



INSTITUTE FOR
Sustainable
Communities

The role of communication in sustaining behavior change

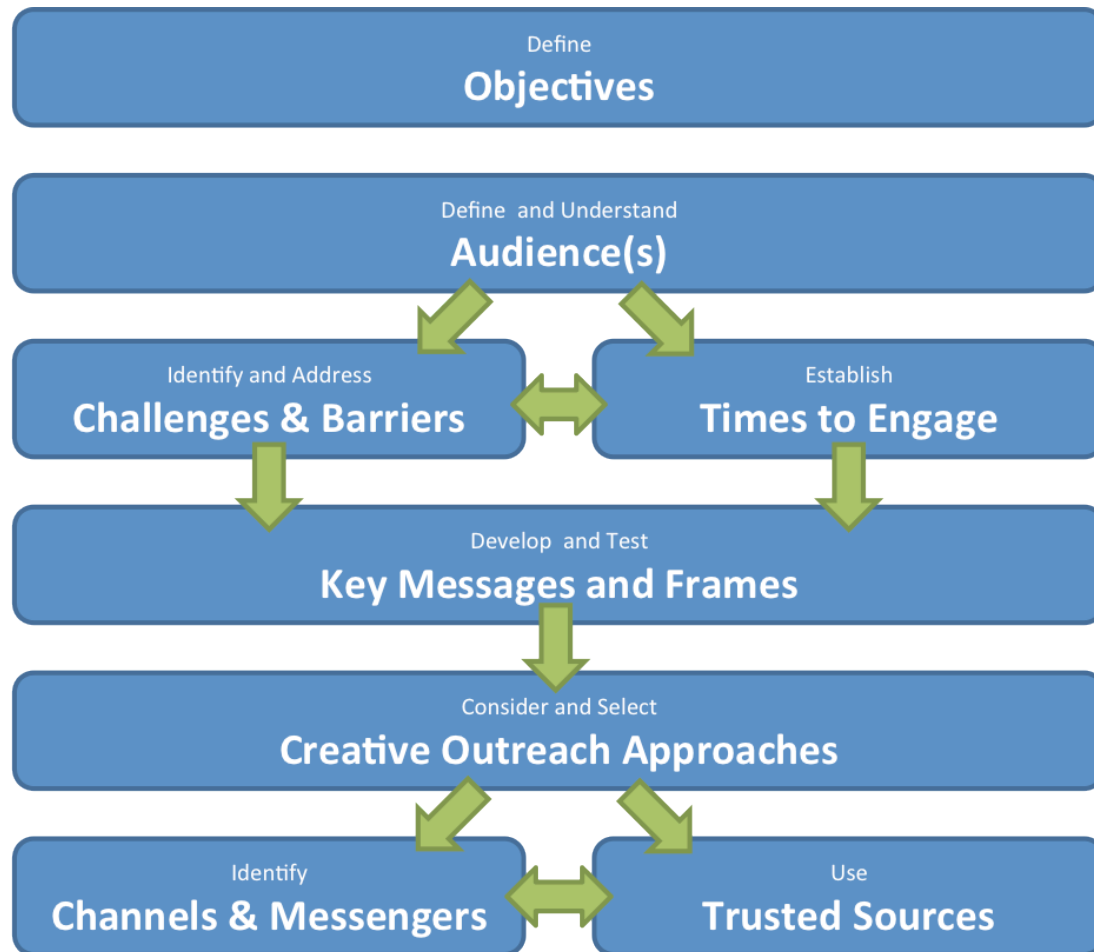
Overview

Liz Schlegel, Communications Manager
Institute for Sustainable Communities

EPA Webinar Series #2

December 11, 2013

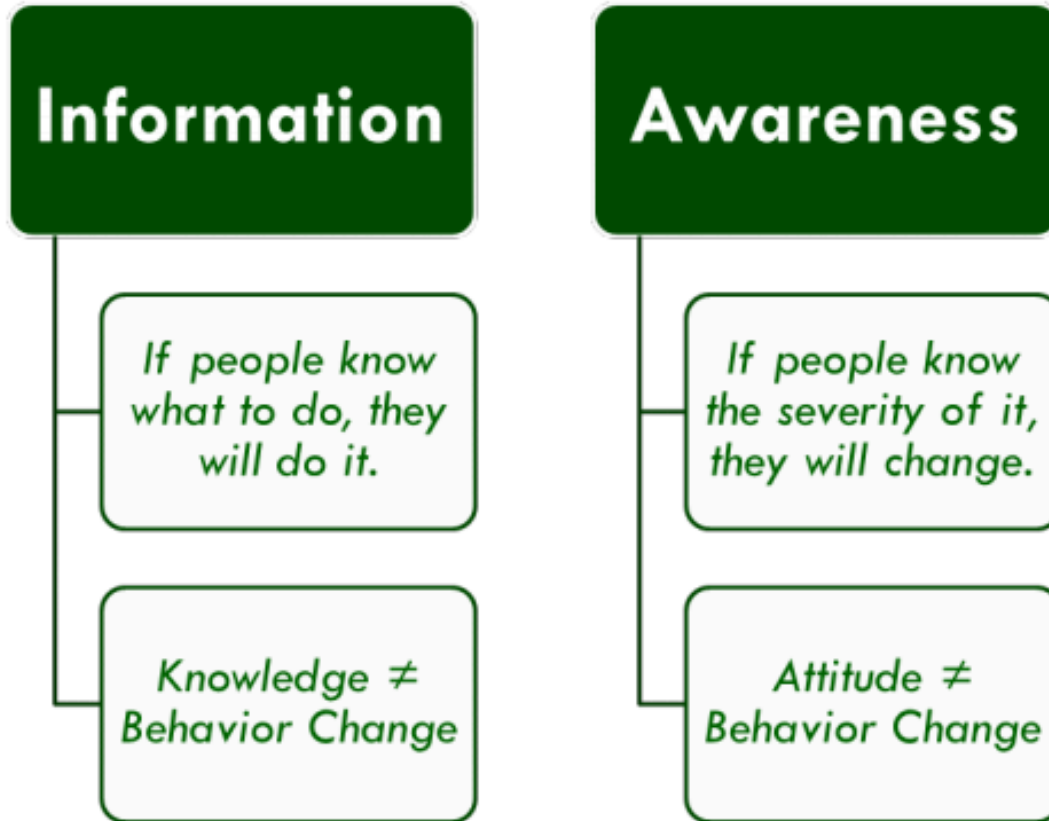
Elements of communications framework



Assembling the ingredients



Traditional approaches won't drive change



If you want change:

- Understand the barriers
- Identify the influencers
- Connect the dots



Copyright

Community-based social marketing

Start here, go anywhere (in sustainability!)

Fostering Sustainable Behavior
COMMUNITY-BASED SOCIAL MARKETING

HOME BOOK ARTICLES CASES STRATEGIES FORUMS MY ACCOUNT TRAINING CONTACT

Site Resources
This site consists of five resources for those working to foster sustainable behaviors, such as those involved in conservation, energy efficiency, transportation, waste reduction, and water efficiency. The site includes the complete contents of the book, *Fostering Sustainable Behavior*, as well as searchable databases of **articles**, **case studies**, and turnkey **strategies**. Further, it includes, **discussion forums** for sharing information and asking questions of others. If you take a moment to complete the free registration for this site, resources added since your last visit will be highlighted in the table below, and you will be able to post to the discussion forums and receive the daily discussion forum digest by email.

Energy

- Energy Efficient Appliances
- Energy Efficient Equipment
- Energy Efficient Lighting
- Energy Efficient Homes
- Green Buildings & Homes
- Green Business
- Green Energy
- Low Flow Showerheads
- Programmable Thermostats
- Solar Power

Category	Articles	Cases	Strategies	Forums
Agriculture & Conservation	0	50	0	6
Energy	0	50	0	148
Transportation	0	108	0	9
Waste & Pollution	0	345	0	46
Water	0	73	0	11

Note
Place your cursor over the above icons to reveal which behaviors have been assigned to each category. Clicking on a behavior will **display all of the content** on this site related to that behavior. Enjoy!

