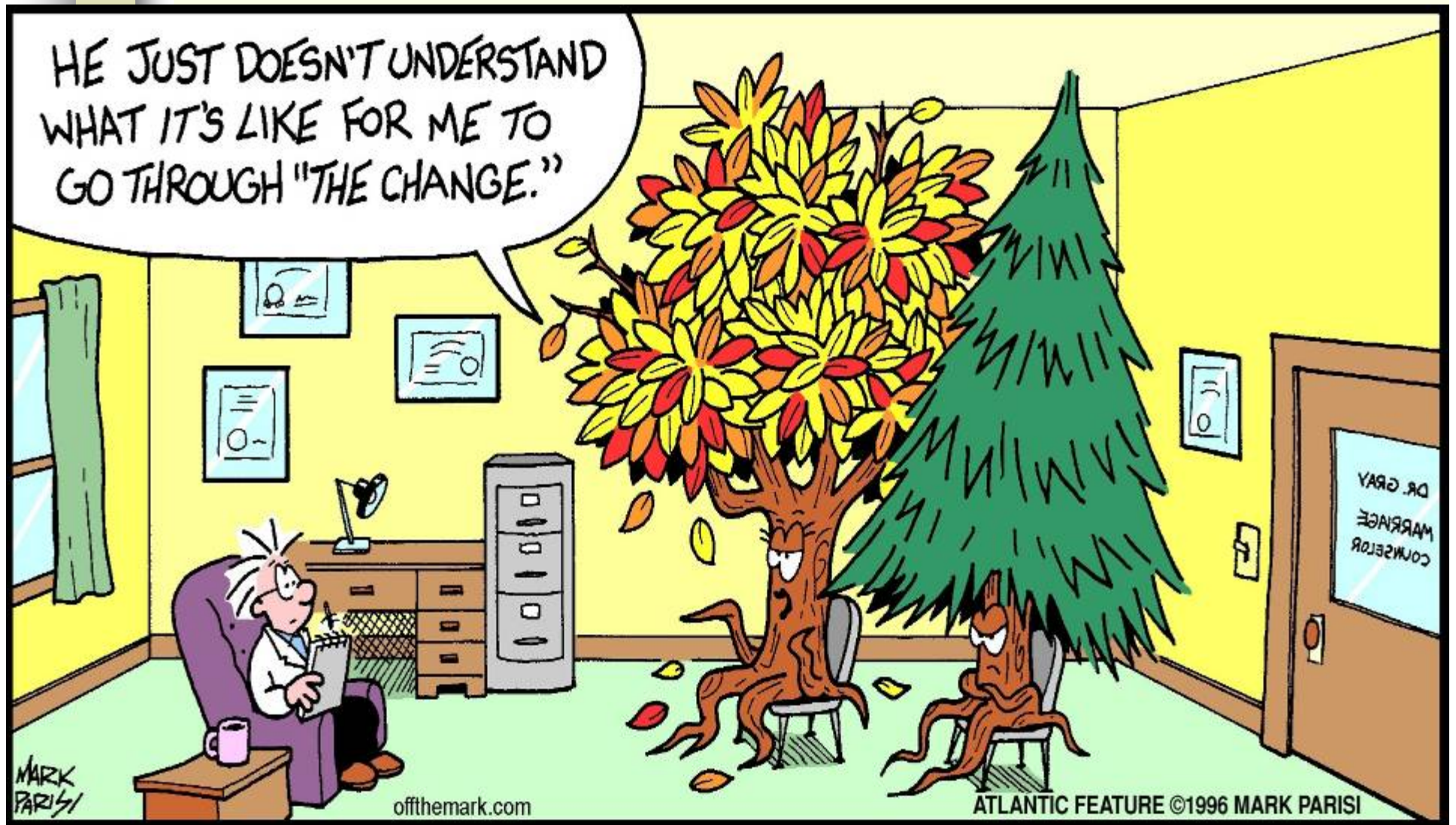


Social Marketing as a Tool to Apply  
Conservation Psychology for the  
Implementation of Systematic Conservation  
Plans in the Eastern Cape, South Africa

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# What is Conservation Psychology?



# What is Social Marketing ?

The application of commercial marketing technologies to the analysis, planning, execution, & evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.

