



Engaging people with nature

Derbyshire Derwent Catchment Partnership
14/07/2017

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The Wildlife Trusts



Engagement and action – the ingredients

Who – our audiences. Who can help?

Why – why do people behave the way they do?
What drives engagement and action?

Where – environment and experience

What – what engages people?

How – ways to reach people

Engagement

the action of engaging or being engaged

"Britain's continued **engagement** in open trading"

synonyms:

participation, participating, taking
part, sharing, partaking,
involvement, association

Engagement to action



“If you want to save biodiversity, you need to get inside people’s heads. We need to find out what values they hold, and how they perceive their relationship with nature”

- Futerra

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CLEARANCE



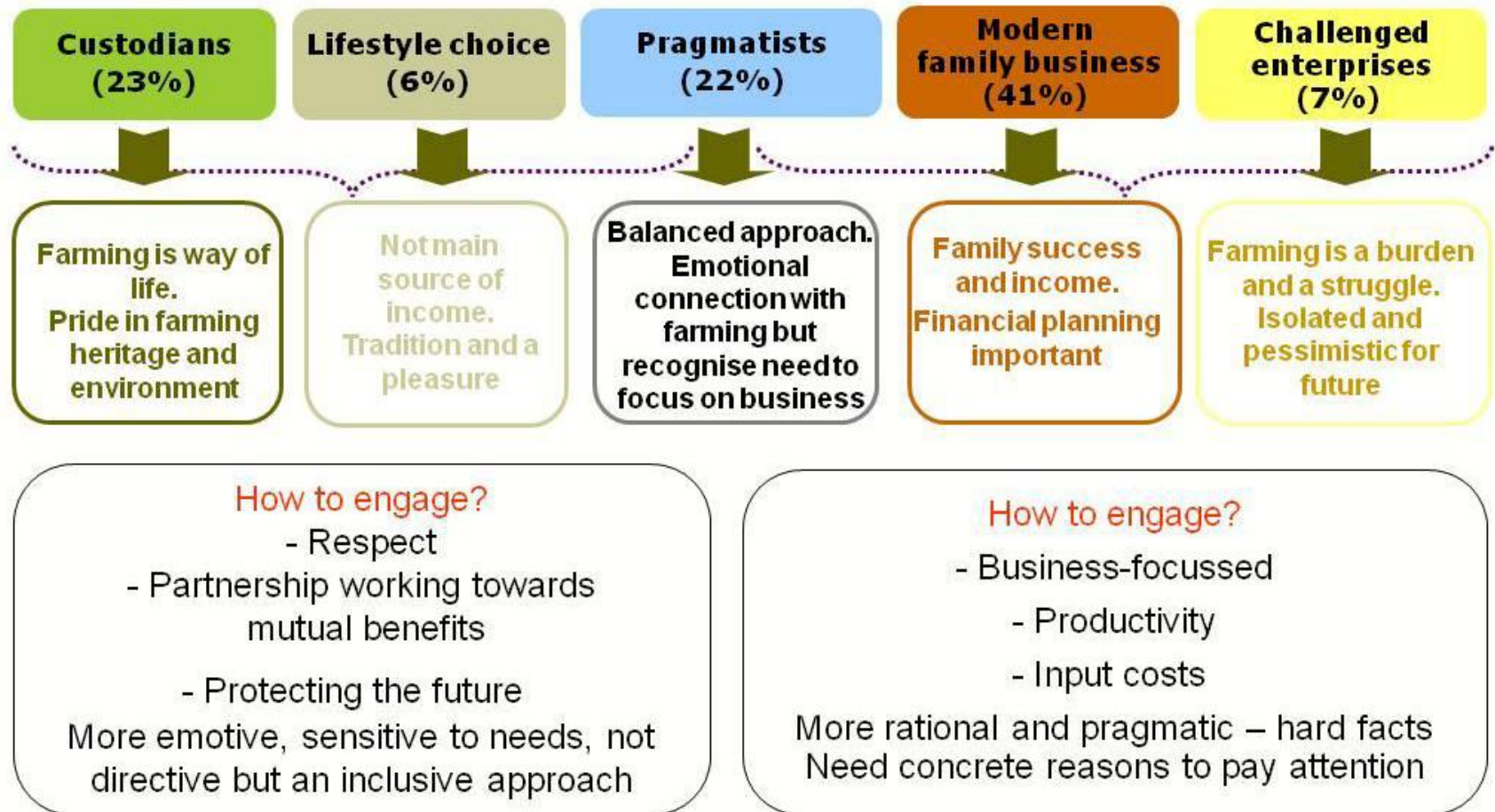
Superdrug

HER

Key findings from audience research (various sources)

