

欢迎



自然保护中的 针对性社会行为引导

GAYLE BURGESS, TRAFFIC

行为——既是问题，也是解法



图 SPM 2 全球自然退化的实例，其中尤其强调，生物多样性的退化是由多种直接和间接的变化驱动力所导致的



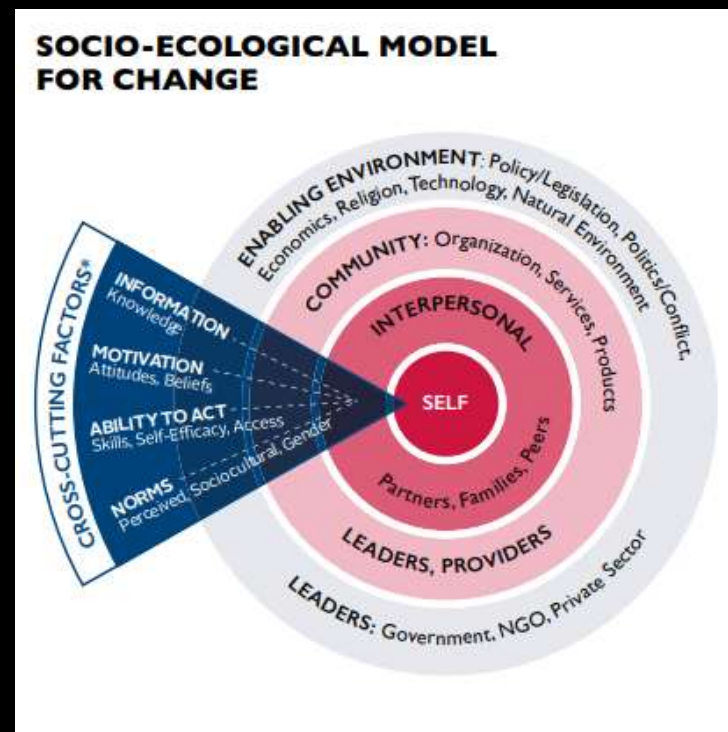
图 SPM 9 全球可持续发展路径的变革性改变

Source: <https://ipbes.net/global-assessment>

什么是针对性引导社会行为 (SBC)?

“尽管不同的机构在目标、规模、组织架构、资源配置、运营原则和程序上差别迥异，但它们有着一个惊人的共同点，即：大多数机构所从事的业务，**根本上在于改变人的行为**”（《行为塑造组织》，Soman 等著，2021）

- 社会科学“是对人类社会和社会关系的科学研究”
- 行为科学是“对人类及动物行为的科学研究”
- “针对性引导社会行为”是以上两个科学领域派生出来的过程和实践



如何应用SBC原则？

将生物多样性作为品牌

Thinking about biodiversity as a brand is hard. Toning down or eliminating the extinction message is hard. Targeting the public and decision-makers with different messages is hard.

But not as hard as continuing to lose biodiversity. This is an irreversible and tragically avoidable process that impoverishes each and every one of us. In all of Futerra's experience in communicating environmental and sustainability issues, we've faced compromises between what we want to say, and what we know will work. Some may be uncomfortable with getting people to do the 'right thing' for the 'wrong reasons'. We passionately believe that the result is what counts, not the debate about the motivations for it.

We were shocked by the evidence that the most common message on biodiversity, that of extinction, inspires guilt but not action. On reflection, of course it's obvious. As obvious as the fact that biodiversity is life; we are an inextricable part of it and cannot live apart from it.

We will endeavour over the coming years to inspire love and action for our natural world. Others have already started, and many are doing an excellent job. We look forward to seeing your new nature message.

Good luck.

References

1. Institute for Government (2010). MINDSPACE: Influencing behaviour through public policy.
 2. Futerra (2004). Rules of the Game.
 3. P. Wesley Schultz (2000). Empathizing with Nature: The Effects of Perspective Taking on Concern for Environmental Issues.
 4. Futerra (2009). Sell the Sizzle.
 5. GALLUP Eurobarometer (2010). Attitudes of Europeans towards the issue of biodiversity.
 6. GALLUP Eurobarometer (2010). Attitudes of Europeans towards the issue of biodiversity.
 7. Vining (2003). The connection to other animals and caring for nature.
- Image credits: images from Shutterstock and Thinker212 via Flickr (page 25)

公式如下

$$\begin{array}{c} \text{♥} \\ \text{love} \end{array} + \begin{array}{c} \text{A} \\ \text{action} \end{array} = \begin{array}{c} \text{公众} \\ \text{改变} \end{array}$$

$$\begin{array}{c} \$ \\ \text{need} \end{array} + \begin{array}{c} \text{A} \\ \text{action} \end{array} = \begin{array}{c} \text{政策} \\ \text{改变} \end{array}$$

具体涵义



less loss

Kill the extinction message. Loss generates apathy, not action.



more love

Celebrate our love of nature. It is the most powerful driver of public behaviour.



