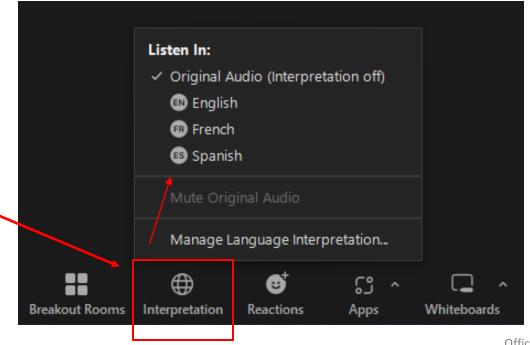


Join in English, Spanish or French

Interprétation en français / Interpretación en español

- 1. Pulse sobre el símbolo del globo terráqueo.
- 2. Seleccione **Español.**
- 1. Cliquez sur le symbole du monde.
- 2. Sélectionnez l'audio français.









Gayle BurgessBehavior Change Programme Lead
TRAFFIC



Alan J. Hesse Senior Behavior Change Specialist TRAFFIC



Katie Mabbutt
Behavior Change Officer
TRAFFIC



Agenda

- Introduction to GWP Behavior Change Guidance Notes
- Practitioner Challenges with Q&A
- Poll
- Panel Discussion with Q&A
- Wrap-up

GWP Behavior Change Guidance Note Series















Wiene Andriyana -Technical Analyst, Environment Unit, UNDP Indonesia GEF-8 Project





Complementing Enforcement: From Reaction to Prevention

- Moves from punishment to prevention
- Reduces opportunities, motives, and social acceptance of wildlife crime
- Strengthens community responsibility



Addressing the Root Causes

- Tackles socio-economic drivers: poverty, livelihoods, and lack of awareness
- Integrates cultural values (e.g. taboos) as positive norms
- Encourages coexistence and local ownership



Core to the GEF-8 Indonesia Project

- Human-Wildlife Conflict (HWC) & Illegal Wildlife Trade (IWT)
- Embedded in livelihood, enforcement, & awareness interventions
- Grounded in understanding actors and motives

Why behavior change matters



Behavior Change: bridging enforcement and community action



GEF-8 GWP Indonesia Project:
Law Enforcement for Sustainable
Viable Ecosystems and Biodiversity
Resilience through Multi Sectors
Engagement (LEVERAGE)

Cross-cutting: Women as agents of change (e.g., Aceh women rangers shaping community behavior)

Key Challenges & Opportunities for LEVERAGE Project

Identifying entry points beyond direct perpetrators

Understanding motives & actors subsistence hunters, middlemen, organized networks

Reconciling traditional knowledge & livelihoods *Pamali*/taboos as cultural deterrents → potential entry point for Behavior Change

Comprehensive socio-economic & behavioral baselines evidence to design targeted strategies

Avoiding one-size-fits-all approach strategies must be tailored and co-designed with local stakeholders.

Mainstreaming Behavior Change embedded in HWC mitigation & livelihood interventions

LEVERAGE Project: a Learning Platform

- A living example: **applying** global guidance while adapting it to local/national contexts
- A learning platform—a space where we can test, refine, and share what works in different contexts
- Contributing lessons back to the global community

Contact: wiene.andriyana@undp.org

Guidance Note on Behavior Change: Contextualizing Indonesia's Experience







Relevance of the Guidance Note

- Clear framework for HWC
 & IWT
- Practical approaches: crime prevention, "Twin Track," prioritization, mainstreaming, inclusivity

Indonesia Case Fit

Validates baselines, tailored strategies, gender integration, mainstreaming

Adjustment Needed

Must adapt to Indonesia's realities:

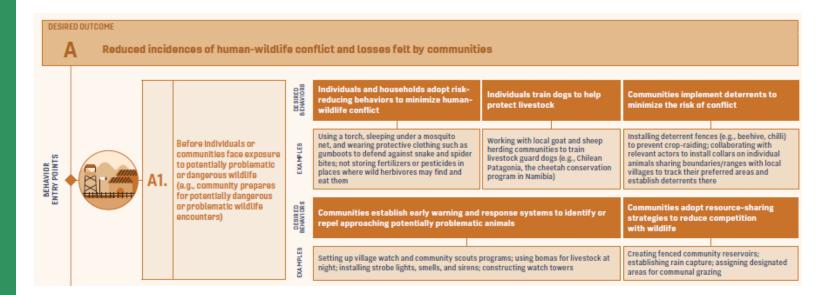
- Wildlife seen as pests & pets
- Diverse motives & actors in IWT
- Traditional knowledge & Taboos Socio-economic pressures & livelihood realities

