

Global Action Plan and Social Marketing

By Scott Davidson



Social Marketing: How we use it

Social marketing as part of the bigger picture

Conclusion

- **Social marketing** is the systematic application of marketing, along with other concepts and techniques, to achieve specific behavioral goals for a social good.

http://en.wikipedia.org/wiki/Social_marketing

EcoTeams

- Defra Segmentation, Segments 1, 2, 3.
- Prior research, white, middle class, female, university educated. The Guardian, The Independent, The Times.
- Tailored messaging to values around the environment, waste (of any kind), and making friends



EcoTeams

- Tailored information
- Peer to peer information
 - Habits; from practical to discursive consciousness
 - Social Identity (the importance of peers & social norm)
 - Support (local information)
 - Confronting irrational arguments
- Measurement and Feedback



Evergreen

- Hard to reach communities.
- Segment 2.
- Focus messaging on waste and money
- Limited savings to be made (helps target your programmes)



Environmental Champions

Measuring Social Impacts; Survey

4. Please indicate how much you agree or disagree with the following statement.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
The effects of climate change are too far in the future to really worry me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't pay much attention to the amount of water I use at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's not worth me doing things to help the environment if others don't do the same	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If things continue on their current course, we will soon experience a major environmental disaster	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's only worth doing environmentally-friendly things if they save you money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People who fly should bear the cost of the environmental damage that air travel causes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's not worth Britain trying to combat climate change because other countries will just cancel out what we do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't really give much thought to saving energy in my home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For the sake of the environment, car users should pay higher taxes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The environment is a low priority for me compared with a lot of other things in my life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It takes too much effort to do things that are environmentally friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
We are close to the limit of the number of people the earth can support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would be prepared to pay more for environmentally-friendly products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Which of these best describes how you feel about your current lifestyle and the environment?

- I'm happy with what I do at the moment
- I'd like to do a bit more to help the environment
- I'd like to do a lot more to help to environment
- Don't know



Measuring Social Impacts: Report

Key recommendations:

A knowledge campaign on the impact of IT equipment within the energy reduction section of the project/campaign to highlight the environmental benefit of switching off.

Empowerment campaign targeting business travel. This should help staff feel able to use tele/video conferencing facilities, or where travel is necessary use alternative methods to flying and driving.

Targeted emotive campaign that is positive and engaging and aimed at making business travel alternatives the most desirable way to travel. This should follow the empowerment campaign above.

A social norm campaign showing the existing support and action in the Corporate Centre, as well as rewards on spot checks to highlight that good habits are 'usual' amongst staff.



Measuring Social Impacts: Report

Company perception:

91% of staff said it was “somewhat important” or “really important” for them to work for a company that has a good reputation for environmental responsibility.

48% of staff feel that E.ON Corporate Centre makes some effort or strongly supports staff in working in an environmentally friendly way.

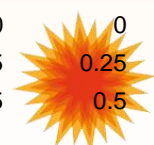
92% of staff were unsure or thought there were little or no incentives for staff to work in pro environmental ways.



Measuring Social Impacts: Data

DEFRA SEGMENTATION

N	N	N	R	N	R	N	N	R	N	N	R	R		
Please indicate how much you agree or disagree with the following statement.													Which of th	
For the sak													Response	
0.5	0.5	0	0.25	0.25	1	0.5	0.75	0.5	0.25	0.25	0.25	0.25	0.5	0.5
0.5	0.75	0.25	0.5	0.75	0.25	0.5	0.75	0.5	0.75	0.25	0.25	0.25	0.5	0.5
0.25	0.75	0.25	0.25	0.5	0.5	0.5	0.5	0.5	0.25	0.25	0.25	0.25	0.25	0
0.25	0.5	0	0	0.75	0.5	1	0.25	0	0	0	0.25	0.25	0.25	1
0.5	0.5	0.25	0.25	0.75	0.75	0.75	0.5	0.25	0.25	0.25	0.25	0.25	0.25	1
0.25	0.25	0.5	0.75	0.5	0.25	0.75	0.5	0.25	0.25	0.25	0.25	0.25	0.25	0.5
0.75	0.25	0.25	0.25	0.75	0.5	0.5	0.5	0.25	0	0.25	0.25	0.25	0.75	0.5
0.25	0.75	0.5	0.75	0.75	0.5	0.5	0.75	0.25	0.5	0.25	0.25	0.25	0.25	0.5
0.5	0.5	0.75	0.25	0.5	0.25	0.75	0.5	0.25	0.25	0.25	0.75	0.25	0.25	0.5
0.75	1	0	0.75	1	1	0.75	0.25	0	0	0	0	0	0.75	1
0.25	0.25	0.25	0	0.75	0.75	0.5	0.25	0	0	0	0.25	0.25	0.25	0.5
0.25	0.75	0.25	0.25	0.25	0.5	0.75	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.5
0.25	0.25	0.25	0.5	0.75	0.75	0.75	0.75	0.25	0.25	0.25	0.25	0.25	0.5	0.5
0.75	0.5	0.25	0	0.75	0.75	0.75	0.25	0.25	0	0	0.25	0.25	0.25	0.5
0.25	0.25	0.25	0.75	0.25	0.5	0.75	0.25	0.25	0.5	0.75	0.25	0.25	0.25	0.5
0.25	0.25	0.25	0.75	0.25	0.25	0.5	0.75	0.25	0.75	0.75	0.75	0.75	0.5	0
0	0.75	0	0.25	0.25	0.5	0.75	0.25	0.25	0.25	0	0	0	0	0.5
0.75	0.75	0.25	0.75	0.25	0.5	0.75	0.75	0.25	0.25	0.25	0.5	0.25	0.75	0.5
0.25	0.25	0.25	0.25	0.5	0.5	0.5	0.25	0.25	0.25	0.25	0.25	0.25	0.25	0.5
0.25	0.75	0	0	0.5	0.5	0.75	0.25	0	0.25	0	0	0	0	0.5
0.75	0.75	0.75	0.25	1	0.5	0.75	0.5	0	0.25	0.25	0.25	0.25	0.25	1
0.75	0.75	0.25	0.25	0.75	0.25	0.75	0.5	0	0.25	0.25	0.25	0.25	0.5	0