target need

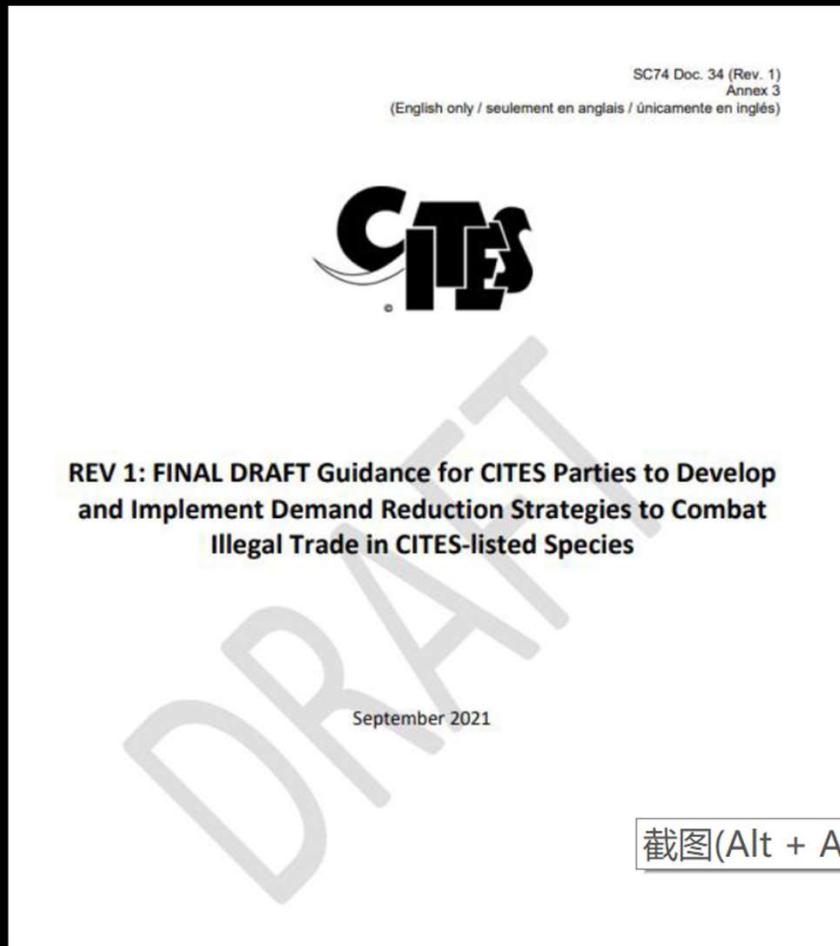
Use the Need message wisely. It's often not right for public consumption, but it's the cornerstone of policy and business decisions.



add action

Always partner Love and Need messages with Action. Once your audience is inspired, they will want to know what to do.

给各国政府的指南草案



With respect to how the target audience perceives the **current behaviour**, this could inform action to:

- a) **Increase the barriers:** Perception of risk from penalties, deterrents, social or legal sanction
- b) **Remove the benefits:** Prestige / peer, familial or friend respect, admiration, or approval

With respect to how the target audience perceives the **desired behaviour**, this could inform action to:

- a) **Decrease the barriers:** Ensuring alternate products/ ways to fulfil buyer desire/ motivation
- b) **Increase the benefits:** Recognition and reward for making the right consumer choice

An example of this is provided as follows, recognising that responses will vary for each target audience:

	CURRENT BEHAVIOUR: Buying ivory jewellery e.g., bangles and beads, when overseas travelling for leisure with friends		DESIRED BEHAVIOUR: Buy locally made and sustainably certified artisan and traditional craft products for oneself and as gifts for others	
	<i>Benefits</i>	<i>Barriers</i>	<i>Benefits</i>	<i>Barriers</i>
<i>Intrinsic (E.g., capability, needs, motivation)</i>	<p>Beauty / value:</p> <p>Expensive and perceived to be beautiful as a material, for its 'pure' colour, texture, and durability.</p>	<p>Concern of fakes:</p> <p>May not be certain how to tell fakes from the real thing, and have heard that many fakes are offered to tourists especially.</p>	<p>Authentic:</p> <p>Rather than a generic / mass produced style, have something unique/ reflecting local skill and craftsmanship.</p>	<p>Desirability:</p> <p>The buyer is not 100% sure they will be the envy of their friends / their peers will approve of their purchase on social media 'moments'.</p>
<i>Extrinsic (E.g., Opportunity, enabling environment)</i>	<p>Peer approval:</p> <p>Friends will be jealous / celebratory and share their own purchases.</p>	<p>Illegality:</p> <p>Risk of being caught carrying products back home / across borders.</p>	<p>Family approval:</p> <p>Parents believe much better to own something legal and celebrating skills.</p>	<p>Availability:</p> <p>Hard to acquire in some of the areas visited: need the tour to go to certain locations.</p>

