

CAPTURING HEARTS, MINDS AND WALLETS TO SUPPORT LOW IMPACT DEVELOPMENT

Building Green Cities

We Should Seek to Inspire

- **ANIMATEUR**: French word for people who seek to create systemic change- someone who brings to life a new way of thinking, seeing or interacting that creates focus and energy: FOR US- it expresses the essence of leadership.
- **INSPIRE** from the Latin root inspirare- means to breathe life into- In this sense, leadership is inspiration, the creation of new life and energy in organizations.

Rational Actor Model- *meh*

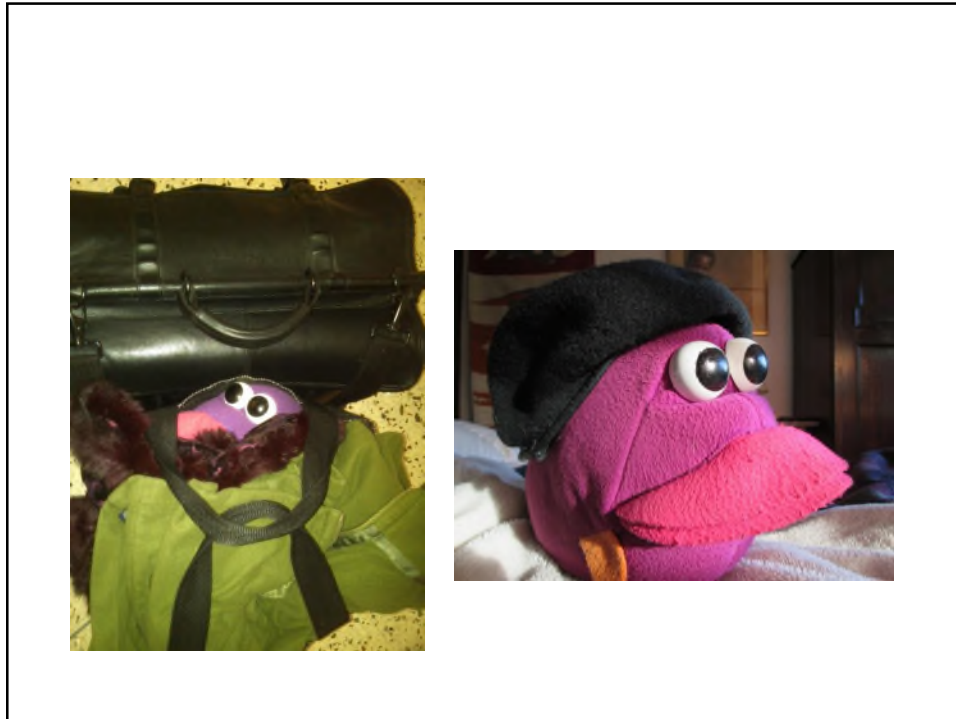
Economic Theory Falsely Premised
on Rational Choice

We are Complex



Humans are Not Rational

- We are Emotional First
- [Visual Second, then Verbal]
- We are attracted to things with round eyes and cute (like companion fish)



Part 1: Social Marketing

- Based on traditional marketing
- Aimed at social good- do or stop doing something- alter current behavior
- Based on cognitive and behavioral psychology
- May use social MEDIA (tools) but is NOT the same thing
- Targeted at very specific behaviors
- Is a subset of overall communication strategies and approaches