Measuring Social Impacts: Data

Pre Environmental Knowledge (Max = 7)	Post Environmental Knowledge (Max = 7)	Pre' to 'Post' Change
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Pre Workplace Attitudes (Max 30)	Post Workplace Attitudes (Max 30)	Pre' to 'Post' Change
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Spillover effects (Max 45)

HR skills (Max 50)

5	7	2
5	0	-5
5	0	-5
4	0	-4
4	0	-4

27	27	0
22	0	-22
20	0	-20
30	0	-30
27	0	-27

36
0
0
0
0

42
0
0
0
0

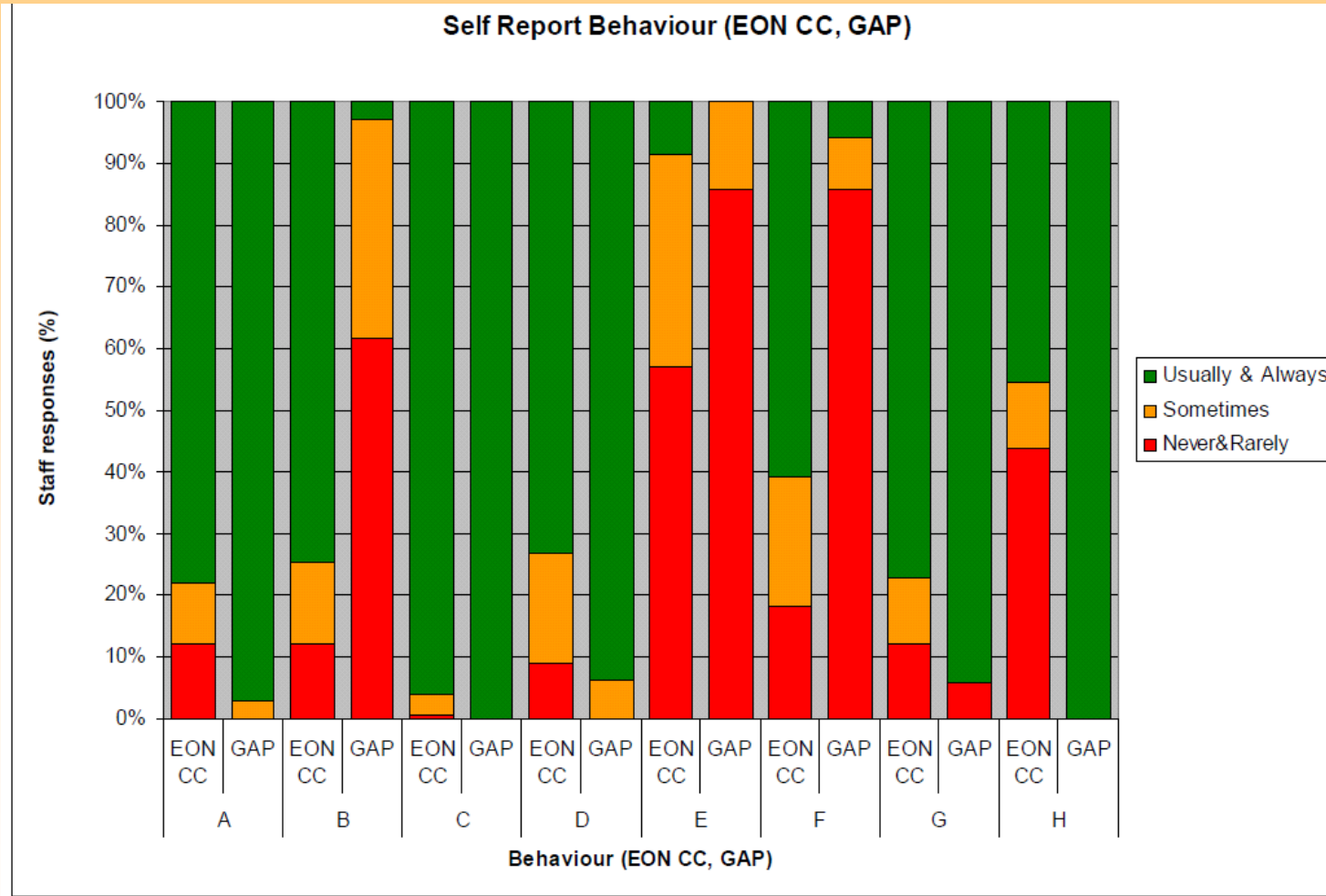
#REF! 0.3 #REF!