成功的不变要素：

1. 有利的大环境
2. 眼光和目标
3. 框架和理论
4. 信息和信息传递者/信使
5. 重复、接受和反馈

<https://cites.org/sites/default/files/eng/com/sc/74/E-SC74-34.pdf>

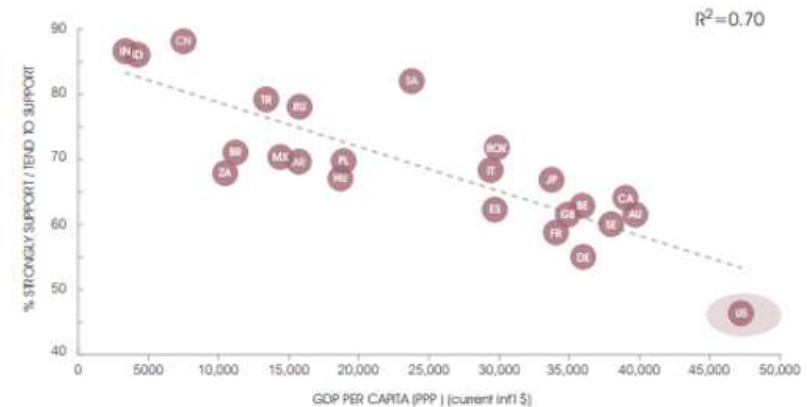
No.	Benchmarks for Behaviour Change in Demand Reduction	Starting to deliver behaviour change	'Fair' behaviour change approach	'Good' behaviour change approach	'Strong' behaviour change approach	'Excellent' behaviour change approach
		0-4 benchmarks	5 benchmarks	6-7 benchmarks	8-9 benchmarks	10 benchmarks
1	Insight led and evidence-based , including pre-testing approaches and experimental design where feasible	✓	✓	✓	✓	✓
2	Targeted: <ul style="list-style-type: none"> • To buyer desires /motivations • To a high-priority audience • To change a specific behaviour • To benefit a specific species • To the right time in the behavioural journey 	✓	✓	✓	✓	✓
3	Informed by up-to-date and culturally appropriate behavioural theories , frameworks, and models of change, that relate to a specific country / audience / taxa	✓	✓	✓	✓	✓
4	Aims to change what people do , not just what they know or feel – goes beyond awareness raising, to change attitude and actions		✓	✓	✓	✓
5	Led from 'within' the communities being targeted to ensure a bottom-up approach that is culturally appropriate and sensitive			✓	✓	✓
6	Embeds messaging in existing popular messaging (e.g. being a good citizen)/ uses a creative approach			✓	✓	✓
7	Engages multiple-stakeholders , and <i>persuasive</i> - not just 'popular' – messengers and mechanisms of change				✓	✓
8	Considers the benefits of, and barriers to, adoption of desired behaviour and designs the initiative accordingly				✓	✓
9	Repeats & reminds the target audience of the behavioural goal; recognises and rewards progress; refines the message over time					✓
10	Robust evaluation of impact , and process to share success factors, lessons learned and adaptive management treatments	✓	✓	✓	✓	✓

有利的大环境

1. 确保实施“不良”行为会遇到障碍 (社会/法律惩处)



政府应该让“不良”行为更难发生或提高“不良”行为的发生成本
(在四个政策领域的均值)

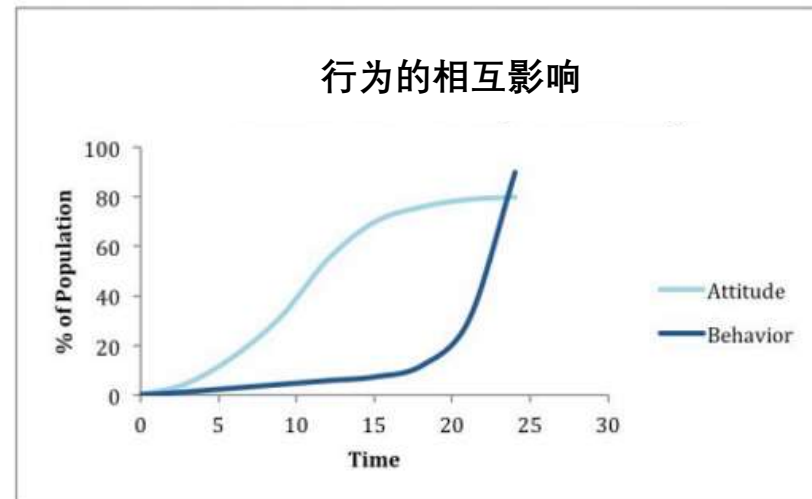


Base: c.500 - 1,000 residents aged 16-64 (18-64 in the US and Canada) in each country, November 2010.
Source: International Monetary Fund, 2010 / Ipsos Global @dvisor

Source: <https://www.ipsos.com/sites/default/files/publication/1970-01/sri-ipsos-mori-acceptable-behaviour-january-2012.pdf>

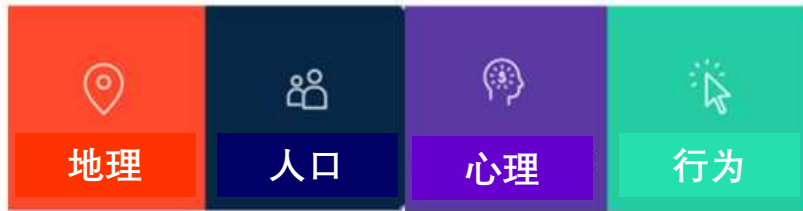
有利的大环境

2. 确保“良好”行为能够获益 (声誉/ 他人见贤思齐)