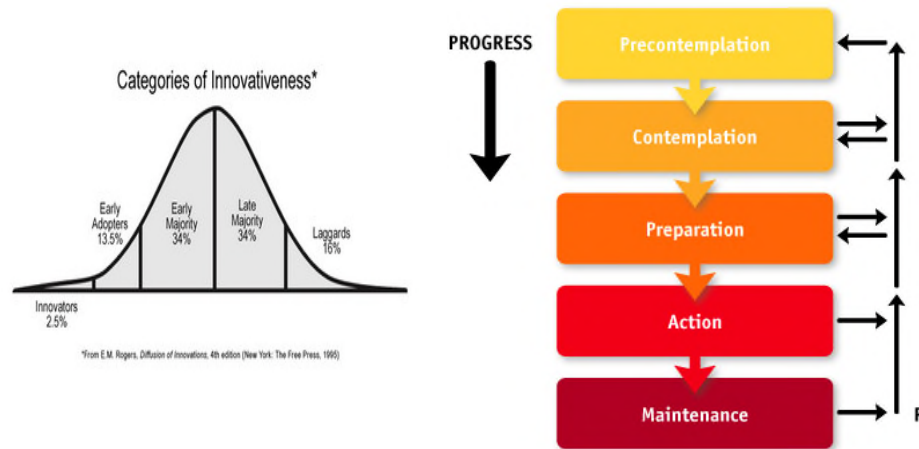
Behavior Change Tools

- Attitude
- Branding
- **Commitment**
- **Communication**
- **Convenience**
- Education
- Feedback
- Framing
- Goal Setting
- **Incentives**
- **Norms**
- Prompts
- **Social Diffusion**

Tool Definitions

- **Attitude:** you can change attitudes through direct action and framing the issues in a frame the receiver holds. This worldview or frame is developed over a lifetime of family, education and training.
- **Branding:** Creating a brand for your message which is attractive and memorable.
- **Commitment:** The act of making commitment strengthens the likelihood the person will act
- **Communication:** Follow standard rules; concise, compelling, direct, easy to understand, use stories
- **Convenience:** New actions must be convenient
- **Education:** Campaign use; how to acquire, store and use new information. Adult learning must be immediate and interactive
- **Feedback:** Immediate feedback strengthens action (utility bill which shows consumption and yours vs. your neighbors')
- **Framing:** See Lakoff's work on cognitive frames- all facts fit into frames and facts are ALWAYS viewed through frames so Frames— not Facts—are paramount
- **Goal Setting:** key in changing habits- start small and easy with success likely- lay the Skittles trail of success.
- **Incentives:** Only works short term but it can get you started
- **Norms:** What is a social network you trust doing? Follow the Jones'
- **Prompts:** Reminders to do something (visual, auditory, such as leaving your cloth grocery bag on your front car seat or bike)
- **Social Diffusion:** The process by which change occurs in groups (see Everett Rogers).

How do People Change over time?



Short Course in Steps

- **Audience ID**, segmentation and find social reference groups (where folks go for leadership, modeling and advice)
- **Quantify End benefits** and goals (monitor and quantify \$)
- Remember multi-benefits and the role of CSR (Corp. Social Responsibility)
- Make the information **personal** to them (individuating information)
- Use positive and hopeful messaging including visuals
- **Social Proof**: LID and GSI are the tidal wave of the future- get on board!

Take-aways

- Learn everything you can about your target audiences
- Work to change the social norms (how do we get businesses and cities to see other values/outcomes as important outside the financial?)
- Remove barriers
- Messenger and messages should be compelling and beautiful
- Trust takes a long time- make the time

Barrier ID and Removal

This is a must- you cannot build new programs or increase a behavior without knowing first what's getting in the way

All the usual suspects

- Extensive barriers analysis revealed:
 1. Technical/Physical
 2. Legal/regulatory
 3. Organizational/institutional: **perhaps hardest to fix**
 4. Financial

Barrier removal will be aided by making a compelling case which is emotional, supports incentives and builds support in the real estate community of practice and making it sexy- ***everyone is doing it!***

Read These First...

