

A photograph of a lion resting in a savanna landscape. The lion is the central focus, lying down and looking towards the right. It is surrounded by tall, dry grass and a green bush in the foreground. The background shows a hazy, open landscape under a bright sky.

**Using social marketing to protect
biodiversity: mainstreaming
biodiversity maps into land use
planning procedures
in South Africa**

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Craig R Lefebvre

Richard Cowling



Image NASA
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Namibia

★ Windhoek

Botswana

★ Gaborone

Pretoria

★ Johannesburg

★ Mbabane

★ Maputo

★ Maseru

South Africa

Durban

○ Cape Town

Eastern
Cape
Province

Context of the project

Overview I

Formative
Research

Promotional
strategy

Conclusion

- Outstanding environmental legislation (e.g. biodiversity act, environmental rights in constitution, stringent EIA)
- Advanced integrated land use mgmt law
- Systematic conservation planning

Systematic Conservation Planning

Overview

Formative
Research

Promotional
strategy

Conclusion

Species distribution

Vegetation types

Climate incl. CChange

Geology

Expert assessments

Corridors

Processes

Protected areas

Planned developments

Also:

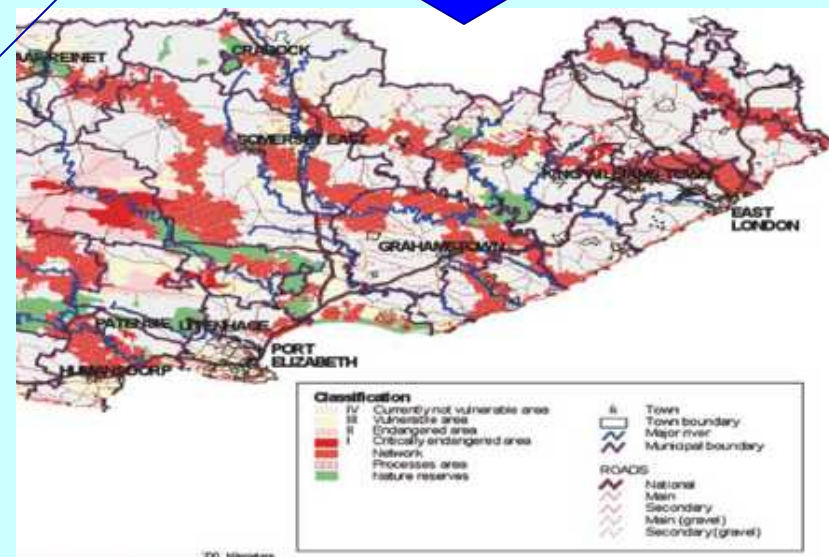
Ecosystem Services

Cultural Sites

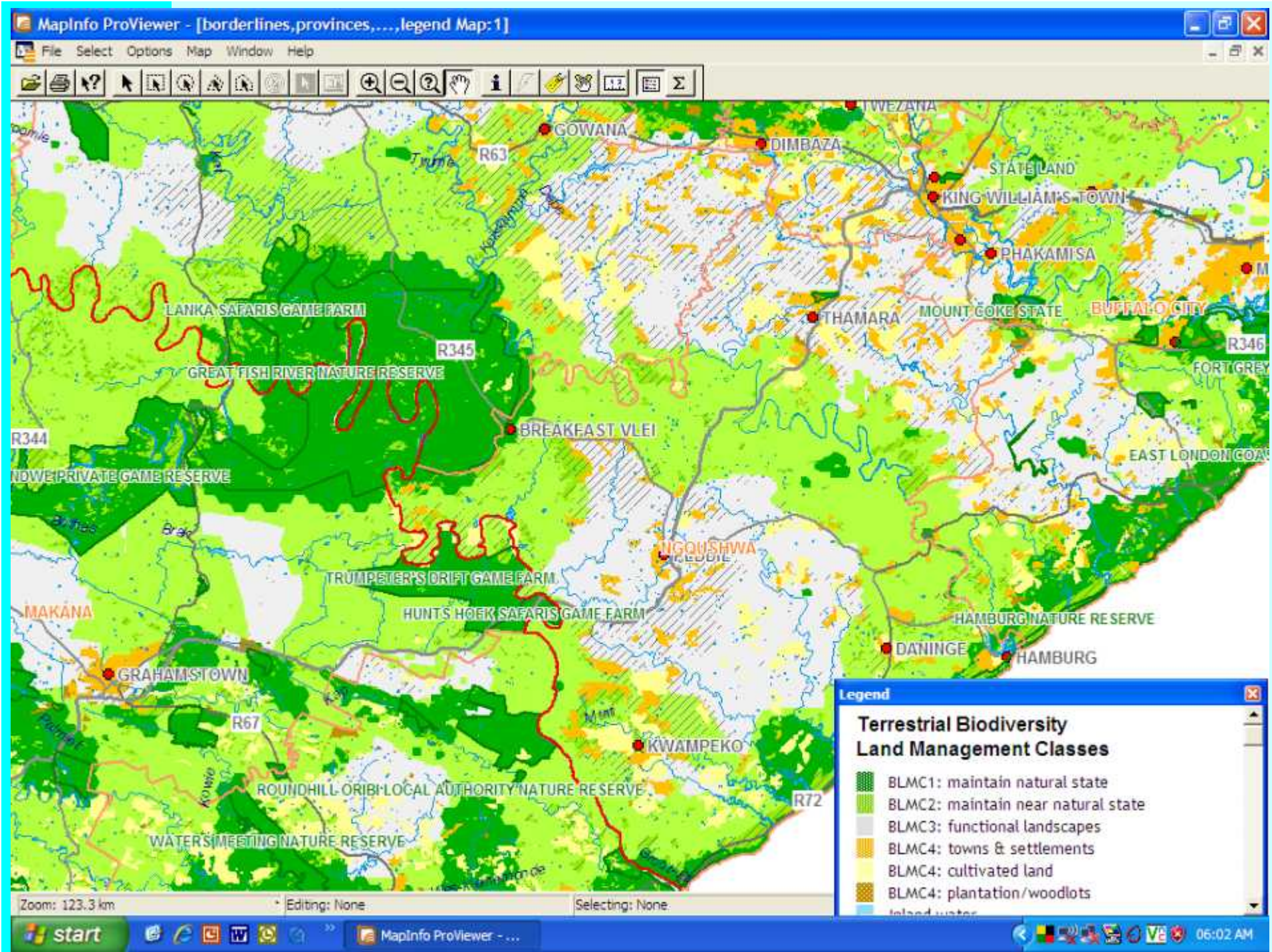
Representation



“GIS”

