MENSCH, WIE TICKEN WIR?!

ÖKOLOGISCHES VERHALTENSÄNDERUNG VERSTEHEN UND ANWENDEN IM RAHMEN VON GREEN CARE

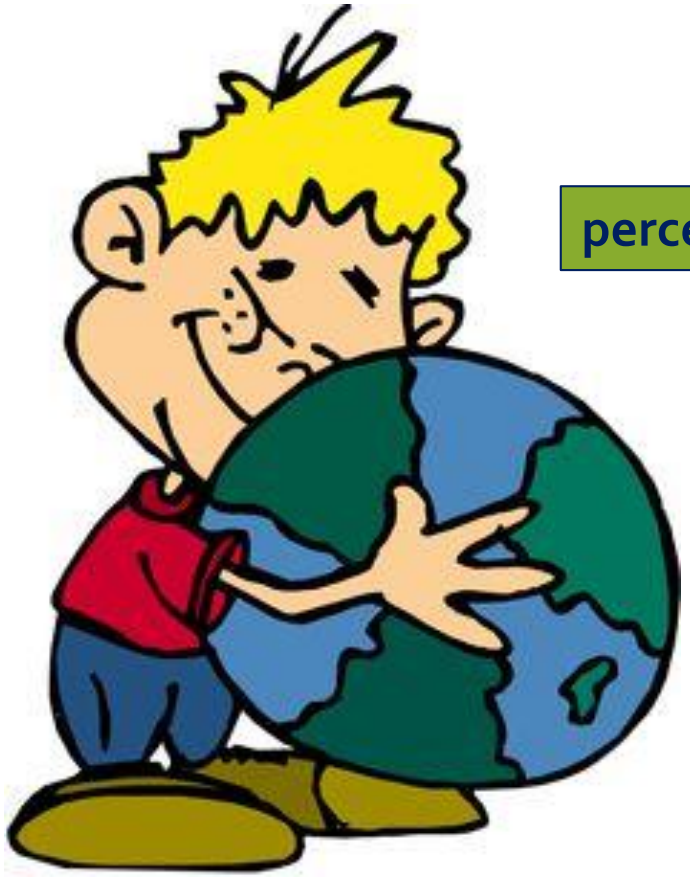
Green Care Conference

ANS ROSSY-Educational Ecologist

25 June 2021

Behavioural Insights, multidisciplinary discipline

Whether green care, sustainability, transitions, healthy life, or …: it always depends on *human behaviour*!



decisions

habits

perceptions

choices

motivation

beliefs

values

ego

emotions

norms

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Our reptile brain gets in the way

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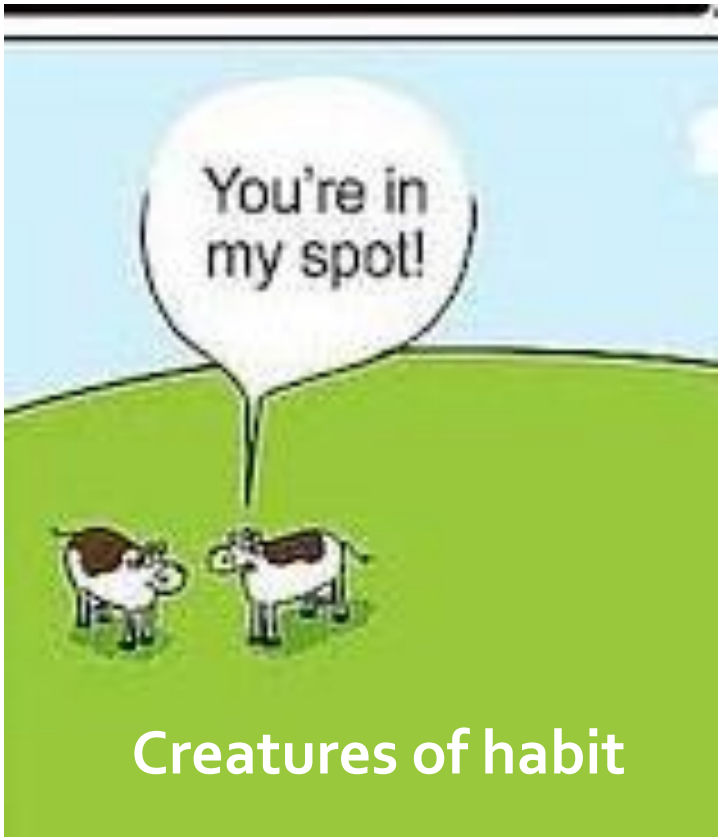
A-B-C of behaviour