GREEN INFRASTRUCTURE POLICY
INTEGRATION IN PUGET SOUND
MUNICIPALITIES
AN ETHNOGRAPHIC PERSPECTIVE

A TECHNICAL MEMORANDUM FOR THE PUGET SOUND PARTNERSHIP

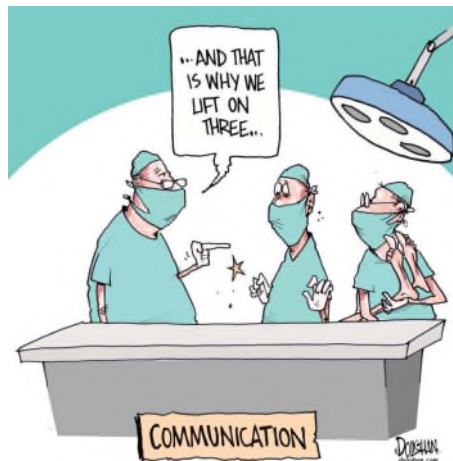
PUGET SOUND PARTNERSHIP TECHNICAL REPORT 2015-02 | AUGUST 2015

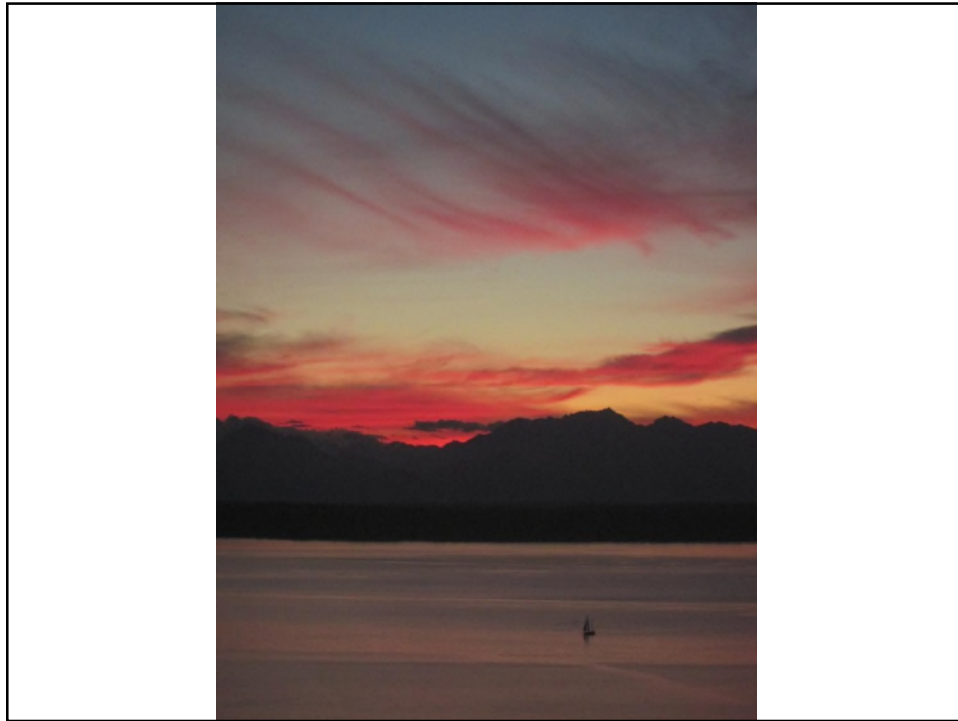


And this too....



Part II: Communications 101





Communication Tips- handy!

- **Simple** (Explore your Dollars Close to Home. Go Where Other's Don't)
- **Concrete** (name places and things- be specific- find a universal language)
- **Unexpected** (humor, people dressed as Sasquatch in downtown Duvall)
- **Emotional** (triggers a part of the brain which is more likely to lead to both action & giving \$)
- **Credible** (from trusted messengers, who are effective in creating emotion)
- **Stories** (this is the way people understand the world and plug in facts)