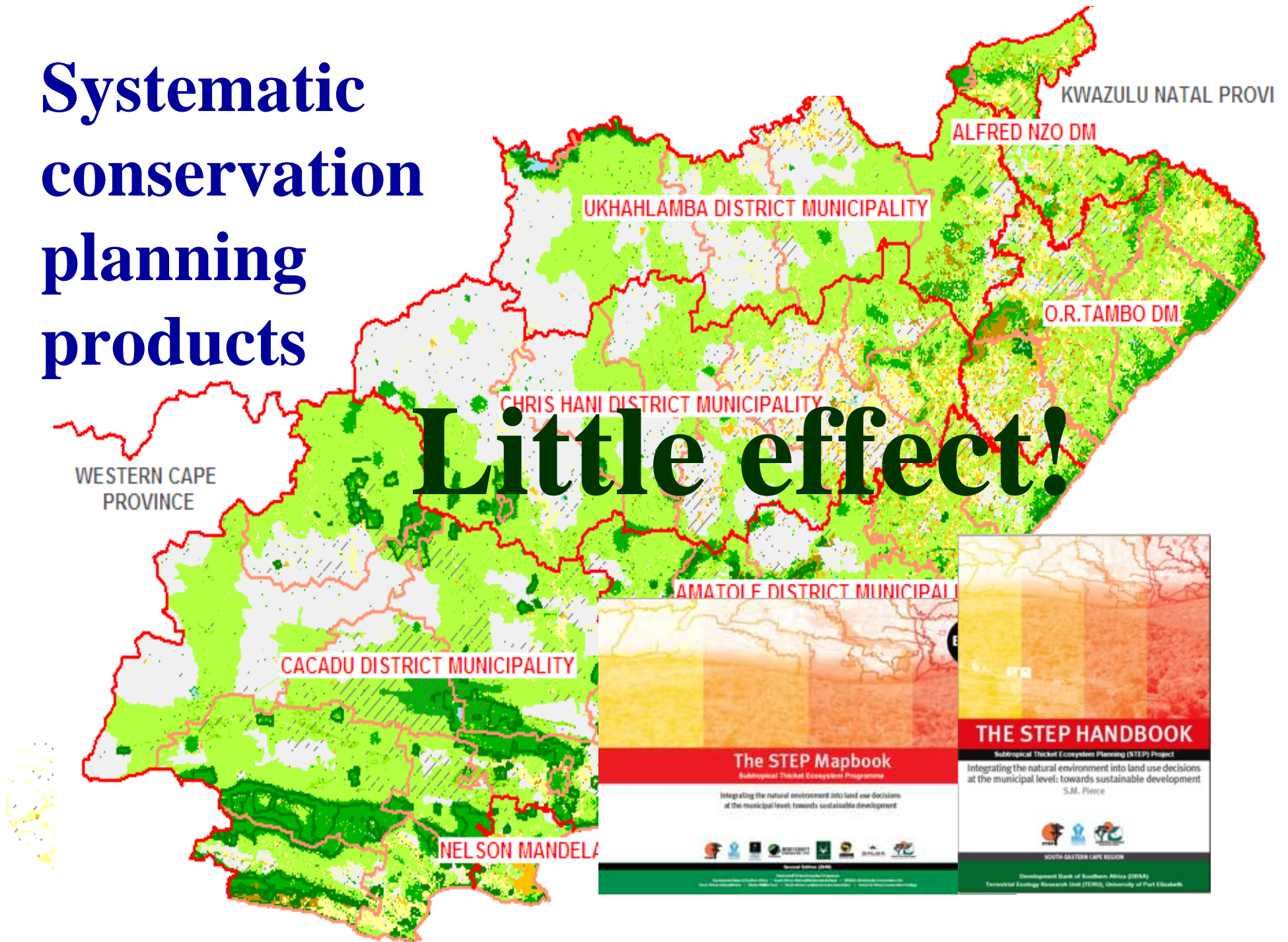


WSMC 2008, Brighton, Wilhelm-Rechmann, Lefebvre, Cowling,