Welcome, Liz

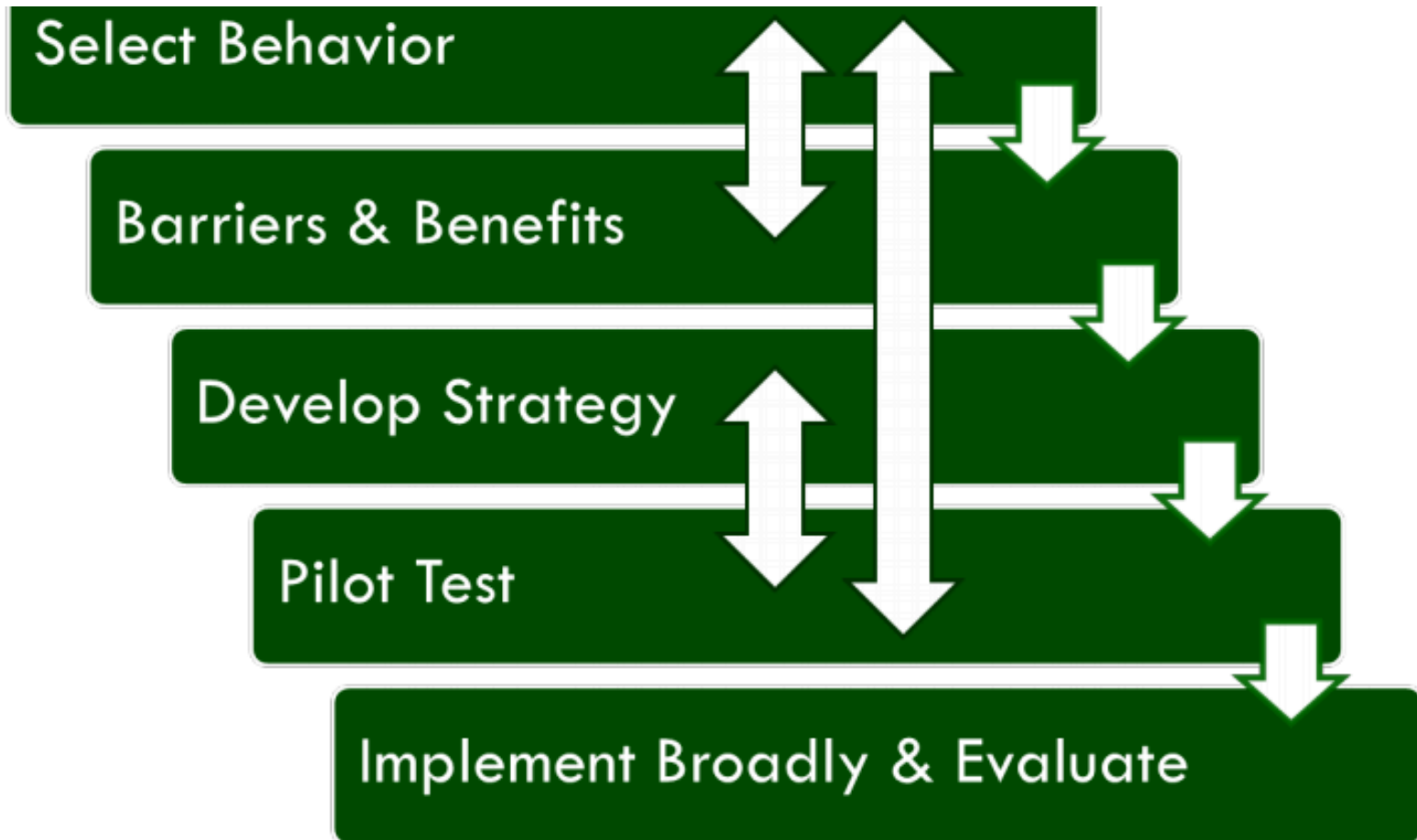
- My Account (Logout)
- My Forum Signature & Profile
- My Threads
- My Comments
- My Email Notifications
- My Bookmarks

Search the Site

Training & Services

Receive short or long-term assistance with your programs through **consultations**.

Behaviors, barriers & benefits



Ask & understand

- What they are doing instead of ... (what's the behavior you want to shift?)
 - e.g. driving instead of walking on short trips
- Why do they do it that way? What are the drivers of behavior?
 - Perceived convenience, social norms
- What are the benefits they value?
 - Social connection, walkable neighborhoods

Use behavioral tools

Behavioral Tool Overview

Barrier Id <ul style="list-style-type: none">• Qualitative research to understand and mitigate barriers to taking action	Social Diffusion <ul style="list-style-type: none">• Influencing the influencers, i.e., thought leaders within business community and organization	Framing <ul style="list-style-type: none">• Crafting vivid, motivational messages, tailored to specific decision makers	Social Norms <ul style="list-style-type: none">• Portraying the desired behavior as the “mainstream” behavior
Commitments <ul style="list-style-type: none">• Public pledges made to take certain actions• Can include goal setting	Prompts <ul style="list-style-type: none">• Messages that remind us to take certain actions at strategic times or locations	Feedback <ul style="list-style-type: none">• Information on the impacts from changed behaviors• Track progress toward goals	Incentives <ul style="list-style-type: none">• Financial or social/emotional “rewards” for achieving goals