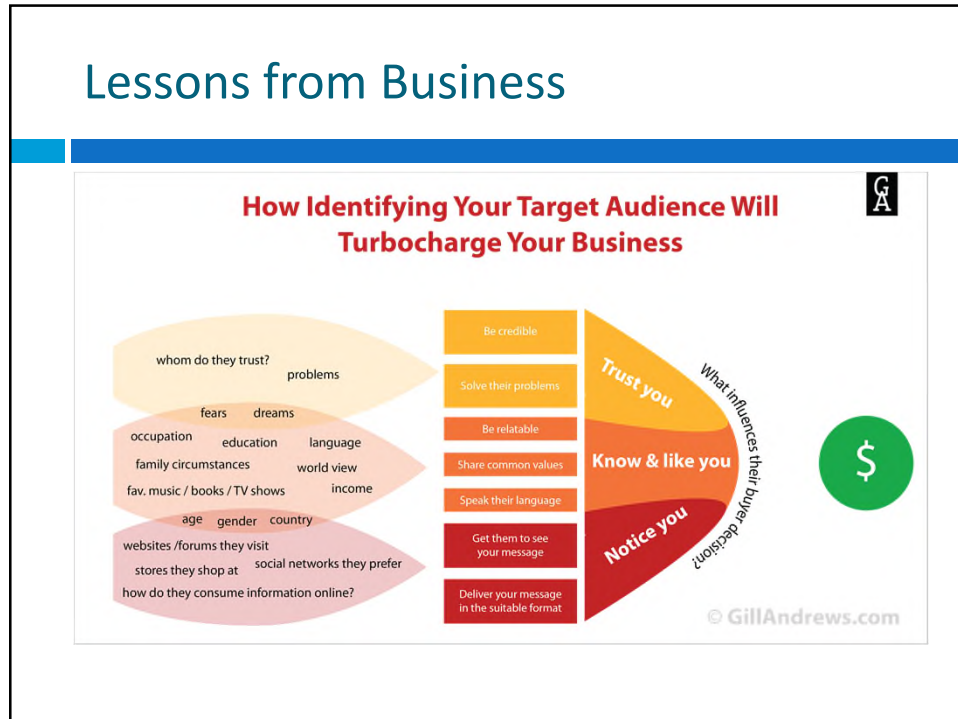
Deficit Model Obsolete

- Giving people information and data **does not** change behavior
- Learning and filtering is a two-way relationship
- People filter science/technical information based on worldviews, beliefs, values and interests

Part III: Know your Target Audiences

- Alert! There is NO SUCH THING as the general public- abolish the thought and phrase!
- Every target audience has demographic and psychographic data associated with it (age, location, gender, values, preferences, lifestyle etc).
- Work to find cost effective ways to find out who you need to influence and what they value and why

Lessons from Business

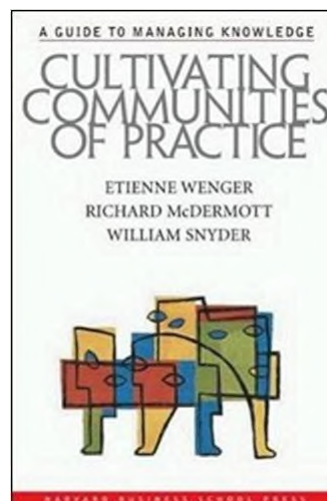


Part IV: Communities of Practice

- Groups of people that self organize around a common interest and expertise to learn
- Example: Jessica Knickerbocker's Permeable Pavement Community of Practice
- It is in these communities where CAPACITY will be built; where MENTOR based trust is cultivated and where new information will be acquired, stored and used: **CORE ISSUE**