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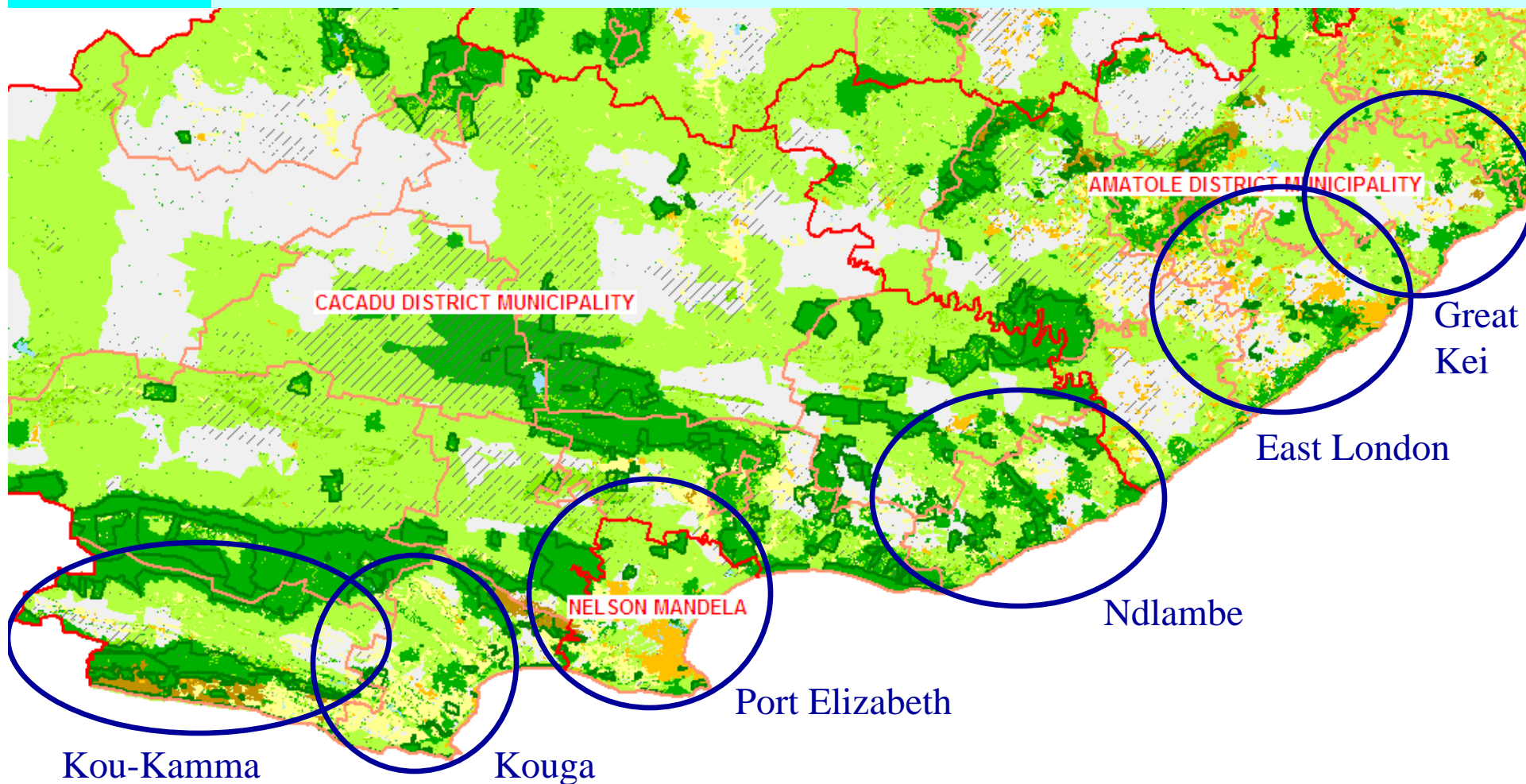


