Community-Based Social Marketing

1. Select Behavior
2. Uncover Barriers & Benefits
3. Develop Strategy
4. Pilot Strategy
5. Implement Broadly & Evaluate
Community-Based Social Marketing

Select Behavior 2 3 4 5
Selecting Behaviors

Overview

Exercise

Debrief

Energy Use by Sector (2006)

- Industrial
- Transportation
- Residential
- Commercial/Institutional
- Agriculture

Source: Natural Resources Canada
Selecting Behaviors

Household Energy Use 2006

- Space Heating
- Space Cooling
- Water Heating
- Appliances Major
- Appliances Minor
- Lighting

¹Natural Resources Canada
Selecting Behaviors

HWH Related Behaviors
- Install Low Flow Showerheads
- Turn Down HWH Thermostat
- Install Blanket
- Install On-Demand System
- Shorter Showers
Selecting Behaviors

- One-Time
- Repetitive
Listing Behaviors

- Non-Divisible
- End-State
  - No Strategies!
Group Exercise Instructions

• Residential Audience

• 5 Energy Efficiency Behaviors
  • Each should be End-State, Non-Divisible
Selecting Behaviors

Impacts

Behaviors

Probability

Impact

1
2
3
4

1
2
3
4
Selecting Behaviors

Impact

Probability

Overview
Exercise
Debrief

Impacts
1
2
3

Behaviors
1
2
3
4

One-Off
Iterative

Three Methods for Charting

• Rigorous
  • Technical Info (Y), Review Cases (X)

• Less Rigorous
  • Survey Experts (Y) & Audience (X)

• Combined
Group Exercise Instructions

• Impact is Reducing CO2 Emissions
• Rate Probability of 7 Behaviors
  • 0 = “No Likelihood”
  • 4 = “High Likelihood”
• Chart Impacts & Probabilities
Residential Energy Behaviors

CO2 Impact (kg/per household/year)

Switch to Green Power
Install 10 CFLs
Install 3 Low-Flow Showerheads
Wash Clothes in Cold Water
Shorter Showers (6 to 4 mins.)
Turn off Second Fridge
Switch off Standby Power
Residential Energy Behaviors

CO2 Impact (kg per household/year)

Probability

- Install 10 CFLs
- Install 3 Low-Flow Showerheads
- Wash Clothes in Cold Water
- Shorter Showers (6 to 4 mins.)
- Turn off Second Fridge
- Switch off Standby Power

Graph showing the impact of various energy-saving behaviors on CO2 emissions, with probability ranging from 0 to 4 and CO2 impact ranging from 0 to 1000 kg per household per year.
<table>
<thead>
<tr>
<th>Behaviour</th>
<th>GHG (kg/ph/y)</th>
<th>Probability (0 to 4)</th>
<th>Penetration (1 - Value)</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Power</td>
<td>8700</td>
<td>2.15</td>
<td>1 - .05 = .95</td>
<td>17769</td>
</tr>
<tr>
<td>Solar Hot Water</td>
<td>1800</td>
<td>1.8</td>
<td>1 - .10 = .90</td>
<td>2916</td>
</tr>
<tr>
<td>Install 10 CFLs</td>
<td>700</td>
<td>3.03</td>
<td>1 - .22 = .88</td>
<td>1866</td>
</tr>
</tbody>
</table>
Community-Based Social Marketing

Select Behavior

Uncover Barriers & Benefits

3 4 5
Uncovering Barriers

- Unobtrusive Observations
- Behavior versus Activity
Uncovering Barriers

- Break Behaviors Down
- Uncover Barriers to Activities
- 3 Actions for Programmable Thermostats?
Uncovering Barriers

- Unobtrusive Observations
- Behavior versus Activity
- How Well?
Individual Exercise Instructions

• Write down Barriers & Benefits to Tire Inflation
• Rank order List of Barriers
• Rank order List of Benefits
Uncovering Barriers