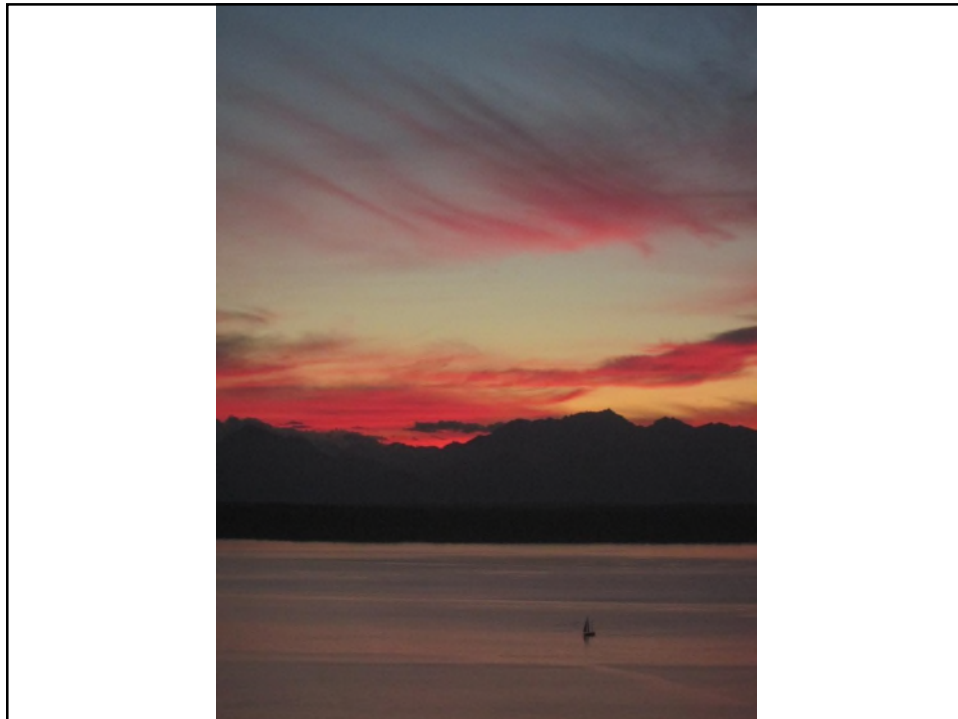
Using COPs is the ticket

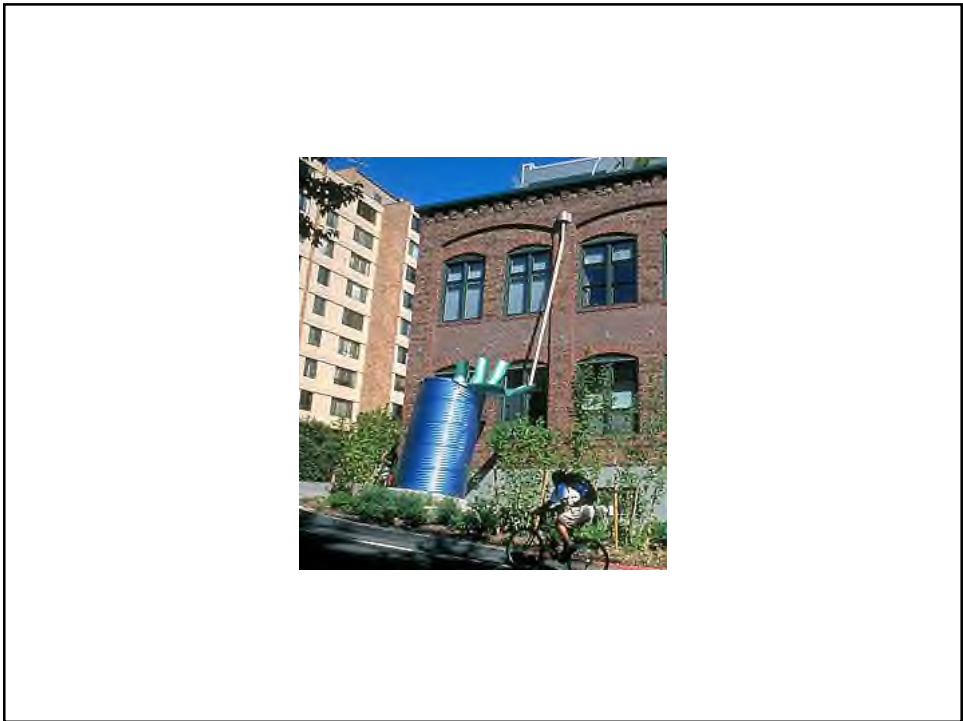
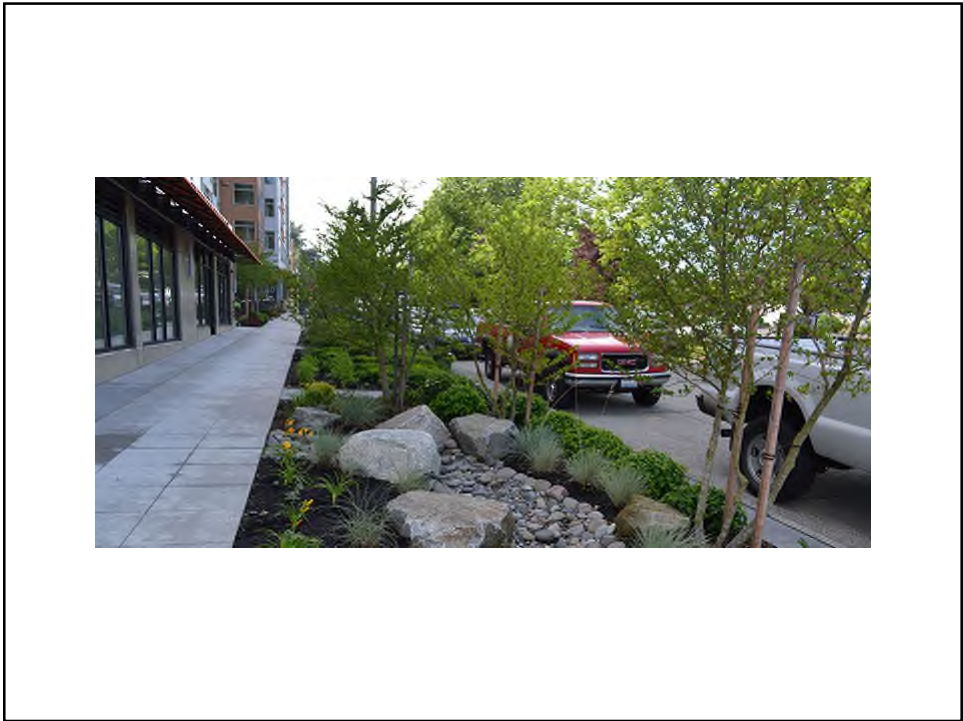
- Focus on COPs where you know you have opinion leaders and mentors that already use LID and are receptive/enthusiastic
- Cultivate leaders and give them technical information, case studies, economic studies and easy to use tools
- Identify and support the COPs and push all your training to them and pull advice, feedback and on-the-ground experience from them

