

# Innovative Approaches to Sustainable Behaviours

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The Social Marketing Practice



# Research Aims



- Evidence review of innovative approaches for influencing sustainable behaviours
- Synthesise options for refocused Environmental Action Fund programme, aimed at influencing sustainable consumption.

## Source

- International
- UK
- Sustainability
- Health, crime...
- Commercial marketing

## Application

Home

Food

Transport

Travel

# Evidence Hierarchy

Anti-bullying  
Energy Star Homes  
Flora Fit Street  
Food Dudes  
FRANK

Give up Before you Clog up  
Shell  
The TRUTH Campaign  
Working Herts  
Zaragoza

**1**  
**Independently  
evaluated**

Heart of Truth (Red Dress)  
Obesity Strategy

**2**  
**Policy-led  
programme reviews**

Handwashing

**3**  
**Peer reviews**

Aids Prevention  
BBC Challenge  
Hollywood & Health  
Pit Stop  
Road Crew

Self-Help Business Models  
Smoking Cessation  
Sunsmart  
Tesco Health

**4**  
**Self-reported project quantitative evaluations**

Maneno Mengi

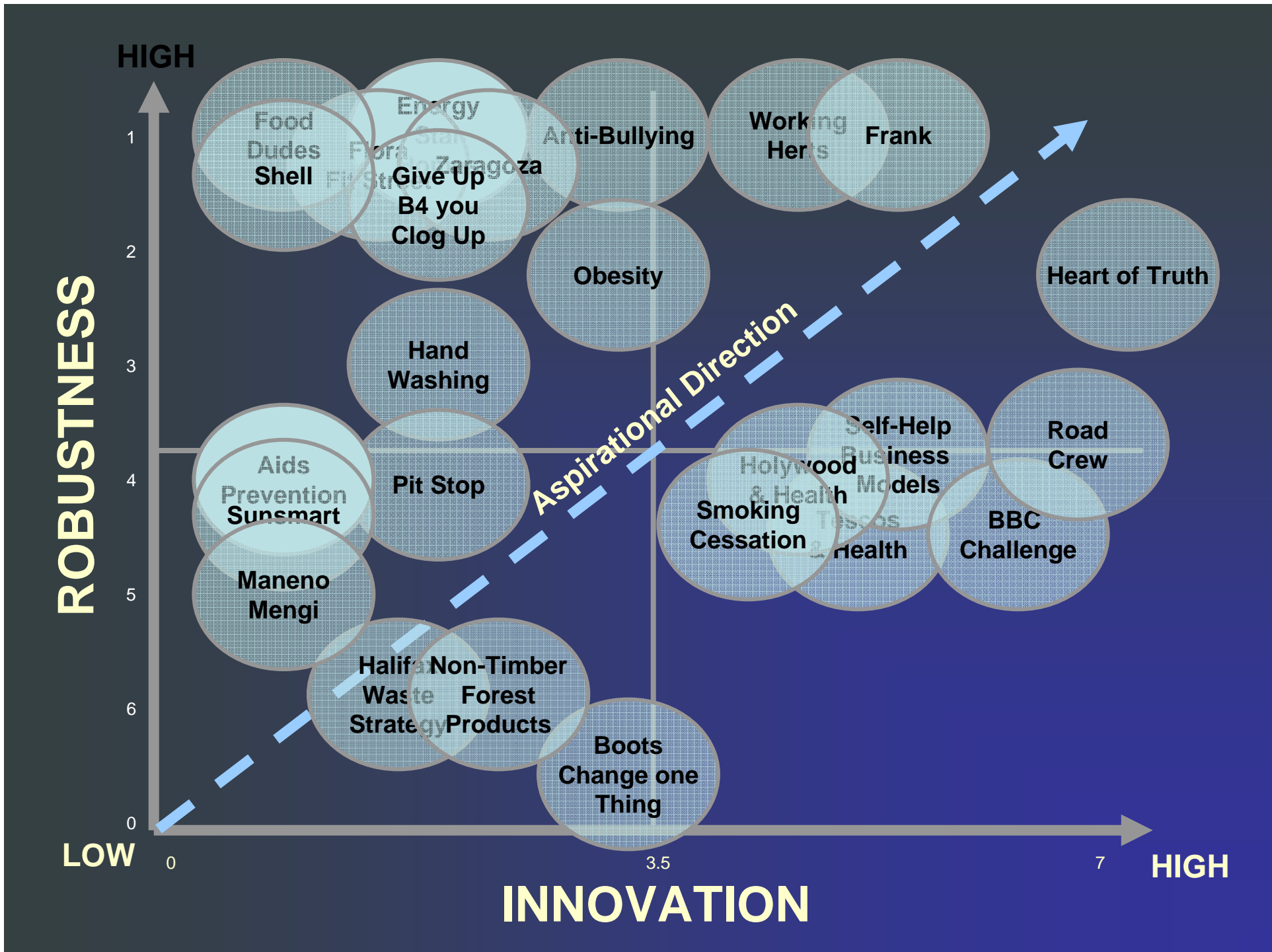
**5**  
**Self-reported project qualitative evaluations**