- A significant proportion of the population care about nature (c30-35%)
- More display some form of eco-centric behaviour (c50%)
- There is a passive/active dimension (eg armchair viewers vs practical volunteers)
- There is a 'value-action' gap for nature

‘Farmer segmentation’ (Defra, 2008)



What drives behaviour (engagement & action)?

Attitudes

Values & beliefs

Underlying personality

Social factors

Experiences & environment

Societal norms

Frequency of past behaviour

Habits

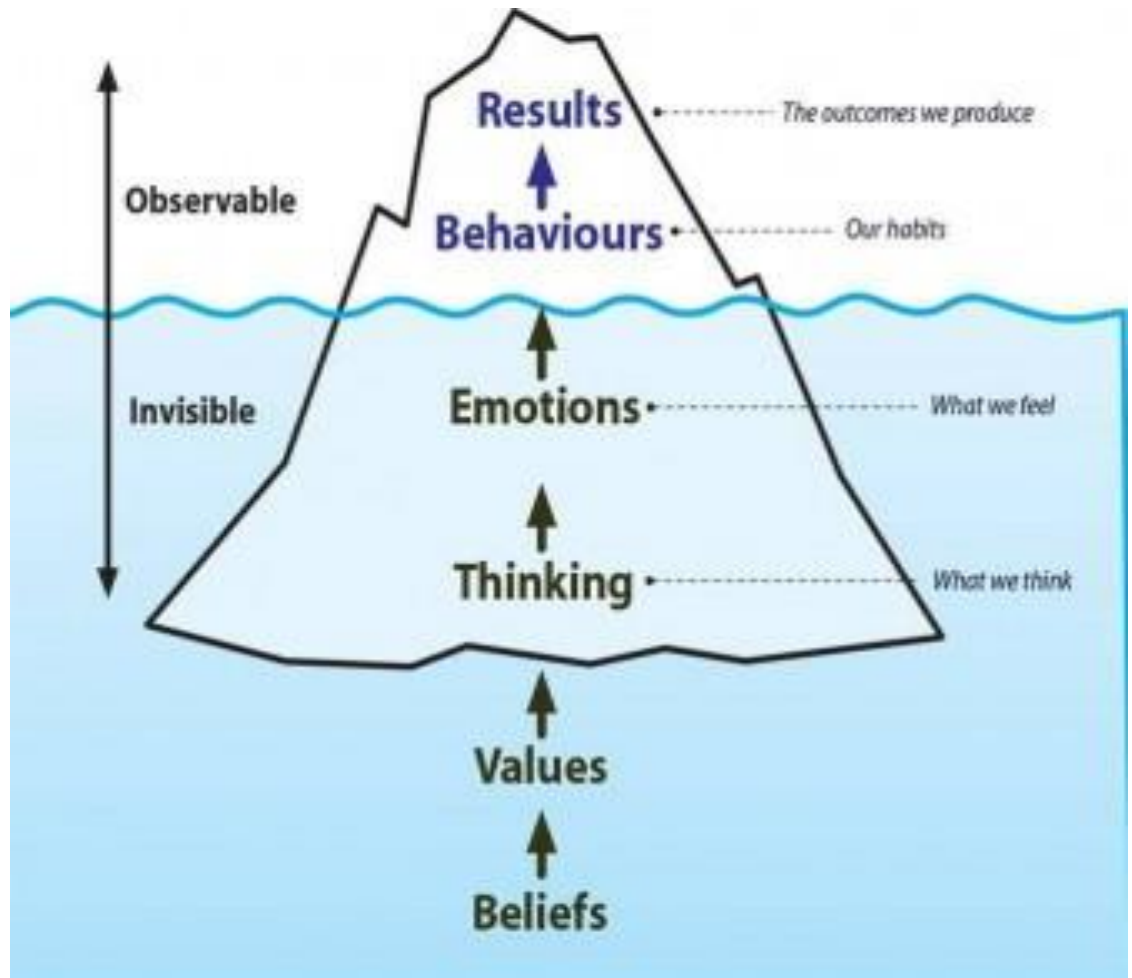
External factors

Time, cost

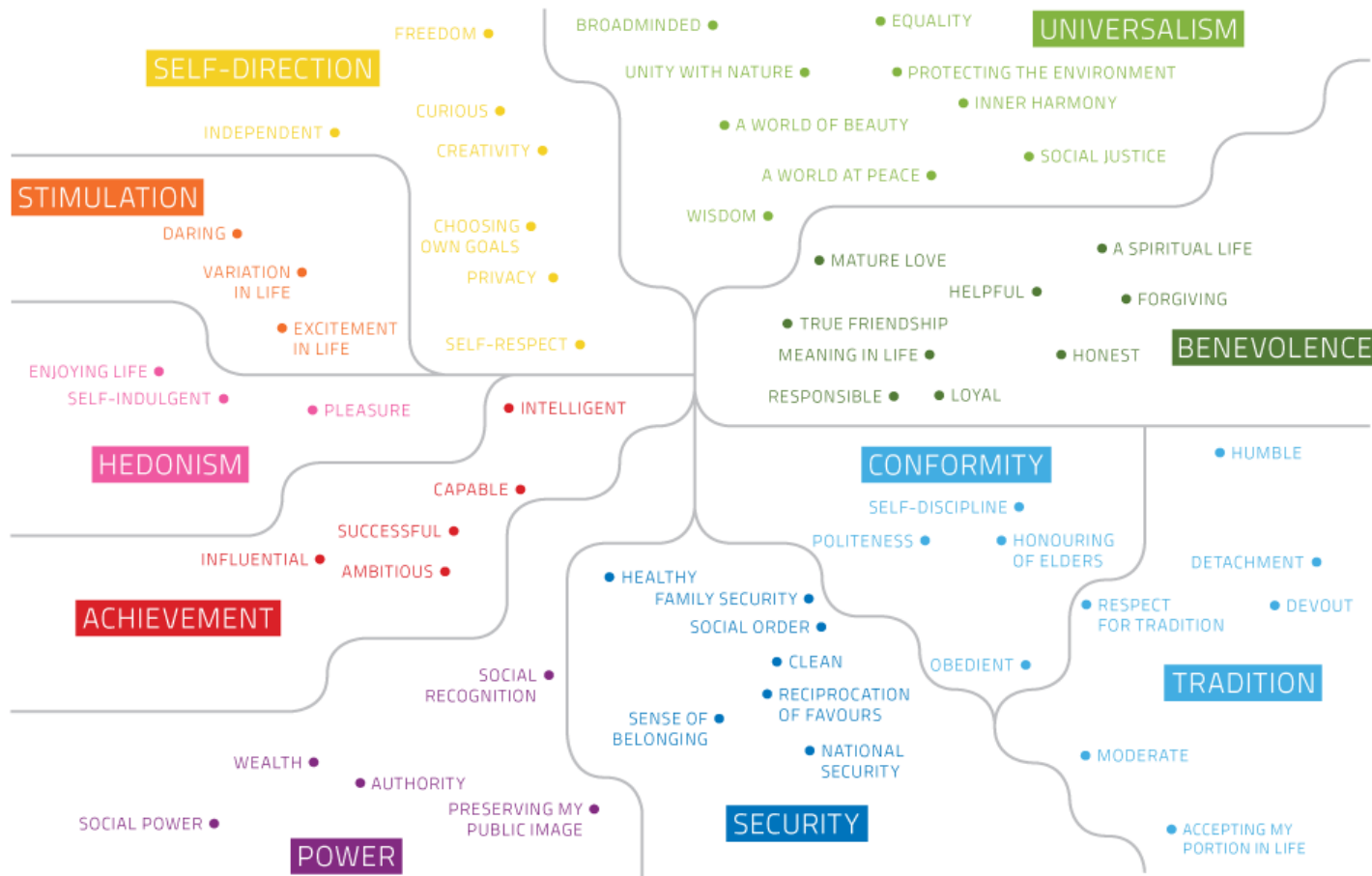
Values

Values drive behaviours

Values are unconscious and invisible; they shape the way we think and feel – and consciously how we react and behave