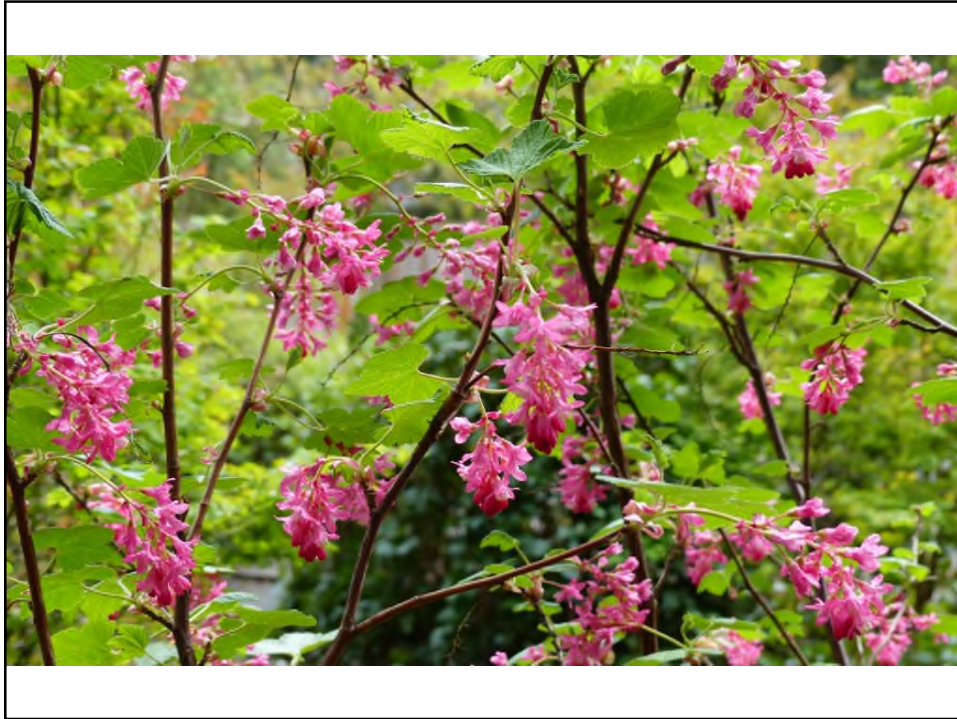


Send and Coach the Right-Sized People

- Knows the target audience
- Has good social capital skills and is welcoming
- Has good listening skills and can help identify and remove barriers









