

# A Conservation Action Marketing Clinic...

*Tools and techniques to help you  
in your conservation and stewardship work*

**Conservation Action Marketing** draws upon the best of community-based social marketing, modern ethical business marketing, and environmental education techniques, to help achieve sustained behaviour change in a target audience. The approach is a customer-centred marketing strategy which focusses on building relationships with the target audience, and removing barriers to behaviour change. *The Living by Water Project* has successfully utilized conservation marketing to develop a set of tools and techniques that help meet conservation and stewardship objectives. We believe a Conservation Action Marketing approach can be of benefit to non-government and government organizations concerned with conservation and stewardship.

The Clinic demonstrates strategies that can be employed to raise awareness, and inform, educate and motivate audiences to help bring about attitudinal and on-the-ground behaviour change. The ultimate goal is to achieve sustained behaviour change over the longer term. The clinic features practical examples and transferable techniques to assist you in matching your conservation and stewardship services, products and other initiatives to the needs of your audiences while delivering your messages.

**For a selection of topics included in the clinic see Page 2.**

The clinic has been extremely well received by a broad range of groups and agencies from conference presentations such as one at the North American Lake Management Society 2001 Conference in Wisconsin, to small group training sessions.

*"I've heard many good things about your workshop in Saint John [Coastal Zone Canada 2000, NB]"*

Larry Hildebrand, Sustainable Communities and Ecosystems  
Environment Canada

*"I attended Clive Callaway's Conservation Marketing workshop...fantastic..."*

Tracy, participant  
Habitat Conservation and Stewardship Program Mid-term meeting (2001)

In BC, this conservation action marketing clinic is presented through our **Community-based Action Program for Shorelines** under the umbrella of *The Living by Water Project*. This project is a customer-centred, non-profit partnership initiative that focusses on protecting, conserving, and restoring Canada's marine, estuarine, and freshwater shorelines. We are in service to non-government and government organizations and assist waterfront residents, interested citizens, and conservation and stewardship groups through our many products, services and initiatives. Our methods and results will be of interest to anyone involved in the conservation and stewardship of land, water or air. We are pleased to share our tools and techniques with you.

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# Topics

## What is Conservation Action Marketing?

- What is Conservation Marketing / How does it work for your group
- Basic marketing skills and principles – the four “P”s (Product, Price, Place, Promotion), “AIDA” (Attention, Interest, Desire, Action); the three times principle
- Use of key concepts from community based social marketing – “prompts”, “norms”, “commitment” etc.
- Partnerships – when do they work? when don’t they work?
- The “whole service” approach to conservation marketing
- The importance of building relationships
- Marketing strategies, including incorporation of the arts
- Develop a Conservation Marketing strategy to meet the key concepts: “Tell me/ I will forget”, to “Remind and support me/ I will keep on doing”. Special importance of meeting the need for “reminding”.

## Defining and learning about your target audience

- The critical importance of knowing – really knowing – your audience
  - Attention to detail – landowner/tenants/leaseholders/licence of occupation
  - The ESL audience and implications (ie cultural differences)
- Pros and cons of alternative research strategies – questionnaires and surveys, focus groups, etc.
- Building trust and easing fears; especially fears over loss of private property rights
- Role of the “peer pressure engine”
- The idea of “peer pairing”

## Developing your services, products and events

- Meeting your audience needs and matching your conservation / stewardship message
- Being customer / audience driven, rather than product-driven or organization-driven
- Respecting your audience
- Working with volunteers – selecting for attitude, training for skill, creating positive front line image makers
- Careful / wise use of sticks and carrots – the gentle threat / fear of less concept
- Importance of perceived value and considerations of quality
- Being customer centred – avoid showing off what you know.
- Monitoring and evaluating your services, products and events – community-based approaches
- Case Study – *The Living by Water Project's Shoreline Ambassador Program*

## Communication and Promotion

- Effective communication / basic rules of communication
- The importance of the “benefit” statement
- Effective use of the testimonial
- Avoiding preaching / effective use of choices and alternatives
- Importance of adequate promotional budgets
- Alternative ways of developing communication materials; the dangers of “Designing by Committee”; zeroing in on the main message and audience
- Effective publications
  - Words to avoid – eg negatives, blame, and finger pointing; jargon words; inappropriate terms for the lay audience (such as “stewardship”, “the public”, “stakeholder”)
  - Words to use – eg positives, benefit statements, lay language
  - Effective ways to communicate science and facts (eg “Did you Know...?”)
  - Challenges
- Effective web sites
- Effective videos / tips and challenges
- Working with the media