#REF! 1.3 #REF!

1.7 2.0



Measuring Social Impacts: Report



Flexibility within the targeting: The Carbon Hierarchy

Action	Saving = kg CO ₂ per person per year	Assumptions	Calculations	References
Turn off taps when brushing teeth	8.2	Based on estimates from water companies, compiled by Waterwise. Assuming 2.4 people in a property using cold water at 6 litres per minute.		Waterwise
Hot water tank jacket	190	thick hot water cylinder jacket fitted. Based on a gas heated semi-detached house with 3 bedrooms.		http://www.energysavingtrust.org.uk/Home-improvements/Home-insulation-glazing/Tanks-and-pipes-insulation



The Carbon Hierarchy

<p>Reduce short haul flights</p>	<p>341.1</p>	<p>Assumes one short haul return flight is substituted by a train travel of the same distance once a year</p>	<p>(International rail emissions: 0.018 kgCO₂/km) (Short haul flights emissions: 0.0983 kgCO₂/km) (Uplift factor: 109% plus radiative forcing of 1.9) (Short haul flight distance: 1838km)</p>	<p>1. DEFRA conversion factors: http://www.defra.gov.uk/environment/business/reporting/pdf/20090928-guidelines-ghg-conversion-factors.xls 2. AMEE MyCommitments: http://stage.co2.dgen.net/</p>
<p>Eat less meat</p>	<p>1,059</p>	<p>Reduce from 10 150g portions of non organic intensively farmed meat (e.g.5 beef, 2 chicken, 2 pork & 1 lamb) a week to 3 portions; 1 chicken 1 beef, one lamb</p>		<p>Defra 2006 report: Environmental Impacts of Food production and Consumption</p>



Social Marketing- not just marketing.

- Perceptions of Social Marketing.
- The information only approach.
- Using Groups
- Feedback and Measurement.

How Hotel Towels and Car Washes can make us better

- Social Norms,
- Contracts,
- A foot up on Loyalty schemes
- It seems to me like you fit here, using survey results to guide people
- Make it valuable to sell it



Increasing Programme Impacts: Design, content, language

Do you want to do something about climate change?

Start 2010 with a resolution to set up an EcoTeam

EcoTeams are groups of people – neighbours, friends, families – who come together to share ideas. From how they can use less energy at home to how they can cut down on the stuff they throw away.

Working with others, they agree the changes that are right for them and measure how their actions help the environment... and their pockets.

On average, people who take part reduce their bills by £170 a year.

If you'd like to start saving too, come along to our free event in Birmingham and set up your own EcoTeam.

Register for the event at www.ecoteams.org.uk/events

“I was already aware of the issues but EcoTeams helped me to take action.”

EcoTeam participant



Increasing Programme Impacts: Design, content, language

Do you want to...

do something about climate change?

get to know your neighbours?

save money?

Then start 2010 with a resolution to join EcoTeams

EcoTeams will:

Save you on average £170 per year, and 1 tonne of carbon.

Let you get to know your neighbours and your community better

Explain and compare how effective over 100 actions are

Give you personal feedback on the difference you made

Join the 150,000 people already making big differences & serious savings.

Come to our free event in Birmingham and start your own EcoTeam.

But get there fast! All EcoTeams events so far have quickly oversubscribed and it's first come first served.

“Excellent! Very enlightening and motivating! I have made many changes which are now becoming second nature and have resulted in a much better way to live.” Hilary, EcoTeams participant, West Bridgford



Social Marketing.

- Use it to understand the audience and their values.
- Use this to target your communications and recruitment method.
- Use groups if you can
- **Use the behaviour change literature to go beyond information only.**
- Measure it and return tailored feedback.



Scott Davidson MA. MSc. AIEMA

Programme Design and Evaluation manager

Scott.Davidson@globalactionplan.org.uk

0207 420 4401