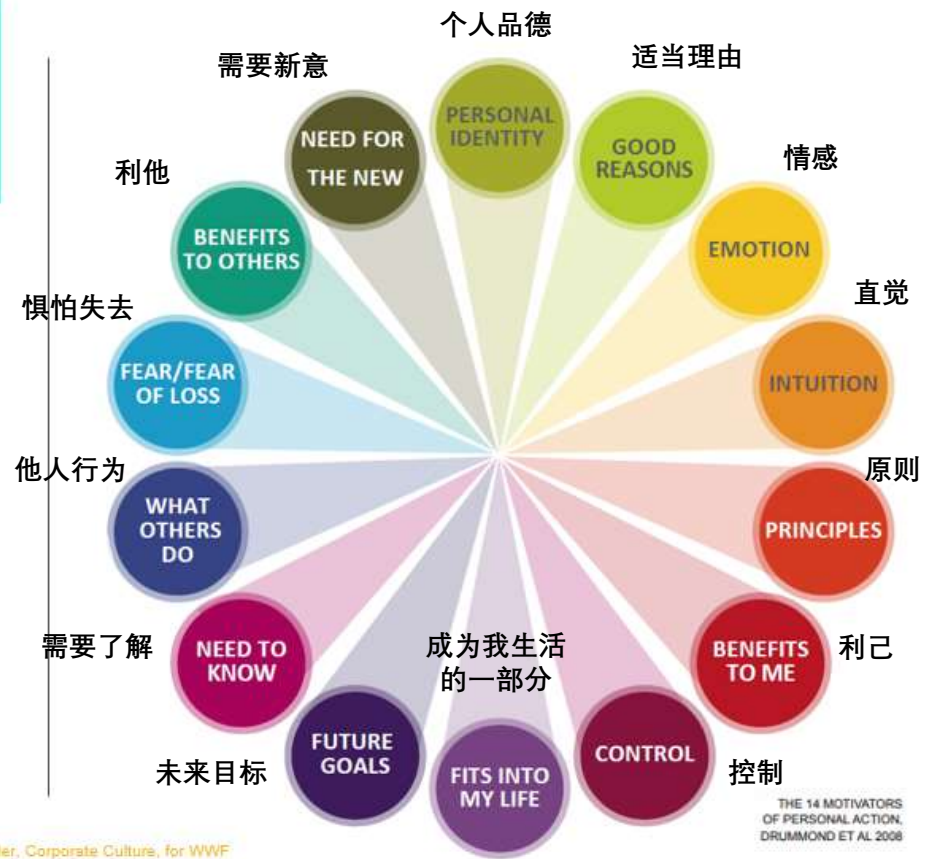


Source: <http://globalresearchandadvocacygroup.org/wp-content/uploads/2018/08/What-are-Social-Norms.pdf>