Systematic conservation planning products

Little effect!



Target municipalities



Context of the project

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&

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- Outstanding environmental legislation (e.g. biodiversity act, environmental rights in constitution, stringent EIA)
- Economic pressure
- Advanced integrated land use mgmt law
- Systematic conservation planning

Economic pressure

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Economic pressure

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Context of the project

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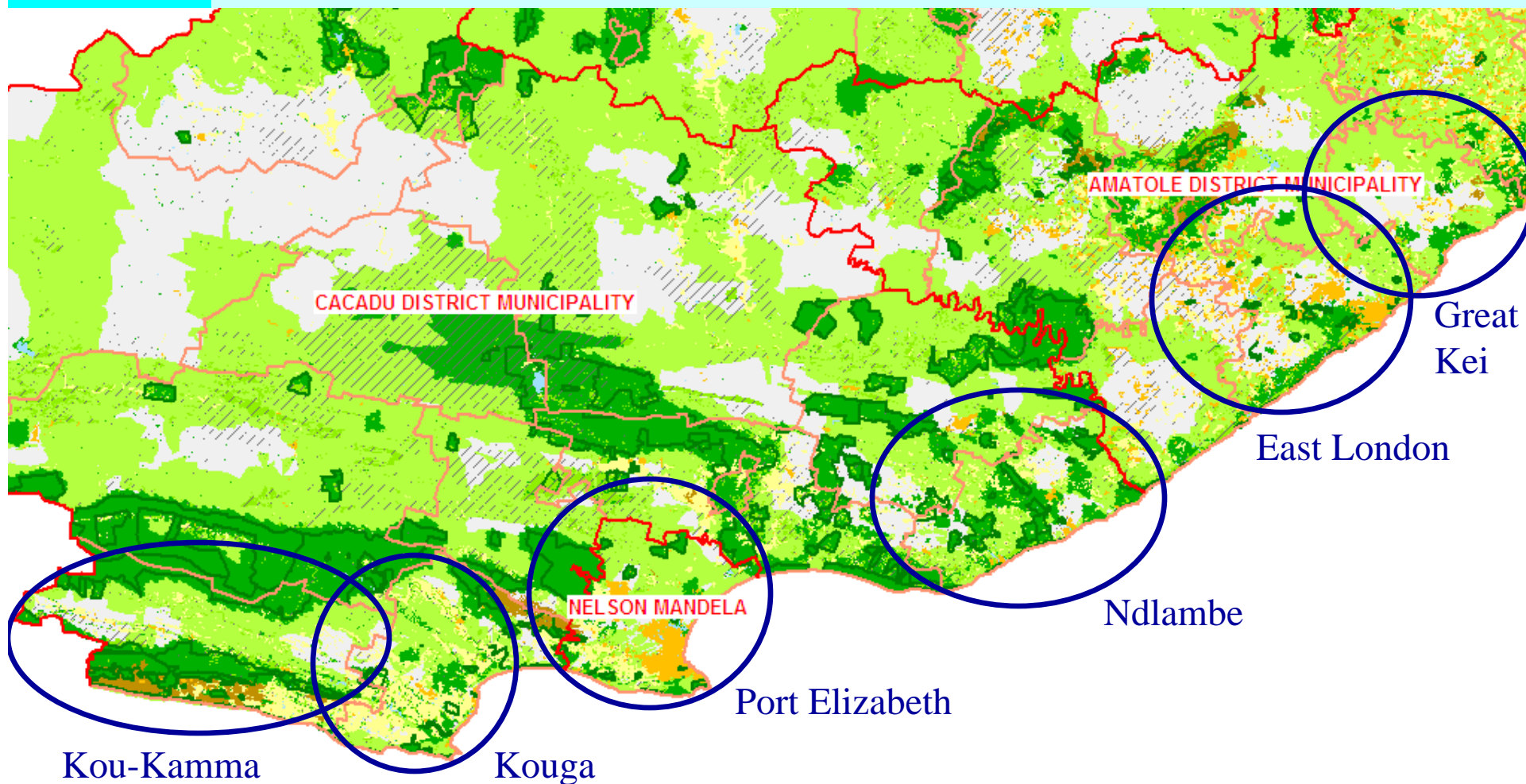
Formative Research I

