

**BEYOND  
CONSERVATION  
CREATING EFFECTIVE  
BEHAVIOUR CHANGE  
COMMUNICATIONS**

30.3.22

**Ogilvy** CONSULTING



ALWAYS  
ID&S  
SANTITAS

ALCHEMY

THE U-SEEN MIND

OGILVY ON ADVERTISING  
IN THE DIGITAL AGE

THE BEHAVIORAL SCIENCE ANNUAL

ALCHEMY

CHANGE IS BETTER

ALCHEMY

ALCHEMY

CHANGE IS BETTER

THE U-SEEN MIND

THE U-SEEN MIND

How to deal with debt

THE U-SEEN MIND

THE U-SEEN MIND

Whiteboard with sticky notes and diagrams.



**IF YOUR PROBLEM  
COULD BE SOLVED  
RATIONALLY, YOU  
PROBABLY WOULD HAVE  
SOLVED IT BY NOW.**

**- Rory Sutherland**

Vice Chairman



”

**WE CAN LEARN FROM  
HOW OTHER SECTORS  
HAVE SOLVED SIMILAR  
PSYCHOLOGICAL  
CHALLENGES**

”

# TANGIBLE LEARNINGS FROM...

**1. STOPPING  
ILLEGAL FLY  
TIPPING**



**2. REDUCING  
ANTI-  
SOCIAL  
BEHAVIOUR**



**3. CHANGING  
THE WAY  
PEOPLE  
REPORT  
CRIME**



# 1. STOPPING ILLEGAL FLY TIPPING



# WE TESTED A RANGE OF STRATEGIES...

OGILVY

## DON'T PAY TWICE FOR YOUR WASTE REMOVAL

If you pay a private business to take away your waste rather than the local authority, you must check that they are an authorised carrier with up-to-date and valid registration.

If you do not make sure your household waste is disposed of responsibly, you could lose more than just your rubbish. You could face a £200 fine, as well as prosecution.

To find licensed carriers in your area, just search online for "Environment Agency waste carriers"

Lorem Ipsum

>Lorem ipsum dolor sit amet  
discare concludaturque

### SUSPECT

Be suspicious of waste carriers. Collection scammers are operating in your area.

### CHECK

Ask for their waste carrier registration details. Check these with the Environment Agency on **03708 506 506**.

### REFUSE

Refuse unexpected offers or cold callers offering to take your rubbish.

### ASK QUESTIONS

Ask what is going to happen to your waste.

### PAPERWORK

Always get a full receipt.

## FOLLOW THE S.C.R.A.P. CODE

We all have a responsibility to ensure our household waste is disposed of legally and not fly tipped.

You must check that anyone taking away your waste is licensed and has a valid registration. If you don't, you could face a £200 fixed penalty notice, as well as prosecution.

It's quick and easy to find a licensed waste carrier in your area. Search online for 'Environment Agency waste carriers'.

## IF YOUR WASTE GETS DUMPED ILLEGALLY, IT CAN AND WILL BE TRACED BACK TO YOU.

If you pay a private business to take away your waste rather than the local authority, you must check that they are an authorised carrier with up-to-date and valid registration.

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## CLEAR-OUT CRIMINALS ARE OPERATING IN YOUR AREA.

### DON'T GET CAUGHT FUNDING UNLICENSED COLLECTION SCAMMERS

If a private business takes away your waste, always make sure that they're properly licensed.

If you don't, you could be paying them to fly tip your waste illegally while opening yourself up to being fined and prosecuted.

