



Engaging your audience and motivating action

Alisa Reckinger, Hennepin County Environment and Energy



Successful projects to motivate change

Center the audience

Focus on understanding interests, barriers, motivations

Choose specific actions

Set goals for actions that are specific, direct, and impactful

Offer custom support

Consider audience's journey and opportunities along the way

Getting to know your audience

Share:

- Who is your priority audience?
- What do you know about what they think about the topic and actions you are focusing on?

Go beyond demographics

Demographics

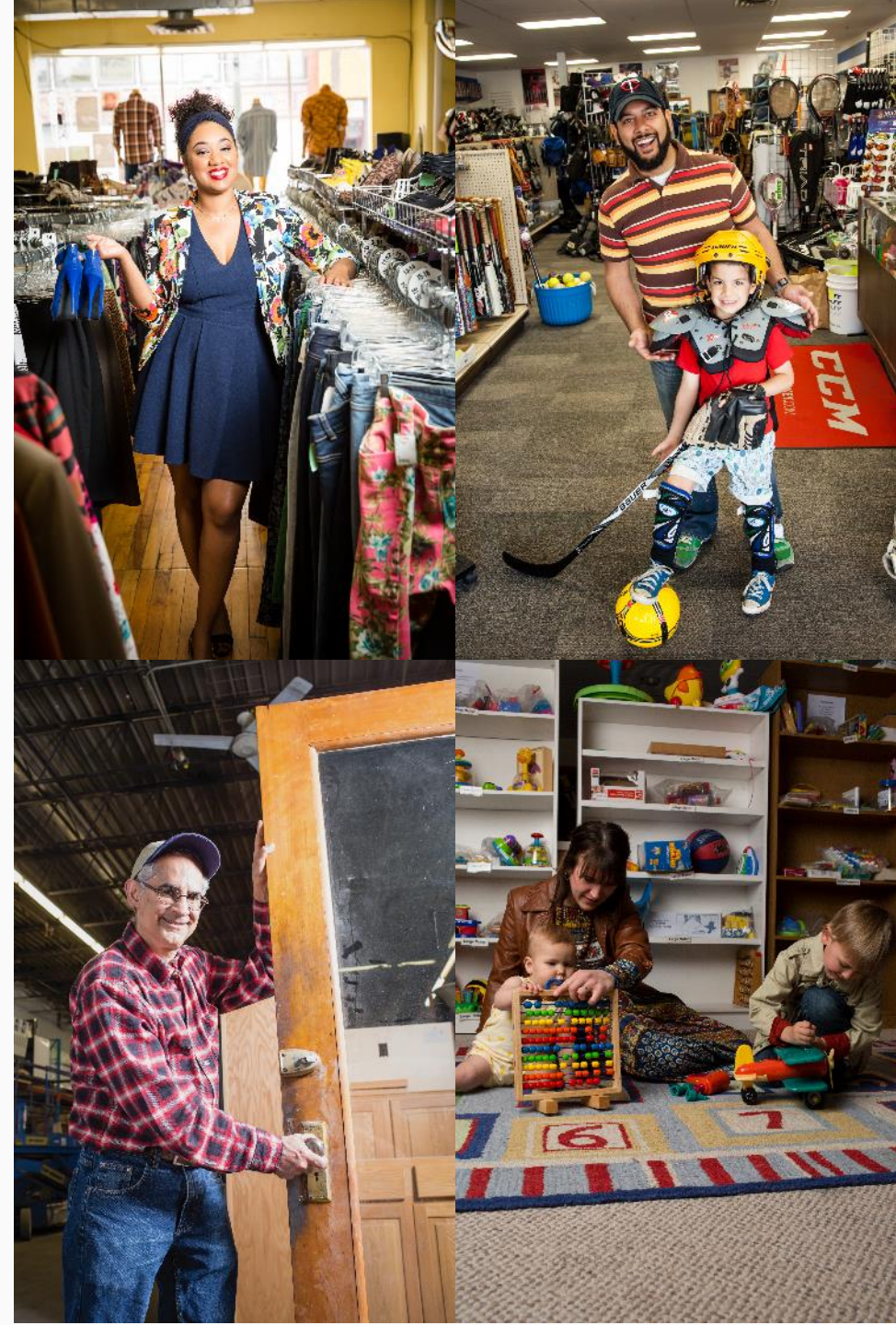
- Age
- Race
- Gender
- Income

Psychographics

- Culture
- Interests
- Attitudes
- Lifestyle
- Values

Identify attitudes, barriers and motivations

- What do **they** think about your topic?
- What stands in **their** way?
- What would motivate **them**?



Common motivations

- Visibly see the impact
- Protect the environment
- Save the oceans
- Reduce footprint
- Help future generations
- Payoff is worth the effort
- It's the right things to do
- Provides a "feel good" benefit
- Save money



