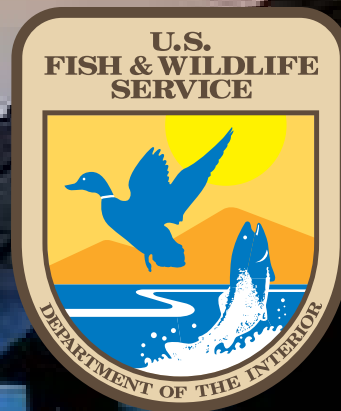




~ Sophistication, Integration and Social Innovation ~



**(The Keys for Selling Complex Environmental Issues
and Affecting Large Scale Behavioral Change)**

Objectives

- Describe the scope and complexity of our challenge
- Discuss our traditional approach and how marketing has enhanced it
- Characterize our Unique Value Proposition and how we've leveraged it to engage the private sector
- Elaborate on the three-pronged basis of our enhanced process...
 - Key process improvement points,
 - Strategic positioning and leverage
 - Benchmark criteria, diverse theories and practical applications.
- Discuss our ongoing, multi-tiered evaluation processes
- Discuss the investments, benefits and ROI for these campaigns.
- Show how cross-sector social marketing campaigns can catalyze systems change.

Consumption Creates Complex Environmental Impacts

- Consumption drives western society
- Individual rights and freedoms are some of our most cherished values
- Private sector marketing focuses on primarily on choice
- Environmental research fails to address the social side
- People are the root cause of all of our environmental issues



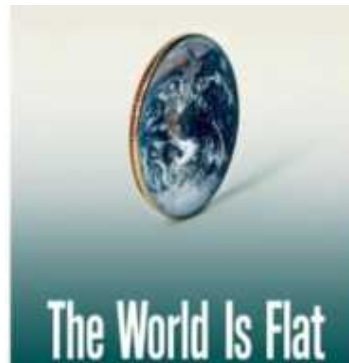
Significant Global Changes Add to These Challenges

- Globalization & the Internet
- Climate change
- Multi-national dominance
- Environmental impacts and the private sector
- Higher standards for the private sector
- Corporate social responsibility
- Higher priorities dominate public funding



The Way It Was...

The Way It
Has Become

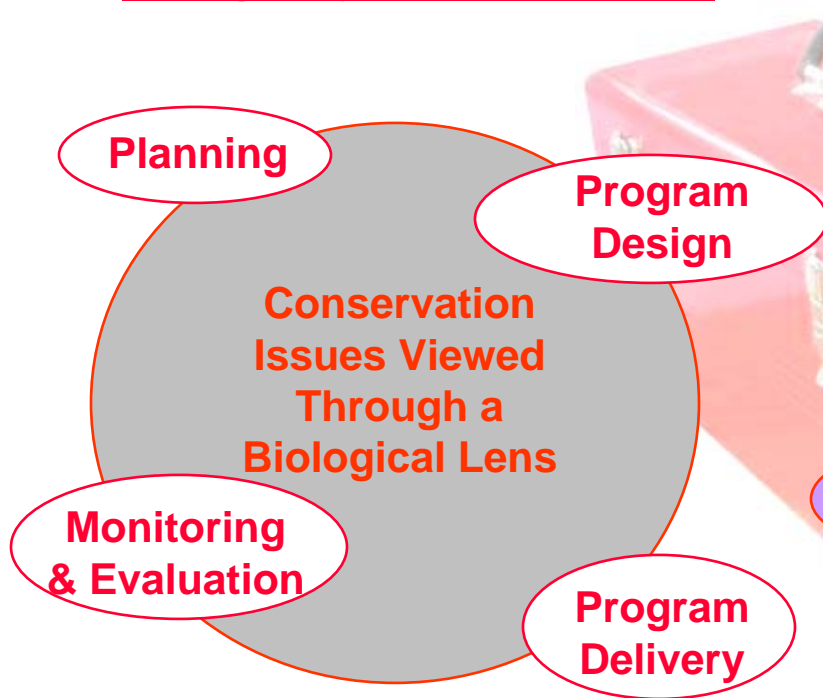


- Limitations of science
- Multiple government layers complicate actions
- Human activities and environmental impacts
- Adversarial relationships continue to exist between public & private sectors
- Our global economy creates environmental impacts

Where's the Common Ground?