Halifax Waste Strategy  
Non-Timber Forest Products

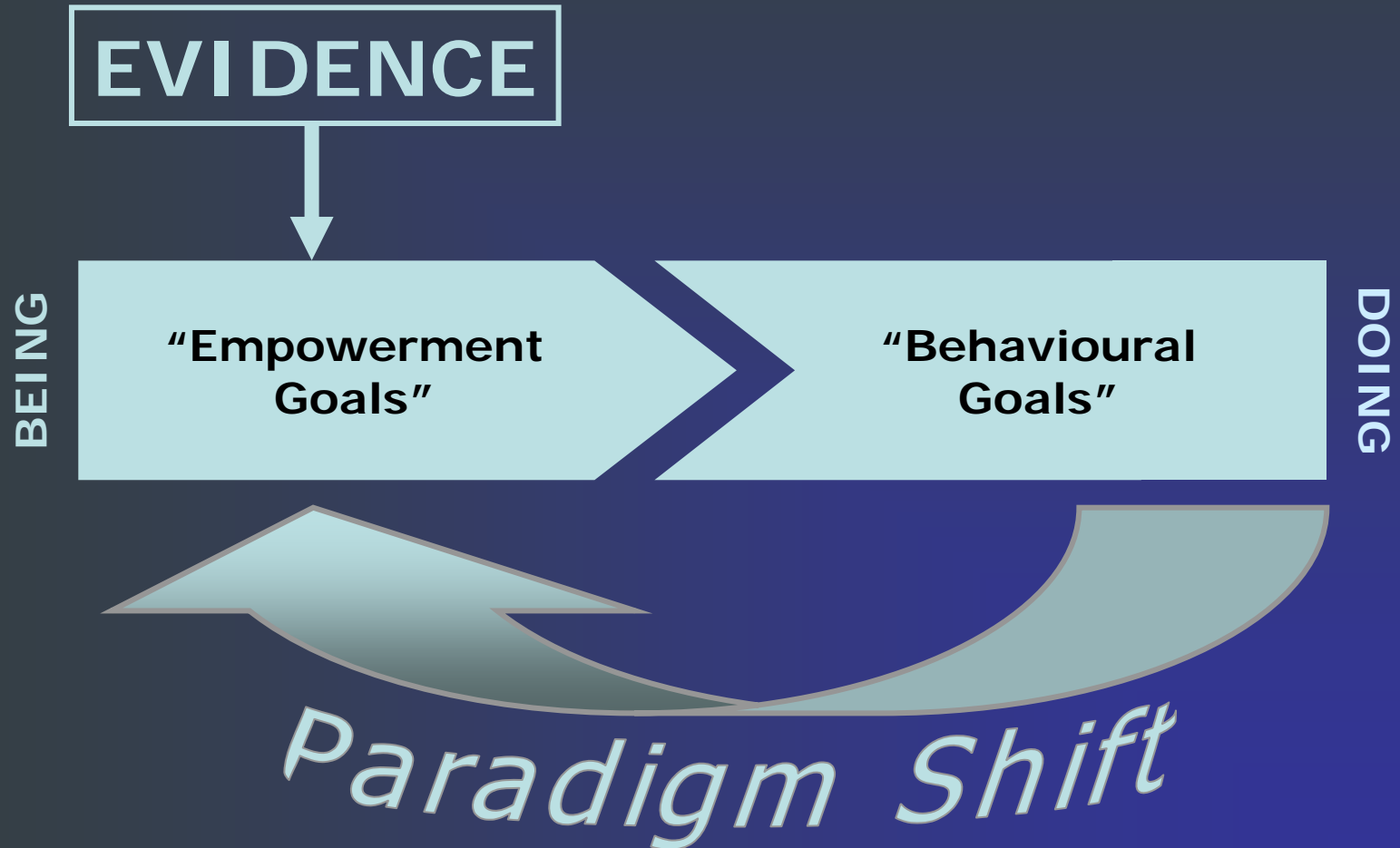
**6**  
**Third party case studies**

# Headline Benchmark Indicators

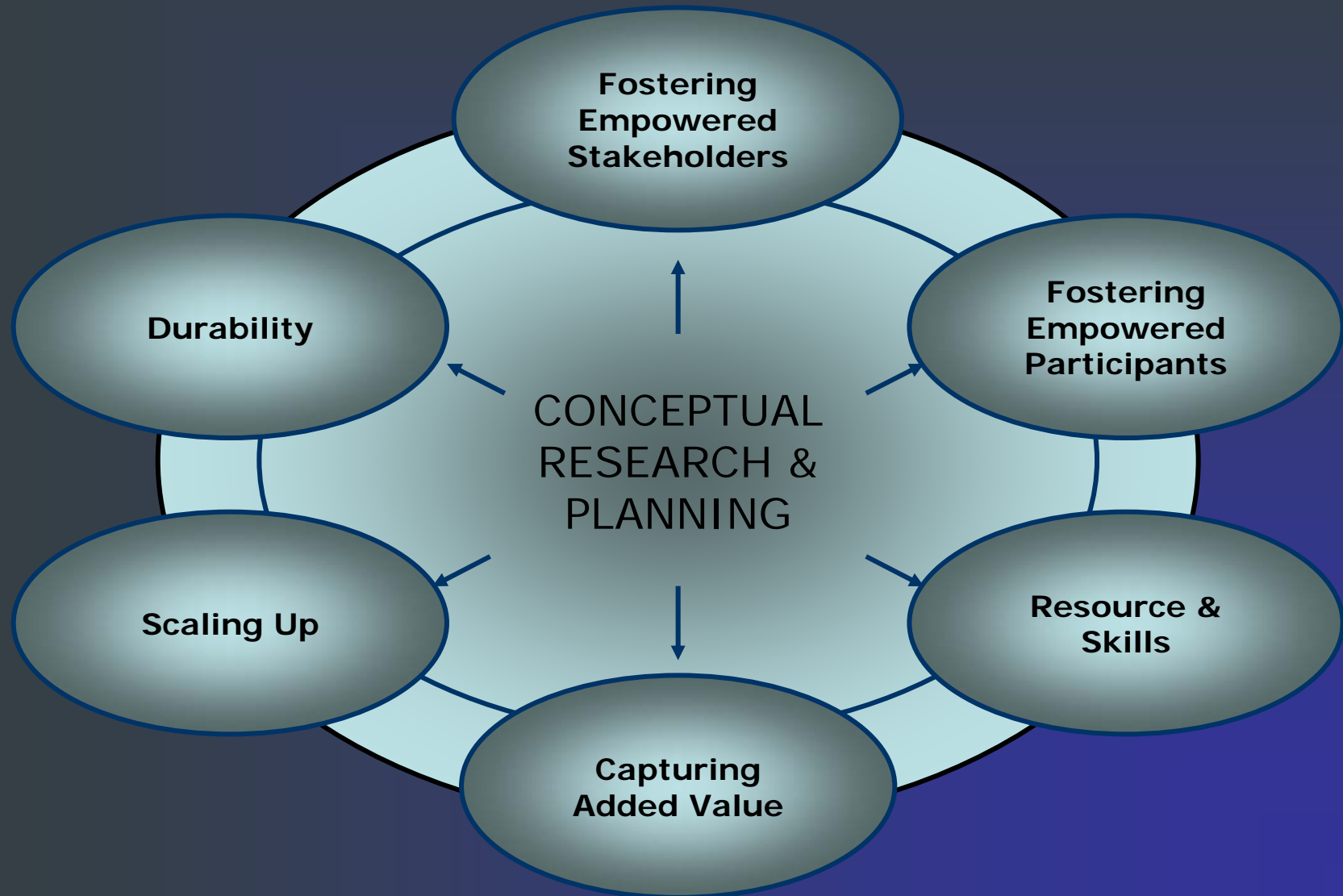
- **External Factors**
  - Systems and capacity building
- **Internal Factors**
  - Theory based
  - Insight and segmentation
  - Incentives and barriers
  - Interventions mix
  - Partnerships
- **Process**
  - Behaviour goals, M&E, scoping and planning