眼光和目标



Source: Belinda Miller, Corporate Culture, for WWF



框架和理论



社会营销



我是否能够从受众的角度看待事物？

1. 消费者导向
3. 锻炼出“洞察力”
4. 受众群体细分

我是否清楚地知道我需要人们怎么做？

2. 清晰的行为目的
5. 基于理论

改变的益处是否大于成本或阻力？

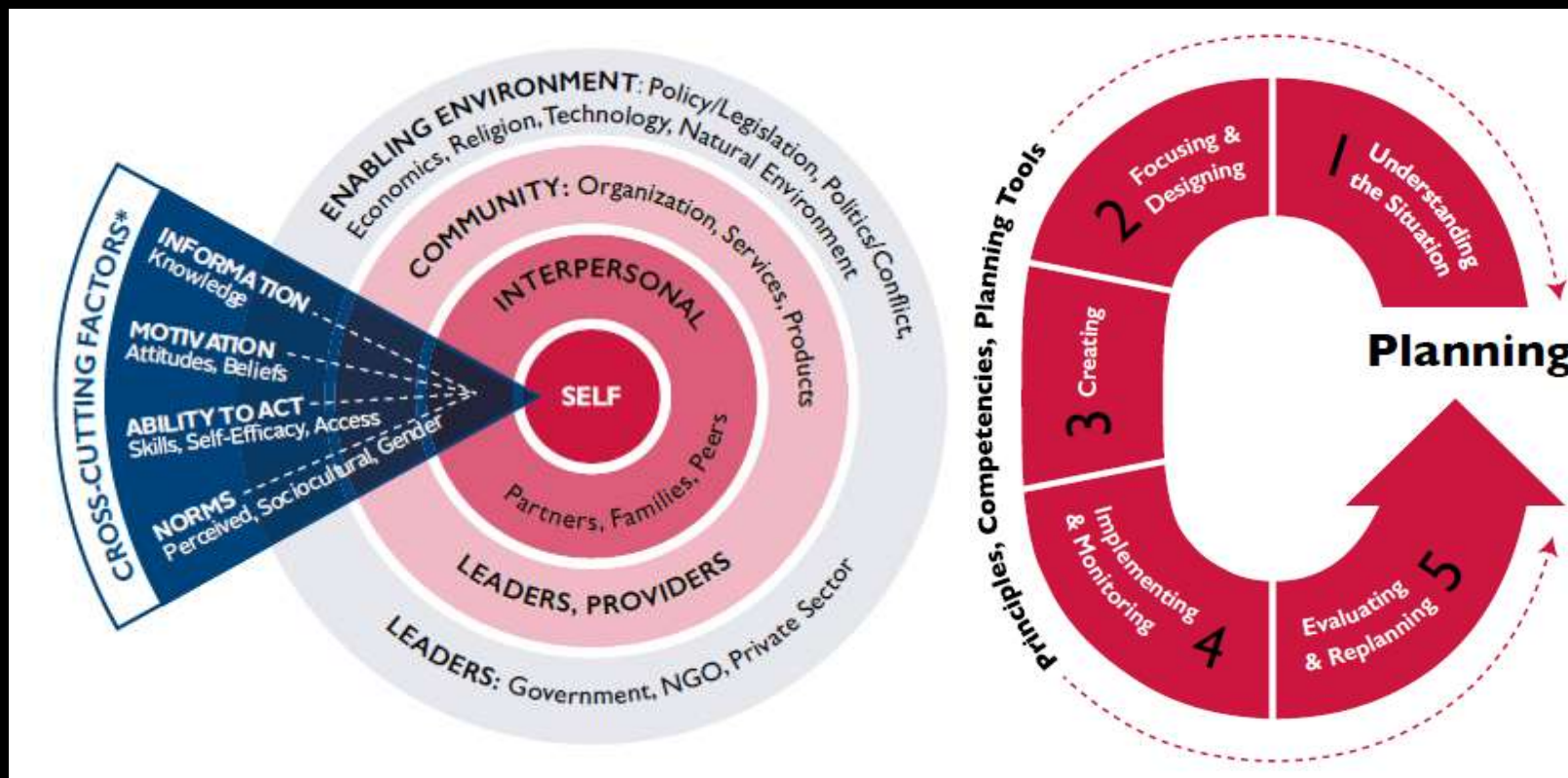
6. 竞争
7. 交流

我是能否运用一些列手段，来激发所需要的行动？

8. 措施组合

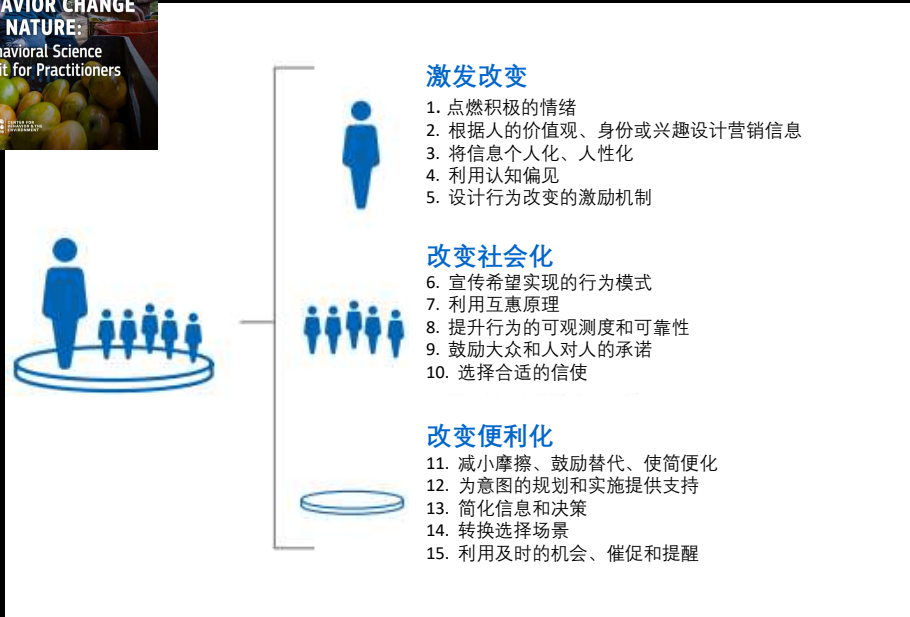
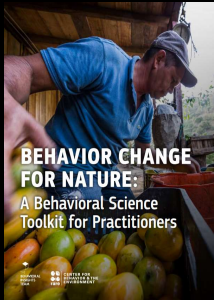
框架和理论

以引导社会行为为目标的沟通 (SBCC)



Source: USAID SBCC Guidebook, Nov 2020 (De Guzman, E., et. al)

框架和理论



Source: <https://www.bi.team/wp-content/uploads/2019/04/2019-BIT-Rare-Behavior-Change-for-Nature-digital.pdf>

Source: https://wwfint.awsassets.panda.org/downloads/save_nature_please.pdf

信息和信使



Two types of messengers have been found to be particularly effective:



权威人士

- ✓ 通过**知识、公众喜爱度或影响力**发挥权威的价值
- ✓ 权威价值可能会**因为公众不喜欢、不相关或不信任该人而受影响**



亲朋好友

- ✓ 亲朋好友是有效的信使，因为受众容易接受他行为所代表的社会规范
- ✓ 受众对信使的判断会影响他们对其的喜爱或信任程度

信息和信使



建议做法



帮助他人做正确的事情

- ✓ 清晰地说明什么是正确的行为
- ✓ 提供替代的选择



使用有关联的结果

- ✓ 重点说明对于个人的影响
- ✓ 提示短期后果



利用社会影响力

- ✓ 使用社会规范
- ✓ 使行动与身份保持一致



加强共振

- ✓ 加强与个人的相关性
- ✓ 重点是个人选择
- ✓ 当目标群体的反应有较高风险时，运用叙事的手段



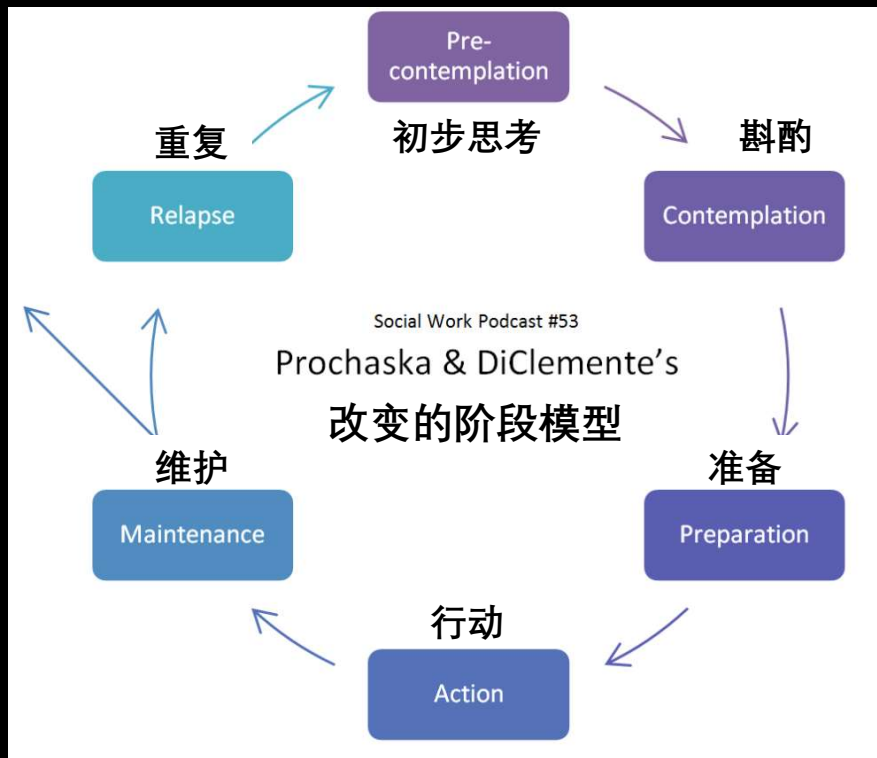
不建议的做法

- 不要只告诉人们因为“这样不对”所以不要做
- 不要说教或斥责
- 不要基于您个人的价值观设计宣传活动
- 避免暗示不良行为是一种社会规范
- 避免使用恐吓战术

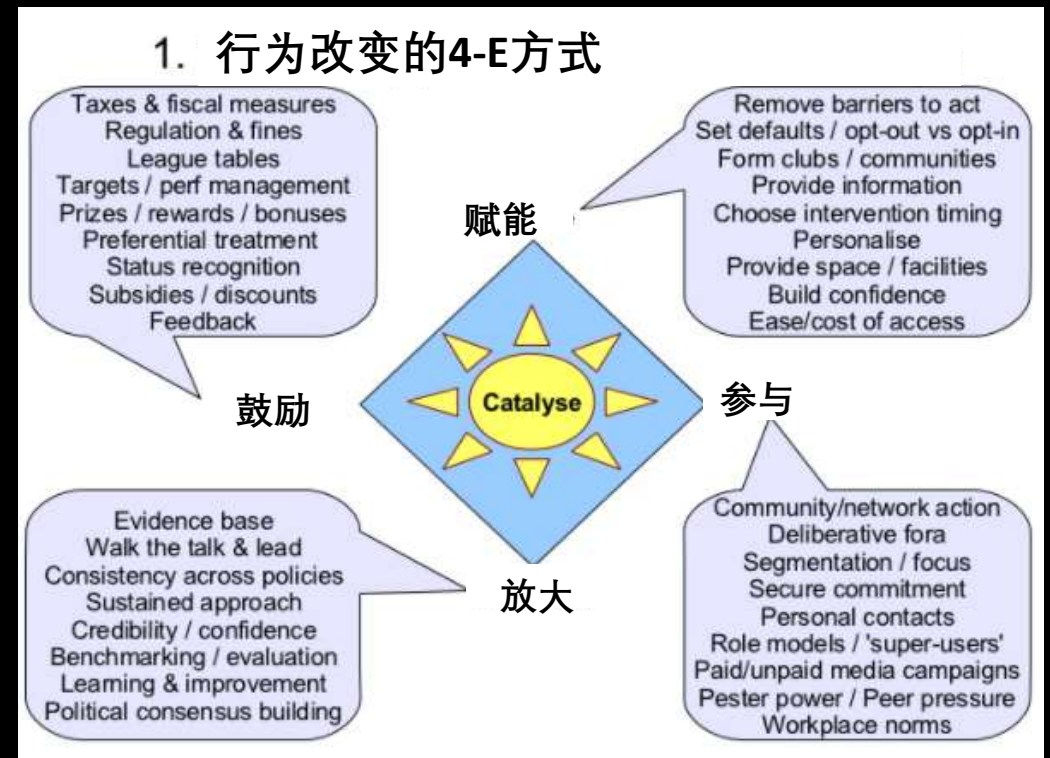
Source: <https://www.traffic.org/publications/reports/designing-effective-messages/>

Source: 'Graphic Guide to Behaviour Change', I Rahadiano/ G Burgess, 2014

重复、接受和反馈



<https://socialworkpodcast.blogspot.com/2009/10/prochaska-and-diclementes-stages-of.html>



https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/69277/pb13574-behaviours-report-080110.pdf

欢迎提问和寻求进一步解释

please
explain



- What did you mean by...?
- Can you explain that differently?
- What other words could you use?