Framing

“Framing is everything. It’s important to consider your audience and their fundamental values when communicating. This can often sound like a ‘tactic’ for engaging with ‘the opposition,’ but it’s much more meaningful and powerful to think the age-old maxim of walking a mile in another person’s shoes. At the end of the day, I don’t think our deepest wishes and desires for future generations and the planet they will inherit are really all that different – it’s simply that we have different paradigms through which we view the world.”

– Nathaly Agosto Filion, ISC Program Officer

Values

Start where you agree:

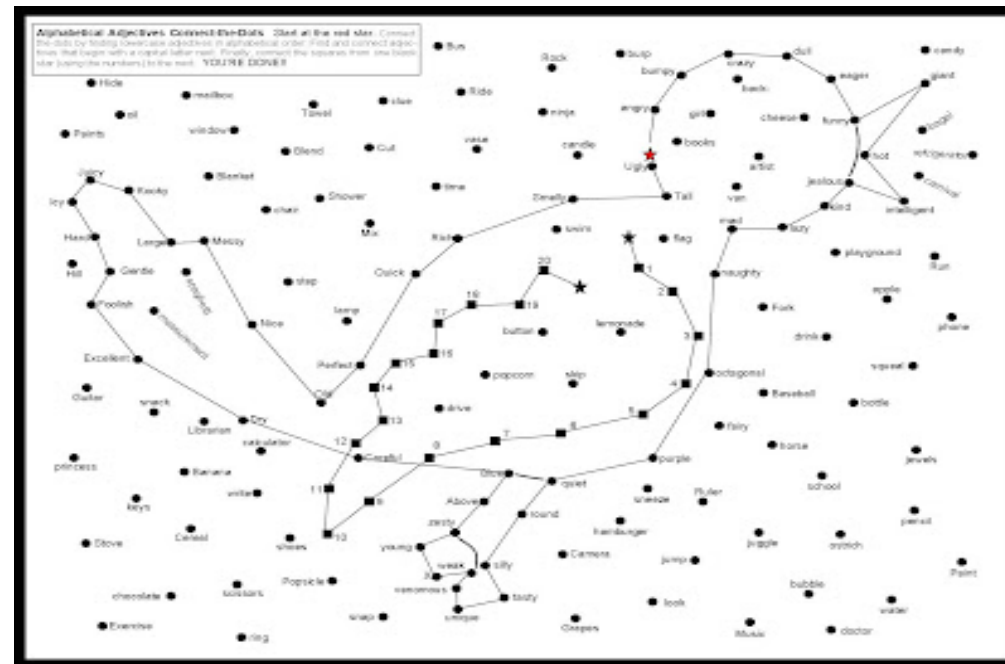
- self-reliance
- thrift
- economy
- health
- stewardship
- community



Connect the dots

“People either think that they are doing their part by changing light bulbs and stop there – or they feel that taking these steps are meaningless given the scale of the challenge.

Making the connections between smaller actions and broader changes is critical as well as emphasizing the need for collective action.”