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A-B-C of behaviour

social norms

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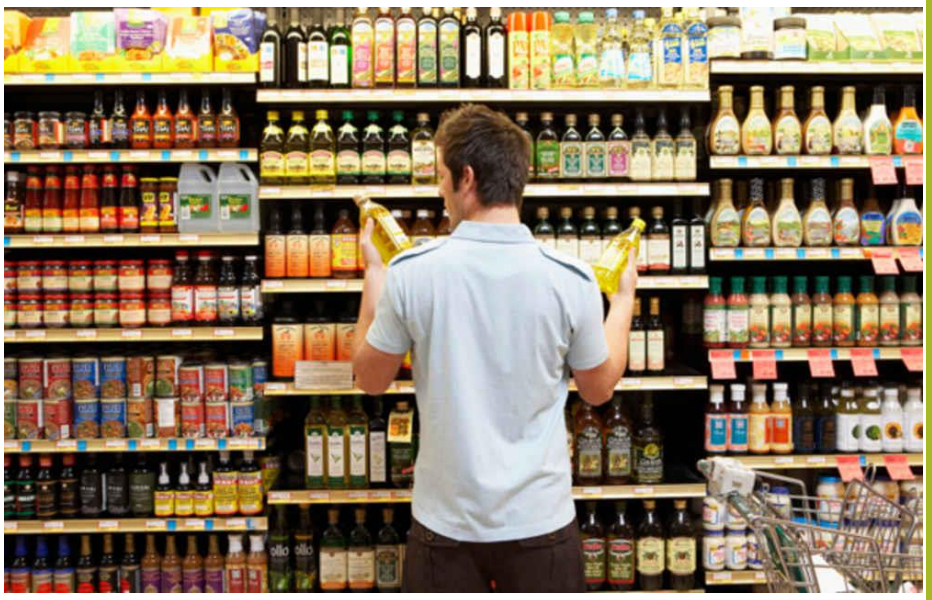
A-B-C of behaviour



too much or too little = stress

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Behaviour is *highly* influenced by