Individual Exercise Instructions

- Write down Barriers & Benefits to Tire Inflation
- Rank order List of Barriers
- Rank order List of Benefits
Community-Based Social Marketing

1. Select Behavior
2. Uncover Barriers & Benefits
3. Develop Strategy

4 5
Develop Strategy

<table>
<thead>
<tr>
<th>Specific Behavior</th>
<th>Barriers</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Encourage</td>
<td>![Down Arrow]</td>
<td>![Up Arrow]</td>
</tr>
<tr>
<td>Discourage</td>
<td>![Up Arrow]</td>
<td>![Down Arrow]</td>
</tr>
</tbody>
</table>
Commitment

- RCS Home Audit
- Could Names be Published?
- Measurements One Year Later
  - Evaluation is Unobtrusive

![Bar Chart]

- No Paper: 15
- Paper: 20
Commitment

Our Lawn is Pesticide Free

www.letscurbpesticides.ca

Brought to you by the Region of Waterloo and your area municipality.
Social Diffusion

We Compost Too!
It's a Down to Earth Solution.
Social Diffusion

RESTORING THE REDWOOD RIVER
Examples of Involvement by Local Citizens

This booklet recognizes the participation of watershed residents from 1985 to 1995. People from across the watershed working within their small area to improve the whole watershed.
Social Diffusion

Overview

Exercise

Debrief

John Feuerstein
Conservation Tillage

Soil or Phosphorous Reduction in Tons Per Year: 85
Surface Water Pollution Reduction in Tons Per Year: 17
Acres or Feet of Practice: 79.3 acres

Arnold Garbers
4 Sediment Control Basins

Soil or Phosphorous Reduction in Tons Per Year: 363.4
Surface Water Pollution Reduction in Tons Per Year: 76.6
Acres or Feet of Practice: 2900 feet

Keith Gilbert
5 Sediment Control Basins

Soil or Phosphorous Reduction in Tons Per Year: 185.5
Surface Water Pollution Reduction in Tons Per Year: 97.1
Acres or Feet of Practice: 2900 feet

Menu
Commitment Check List

- Avoid Coercion
- Request Call-Backs
- Make Public & Durable
- Promote Involvement
- Enhance Self-Perceptions
Prompts

- Not Designed to Change Attitudes
- Overcome Forgetting
- Slogans ≠ Prompts
  - Think Global, Act Local
  - Every Litter bit Helps
- Don’t be Fuelish
Prompts

- Three Communities
- 500 Homes in Each
- Compare Information vs CBSM
- Unobtrusive Evaluation
Prompts

We Help Remove Mountains of Water

Lawn watering increases water use by 50%!

Watering Reminders

- Is today an Odd or Even Day?
- Has it rained in the last week?
- Lawns need only 1 inch of water per week.
• Three Communities
• 500 Homes in Each
• Compare Information vs CBSM
• Unobtrusive Evaluation
Prompts
Prompts

Please...

...conserve water, take shorter showers.

Greening
St. Thomas University

Please...

...turn off the lights.

Greening
St. Thomas University
Mix all recyclables here
Revuelva todo lo reciclable aqui

Paper
Papel
- Newspaper
- Cardboard
- Junk mail
- Paperback & phone books
- Egg cartons
- Frozen food packaging
- Cartonboard such as cereal boxes
- Magazines

Do not include:
- No plastic bags
- No styrofoam
- No photos

Plastics
Plastico
- All containers shapes & sizes
- Beverage containers
- Food containers

Do not include:
- No window glass or mirrors
- No ceramics
- No light bulbs

Glass
Vidrio
- All containers shapes & sizes
- Beverage containers
- Envelopes

Do not include:
- No window glass or mirrors
- No ceramics
- No light bulbs

Cans & foil
Latas y aluminio
- Aluminum cans & foil
- Tin, steel, bi-metal cans
- Aerosol cans (empty only)
- Lids from jars

Do not include:
- No food contaminated paper
- Paper containers of cereals
- No hardcover books
- No styrofoam

Important:
- Empty containers only
- Flatten or cut cardboard boxes
- All recyclables must be placed in the cart
- Set out your cart at least 2 feet away from other carts or objects

No hazardous materials including automotive fluids, garden chemicals, paint products, cleaners and fluorescent lamps. Non-recyclable materials normally represent liquids or solids like inkers, paints, varnish, some batteries, heavy metal cans, inked or coated paper, some plastics, fluorescent materials or solar products, or any material that is not recyclable.