Official Use Only





Indonesia





DEFINE YOUR BEHAVIOR CHANGE GOALS

Setting clear behavior change goals is an essential first step. The process should consider the TACT framework, which specifies the target, action, context, and time. By defining these elements, practitioners can create focused and achievable goals as a foundation for their strategy.



IDENTIFY THE PERSUADABLE PEOPLE

Social research will help to identify the persuadable people in the target audience and the strategies likely to influence them. Research methods such as surveys, interviews, and social listening provide data on the values, attitudes, and motivations that drive current behaviors and help practitioners tailor their approaches to resonate with these groups.



DESIGNA RANGE OF APPROACHES BASED ON INSIGHT

A combination of pressure (e.g., regulations or penalties) and persuasion (e.g., incentives such as rewards) can amplify the effects of the intervention so that audiences are both deterred from negative behaviors and motivated to adopt positive ones.

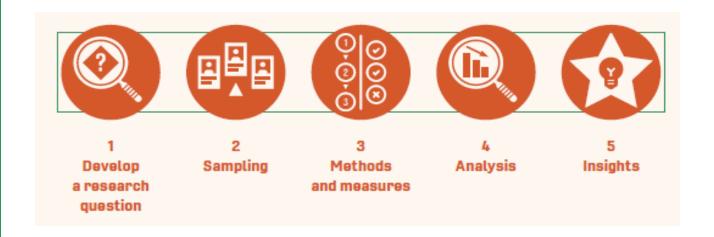


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CONDUCTING SOCIAL RESEARCH FOR WILDLIFE CONSERVATION WHITE CONSERVATION TRAFFIC



Indonesia





1. FOCUS ON ACTIONS

- Clearly and simply promote the desired action
- Offer alternatives



3. APPLY SOCIAL NORMS WISELY

- Leverage social norms to influence behavior
- · Align messages with audience identity



2. USE NEGATIVE MESSAGING CAUTIOUSLY

- · Highlight personal consequences for offenders
- · Use empathy for wildlife carefully with flagship species
- Emphasize immediate, short-term consequences
- · Avoid overusing negative messaging



4. HIGHLIGHT PERSONAL AND SHORT-TERM GAINS

- Make it personal
- · Your choice matters
- Use storytelling to create emotional engagement



5. USE POSITIVE IMAGERY

- Messages, whether visual or written, should captivate, motivate, and empower the target audience to embrace the desired behavior
- Messages should be disseminated across multiple channels so that the target audience receives them often and for enough time. They should also adapt over time to remain relevant and effective



Laura Villalba Program Manager at
the Wildlife
Conservation Society
in Paraguay









Paraguay





CONDUCTING SOCIAL RESEARCH FOR WILDLIFE CONSERVATION TRAFFIC TRAFFIC



Paraguay

DESIRES VS.

- Can detect differences across socioeconomic, geographical, age, and educational backgrounds.
- Allows insights into beliefs and opinions on laws, regulations, wildlife trade, product usage etc.

EMOTIONS AND MOTIVATIONS

- Emotions play a role in how people behave and how they feel about conservation.
- These can also play a role in motivations, and can provide insights into why people behave and feel they way they do.

BEHAVIORAL INSIGHTS

- Gives insight into the behavior of communities, individuals, and groups.
- These help to assess the scale of the issue, whilst also providing deeper understanding of who is performing the behavior.

CLAIMED PURCHASE AND SALES

- Gives an additional indicator on the scale of issues and behaviors.
- Can be used in addition to seizure and market data to provide more indepth insights.

SEGMENTATION

- Allows for a breakdown of users and communities which provide deeper understanding of the issue.
- Additionally, segmentation can inform policy, regulations, and social and behavior change interventions.

SOCIAL AND BEHAVIOR CHANGE

- These results can then be used to form social and behavior change
- They can also be used to measure the effectiveness of such campaigns by showcasing changes in behavior, opinions, attitudes, etc. over time.