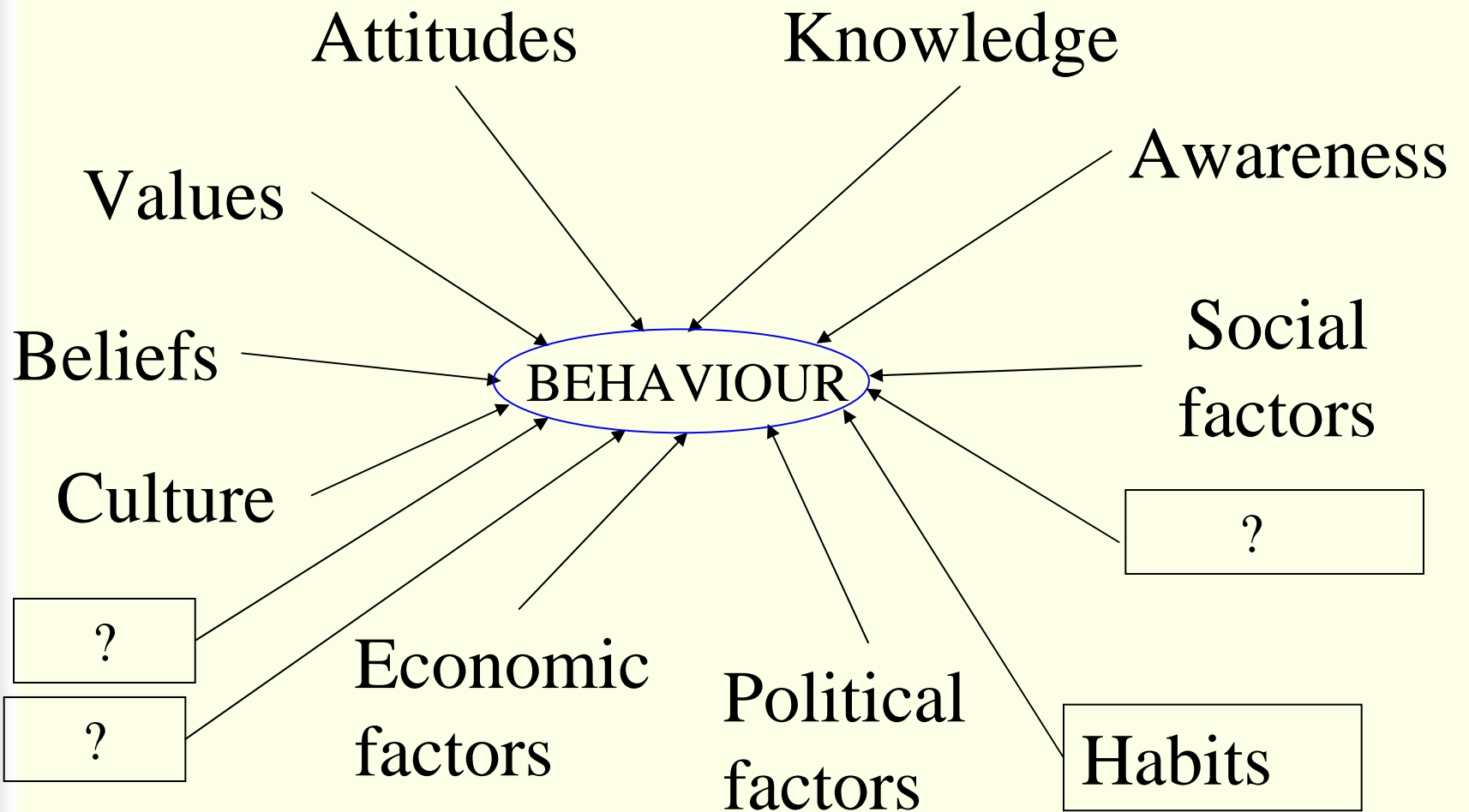
***In short:***  
***Use marketing FOR SOCIAL BENEFIT instead of commercial gain***



# What is Social Marketing ?

The application of commercial marketing technologies to the analysis, planning, execution, & evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of their society.

# What drives human behaviour?



# How does marketing tackle this?

- Define and strategically choose one key behaviour
- Segment “the market” (target audience)
- Find out the core barriers –
- And the benefits !!
- Competitor analysis

Formative  
research

THEN:

- Elaborate strategy
- Perpetuate & Evaluate



# Using Psychology- Strategy

- Most effective channel for message
- Commitment: Foot-in-the-door technique
- Group dynamics
- Prompts
- Norms
- **Communication !!!**