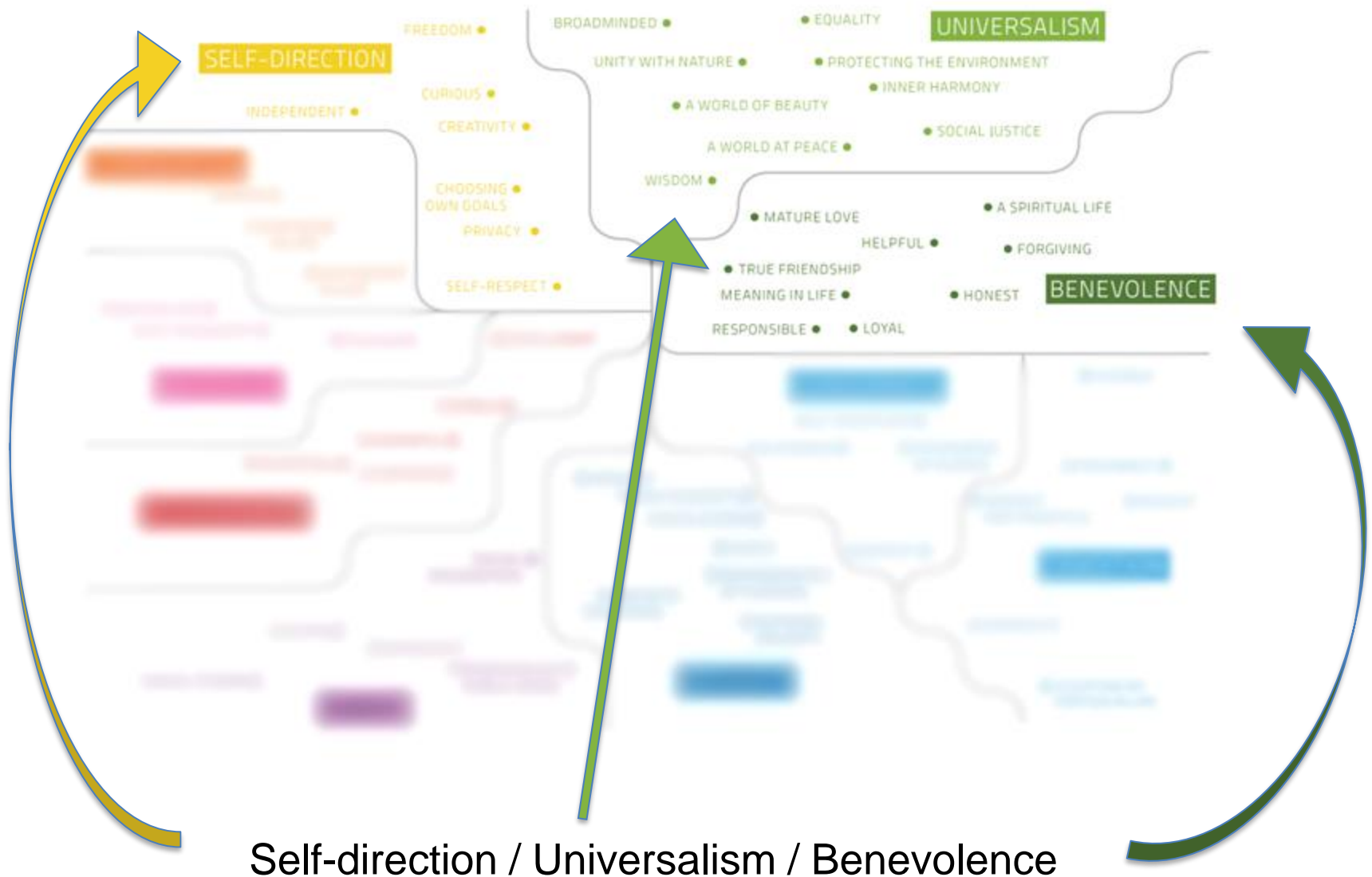


Values

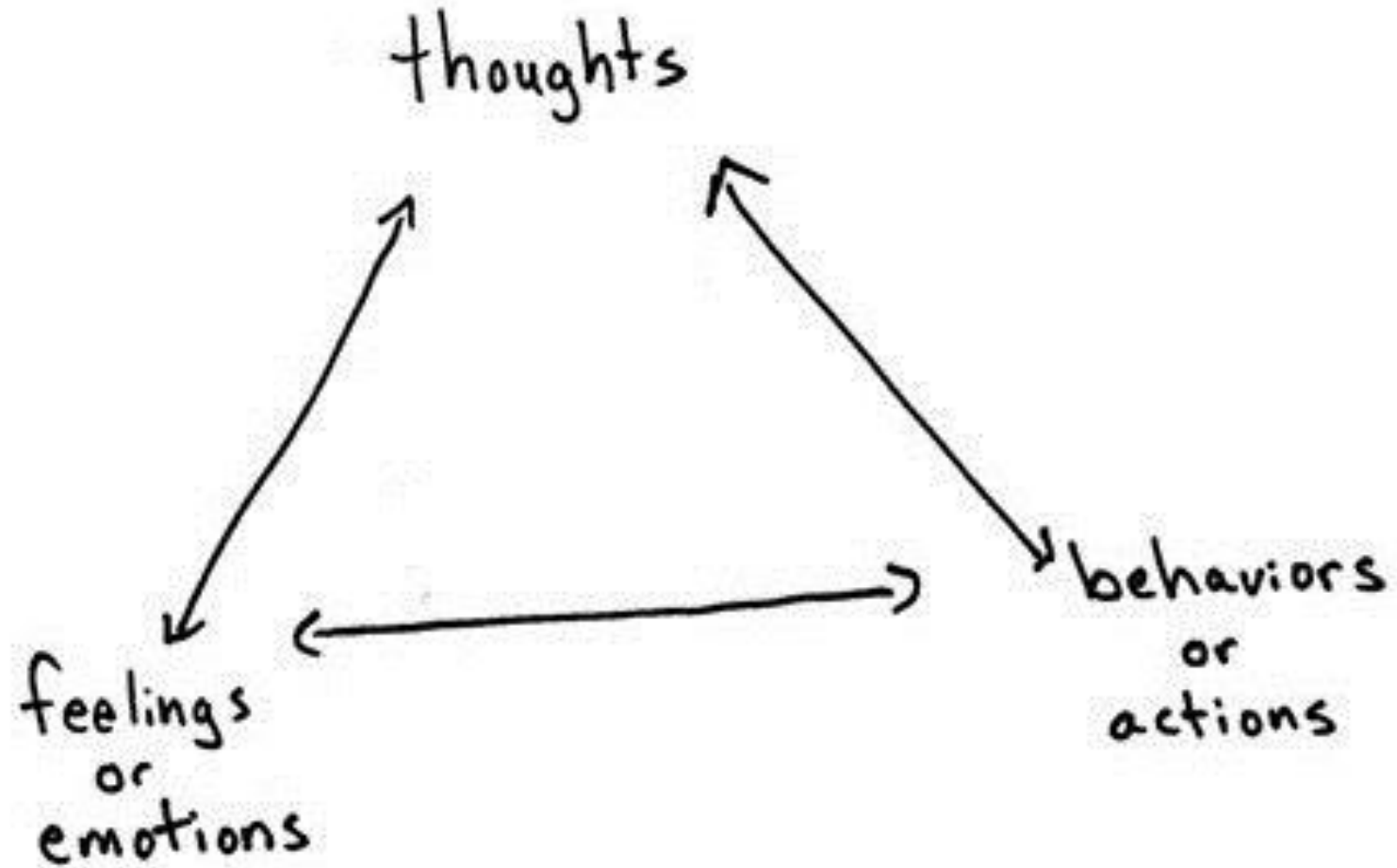


Taken from Common Cause for Nature & Schwartz (1992)

Values



Personality



Know your audience – be clear about who you are trying to reach and why

Lots of people care about the environment

What motivates your audience? Ask them!

The facts alone won't be enough. Use logic AND emotion. Facts and stories.

Appeal to the values that your audiences hold – through the words and images you use



‘Pathways’ to nature connection (University of Derby research)

Sensations

Sensory experience of nature (sights, sound, smell)

Temporal change

Changes associated with the seasons, plants coming into bloom

Active wildlife

Wildlife being active in its habitat or animals interacting

Beauty

Beauty, awe and wonder ‘the intricacy of a spider web on the bin’

Weather

Effect of the weather ‘breeze in the trees’, ‘sun on the lake’

Colour

Colour in the natural world ‘a bright green leaf’

Good feelings

Nature creating positive feelings or state of mind ‘relaxing birdsong’