Our Traditional Tools & Processes Need Broadening

Generic Version of a Traditional Biologically-Based Approach



Unaccounted for "Social" Challenges & Diverse Stakeholders



**Addressing Only the Biological Side of Conservation Issues
Treats Just Some of the Symptoms**



So What?

- **Complex problems require innovative solutions.**
- **Think differently! What are the multiple systems involved with environmental impacts and how can we change them?**
- **Collaboration and unifying agendas must become the standard.**



Where Do We Start?



Change
(Embrace it)

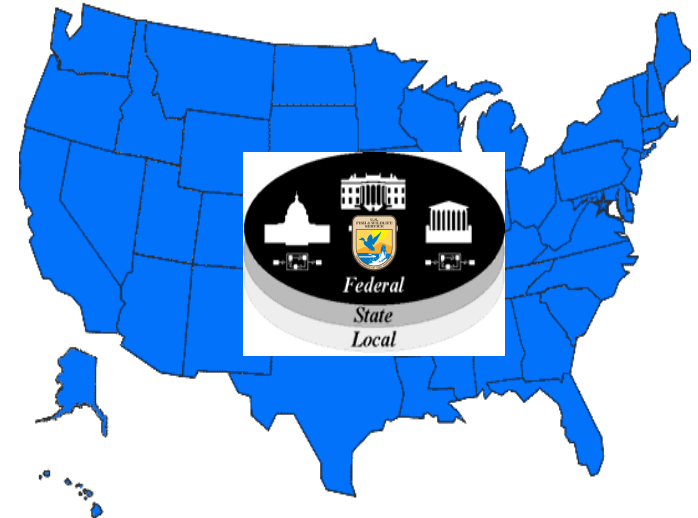
STEP UP TO THE PLATE



The Unique Value Proposition of the FWS

Distinguishing Characteristics

- America's only national fish & wildlife conservation agency
- Legal mandates give us legitimacy
- National-Local Connectivity
 - Decentralized infrastructure
 - National, Regional and Local roles



Operational Realities

- The shared system of governance
(federal-state relationship)
- Environmental issues negatively impact fish & wildlife before humans



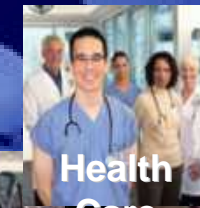
Practical Leverage to Affect Change

- Agency responsibilities:
 - Resource management
 - Regulations
 - Information dissemination
- Consumers (*all of us*) contributions to environmental impacts.
- Information alone does not change behaviors.



Consider the Big Picture When Developing Your Strategy!

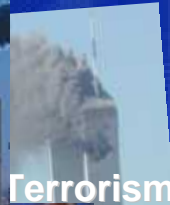
- Assess organizational strengths & weaknesses.
- Understand the complexity.
- Acknowledge your competition.
- Develop a process improvement plan.
- Use the process to find high leverage points.



Health
Care



Climate
Change



Terrorism



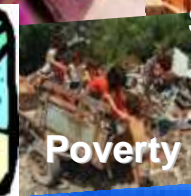
Pollution Education



Substance
Abuse



Crime



Poverty



Move From a Biological to a Marketing Mindset

Connect Issues w/
Sources of Impact

Target Your
Audience(s)

Define the
Behaviors

Characterize
The Exchange

Link
Behaviors
w/Benefits &
Incentives

Address the
Barriers

Create Lasting Brands

Evaluate
Your
Activities

Engage Your
Audience

Promote
Solutions



**Our Activities
Create Impacts!**



Maximize the Global Emergence of Corporate Social Responsibility

corporate
social
responsibility

THE ETHICAL ENTERPRISE

DOING THE RIGHT THINGS IN THE RIGHT WAYS,
TODAY AND TOMORROW

A Global Study of Business Ethics
2005-2007

Ethical CORPORATION

Harvard Business Review

December 2006

PORTER
KRAMER

UNLOCK
GREAT
PERFORMANCE

INCLUDES
HBR ONLINE





Piggy Back on Higher Profile Issues

- **The “Buzz”**
 - Sustainability,
 - Globalization,
 - Climate Change.
- **Environmental issue linkages and corporate needs**
- **Expand the sustainability concept**
- **Cross-sector relationships and CSR efforts.**