Context & Environment

Relationships with others

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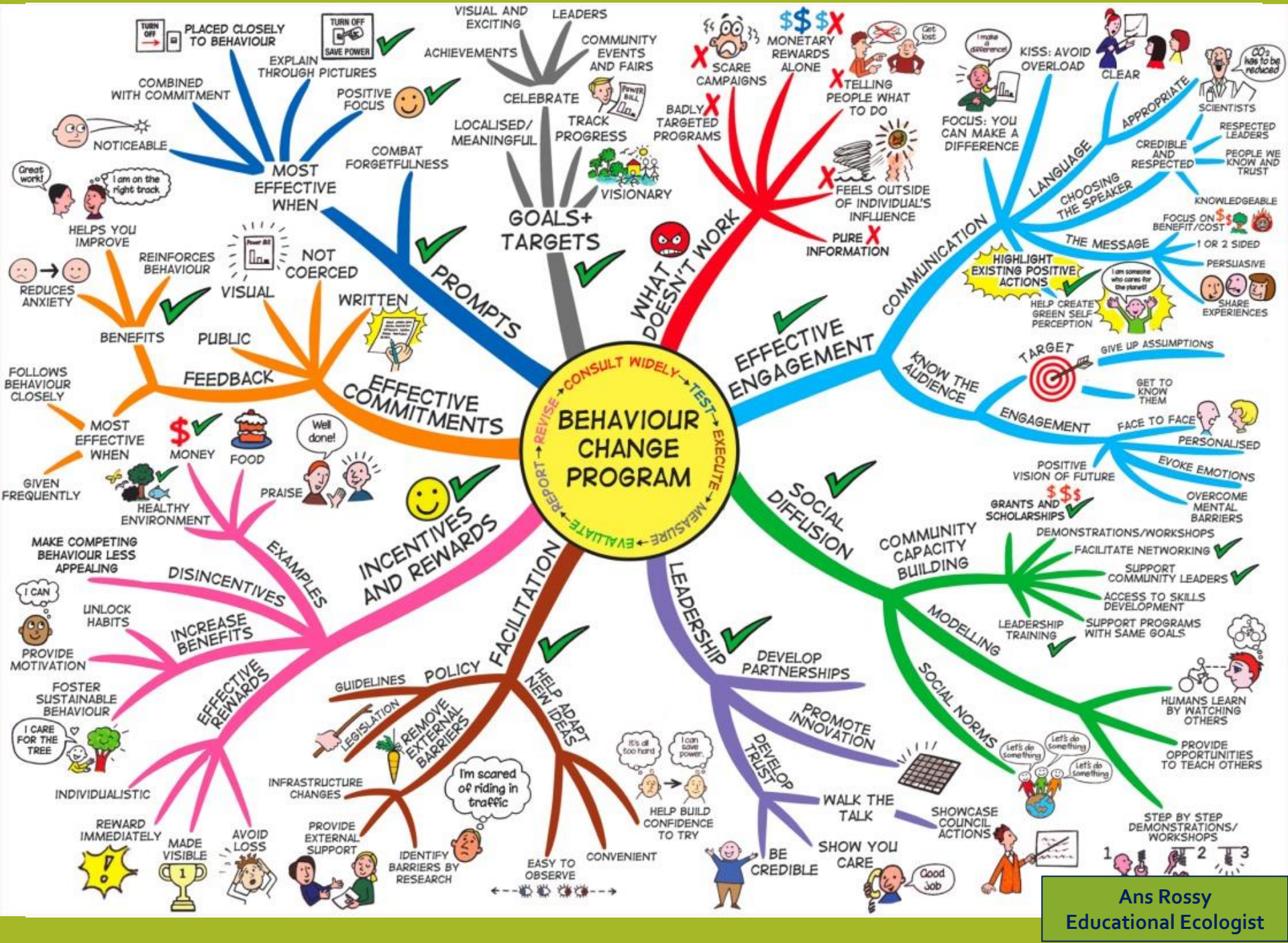
BEHAVIOUR CHANGE PROGRAM
CONSULT WIDELY
TEST
EXECUTE
MEASURE
EVALUATE
REPORT
REVISE
PROMPTS
PLACED CLOSELY TO BEHAVIOUR
EXPLAIN THROUGH PICTURES
COMBINED WITH COMMITMENT
POSITIVE FOCUS
NOTICEABLE
MOST EFFECTIVE WHEN
HELPS YOU IMPROVE
REINFORCES BEHAVIOUR
REDUCES ANXIETY
BENEFITS
VISUAL
NOT COERCED
COMBAT FORGETFULNESS
GOALS+ TARGETS
VISUAL AND EXCITING
LEADERS
ACHIEVEMENTS
COMMUNITY EVENTS AND FAIRS
CELEBRATE
LOCALISED/ MEANINGFUL
TRACK PROGRESS
VISIONARY
WHAT DOESN'T WORK
SCARE CAMPAIGNS
MONETARY REWARDS ALONE
BADLY TARGETED PROGRAMS
TELLING PEOPLE WHAT TO DO
FEELS OUTSIDE OF INDIVIDUAL'S INFLUENCE
PURE INFORMATION
EFFECTIVE ENGAGEMENT
COMMUNICATION
KISS: AVOID OVERLOAD
FOCUS: YOU CAN MAKE A DIFFERENCE
CLEAR
LANGUAGE
APPROPRIATE
SCIENTISTS
RESPECTED LEADERS
CREDIBLE AND RESPECTED
PEOPLE WE KNOW AND TRUST
CHOOSING THE SPEAKER
KNOWLEDGEABLE
FOCUS ON BENEFIT/COST
THE MESSAGE
1 OR 2 SIDED
PERSUASIVE
HIGHLIGHT EXISTING POSITIVE ACTIONS
HELP CREATE GREEN SELF PERCEPTION
SHARE EXPERIENCES
KNOW THE AUDIENCE
TARGET
GIVE UP ASSUMPTIONS
GET TO KNOW THEM
ENGAGEMENT
FACE TO FACE
PERSONALISED
EVOKE EMOTIONS
OVERCOME MENTAL BARRIERS
POSITIVE VISION OF FUTURE
SOCIAL DIFFUSION
GRANTS AND SCHOLARSHIPS
COMMUNITY CAPACITY BUILDING
DEMONSTRATIONS/WORKSHOPS
FACILITATE NETWORKING
SUPPORT COMMUNITY LEADERS
ACCESS TO SKILLS DEVELOPMENT
LEADERSHIP TRAINING
SUPPORT PROGRAMS WITH SAME GOALS
MODELLING
SOCIAL NORMS
HUMANS LEARN BY WATCHING OTHERS
PROVIDE OPPORTUNITIES TO TEACH OTHERS
STEP BY STEP DEMONSTRATIONS/ WORKSHOPS
LEADERSHIP
DEVELOP PARTNERSHIPS
PROMOTE INNOVATION
DEVELOP TRUST
WALK THE TALK
SHOWCASE COUNCIL ACTIONS
BE CREDIBLE
SHOW YOU CARE
FACILITATION
POLICY
GUIDELINES
LEGISLATION
REMOVE EXTERNAL BARRIERS
INFRASTRUCTURE CHANGES
HELP ADAPT NEW IDEAS
HELP BUILD CONFIDENCE TO TRY
EASY TO OBSERVE
CONVENIENT
IDENTIFY BARRIERS BY RESEARCH
PROVIDE EXTERNAL SUPPORT
INCENTIVES AND REWARDS
EXAMPLES
DISINCENTIVES
MAKE COMPETING BEHAVIOUR LESS APPEALING
INCREASE BENEFITS
UNLOCK HABITS
PROVIDE MOTIVATION
EFFECTIVE REWARDS
FOSTER SUSTAINABLE BEHAVIOUR
INDIVIDUALISTIC
REWARD IMMEDIATELY
MADE VISIBLE
AVOID LOSS
EFFECTIVE COMMITMENTS
PUBLIC
WRITTEN
FEEDBACK
FOLLOWS BEHAVIOUR CLOSELY
MOST EFFECTIVE WHEN
GIVEN FREQUENTLY
MONEY
FOOD
HEALTHY ENVIRONMENT
PRAISE
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Systemic + multidimensional approach to behavioural change

