

Behavior Change, Communication and Social Marketing for Green Growth

Green Growth Regional Practitioners' Workshop – Kinshasa

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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



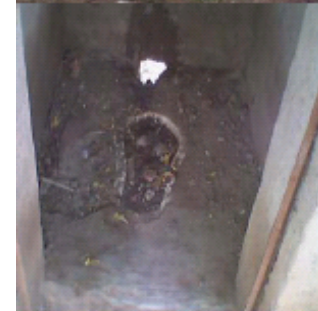
Top 3 Reasons Why We Should Be Interested In Behavior Change To Support Green Growth

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. 30.8 billion USD in 2012 in advertising by automobile companies in US alone and growing! (*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.

NYC Department of Health & Mental Hygiene
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>