Promotional strategy

Conclusion

- Outstanding environmental legislation (e.g. biodiversity act, environmental rights in constitution, stringent EIA)
- Economic pressure
- **Capacity constraints**
=> **segmentation**
- Advanced integrated land use mgmt law
- Pro-environmental values LUPs

Target municipalities



Context of the project

Overview I

&

Formative Research I

Promotional strategy

Conclusion

- Outstanding environmental legislation (e.g. biodiversity act, environmental rights in constitution, stringent EIA)
- Economic pressure
- Capacity constraints
- New “wall to wall” responsibility:
Town planning to land use planning
- Advanced integrated land use mgmt law
- Pro-environmental values LUPs

“Wall-to-wall” municipalities

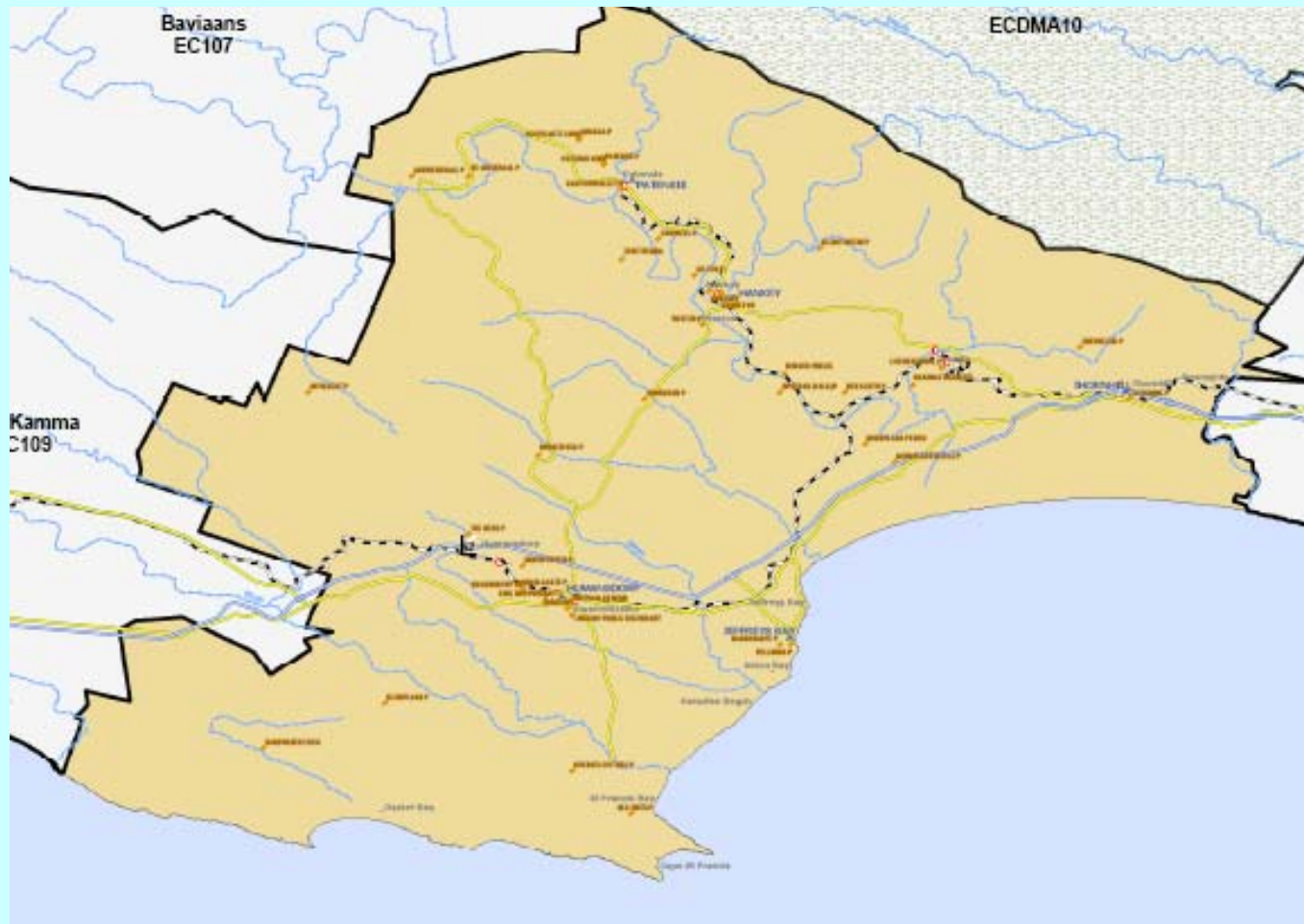
Overview I

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Context of the project

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Promotional strategy

Conclusion

- Outstanding environmental legislation (e.g. biodiversity act, environmental rights in constitution, stringent EIA)
- Economic pressure
- Capacity constraints
- New “wall to wall” responsibility:
Town planning to land use planning
- **Socio-economic development paradigm**
- Advanced integrated land use mgmt law
- Pro-environmental values LUPs

Behavioural models:

Overview

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Conclusion

- Target behaviour: take the maps out (physically or electronically) for every application for land use change
- Stages of change:
I: pre-contemplation, II: contemplation,
III: action, IV: maintenance
- Diffusion of Innovations/Network analysis
innovators, early adopters, early majority, late majority, laggards

Stages of change

Overview

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- 2 metros:
fine scale plans, ~ 10 – 20 qualified town
planners: II - IV
- 2 medium capacity:
+/- 1 qualified planner, awareness: I & IV
- 2 low capacity:
administrator, overworked, no awareness: I
- BUT:
MOSTLY PRO-ENVIRONMENTAL
ATTITUDES => willingness

Barriers (and Benefits)

Overview

- awareness / skills
- accessibility of info
- working conditions

} individual

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Research

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strategy

- high pressure
- LUP low status – socially !
- development paradigm
- no legal obligation (local, yet)

} context

= HIERARCHY

= upstream !

Conclusion

AND: technic. correct drafts are overruled

Promotional Strategy

Overview

“Individual level, LUPs” - downstream

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Research

- Awareness raising and education (SCP, Biodiversity, EIA)
- Deliver prompts: plants for offices, wallmaps, (screensaver)

Promotional
strategy

“Context level” – upstream

Conclusion

- (target behaviour: consider & discuss)
- Conference targeting decision makers
 - Interviews: formative AND awareness

Shortcomings - outlook

Overview

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Conclusion

- Diffusion of Innovations/Network analysis:
 - 100% white, SAPI,
 - Black: my boss (colleagues)
- Foreseeable (pro-black) staff turnover: 5 years max
- Developmental paradigm stronger in upcoming black population
(=> e.g. target Universities)

Final thought

Overview

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- Conflict between 1st world legislation on a global concept and 3rd world, local decision making institutions
- Authoritarian approach of responsible institutions (nat & prov)
- “green” issues white dominated in post-apartheid era
- Understanding term “biodiversity”

Thank you!