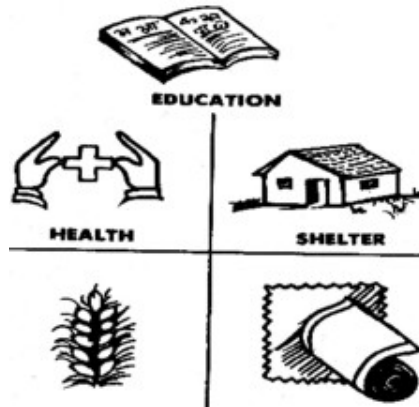


Integrate Insights from Diverse Fields to Change the Game



Make Issues Relevant

To Basic Needs



what's
in it
for me?

And Diverse Values

VALUE	DEFINITION	FUNCTION
<i>Utilitarian</i>	Practical & material exploitation of nature	Physical sustenance & security
<i>Naturalistic</i>	Direct experience and exploration of nature	Curiosity, discovery, recreation
<i>Ecologistic-Scientific</i>	Systematic study of structure, function	Knowledge, understanding, observational skills
<i>Aesthetic</i>	Physical appeal & beauty of nature	Inspiration, harmony, security
<i>Symbolic</i>	Use of nature for language and thought	Communication, mental development
<i>Humanistic</i>	Strong emotional attachment and "love"	Bonding, sharing, cooperation, companionship
<i>Moralistic</i>	Spiritual reverence & ethical concern	Order, meaning, kinship, altruism
<i>Dominionistic</i>	Mastery, physical control, dominance of nature	Mechanical skills, physical prowess, ability to subdue
<i>Negativistic</i>	Fear, aversion, alienation from nature	Security, protection, safety, awe



Tap Into The Power of Branding



STOP AQUATIC HITCHHIKERS!

Prevent the transport of nuisance species.
Clean all recreational equipment.
www.ProtectYourWaters.net

Stop Aquatic Hitchhikers!™

- **Conservation Issue:** Invasive species – a major threat to biodiversity.
- **Problem Behavior:** Unknowingly transporting invasive species with recreational equipment.
- **Desired Behavior:** Clean equipment to prevent invasive species introduction/spread



Habitattitude™
PROTECT OUR ENVIRONMENT
DO NOT RELEASE FISH AND AQUATIC PLANTS



www.Habitattitude.net

Habitattitude™

- **Conservation Issue:** Invasive species – a major threat to biodiversity.
- **Problem Behavior:** Releasing non-native species into the environment
- **Desired Behavior:** Choose environmentally friendly alternatives to surrender pets



SMART DISPOSAL

A Prescription for a Healthy Planet

U.S. FISH & WILDLIFE SERVICE
AMERICAN PHARMACISTS ASSOCIATION

SMAR_xT Disposal™

- **Conservation Issue:** Environmental contaminant – a major threat to biodiversity.
- **Problem Behavior:** Flushing medications
- **Desired Behavior:** Embrace and utilize responsible disposal of unwanted medications



Facilitate Innovative Cross-Sector Partnerships



SMART DISPOSAL
A prescription for a healthy planet.

Prescription For A Healthy Planet

Protecting the environment is everyone's responsibility. To do your part, do not flush unused medications and do not pour them down the sink.

Follow these three simple steps to help safeguard lives and protect the environment:

- Pour medication into a sealable plastic bag. If medication is a solid, crush it or add water to dissolve.
- Add kitty litter, sawdust, or coffee grounds to the plastic bag.
- Seal the plastic bag and dispose in the trash.

For more information, consult your pharmacist or visit our website at smarxtdisposal.net

PETCO's Commitment To Protect Our Environment

HabitatTitude™

At PETCO, Animals Always Come First

HabitatTitude™ is a "conservation state-of-mind" that commits to environmental protection by not releasing unwanted fish or aquatic plants into public areas.