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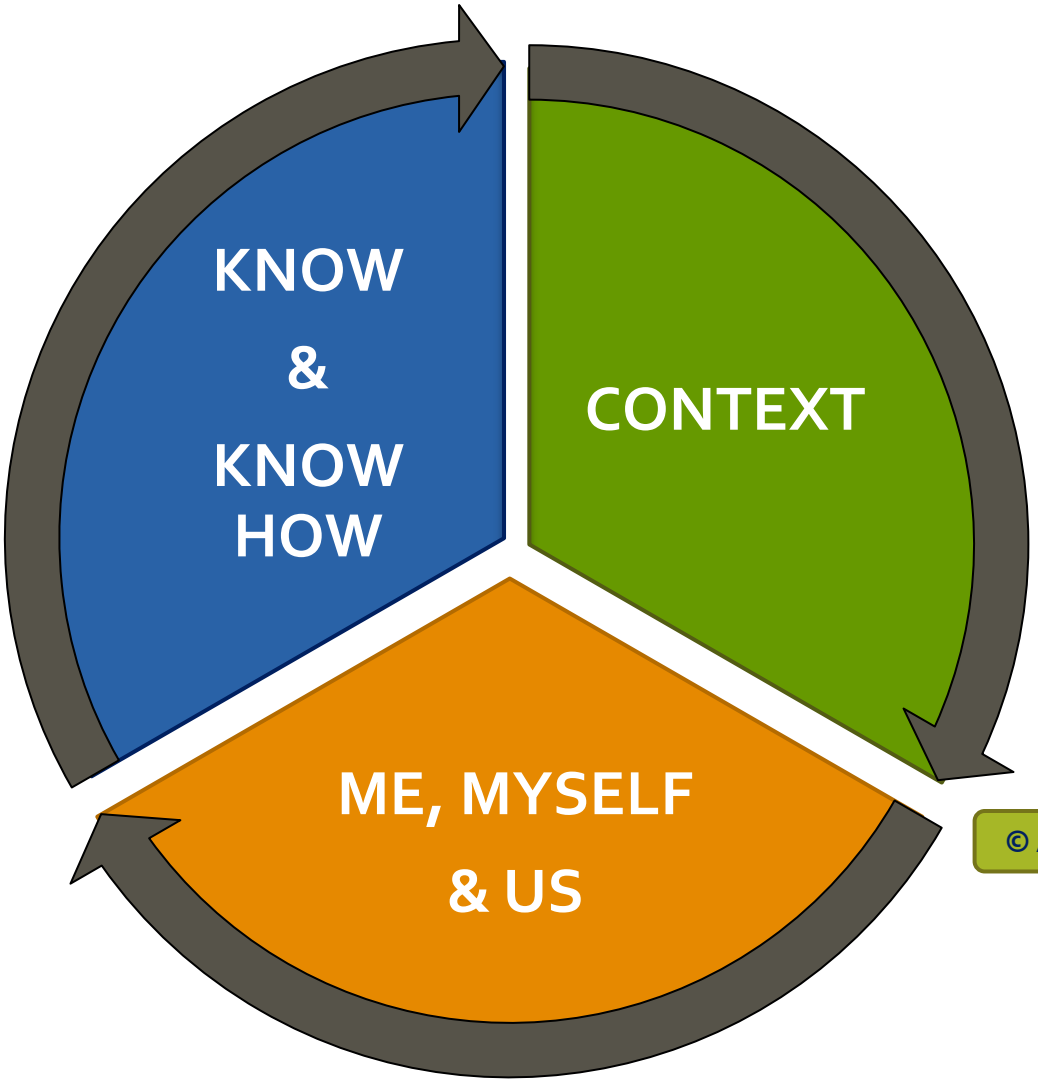
Behavioural pillars model