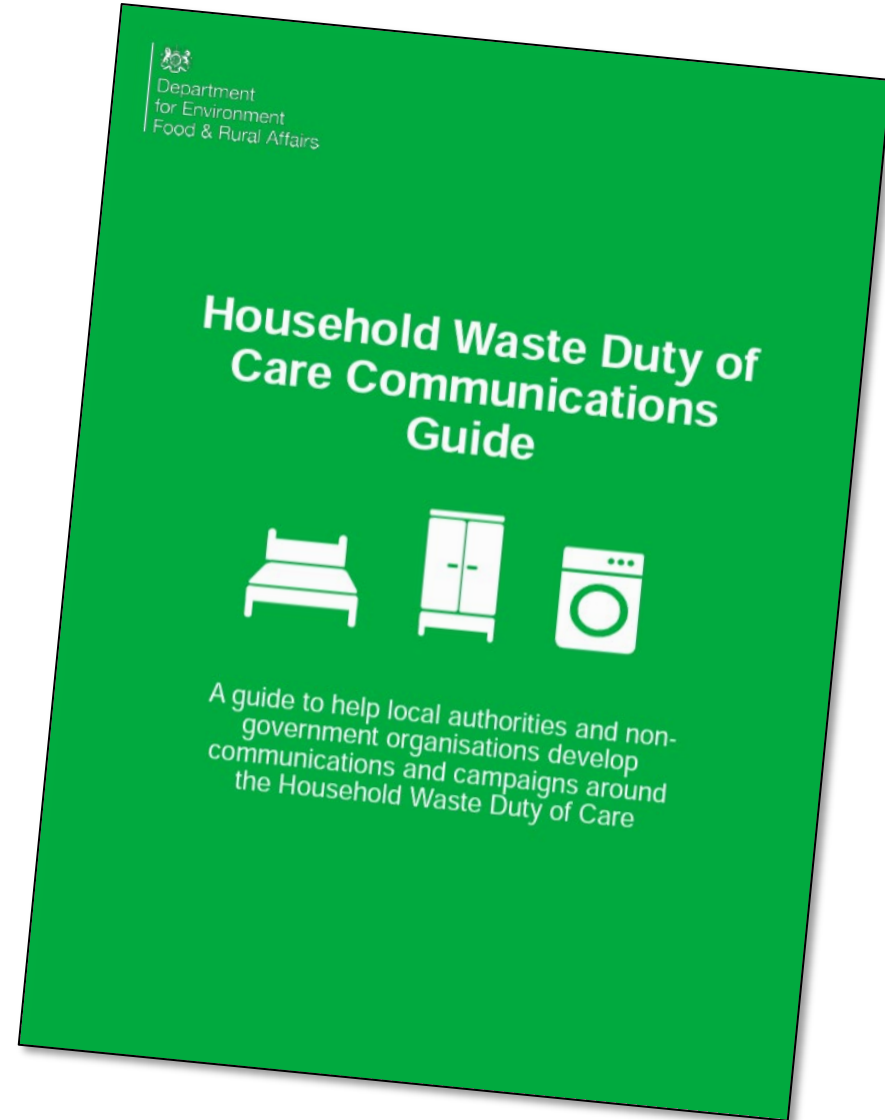
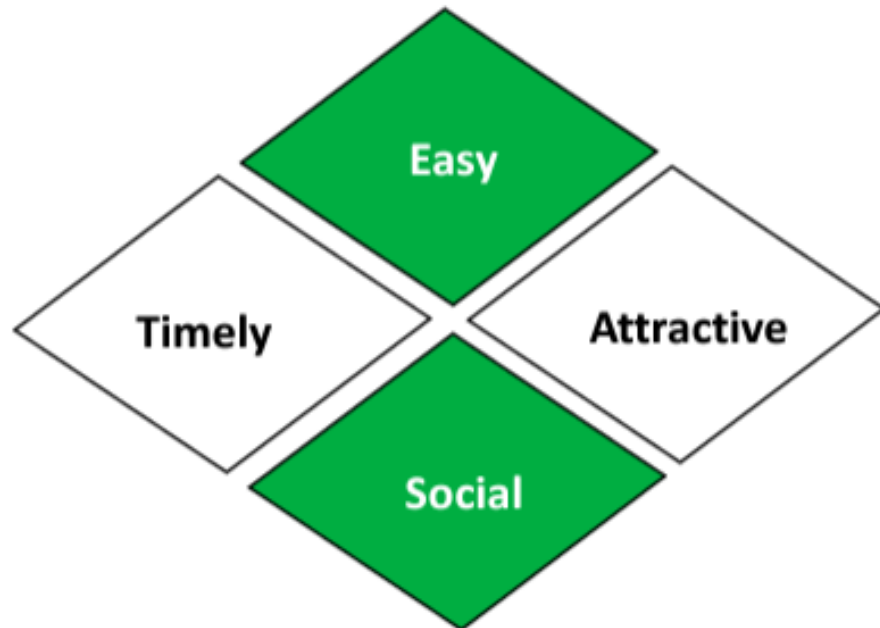
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# THIS INFORMED THE FINAL TOOLKIT FOR LOCAL AUTHORITIES...