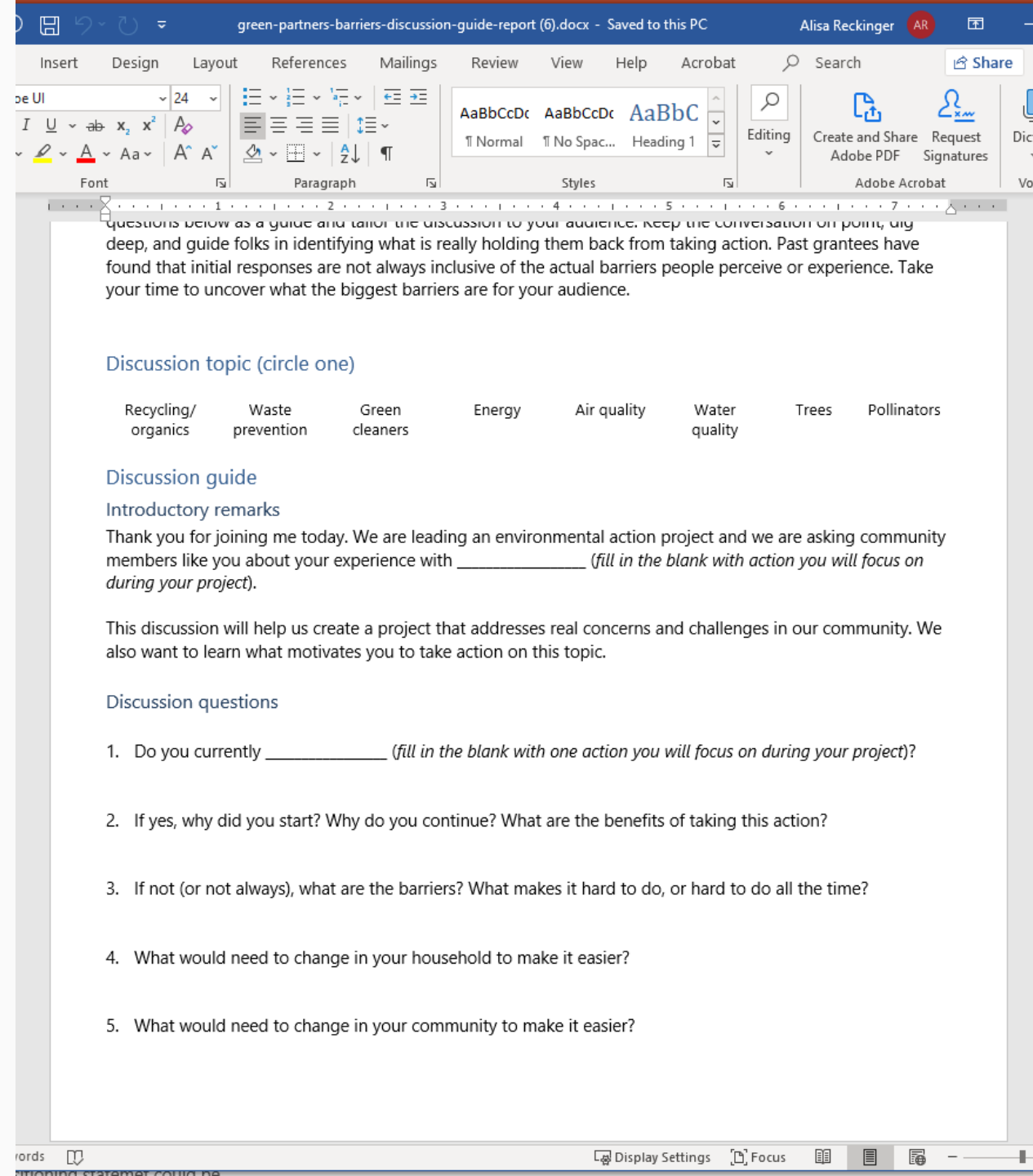
Common barriers

- Intend to take action but need motivation
- Don't care about the action
- Sounds hard, time-consuming, messy
- Confusion or lack of information
- Forget to act
- Lack skills
- Don't have the infrastructure or tools to take action



Developing audience insights

- Conduct research to identify:
 - Barriers
 - Benefits
 - Motivators
 - Competition
 - Influential others



(Some) ways to learn about your audience

- Focus groups
- Interviews
- Surveys
- Observation
- Data you already have
- Case study research



Campaign to reduce food waste: Audience insights from interviews

Findings from six
1-hour phone
interviews with
moms with young
children.

Barriers	Children; leftovers and extras; lack meal planning habit; life is busy and overwhelming
Benefits	Avoid wasting money and resources; instilling good values around food; address environmental and climate impacts and hunger disparities
Motivators	Committing to and prioritizing meal planning; get kids more involved; understanding portion sizes; buying appropriate quantity of food
Competition	Introducing new food to kids, providing options; deciding for kids what they are going to eat; not taking an inventory of food on hand before shopping; not meal planning and buying the usual
Influential others	Social media accounts and groups; email lists; family and friends; pediatrician; cooking shows; Save the Food campaign

Share (in the chat):

- How do you plan to conduct your audience research?

Analyzing and applying your audience insights

Ways to analyze and apply your audience insights

Audience segmentation

Helps you organize your audience to develop customized outreach and messaging

Example of audience groups

- By role:

- Participant
- Family/household