PETCO fully supports HabitatTitude™. HabitatTitude™ is a national initiative developed by the Aquatic Nuisance Species (ANS) Task Force in partnership with the Pet Industry Joint Advisory Council (PIJAC), U.S. Fish and Wildlife Service, Sea Grant and NOAA.

Protecting Our Environment

In order to continue enjoying our natural resources, we must protect them. Some pet in order to continue enjoying our natural resources, we must protect them. Some pet in order to continue enjoying our natural resources, we must protect them. Some pet

What You Can Do To Help

Aquarists, pond owners and water gardeners all share a common responsibility: species they own. By having these species, we must accept certain responsibilities.

- To care for the species well-being and provide a suitable environment
- To maintain and take the appropriate steps to keep the species in
- To properly relocate these species, fish or plants, if they are not
- To follow the laws of your state regarding the acquisition, closed
- Transfer of ownership of these non-native plant and fish species

If you have acquired an undesirable, non-native aquatic plant or fish it is important not to release these plants or animals into the environment system.

HabitatTitude™ encourages you to choose one of these alternatives:

- Contact the store where the plant or fish was purchased by
- Give or trade with another aquarist, pond owner, or aquatic business
- Donate to a local aquarium society, school, or aquatic business
- Seal aquatic plants in plastic bags and dispose in trash
- Contact a veterinarian specializing in exotics for guidance on humane disposal of fish

HabitatTitude™ is about consumer awareness and responsible behaviors. We must all work together to prevent the proliferation of harmful plants, fish and other animals throughout our country, stopping the spread of these species represents one of our greatest natural resource challenges.

Think Globally, Act Locally

DO NOT RELEASE ANY PLANTS OR ANIMALS INTO LAKES OR STREAMS

Being a responsible hobbyist extends beyond your aquarium or water garden. LiveAquaria.com will not ship species that are listed as invasive to your state. Please do your part to protect our environment.

Choose your plants & fish carefully, care for them responsibly, and if needed, dispose of them properly.

Here's what you can do to help protect your local wetlands, stream water, pond, or stream:

- Never transport non-native plants, fish, or invertebrates into lakes, streams, wetlands, stream water, pond, or stream.
- Check your plant orders for unwanted and potentially invasive hitchhikers (weeds, plant fragments, snails, insects, or fish).
- Be aware of the regulations regarding possession, transport, or sale of invasive plants and animals.
- Learn how invasive plants spread—by seed, rhizome, or even tiny plant fragments.
- Recognize which plants and fish are potentially invasive in your climate zone.

KEEP POND PLANTS CONTAINED IN YOUR WATER GARDEN...WHERE THEY BELONG

Water garden plants or fish released into local lakes and streams may become nuisance invaders. They crowd out native species and damage local habitats for fish, birds, insects, and amphibians.

In an effort to protect our environment, Dr. Foster and Smith and LiveAquaria.com are proud partners of HabitatTitude. Our challenge is to encourage all aquarists and pond keepers to practice responsible stewardship, handling, and management of all species through their purchasing choices and actions. You are the greatest ally to all aquatic species and aquatic environments worldwide.

What to do with unwanted fish or plants:

- Trade or give to another aquarist or pond keeper.
- Donate to a local aquarium, elementary school, or biology department.
- Give or trade to a local aquarist shop dealer.
- Proper disposal of unwanted plants includes drying, burning, composting or sealing in a plastic bag for disposal.

DOCTORS FOSTER & SMITH LiveAquaria.com

HabitatTitude PROTECT OUR ENVIRONMENT



"I guess we should have done more to STOP AQUATIC HITCHHIKERS! I would have thought that a few weeds would ruin our favorite spot!"

STOP AQUATIC HITCHHIKERS!

Prevent the transport of nuisance species. Clean all recreational equipment.

When you have a body of water:

- Remove any visible mud, plants, fish or animals before transporting equipment.
- Rinse water from equipment before transporting.
- Clean and dry anything that comes into contact with water (boats, trailers, equipment, clothing, dogs, etc.).
- Never release plants, fish or animals into a body of water unless they came out of that body of water.

STOP AQUATIC HITCHHIKERS!

