



# Behavior Change, Communication and Social Marketing for Green Growth

**Green Growth Practitioners Workshop – East Asia**

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# Session Objectives

- Share basic principles and concepts related to behavior change
- Introduce a few frameworks that can help explain behavior
- Introduce the key components of effective behavior change interventions
- Discuss the types of resources/skills required to carry the interventions out

# Session Flow

- ✓ Why behavior change?
- ✓ Behavior change as a process
- ✓ Behavior change frameworks
- ✓ Behavior change approaches and tools
- ✓ What does it take?
- ✓ Closing



## **Top 3 Reasons Why We Should Be Interested In Behavior Change To Support Green Growth**

# Reason #1: Behavior Change is Often The Missing Link To Program Success



# Learning from Sanitation Sector

- Access to infrastructure  $\neq$  use
- Global shift in service delivery strategy from provision to behavior change



## Reason #2:

# Conventional Economist Tool-Kit May Not Be Sufficient

- Neoclassical economics assume that humans are “rational” and behave in a way to maximize their individual self-interest (Dawnay and Shah, 2005) but there are...
  - Framing issues
  - Market inefficiencies
  - Rule of thumbs
  - 95% of decision-making is unconscious!

## Reason #3:

# The “Competition” Is Investing Heavily In Behavior Change

- Est. 21.9 billion USD in 2009 in advertising by automobile companies (*Source: Advertising Age*)
- India experienced a 20-fold increase in the number of private motor vehicles in past decade (*Source: Embarq*)





# Warm Up

- Name your top 3 challenges or priorities for green growth for the next 10 years
- What strategies do you think will be critical to achieve them?

# Exercise

- For the priorities/challenges discussed earlier, identify:
  - A critical behavior
  - Who should adopt this behavior
  - Why is it important

# Note

- Focus of this session is on individual behavior change (at citizen level)
- However, similar principles and approaches apply when targeting different populations

# Behavior Change as A Journey

- Behavior change is difficult
- No silver bullet
- Behavior change is a process, not an event



# Influencing the Journey \*



1. Direct the rider
2. Find the feeling
3. Shape the path



\* From *Switch, How to Change Things When Change is Hard*, Dan and Chip Heath

# Directing The Rider

<http://www.youtube.com/watch?v=3ilkOi3srLo>

HIV/AIDS Prevention

ABC

  
**ACT  
LOCAL**

**THINK  
GLOBAL**

This is your planet



go green!





# Finding the Feeling

## CONVEYING INFORMATION

Nutrition Facts	
Serving Size 1 bottle	
Servings Per Container 1	
Amount Per Serving	
Calories 240	
% Daily Value	
Total Fat 0g	0%
Sodium 75mg	3%
Total Carbohydrate 65g	22%
Sugars 65g	
Protein 0g	
Not a significant source of fat, calories, saturated fat, trans fat, cholesterol, fiber, vitamin A, vitamin C, calcium and iron.	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.	

## CONVEYING A FEELING



**ARE YOU POURING ON THE POUNDS?**

**DON'T DRINK YOURSELF FAT.**  
Cut back on soda and other sugary beverages.  
Go with water, seltzer or low-fat milk instead.

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New York City, NY 10018  
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“I selected **pride**. I got myself a toilet.”

“I selected **safety**. I got myself a toilet.”

[http://www.youtube.com/watch?feature=player\\_embedded&v=Coz31h-1XVM](http://www.youtube.com/watch?feature=player_embedded&v=Coz31h-1XVM)

“

“I selected **convenience**. I got myself a toilet.”





# Shaping The Path

<http://www.npr.org/templates/story/story.php?storyId=121310977>

