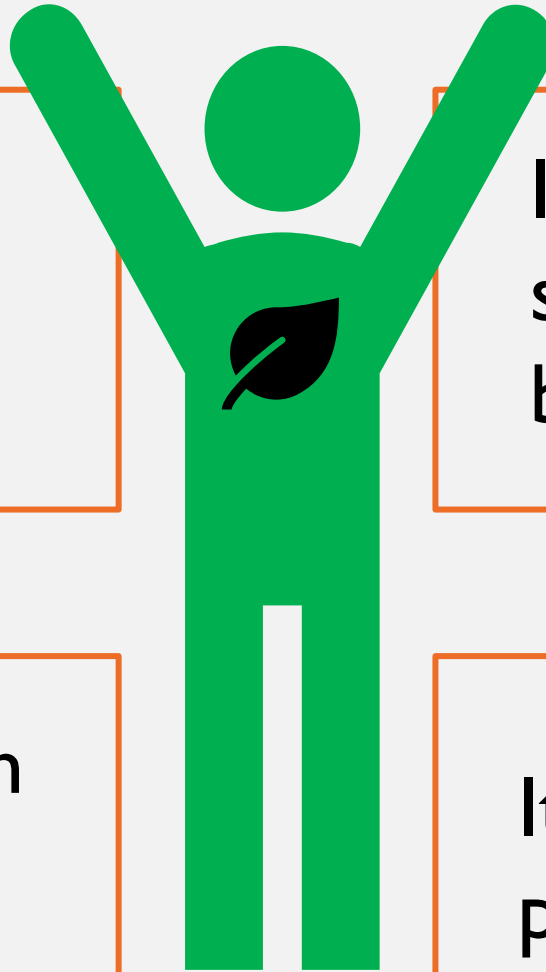
💛 @charitywater

NOBODY DOES
IT LIKE YOU.

4:26 PM - 11 Feb 2019

1 Other people are doing it

2 It's easy and fun to do AND it has an impact

3 I'm part of something bigger

4 It benefits me personally

Step 4:
Select motivators

» Where on the diffusion curve is your audience in adopting the behavior?

» Which motivators would you like to use in your communication & outreach?

Make the ask CLEAR + ACTIONABLE (focused on the DO)

Other people are doing it

Show & tell what others are doing, or what they're trying to do.

Make it social: join us!

It's fun, easy to do & it has an impact

Lead-in with the fun and/or easy aspect; follow-up with the impact.

Make them feel good about it.

I'm part of something bigger

Invite the audience in and help them feel like they belong to a special pack.

Use terms like "we" and "together".

It benefits me personally

Focus on what they get out of it to answer, make it meaningful to them.

Reward and validate their efforts.

IMAGES THAT MOTIVATE:
DO'S & DON'TS

40

DO: Show people doing the desired behavior

TROPHY
HUNTING

#ThingsIWouldBan

© www.georgelogan.co.uk

BORN FREE

DON'T: Show the behavior you want people to stop doing

DO: Show the positive progress we're all working towards

DON'T: Resort to sadness or shock tactics

DO: Use images that reinforce & strengthen the message

DON'T: Confuse or clutter the message

DO: Positively represent your audience and empower them

DON'T: Make people feel bad about their behavior

Step 5:
Craft the message

» How can you re-phrase your ask to include one or more motivators?

» Which types of images will best support the message you're sending?

In Closing...

Doing something new or different is hard. & there are many reasons why we may not do it.

All of which are valid
whether we like it or not

Yet, there are also
amazing motivators we can add to
our messages that spark action &
move people forward!
😀

And we can use them no matter where or when we're reaching our audiences

Events

Interpersonal

Printed materials

Digital/Content

Outdoor

Signage

Give-aways

Press

Social media

49

brooketully.com/motivating-action-training-webinar/