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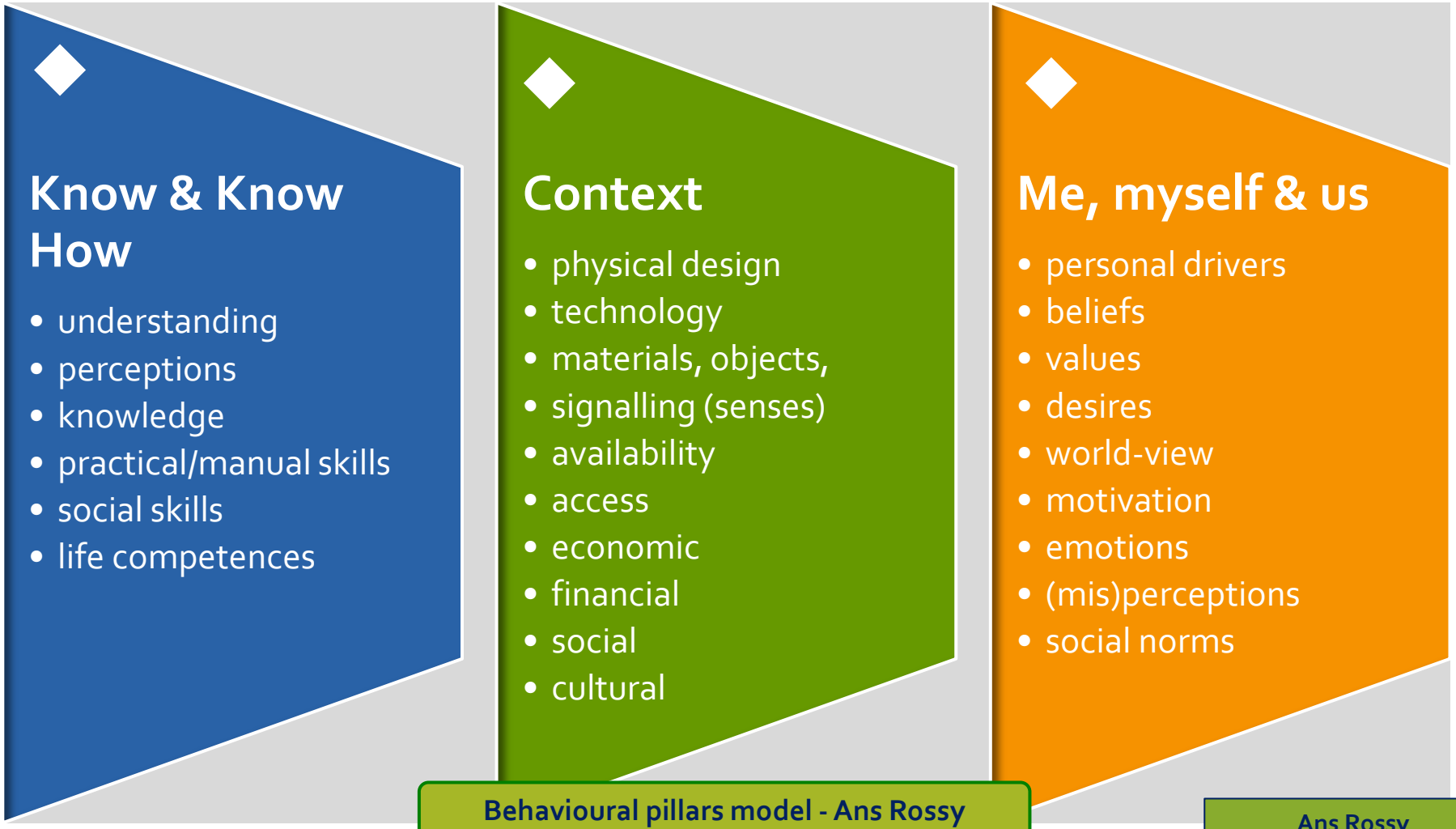
Keys for effective action



Behavioural pillars model - Ans Rossy

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Know your audience!