# MAKE IT EASY

- ✓ Explicit call to action
- ✓ Memorable acronyms
- ✓ Rhyming
- ✓ The audience's language
- ✓ Name the behaviour

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Search online for 'Environment Agency'**




# MAKE IT ATTRACTIVE

- ✓ Trigger an emotional reaction.
- ✓ Positive framing

 Lorem ipsum  
8 mins · 🌐

This dumped rubbish was found yesterday, fly-tipped in King's Park.



Lorem ipsum.co.uk  
**Let's stamp out fly-tipping in our community. We'll help you find a licensed waste carrier.**

👍 4 6 Comments

👍 Like      💬 Comment      ➦ Share

# MAKE IT SOCIAL

- ✓ Give “wrong-doers” a name
- ✓ Use of collective words



# MAKE IT TIMELY

- ✓ Communicate when people will be most receptive



# MAKE IT EASY, ATTRACTIVE, SOCIAL & TIMELY.



**Make it easy and memorable.**  
**Use the audience's language.**  
**Give the behaviour a name.**



**Use imagery to trigger an emotional reaction.**  
**Use positive framing to avoid reactance.**



**Give "wrong-doers" a name to create an out-group.**  
**Use collective words to inspire action.**



**Communicate at a time when the audience will be most receptive.**

# 2. REDUCING ANTI-SOCIAL BEHAVIOUR







**WE ARE WATCHING YOU**



**Litterers we're watching you**  
Bin it or drive it home

keepbritaintidy.org  
werewatchingyou



**CYCLE THIEVES WE ARE WATCHING YOU**

Newcastle University Estate Security Service in partnership with Newcastle City Police  
**OPERATION CRACKDOWN**

Thoughtless dog owners  
**We're watching you!**

9 out of 10 dog owners clean up after their dog.  
Are you the one who doesn't?

Bag that poo, any bin will do.



A partnership taking action on dog fouling  
Keep Scotland Beautiful is a registered Scottish charity. Number SC030522

**CYCLE THIEVES WE ARE WATCHING YOU**



**POLICE OPERATION**



**WARNING TO CRIMINALS**



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# MEASURING SUCCESS



## Outputs



- ✓ Highly visible across the borough
- ✓ Lots of media attention



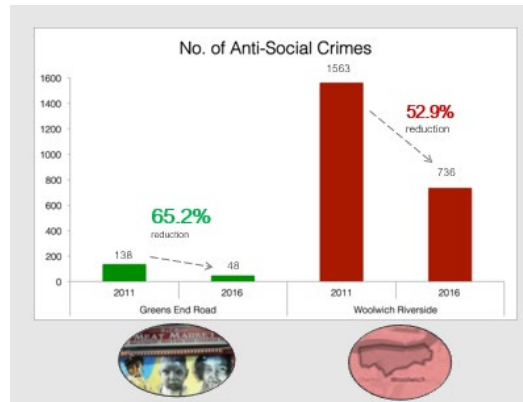
## Outtakes



“I feel safer walking down the street”



## Outcomes



- ✓ 65% reduction in anti-social behaviour crimes in the area.
- ✓ 47% reduction in overall crime over 5 years.



# Southall Police Station



## HOUSEHOLD LINENS



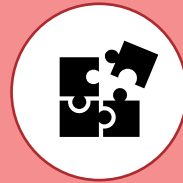
- CURTAINS
- NETS & VOILES
- TRACKS & POLES
- BLINDS
- BEDDING
- HOUSEHOLD LINENS



# WE NEED TO DO MORE THAN JUST TELL THEM.



**Create a strong emotional connection with your audience to make them want to change.**



**Tap into something that personally resonates with them – something they care about.**




**Use imagery to trigger emotion and prime them to care about the issue. But think warm-glow, not guilt.**

# **3. CHANGING THE WAY PEOPLE REPORT CRIME**







*Thousands of  
caller use our  
online service*

*This assists us in prioritising  
Emergency Calls, which is vital  
so that we can keep you, your  
family and our communities safe*