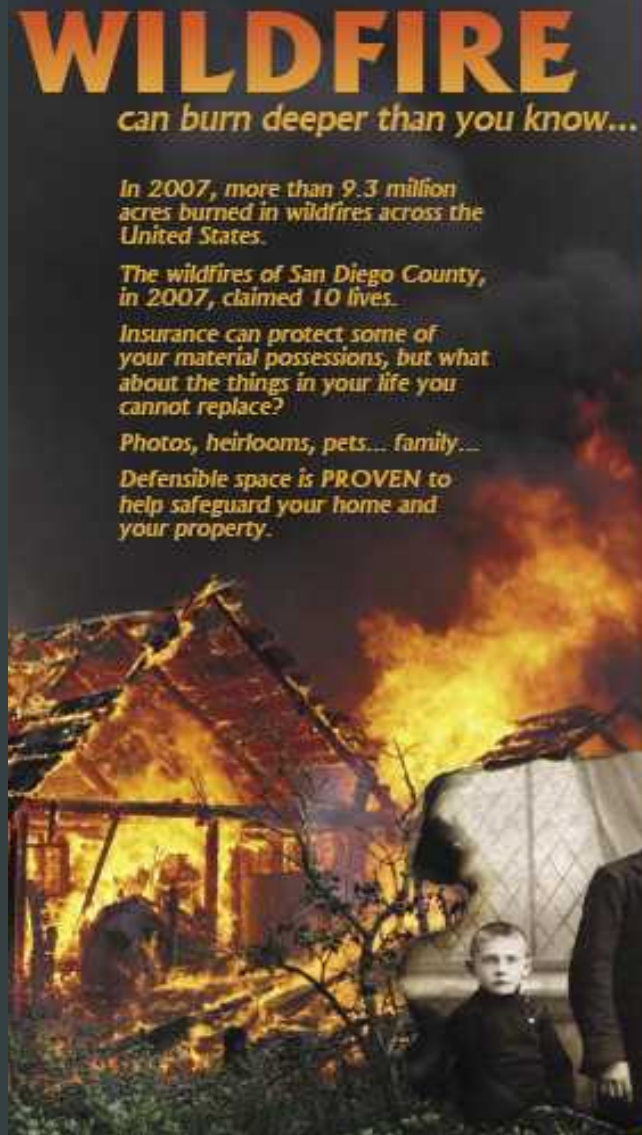
# Empowering all Stakeholders



# Strategic Themes



# Safeco Firefree Programme



- Multi-stakeholder partners  
*fire department, community, forestry commission, tree recyclers*
- Sustained annual clearing since 1998
- Model replicated in 36 other US states

Fostering  
Empowered  
Stakeholders

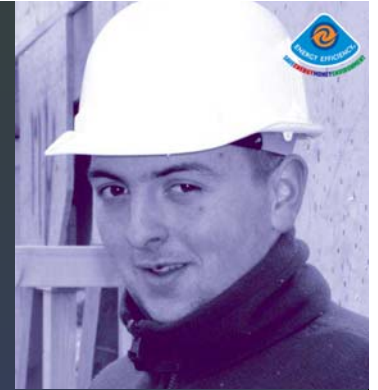
# Zaragoza – Water Saving City



- Whole Community approach
- Over 150 partners
- Shared responsibility
- Goal: save 1000m litres from homes in 1 year
- Outcome: exceeded target by 18%

**Fostering  
Empowered  
Participants**

# Working Herts



## Objectives

- Make housing more efficient and promote social inclusion

## The Work

- Training long-term and young unemployed
- Installed energy and water efficiency, smoke alarms and security measures

## Involvement

- Extensive local partnerships with local authorities, colleges, police, health and utilities

## Outcomes

- 70% of trainees go onto full time employment
- 20-30% carbon savings
- 7% water savings

**Capturing  
Added Value**



# Transferable Techniques

- Social marketing - public sector & corporate
- Participative design
- Social ethnography
- ‘Whole community’ focus
- Brand building
- Viral marketing
- Self-prophecy

# FAEPTI Project – AIDS Prevention, Uganda

- Participative design – Imams deeply involved in design, firmly rooted in the Muslim culture
- Imams and volunteers plan/run intervention
- Model expanded to 10 districts in 5 years



*"I include AIDS teachings when I conduct daily prayers"*



# Tremor



- Social 'Connectors' panel
- Word of mouth marketing
- Teen and Young mums panels
- Made drinking milk cool !

# Self-prophecy marketing

- Cholesterol-lowering cereal
- 30 second commercial ad



"There's a bit of a nanny culture thing going on,"... "It's up to you to choose to reduce cholesterol ... or not."

"...Well don't look at me ...I'm not gonna tell you what to do!"

More about the research...

Innovative Approaches to Sustainable  
Consumption and Production

[www.defra.gov.uk](http://www.defra.gov.uk)