- There is a strong relation between **values & behaviour**

- **Many possible value models:**

a. **self-enhancing, extrinsic values** → less motivated to change own behaviour

b. **self-transcending, intrinsic values** → cares about bigger-than-self problems

- **People need insights in how values**:

a. influence our actions + have ecological impacts

b. are shaped by *external* signals (i.e. language, availability …) from government, business (products, marketing) and our (physical) surroundings!

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Framing + Language

Research WWF-UK: asked participants to consider *natural resource dilemma* (consumer - individual):

- **'Consumer' framing** lead to:
  - **lower sense of own responsibility** in dealing with resource-dilemma
  - **less trust** in other partners + **less bound to consider** others as partners in solving the problem

- **The six Guardian language changes on climate issues:** ***It's a crisis, not a change!***

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Connect to intrinsic values

Broaden, deepen & maintain public engagement on environmental issues by: intrinsic values & extrinsic values

- ✓ **Reinforce VALUES by**:
  - **Connecting with their intrinsic goals**, connection to family, friends, the wider humanity and the natural world.
  - **Showing good examples of the behaviour wanted, give the right signals** (context), etc.

- ✓ **Motivation to engage**:

*Pursuit of **intrinsic goals** leaves a person far more motivated to act and that motivation is likely to persist far longer!*

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What makes people tick …

1. **Most decisions and acting are**:
   a. unconscious (…we give explanation *afterwards!*)
   b. value & emotion driven
   c. related to fundamental human needs or wants

2. **Most are willing/able to change** when:
   a. intrinsically motivated ('bigger-than-self' notion can be enhanced)
   b. in a change ourselves (conscious level)
   c. direct connection to existing behaviour

3. **Outside influence is decisive**:
   a. social/peer group pressure,
   b. identification & direct feedback
   c. signals we get (context), in all forms & shapes

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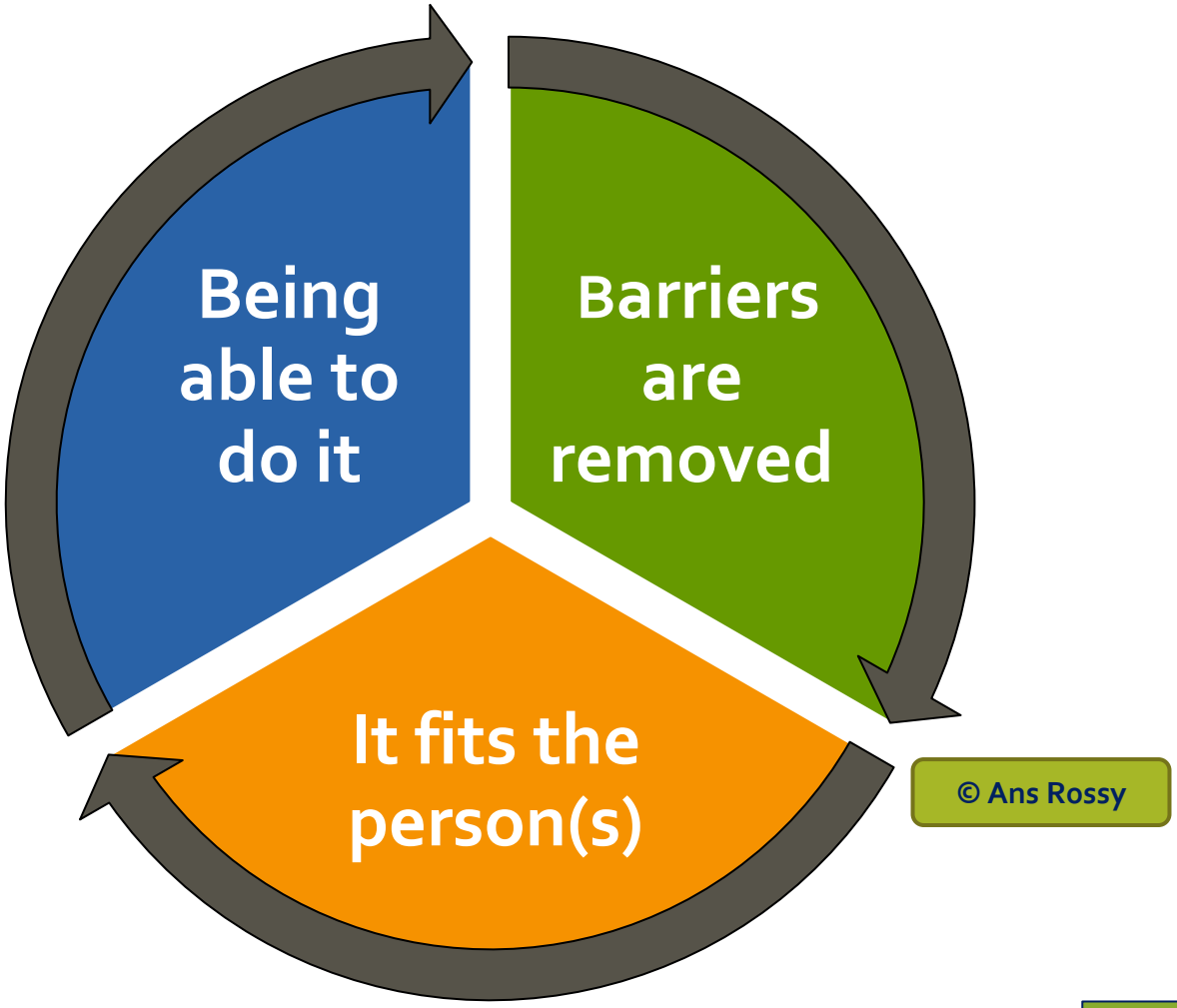
Make sure that …