*The following types  
of crimes are usually  
reported online...  
[pause]*



**>200%**  
daily  
increase in  
crimes  
reported  
online  
rather than  
via phone

**26%**  
people  
nudged off  
the 101  
hotline on  
average  
over a 4  
month  
period

**31%**  
decrease in  
waiting  
times on  
the hotline

# DON'T UNDERESTIMATE THE POWER OF SMALL TWEAKS



**Communicate how many other people (like them) are doing the desired behaviour.**



**Give a reason why. Particularly a reason that is personally relevant and motivating.**



**Use concrete language to make it easy to understand the call to action.**

1. Make it Easy, Attractive, Social & Timely.

2. Don't just tell them. Emotionally connect with them so they want to do it themselves.

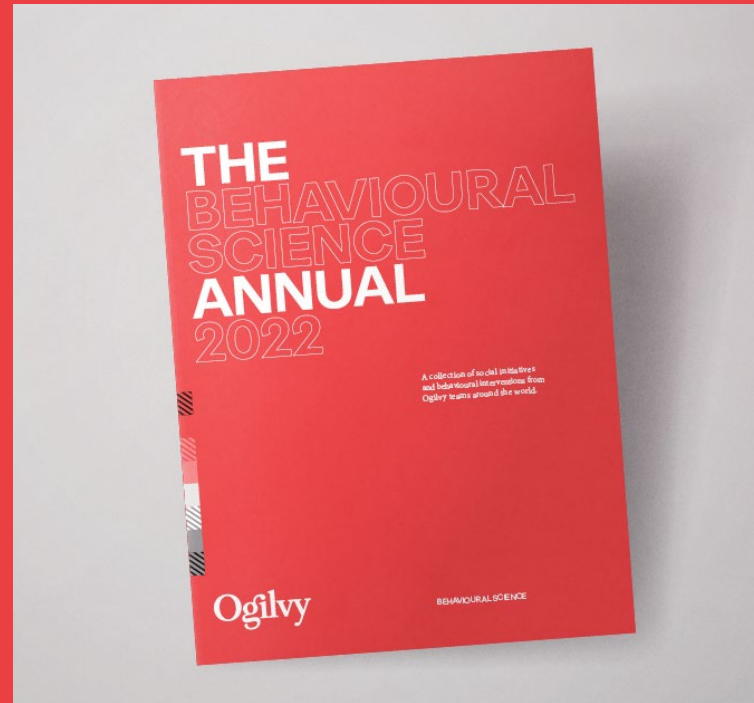
3. Tap into what is personally relevant and meaningful to your audience to motivate them.

# KEEN TO LEARN MORE?

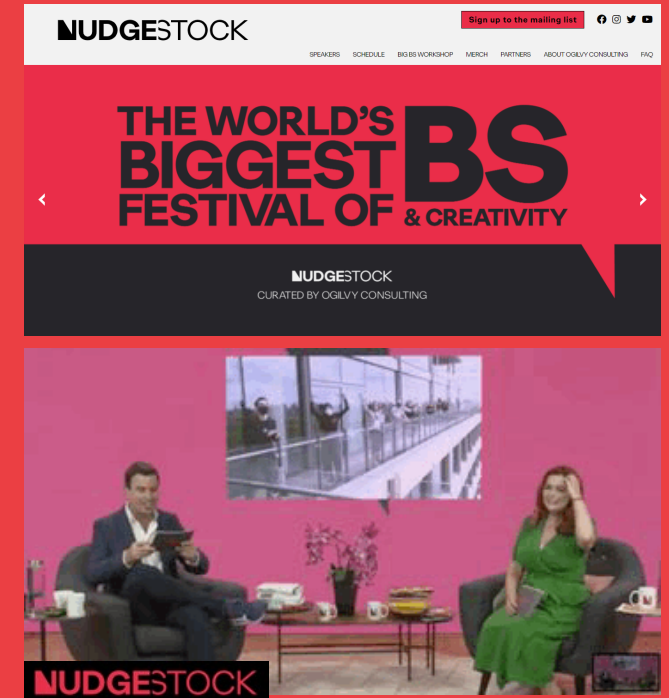


**Maddie Croucher**  
Consulting Director

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