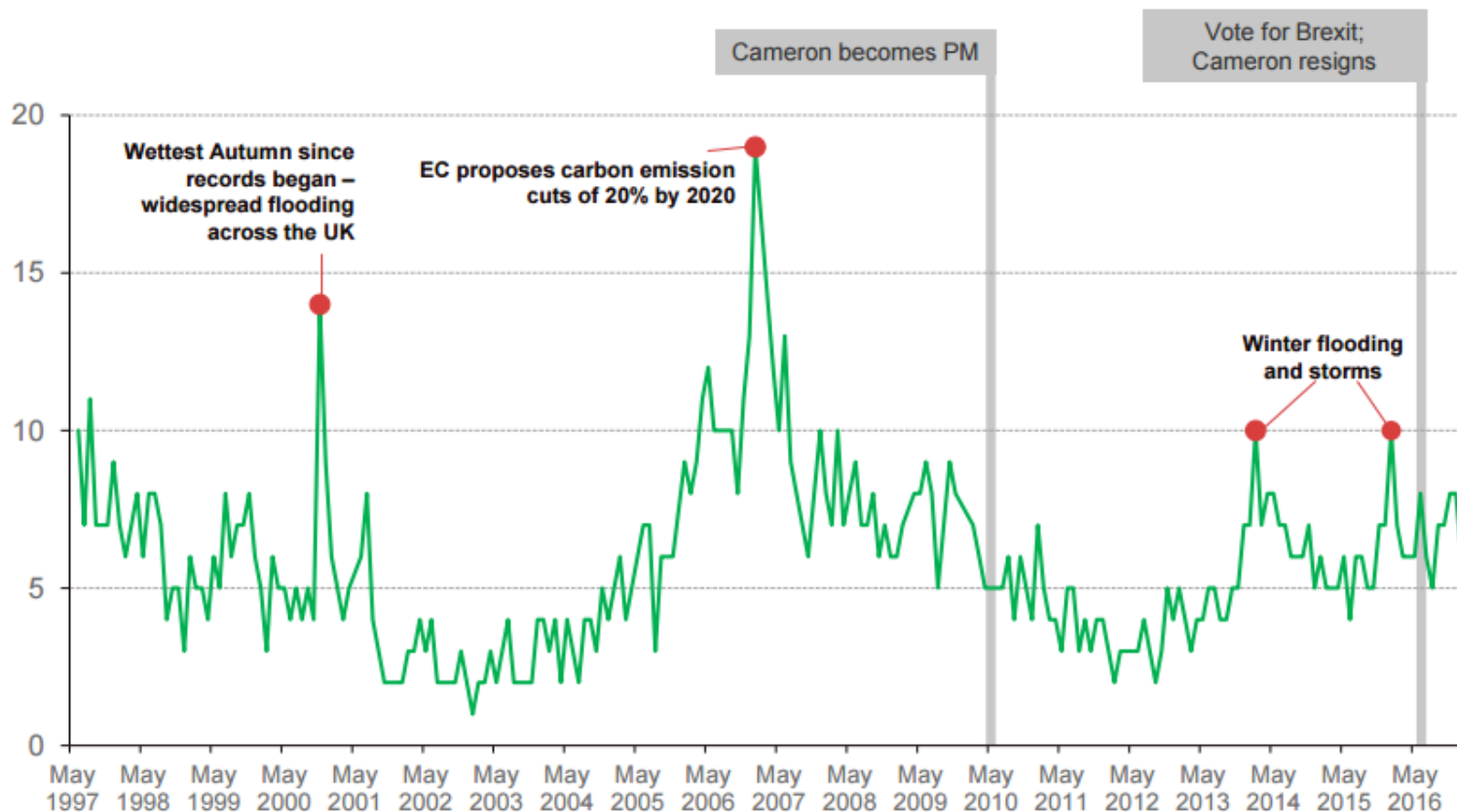
‘Everyday’ nature

- ‘Parks in towns and cities’ are the most popular type of place for visits to the Natural Environment
- 43% of visits to the Natural Environment (2009-14) were in town and cities, 47% were in the countryside
- 83% of the UK population live in an urban environment. Around half of wildlife enthusiasts live in towns and cities, half in countryside, villages and rural towns.
- 66% of people engage with nature 1-2 miles from home
- The UK is becoming more ethnically diverse and this is concentrated in towns and cities

De-prioritisation of environmental issues

Issues Facing Britain: Pollution / Environment

What do you see as the most/other important issues facing Britain today?