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Create a *new social normal*, by …

EAST

Easy

Attractive

Social

Timely

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Repeat, practice, rehearse …

Shake & fold

(4:27) https://www.youtube.com/watch?v=2FMBSblpcrc

Humour and surprise help ☺

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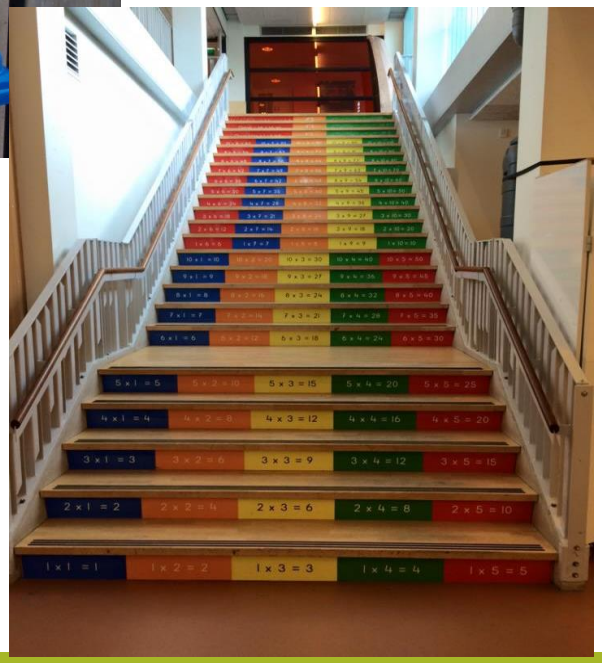
Prompts in the right place, at the right time