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更多资源和信息

Original language: English

SC74 Doc. 34


CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES
OF WILD FAUNA AND FLORA

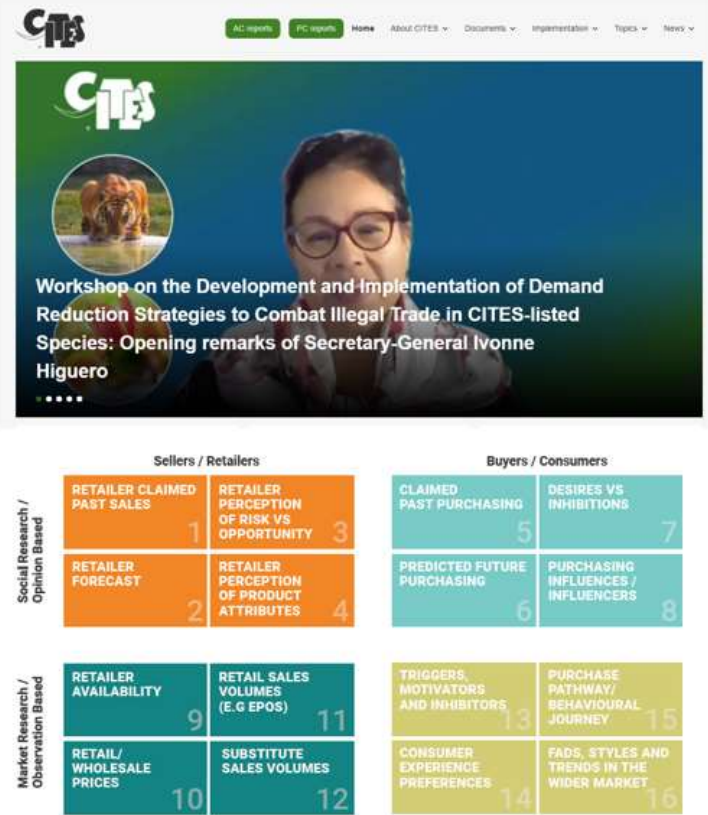


Seventy-fourth meeting of the Standing Committee
Lyon (France), 7 - 11 March 2022

Interpretation and implementation matters
General compliance and enforcement

**DEMAND REDUCTION TO COMBAT ILLEGAL TRADE:
REPORT OF THE SECRETARIAT**





	Sellers / Retailers		Buyers / Consumers	
Social Research / Opinion Based	RETAILER CLAIMED PAST SALES	RETAILER PERCEPTION OF RISK VS OPPORTUNITY	CLAIMED PAST PURCHASING	DESIRES VS INHIBITIONS
	1	3	5	7
	RETAILER FORECAST	RETAILER PERCEPTION OF PRODUCT ATTRIBUTES	PREDICTED FUTURE PURCHASING	PURCHASING INFLUENCES / INFLUENCERS
	2	4	6	8
Market Research / Observation Based	RETAILER AVAILABILITY	RETAIL SALES VOLUMES (E.G EPOS)	TRIGGERS MOTIVATORS AND INHIBITORS	PURCHASE PATHWAY/ BEHAVIOURAL JOURNEY
	9	11	13	15
	RETAIL/ WHOLESALE PRICES	SUBSTITUTE SALES VOLUMES	CONSUMER EXPERIENCE PREFERENCES	FADS, STYLES AND TRENDS IN THE WIDER MARKET
	10	12	14	16

<https://cites.org/sites/default/files/eng/com/sc74/E-SC74-34.pdf>

更多资源和信息

专家阵容



Ms. Pujiatna Nugent
Head of Change & Consumer
TRAFFIC



Mr. Daniel Lindgreen
Senior Lecturer
Durham University



Dr. Lawrence Lohr
Senior Lecturer in Psychology
Durham University



Dr. Rosanna Martin
Senior Lecturer
Durham University



Wanda Major
Senior Lecturer
Durham University



Assoc. Prof. Sarwan Chahal
Senior Lecturer
Durham University



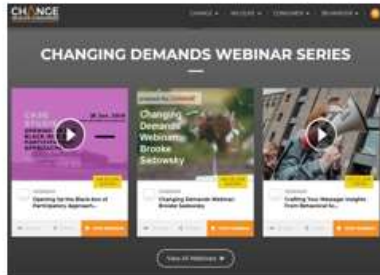
Matt Avery
Senior Lecturer
Durham University