KNOCK THE SPOT OUT OF YOUR FAVORITE SPOTS

HELP STOP THE SPREAD!

Remember that water-based activities like angling, boating and jet skis can transport aquatic invasive species. This means that your favorite activities play a role in prevention.

These are four easy steps you can take to help prevent the spread of aquatic hitchhikers:

1. Remove all dirt, plants and other materials from your gear before you leave a body of water.
2. Rinse your gear with clean water.
3. Thoroughly dry your gear.
4. Never transport plants or animals from one body of water to another.

To learn more about specific aquatic invaders and what you can do to help stop the spread visit or call www.protectourwaters.net www.feddyfishers.org (408) 222-9369

STOP AQUATIC HITCHHIKERS!

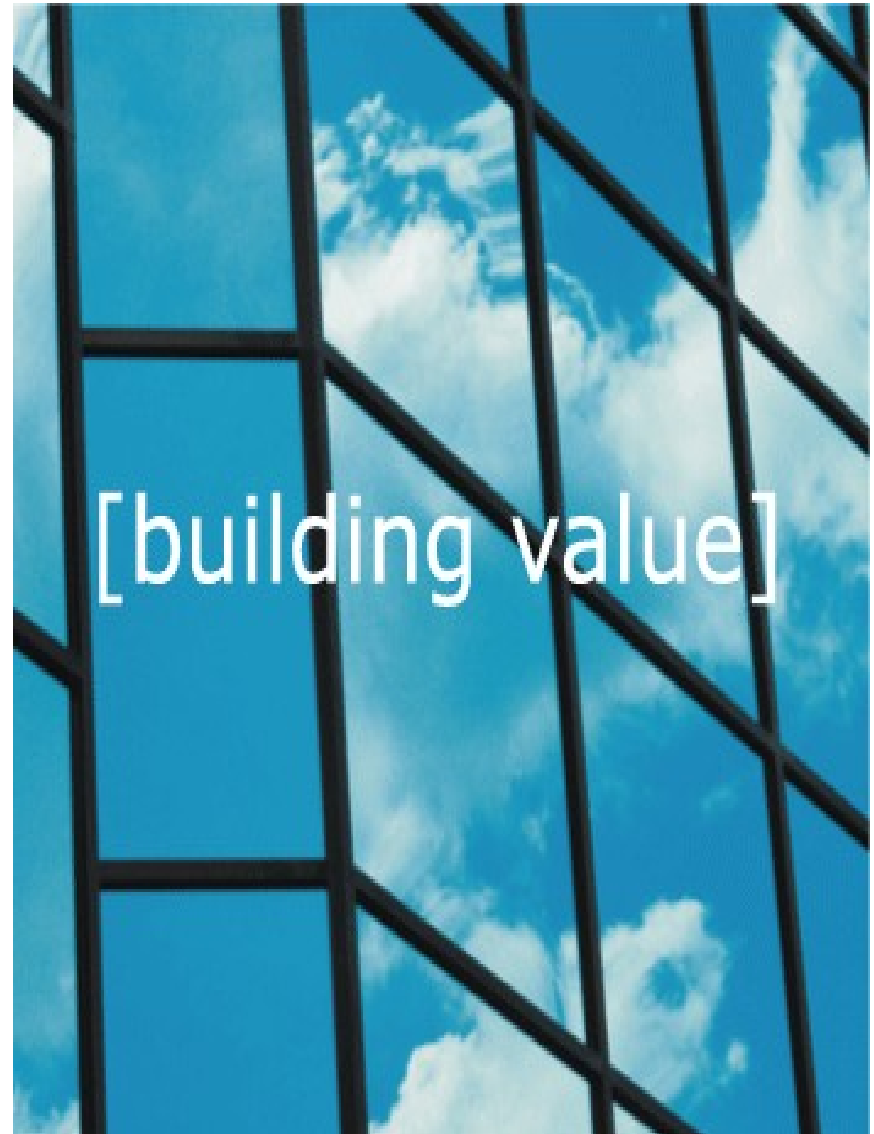


patagonia
VENTURA, CALIFORNIA
WWW.PATAGONIA.COM

collaborative outreach

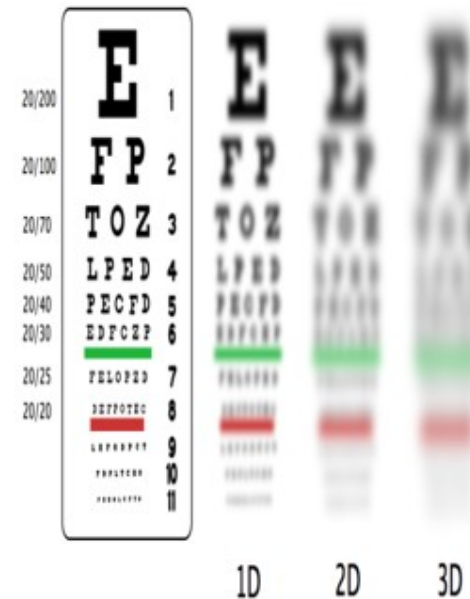
Use Shared Value to Move Toward a Solution

- **Understand...**
 - Traditional & emerging business drivers
 - The marketplace
 - Branding
 - Business differentiation processes
- **Define issues & create win-win relationships**
- **Targeting consumers is key**



Build Capacity, Produce Results & Avoid Green Social Marketing Myopia

- **Proactive communications are part of the solution**
- **Results are important**
- **Behavior value positioning**
- **Measuring/Standardizing consumer knowledge**
- **Demonstrate credibility of behavior claims**





Balance Process with Strategy & Operations to Produce Results

National Scale

Initial Outcomes
(Performance Measures)

- **Community & private sector partnerships**
- **Capacity built**
 - Laws/FTEs created
 - Networks connected
- **Marketing Metrics**
 - Brand impressions
 - Website traffic
- **Funds leveraged**
- **Communities and citizens engaged**

Regional Scale

Intermediate Outcomes
(Processes)

- **Federal-state relations**
- **Control and pilot communities**
- **Leveraged networks**
 - Establish biological & behavioral baselines
- **Engagement strategies**
- **Follow-up research**

State/Local Scale

Final Outcomes
(Strategies)

- **Connect the dots...**
 - Emphasize citizen empowerment
 - Create community reinforcement
 - Build prevention infrastructure
 - Facilitate individual behavior change

Local Resource Conservation

(Results)

Promote Something New **Collaborative Sustainability & Responsibility**

- **Citizen Stewardship**
- **Community Engagement**
- **Corporate Social Responsibility**