Offer a range of actions

<i>Type of action</i>	<i>Example</i>
<i>Activist</i> Make yourself heard.	Write to MP, go on a demo, run an event because it's vital to demonstrate political will for change.
<i>Supporter</i> Be part of a movement.	Join a group, sign a petition, give money, wear a badge. Visible support builds social proof for change.
<i>Doer</i> Help nature directly.	Put up a bird or bee box, grow wildflowers, adopt an animal. You can make a difference in your own backyard.
<i>Employer</i> Multiply your impact.	Raise money, join a business group, develop a strategy. Your business impact can be huge.
<i>Consumer</i> Make decisions in your daily life.	Buy 'biodiversity friendly' goods and services, avoid buying and wasting more than you need. Your credit card is powerful.

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Channels



Frames

- A hidden, mental short cut that makes sense of the world
- When confronted by something, we reach for established patterns to make sense of the world
- Unconscious & silent
- Words & images trigger frames
- Spokespeople are hugely important for framing
- Frames are powerful
- **Changing the framing changes the thinking which changes the outcome**



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Engagement – how can you make people feel part of something?

Events like flooding can heighten awareness

Steal with pride eg community reserves

Use channels strategically eg partner takeovers?

Use the pathways to nature connection to frame nature (the River) in an engaging way – sounds of the river, colours of the river.....

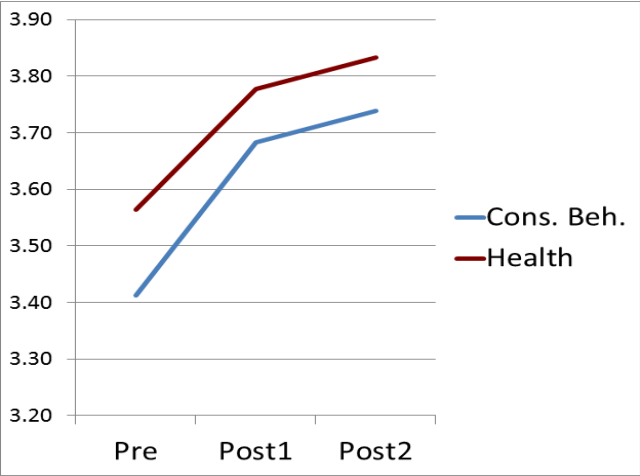
Help people connect with wildlife close to where they live – everyday nature

Raise understanding of why wildlife and the River Derwent needs help and what people can do

Provide a range of opportunities for them to take action for wildlife close to where they live or work

A Catchment Celebration Day?

Partnership Hashtag #loveyourriver



Chris Shepherd • 30 Days Wild
18 June near Swindon · 🌐

Local front gardens. Bet you can't guess which is ours?

Like Comment Share

You and 39 others

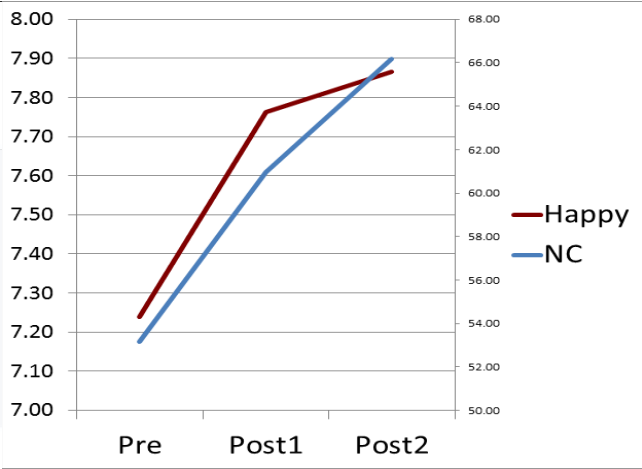
Lesley Morrison And a solar panel. It's a wee oasis in concrete desert
Like · Reply · 1 · 18 June at 15:56

Samantha Milnes What have you planted?
Like · Reply · 1 · 18 June at 17:17

Samantha Milnes replied · 2 Replies

Maria Sky You should part of our back garden.....its a forest out there...lol 😊 Love your front bit.....
Like · Reply · 1 · 18 June at 18:59

Write a comment... 📷 📹



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