Mr. Tony Park
Senior Lecturer
Durham University



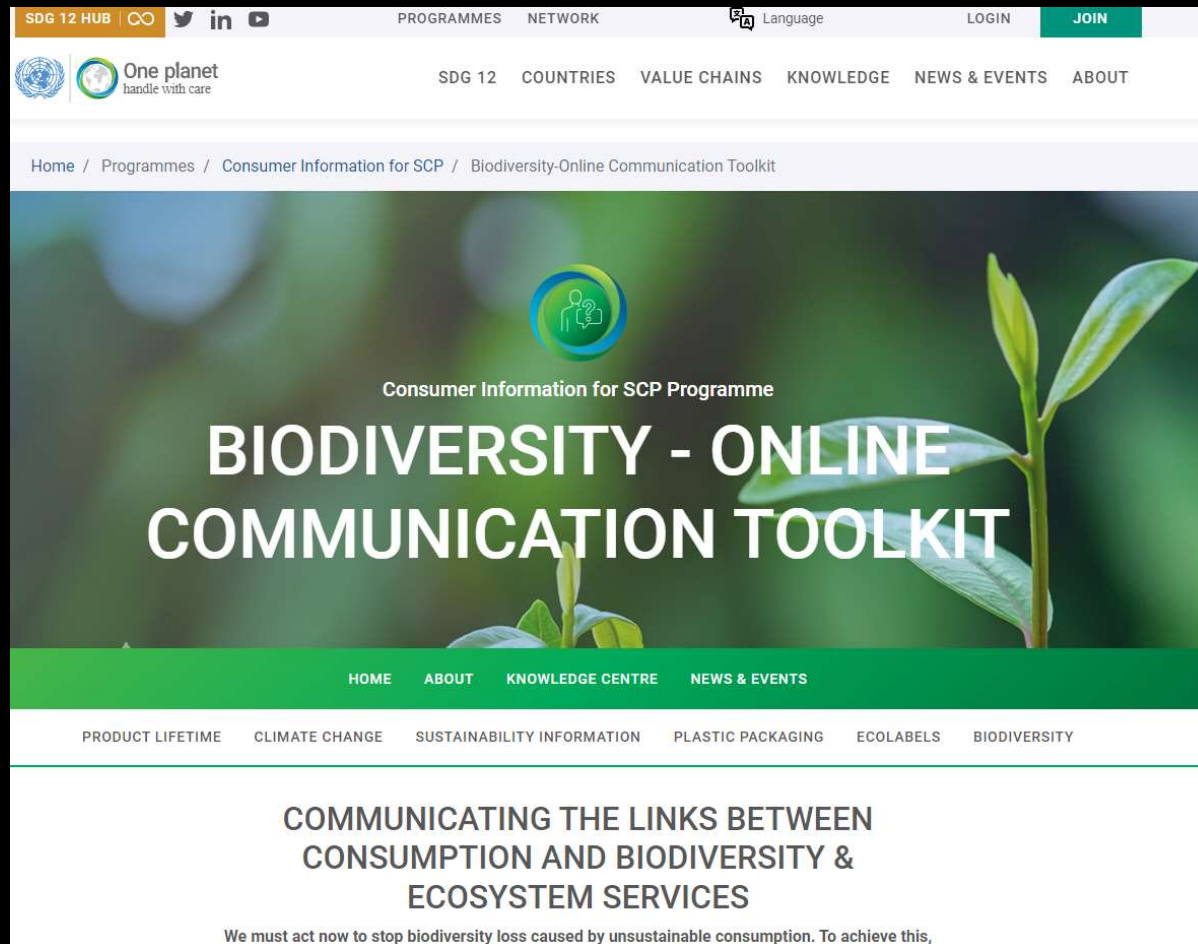
Mrs. Sara Egan
Senior Lecturer
Durham University



News - Leaders in behavioural change explore innovations on how to reduce demand for illegal wildlife products

<https://www.changewildlifeconsumers.org/>

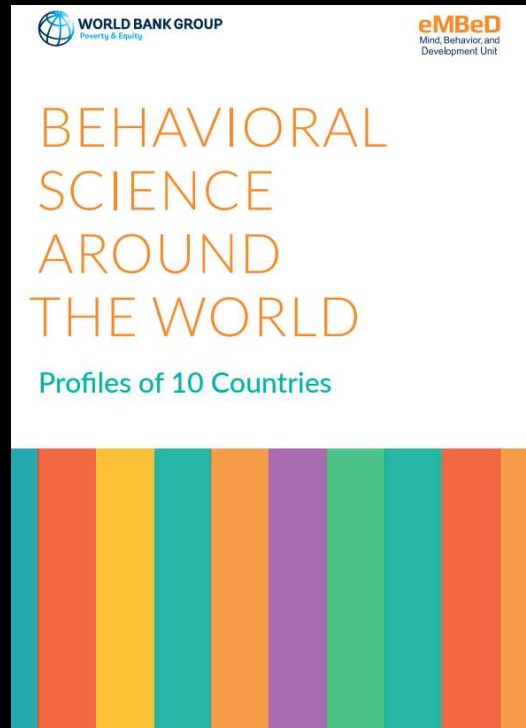
更多资源和信息



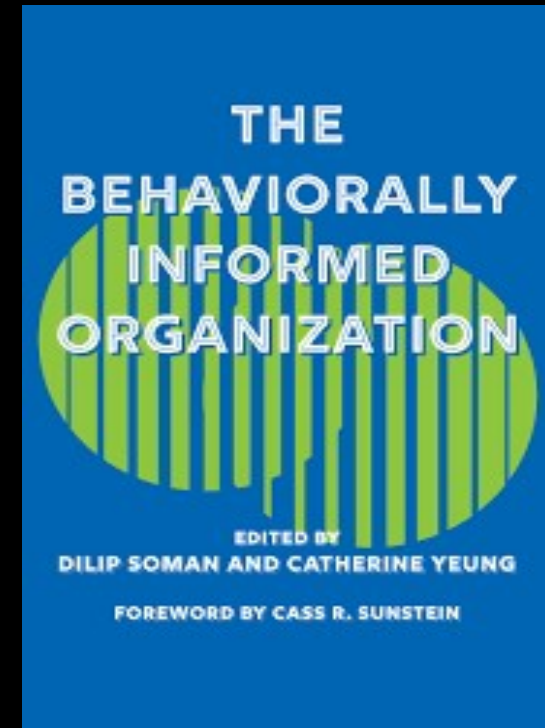
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<https://www.uninnovation.network/behavioural-science>



<https://documents1.worldbank.org/curated/en/710771543609067500/pdf/132610-REVISED-00-COUNTRY-PROFILES-dig.pdf>



<https://utorontopress.com/9781487507893/the-behaviorally-informed-organization/>