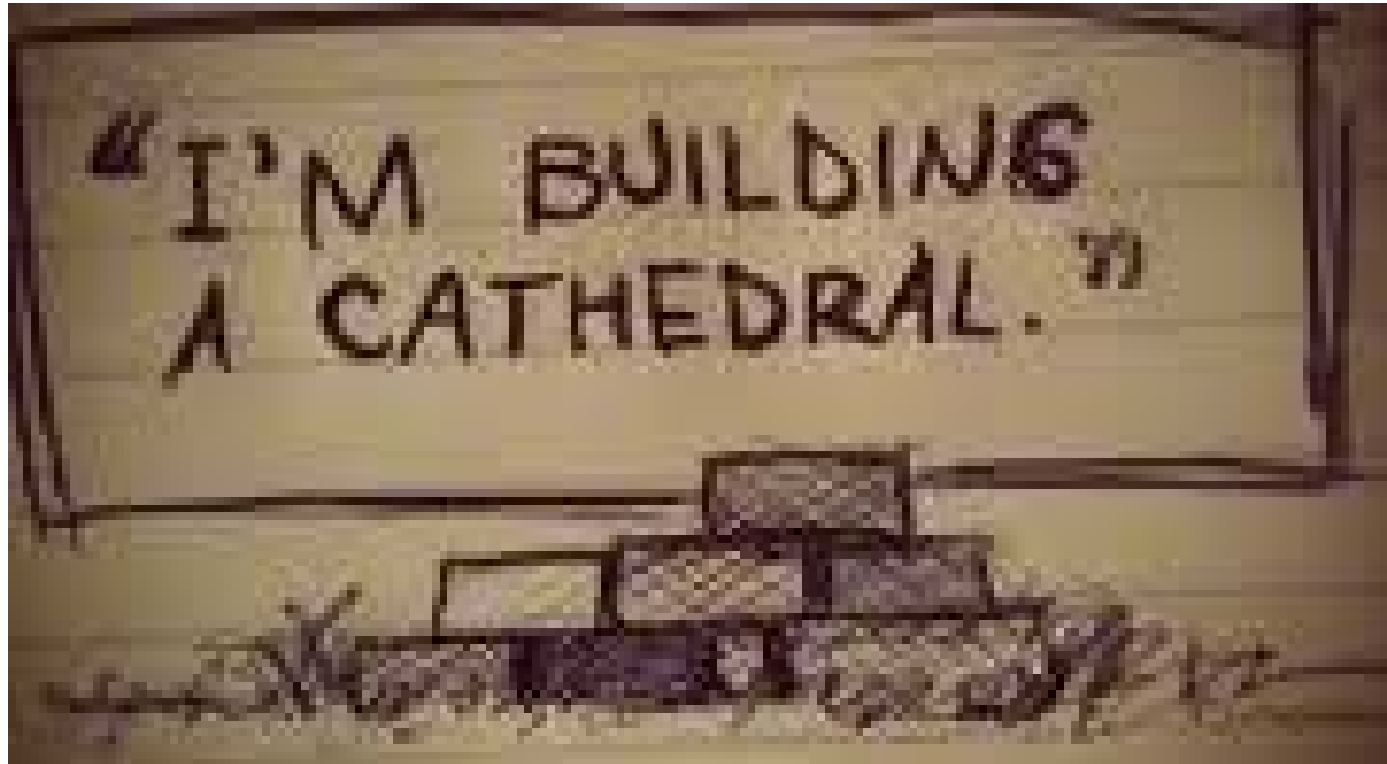


Source: Pike et al, *Climate Communications and Behavior Change: A Guide for Practitioners*

If you want it to last, you have to invest

- Understand challenges & barriers
- Figure out your framing
- Test messages, channels, approaches, messengers
- Build relationships with partners
- Allow enough time and support for your team to fail and try again

How long does it take?



Don't forget...

- Assessment
- Assumptions
- Tracking results
- Listen & learn
- Seize the day!

A graphic with a wood-grain background. The text "DON'T FORGET TO BE AWESOME." is displayed in a bold, sans-serif font. "DON'T", "FORGET", and "TO BE" are in a grey, distressed font. "AWESOME." is in a multi-colored, distressed font with letters in yellow, green, red, and blue.

DON'T
FORGET
TO BE
AWESOME.

Resources

- <http://sustainablecommunitiesleadershipacademy.org/resources/>

The screenshot displays the website for the Institute for Sustainable Communities. The header includes the logo, navigation links (ISCVT.org, Sign up to receive email updates, Donate, Contact Us), a search bar, and the tagline "what's possible". The main heading is "Sustainable Communities Leadership Academy" with the subtitle "Advancing local solutions". A navigation menu contains "Home", "Solutions", "Approach", "Workshops", "Resources", and "About Us". The "SOLUTIONS" section features five categories: 1. Sustainable Communities & Economies (with a residential neighborhood image), 2. Low Carbon Transportation (with a purple tram image), 3. Building Energy Retrofits (with a modern building image), 4. Climate Adaptation & Resilience (with a modern building image), and 5. Leadership for Sustainability (with a woman speaking image). The "Our Approach" section describes the organization's mission to build community capacity for climate and sustainable development, with a "Learn More" link. A world map highlights global participation, with text stating "Sustainable Communities Leadership Academy participants come from 300 communities across the globe."

Thank you!

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www.facebook.com/SustainableComm