Part V: Biophilia

- Humans Evolved in Natural Conditions
- We Thrive in natural conditions. Benefits include:
 1. Higher productivity and higher retail sales
 2. Reduced crime
 3. More pro-social behavior
 4. Reduced stress and depression
 5. Greater levels of awareness

Borrow from Green Building



Learn about National Scale Strategies



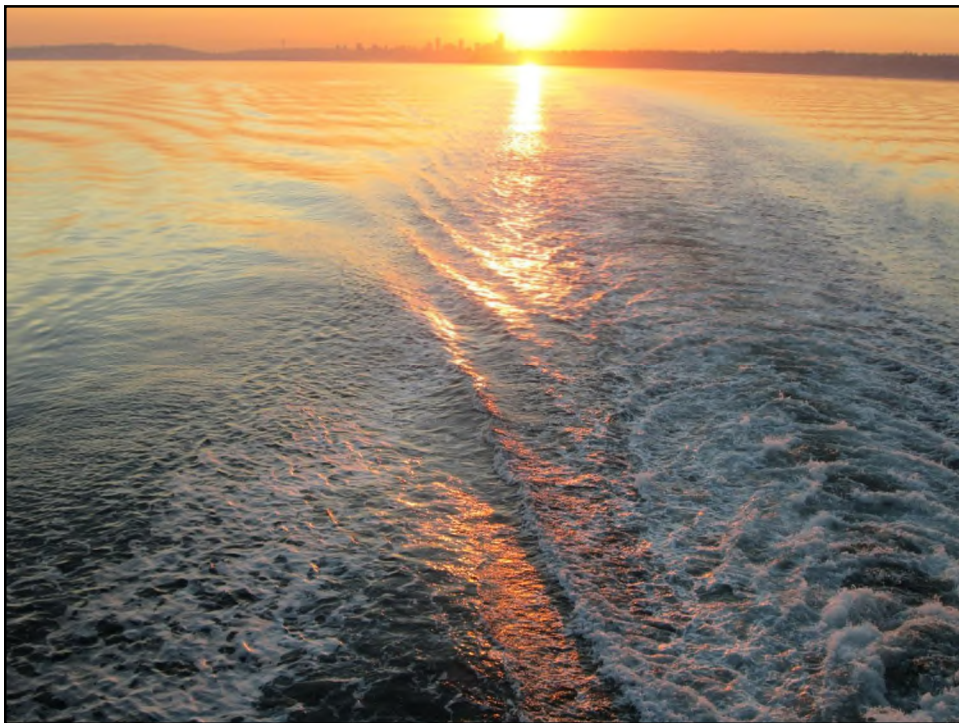
the NATURE FIX

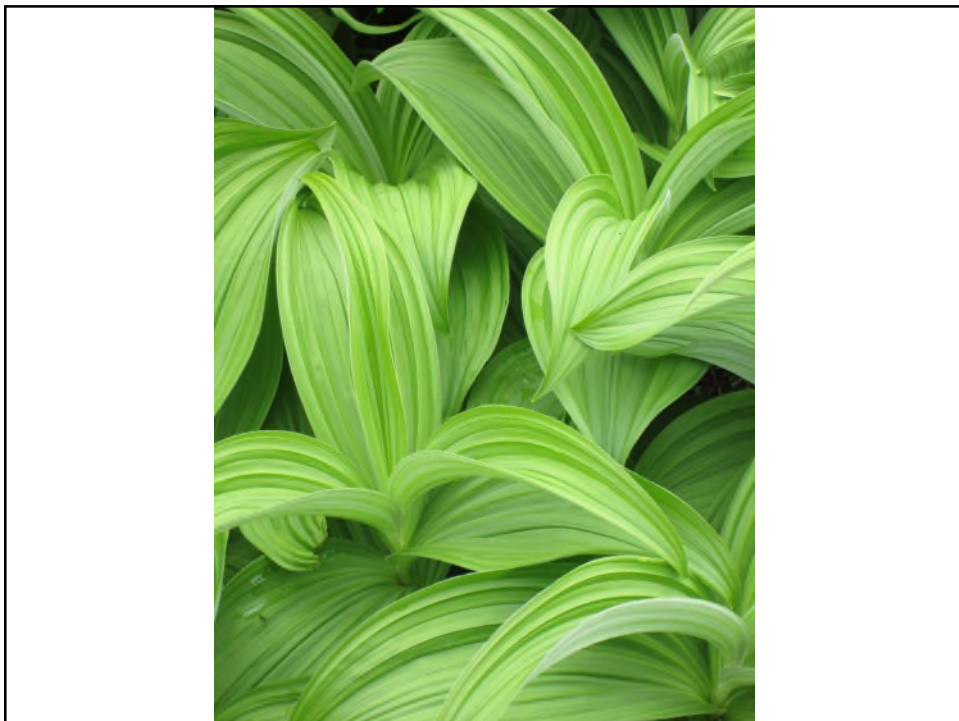