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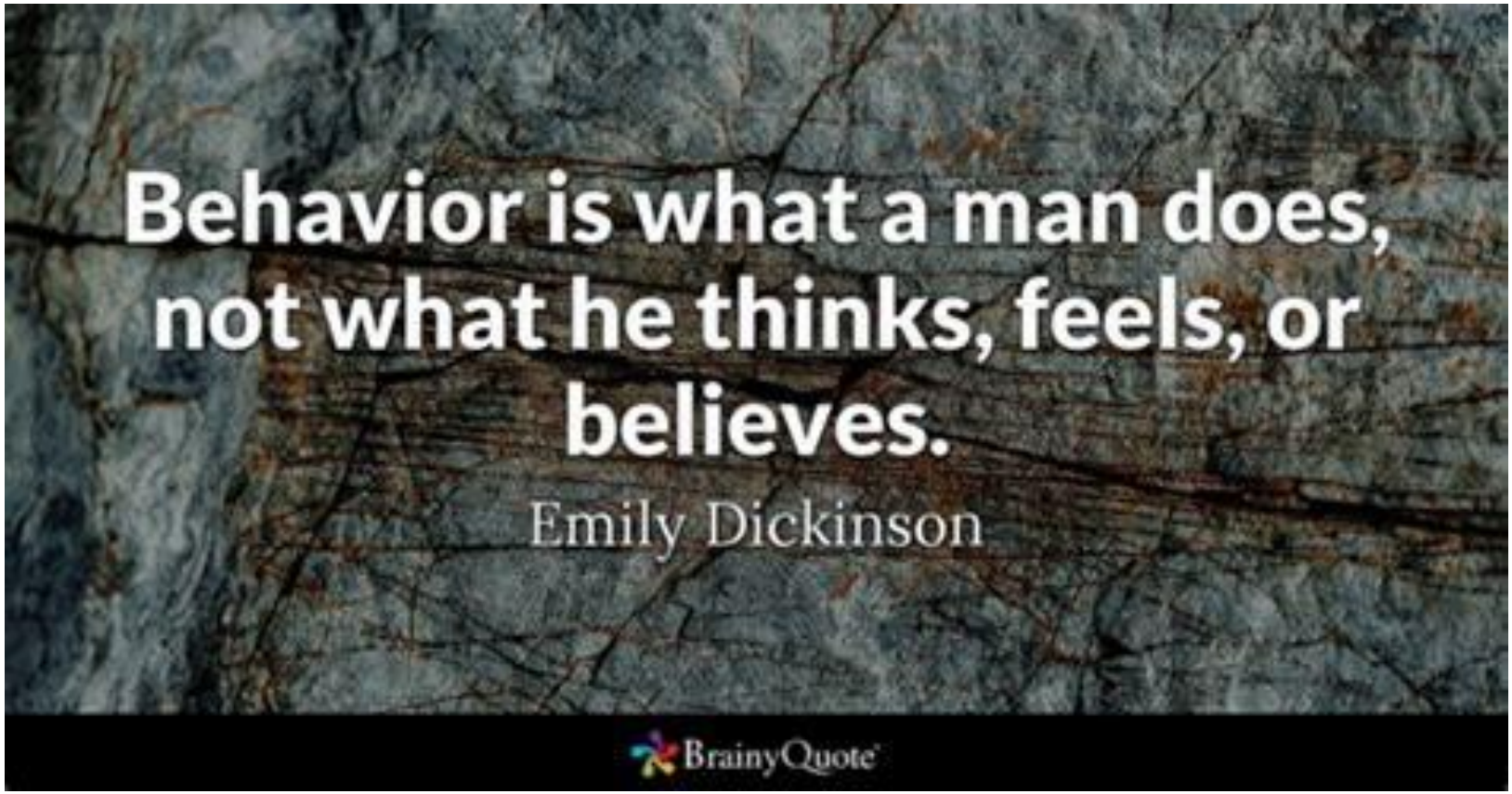
Verhalten bedeutet: *HAND*ELN



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3 steps towards behaviour change

1. Analyse + Observe

1. What is the current *un*wanted behaviour we see?
2. What is creating this behaviour? What makes that person tick?

2. Define and describe outcome/success

1. What do we actually want to see (concrete goals, *desired* behaviour)?
2. What kind of behaviour can we picture then?

3. Take action on *all* behavioural pillars to enhance change!

1. Be sure to have an **appropriate mix**
2. Make sure it is **tailor-made** to the person(s) and the situation

Not: one-size-fits all, or only one measure or solution!

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WOOP

https://woopmylife.org/de/home /

Wish:

What is your wish, a wish that is challenging, but feasible?

Outcome:

What would be the best outcome of fulfilling your wish?

Obstacle:

What is your main obstacle that holds you back from fulfilling your wish?

Plan:

What can you do to overcome your obstacle? (If, ….then I will …)

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Verhalten is ansteckend, wenn

- ✓ **Analyse + Observe !:**
  - ✓ What do we see now and what do we wish to see? What holds the person(s) back? What are possible barriers?

- ✓ **Social: community, peers, human needs**
- ✓ **Practice & repeat**
- ✓ **Feedback: right place & right time**
- ✓ **Always tailor-made, + personal**

KISS

☺

EAST

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Behavioural Insights – which focus?

- Individual ↔ System
- Extrinsic ↔ Intrinsic
- Efficiency ↔ Sufficiency

✓ Empowerment – Engagement
Cooperation - Connection - Inclusion
Stewardship – Citizenship …

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Scarcity: Why Having Too Little Means So Much –
Sendhil Mullainathan and Eldar Shafir (2013)

The Behavioural Insights Team - UK https://www.bi.team/

Community Based Social Marketing -
https://www.toolsofchange.com/en/home/

Unverfügbarkeit - Hartmut Rosa (2018)

Selbst Denken – Harald Welzer (2013)

Du musst dein Leben ändern - Peter Sloterdijk (2009)

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