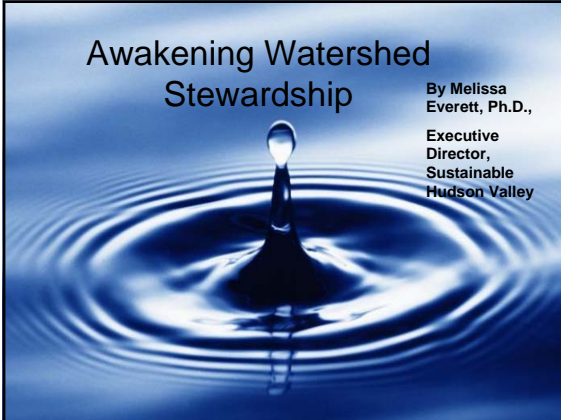


Awakening Watershed Stewardship

By Melissa Everett, Ph.D.,

Executive Director,
Sustainable Hudson Valley



Goals of This Presentation

Understand the basics of social strategies for motivating people

[Hint: Information isn't enough.]

See ways that social science tools can be successfully applied by anyone - including you!

But first, a confession



Melissa's odometer = 215,000 miles

What Would Help Me to Change That?

- Practical alternatives
- Different incentives - affordable public transport
- Other people's behavior (norms, models)
- Commitment
- Feedback systems
- Reminders
- Messages of encouragement/expectation

Community Based Social Marketing: What's a Nice Idea Like This Doing in Such a Jargon-y Package?

Social Marketing = using tools of marketing to promote voluntary behavior change

Community Based Social Marketing is:

- Local
- Interactive
- Empowering

Some Ingredients



Caveat: Just looking at the ingredients doesn't tell you how the soup will taste.

Commitment

- Written works best
- Engage groups
- Involve individuals - negotiate interactively
- Help people see themselves as responsible and empowered
- Never use coercion

Communication: Message Framing

- A frame is a conceptual structure used in thinking
- Frames are the background reality in any communication
- Words evoke frames: village, sprawl, watershed, environment

Reminders (Prompts)

- Can define/ package the concept in a frame
- e.g. "get in the loop: recycle"
- Locate at point of action



Feedback systems - Santa Monica Report Card

- Water and resource use behind aggressive goals - C+ performance, A for effort
- Solid waste diversion on track @ 67%
- 100% renewable electricity for city operations
- Buildings: 2 LEED certified, 5 in development

Convenience

- Curitiba Brazil bus system
- Efficiency VT energy services company
- RecycleBank

Incentives

- Expedited permits for “green” development
- Congestion pricing for NYC midtown auto traffic
- Special high occupancy vehicle lanes

HUDSON RIVER PROJECT



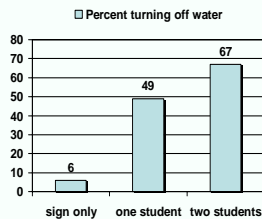
“Our shared nature”

Compact

Consensus Formulation

Liturgical outreach

Norms and models



Impact of a role model in water conservation behavior:
the famous shower experiment

Communication - Vivid, Memorable Language

“Please don’t drop your cigarette butts on the dock. The fish crawl up at night and smoke them, and we are trying to get them to quit.”

Social Communication Factors

Group size

Group convening

Group formation (making it safe for dissent)

Group boundaries (private/ public)

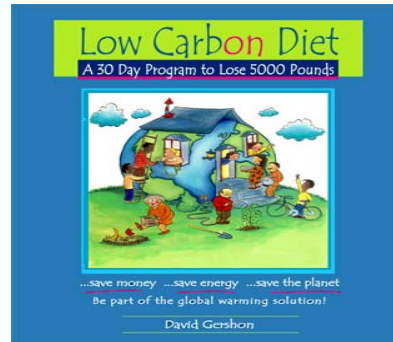
Summing Up

- Our work is about reframing ideas and renegotiating behavioral norms over time.
- We do this by creating experiences that help people “get it”.
- Our strategies come from deepening understanding human and social systems.

The Soup



Example 1: The Low Carbon Diet



Example 2: An Integrated Campaign - Water Efficient Durham

- Water Fixture Replacement Program
- Water Efficient Demonstration Garden
- Odd/Even Day Lawn Watering Bylaw
- Summer Peak Consumption Reduction
- Householder Guide to Water Efficiency
- Commercial/ Industrial workshop & assessment tools

Water Efficient Durham Results

- Saved average 26% water use and \$77/ household/ year

Example 3: Designing a Campaign - Plastic Bag Ban

1. Assess feasibility
2. Designate champion/s & coordinators
3. Talk to community groups
4. Compile a list of retailers
5. Invite all retailers to join
6. Run Info Night for retailers
7. Get retailers' commitment
8. Design re-usable bag
9. Order re-usable bags for every retailer to sell
10. Set a launch date
11. Announce launch date
12. Organize launch day

The secret ingredient in
Community-based Social Marketing
is... **COMMUNITY**

"You can't change what you can't touch" -- Joanna Macy

Sustainable Connections -
Bellingham, WA



Four take-home points about
successful initiatives

- Scale and complexity
- Interactivity and dynamism
- New skillset - facilitative leadership
- Start simple and establish feedback

“Sin bravely.”

- Martin Luther