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

Inputs Budget Outputs
Toilet construction

Outcomes
Toilet use

Impact
Improved health

Learning from Sanitation Sector

- Access to infrastructure≠ 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 *



I. 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



ACT LOCAL

THINK GLOBAL

This is your planet



go green!







Finding the Feeling

CONVEYING INFORMATION

CONVEYING A FEELING

Nutrition Facts

Serving Size 1 bottle Servings Per Container 1

Amount Per Serving

Calories 240

-	% Daily Value
Total Fat 0g	09
Sodium 75mg	39
Total Carbohydrate 65	ig 22 %
Sugare 65g	

Protein 0g

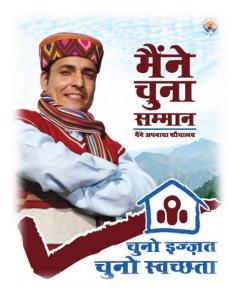
Not a significant source of fat calories, saturated fat, trans fat, cholesterol, fiber, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values (DV) are based on a 2,000 calorie diet.



"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

"I selected convenience. I got myself a toilet."



"

Shaping The Path

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