KEY POINT Align messages with audience identity

By understanding the target audience's identity, messaging can be tailored to reinforce that identity or distinguish it from that of a different group. In some cases, it is possible to use lateral associations, i.e., to embed your message in existing messages that already work with the target audience.4

KEY POINT Your choice matters

Emphasizing the importance of personal choice in messages, rather than simply telling people what to do or not do, can be powerful. This approach is effective when linked with positive emotions such as pride or concern for future generations, or encouraging people to stand out among their peers. It also invites personal agency, which fosters empowerment.



PHOTO. Felt wool hot pad handmade by communities participating in snow leopard enterprises. (ii) SLCF-Mongolia, Snow Leopard Enterprises. Snow Leopard Trust)



Fanuel Kebede – Lead Researcher, Wildlife Ecologist, CITES National Scientific Authority, CMS National technical focal person, **IUCN/SSC** Equid specialist group focal person, Ethiopian Wildlife Conservation Authority, GEF-8 Project

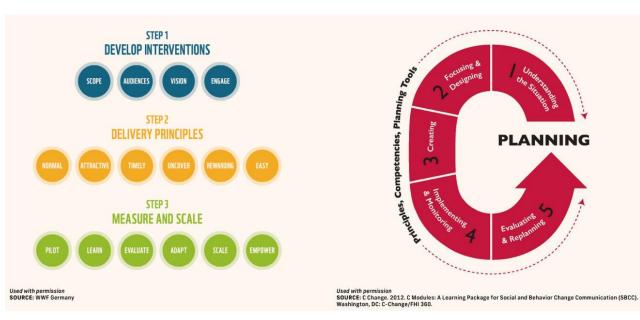






Ethiopia









Ethiopia



A research question is a focused, specific inquiry that drives the purpose and direction of a social research study. It is important to define the research questions early in the project design. A strong research question should meet the following criteria:

- Specific Focused and well-defined, not too broad or vague.
- Clear Easy to understand, making research design and data collection more straightforward.
- Relevant It should address an issue that fits into the wider field of study or the broader context, adding to knowledge or addressing a research gap.
- Feasible Achievable within the limits
 of funding, time, resources, and ethical
 considerations. It should not be too ambitious or
 impractical.
- Important It should be meaningful to the work, addressing an issue with potential benefits for conservation projects.

| Research Method | Cost | Time | Depth of Insight |
|--|------|------------|------------------|
| Direct Opinion-based | | | |
| Computer-assisted telephone interviewing | 8 | (a) | |
| Dipstick surveys | | ② | ② |
| Doorstepping | (3) | ® | ② |
| ♦ Focus groups | | 8 | ② |
| Online surveys | | 8 | ② |

KEY POINT Use empathy for wildlife carefully with flagship species

Negative messages showing harm to wildlife can be effective when focused on flagship or mascot species that people feel emotionally connected to. This approach is especially useful when attempting to shift general attitudes toward wildlife (Thomas-Walters et al., 2017).

KEY POINT Leverage social norms to influence behavior

Social norms can be categorized into descriptive norms, based on what people believe others are actually doing, and injunctive norms relating to what others approve of or believe should be done (Cialdini et al., 1991; Perry et al., 2020). The closer the connection between the reference group and the target audience, the more impactful such messaging tends to be.



PHOTO. Community Theatre in the Yangambi Campaign. (@Wildlife Conservation Society)





Poll

Thinking about your own projects, which area do you most need to strengthen?

- a) Identifying entry points for behavior change
- b) Developing a behavior change strategy
- c) Conducting social research
- d) Creating impactful messages





Panel



Alegria Olmedo Technical Specialist in Wildlife Trade, Fauna & Flora



Arjun Kamdar

El-Erian Institute for Behavioural

Economics and Policy, University

of Cambridge



Philipe Bujold

Senior Behavioral Scientist,

Rare - Center for Behavior &

the Environment

Panel Discussion

Questions

- Any common challenges/pitfalls with implementing behavior change in conservation? How to avoid them?
- Can panelists share one key insight from any of these Technical Notes that they think will be critical for projects to take on board/ try out.
- How can the GWP community build on these resources, to help others in the conservation community interested to bring behavior change into their work