# Application in the Eastern Cape

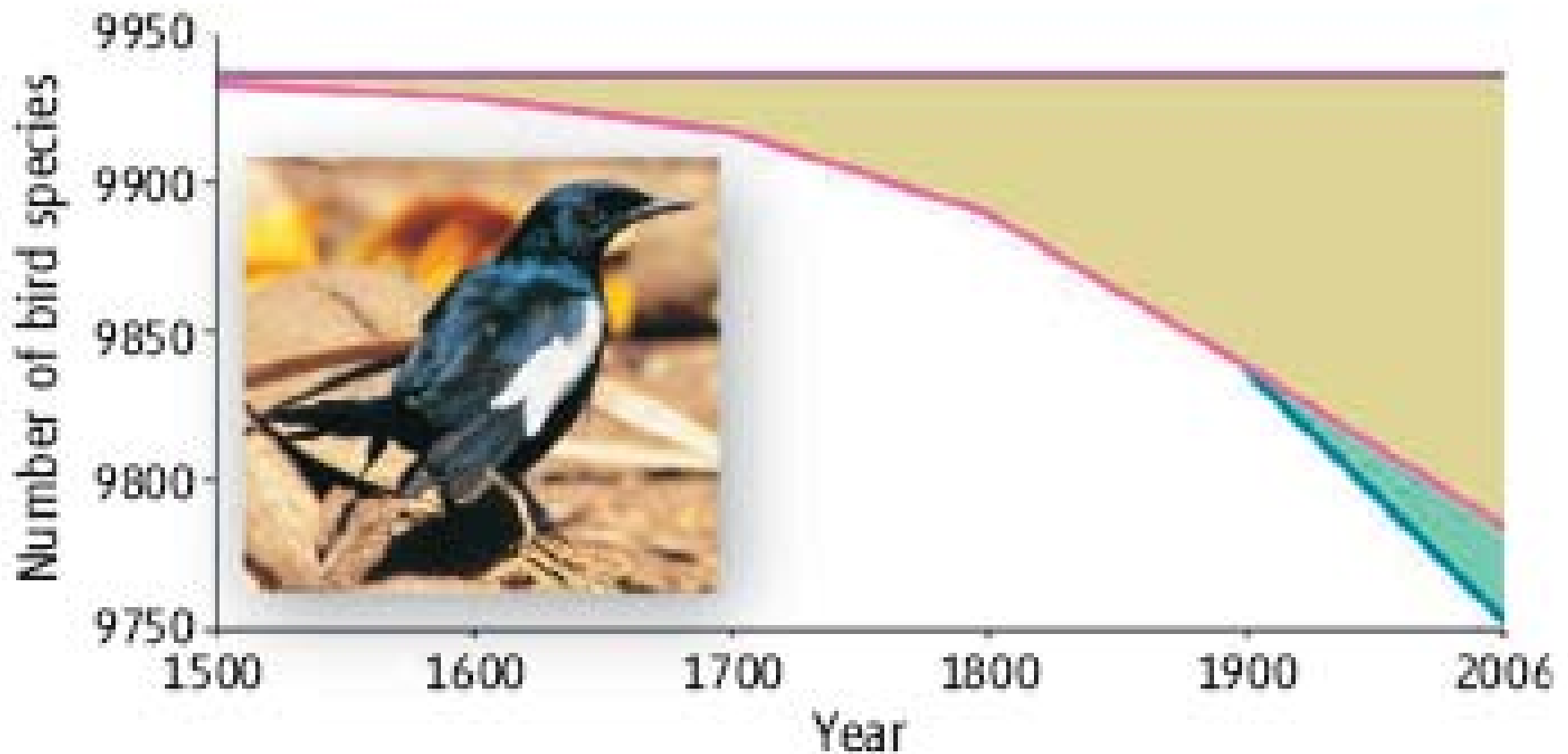
- Key behaviour:  
LUP's to use Biodiversity maps
- Segmentation: LUP's!, local/provincial, capacitated, training, ...
- Barriers: overworked, influence, no perception of responsibility
- Benefits: compliance, time, status
- Competitors: habits, econ. development
- Strategy:



# Summary

- Behaviour is core for implementation
- Social marketing is a practical and strategic approach to influence behaviour
- Available and applicable to individual conservation projects
- Systematic, flexible approach
- Proven success in health policy (UK!!)





- Expected number of species in absence of human activities
- Observed number of species
- Predicted number of species in absence of conservation action
- Impact of human activities
- Impact of conservation action



# Abstract

A number of systematic conservation plans (SCPs) encompass the Eastern Cape Province. However, local municipalities rarely integrate the SCP-products in their land use planning and decision making processes. To enhance the implementation of the SCPs, social marketing is used to persuade local land use planners to meaningfully integrate the maps in their work processes. Social Marketing is a tool that explicitly targets the voluntary behavior of individuals and groups. It relies on techniques developed by commercial marketing and switches the perspective from the conservationist's to the one of the land use planner. Based on psychological and sociological instruments, the various barriers to as well as possible benefits of the desired behavior are investigated and subsequently strategically addressed. Social Marketing has been used successfully in the health domain and for environmental behaviors like recycling. The ongoing project presents an instance of applying conservation psychology to enhance conservation implementation where the legal and cultural contexts have proven insufficient to address biodiversity loss.



## Ref's

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- "It's our health!" UK national review of health-related campaigns and social marketing in England, available at [www.nsms.org.uk](http://www.nsms.org.uk)
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