For proper disposal of hazardous waste, Sonoma County Eco-Desk 565-DESK(3375)
Para deshacer materiales peligrosos contáctese con el Eco-Desk del Condado de Sonoma 565-DESK(3375)
Prompt Check List

- Make Noticeable
- Make Self-Explanatory
- Close in Space & Time
- Encourage Positive Behavior
- Combine with other Tools
Norms

- Power of Norms
- Indicate Expected Behavior
- Two Forms
  - Descriptive
  - Injunctive
Norms

- Sign in Shower Room
- Observe One or Two Models
Many past visitors have removed petrified wood from the Park, changing the natural state of Petrified Forest.

Please don’t remove the petrified wood from the Park, in order to preserve the natural state of the Petrified Forest.
- Help save the environment
- Join your fellow guests in helping to save the environment (75%)
- 75% of the guests who stayed in this room (814) participated
Norms Check List

- Make Noticeable
- Close in Space & Time
- Encourage Positive Behavior
• Persuasion 101
Communication

- Vivid Messages
  - Capture Attention
  - Short to Long-term
  - Enhance Recall
• Avoid Extreme Messages
• Latitudes of Acceptance
  • Key Benefits
• Fearful Messages
• Reinforces Repetitive Behavior
• Builds Public Support
• Develops Community Norms
  • Dedham Recycling
How can energy-efficient appliances save you money?

You may be losing over $200 per year on your water bill. Avoid Water Bill Increases used to build and upgrade Water Supply and Sewage Treatment Plants by adopting the Water Efficiency tips below.

Cut Your Losses!
Communication
Incentives

- San Jose, California
- Charge based on Size of Container
Incentives

• Bottle Deposits
  • 68% Litter Reduction in Oregon
  • 82% Litter Reduction in Michigan
  • 74% Litter Reduction in New York
Incentives

- Manitoba Hydro
- Residential EE Retrofits
- No Up Front Costs
Incentives Check List

- Closely Pair Incentive & Behavior
- Reward Positive Behavior
- Make the Incentive Visible
- Make Alternative More Expensive
- Be Cautious when Removing
- Prepare for Avoidance
- Consider Size of Incentive
- Consider Non-Monetary Incentives
Convenience

- Lowell, Massachusetts
- Converted Recycling Trucks
- Curbside Collection
- Stores provide Containers
• 2009, 100 Bike Sharing Programs
• 45 Introduced in 2010
• 139,000 Bikes being Shared
• 8% - 16% of Vehicle Trips
• Paris Velib Program
  • 75,000 Rentals a Day
  • 300,000 km/day
Convenience Check List

- Reduce Structural Barriers
- Competing Less Convenient
- Experience changes Perceptions
Community-Based Social Marketing

- Select Behavior
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- Pilot Strategy

5
Pilot Strategy

- Sample Size
- Random Selection & Assignment
- Measurement
  - Behavior Change
  - Resource Use
  - Resource Quality
Pilot Strategy

Overview

Exercise

Debrief

Group

Pretest

Program

Posttest

Follow-up
Pilot Strategy

Overview
Exercise
Debrief

Strategy
- Pretest
- Program
- Posttest
- Follow-up

Control
- Pretest
- Posttest
- Follow-up
Pilot Strategy

Overview
Exercise
Debrief

Pretest       Program       Posttest       Follow-up

Group 1

Group 2
Pretest       Program       Posttest

Group 3
Pretest