*Why Nature Makes Us Happier,
Healthier, and More Creative*





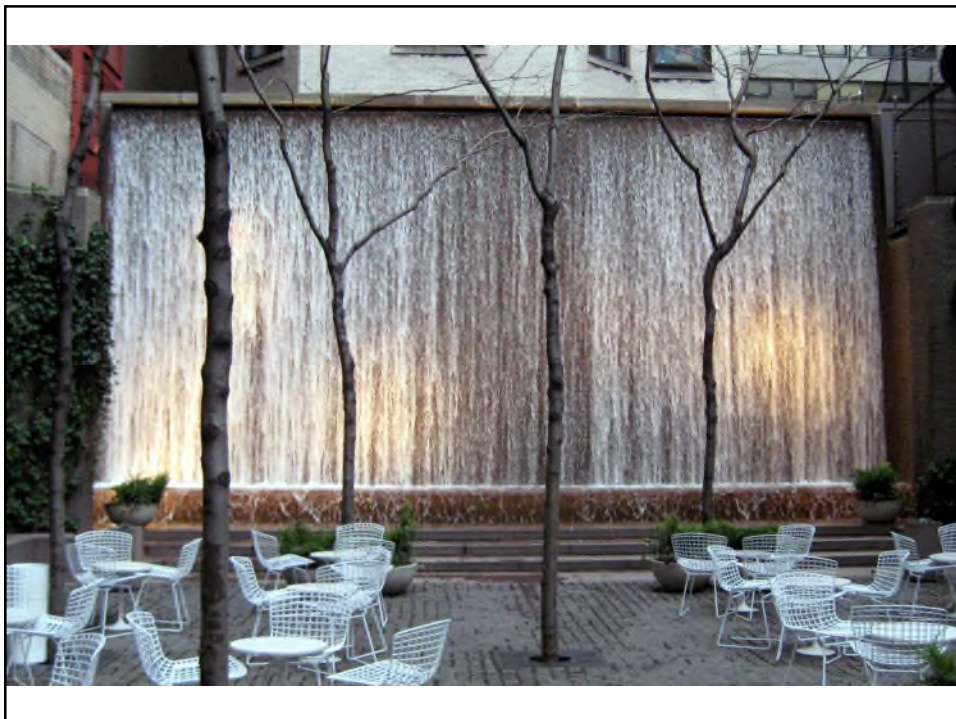






Water is Key Element in Biophilia

- Extensive biophilic research points to WATER as the most relaxing and restorative biophilic element- let's use water in art, re-use, and water cleansing....
- *Terrapin Bright Green*
- *Judith Heerwagen, UW*
- *Green Futures Lab, Nancy Rottle*





Thank you for sharing

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