Overview

- Craig R Lefebvre,
George Washington University

Formative
Research

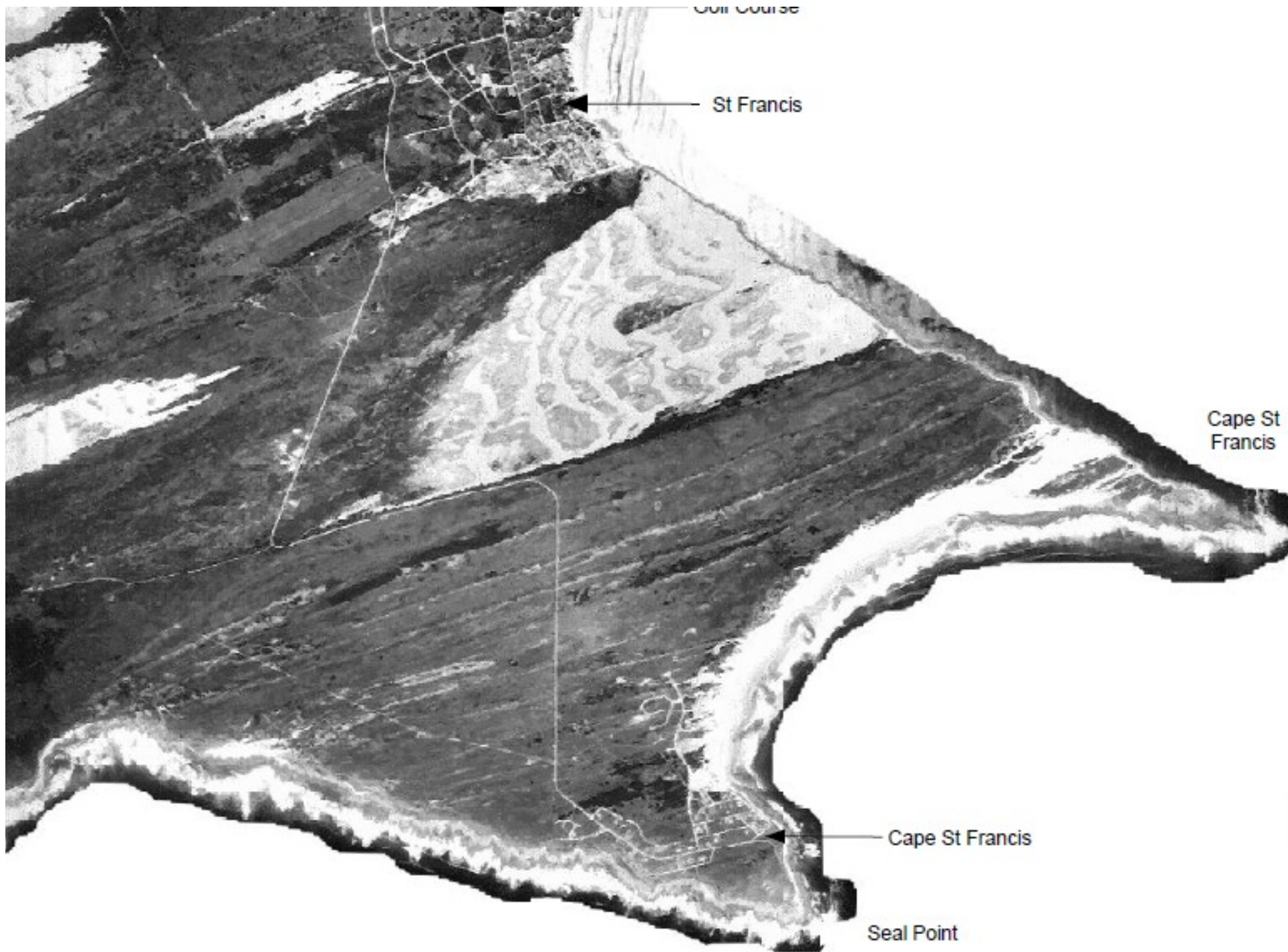
- Richard Cowling,
Nelson Mandela Metropolitan University

Promotional
strategy

Conclusion

- Werner Rechmann,
Friedrich Ebert Stiftung
- South African National Biodiversity Institute







Coff Course

Stabilised Dune

Cape St Francis

Seal Point

Context of the project

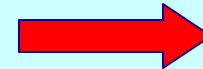
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Everything
works
great