MAKE A
CHANGE
USE YOUR VOICE
INFLUENCE
GOVERNMENT



EVERYDAY
GREEN
HERO



Investing in
Community



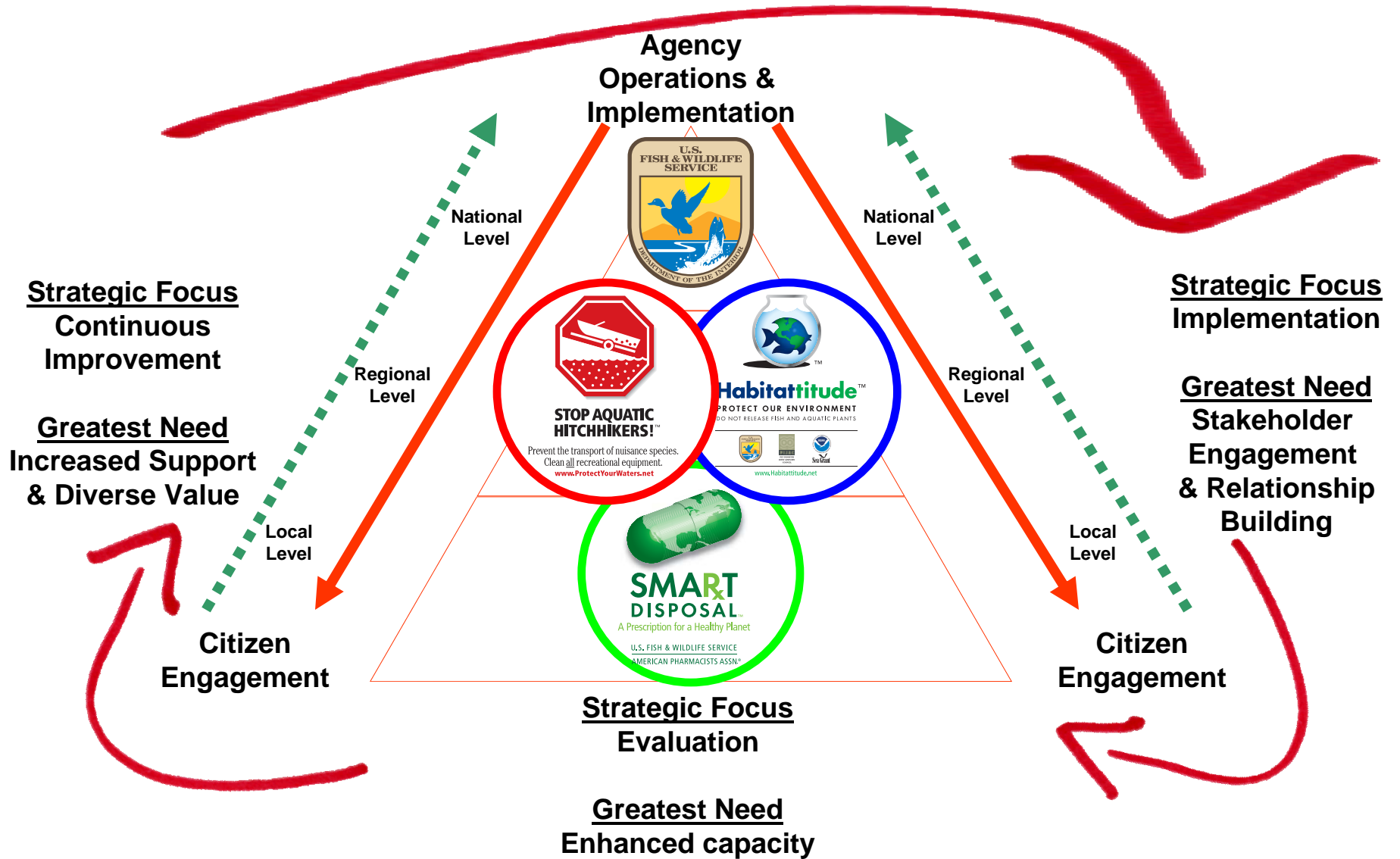
Sell Hope!

- The right actions at the right levels are key
- Web sites/partnership packets are great, but...
 - National campaigns addressing global issues need local relevance.
 - Individual behavior change requires organizational behavior change at multiple levels.
- Expand Consumer Social Responsibility
 - Leverage people's strong sense of place
 - Behaviors need to be easy, popular and fun
 - Engagement processes can weave conservation behaviors into a community's social fabric.
 - Private sector engagement can help to establish and reinforce behaviors.





Create Social Innovation And Localize Prevention





Make Your Investments Go A Long Way

Investments

- \$455K over 6 years to support all three campaigns (Service Only)

Accomplishments

Stop Aquatic Hitchhikers!™

- Attracted 714 partner organizations
- Solidified relationship with States (AFWA's \$1 million investment)
- Wildlife Forever's investment ~ \$225K
- Leveraged millions of brand impressions
- Website generates ~2500 unique visitors/day

Habitattitude™

- Established cooperative relationship w/PIJAC
- "Big Box" retailers now promote conservation messages
- Initial Investment: \$4.5 million by PIJAC and member companies
- NOAA ~ \$500K

SMAR_xT Disposal™

- Engaged country's most powerful industry sector to promote sustainable consumer behavior relating to medication disposal.

Return on Our Investment (ROI)

For \$1 of FWS funds spent : \$14 external funds leveraged*

(*doesn't include indirect or in-kind support)

Cross Sector Partnerships Can Create Blended Value

- Biosecurity threats & contaminants are only two environmental issues.
- Awareness & behavior change are important first steps.
- What other private sector strengths can be brought to the table?
- Can supporting markets be developed to facilitate and reinforce behavior change?