- Program leads
- Facility staff
- Leadership

- By life stage:

- College students
- Young professionals
- Families with young children
- Families with older children
- Retirees

- By engagement:

- Volunteer
- Show up at programs
- Follow communication channels

Common audience segments

- **Environmentalist choir:** Truly committed, will put in the extra effort ← Potential champions →
- **Mainstream environmental helpers:** Will do the right thing if not a big burden ← Biggest opportunity →
- **Mainstream resistant:** No personal benefit, won't consider it ← Hard to reach →

Source: Linden Hills Power & Light, Strata Verve, 2010

- **Highly committed:** 20% of population
- **Committed but confused:** 55% of population
- **Not so much:** 25% of population

Source: Choose to Reuse audience research, SuperVox, 2018

Campaign to reduce food waste: Audience segments from the Zero Waste Challenge

Zero Waste Pros (2%)

Already doing a lot
Looking to get to *zero waste* and advocate for changes
Need: ideas for taking the next step and support to become a leader

Zero Waste Leaders (36%)

Already taking action, know they could do more
May be looking to influence others
Need: motivation to keep up with their actions, guidance and support to take the next steps

Zero Waste Learners (50%)

Have heard about problems with waste
May be doing a few things or have thought about it
May be overwhelmed or unsure where to start
Need: motivation to get started, guidance on where to focus

Recyclers/ composters (8%)

Narrowly focused on improving or starting recycling, composting, or organics recycling
Confuse recycling with waste prevention
Need: resources to improve current actions, education about waste prevention

Ways to analyze and apply your audience insights

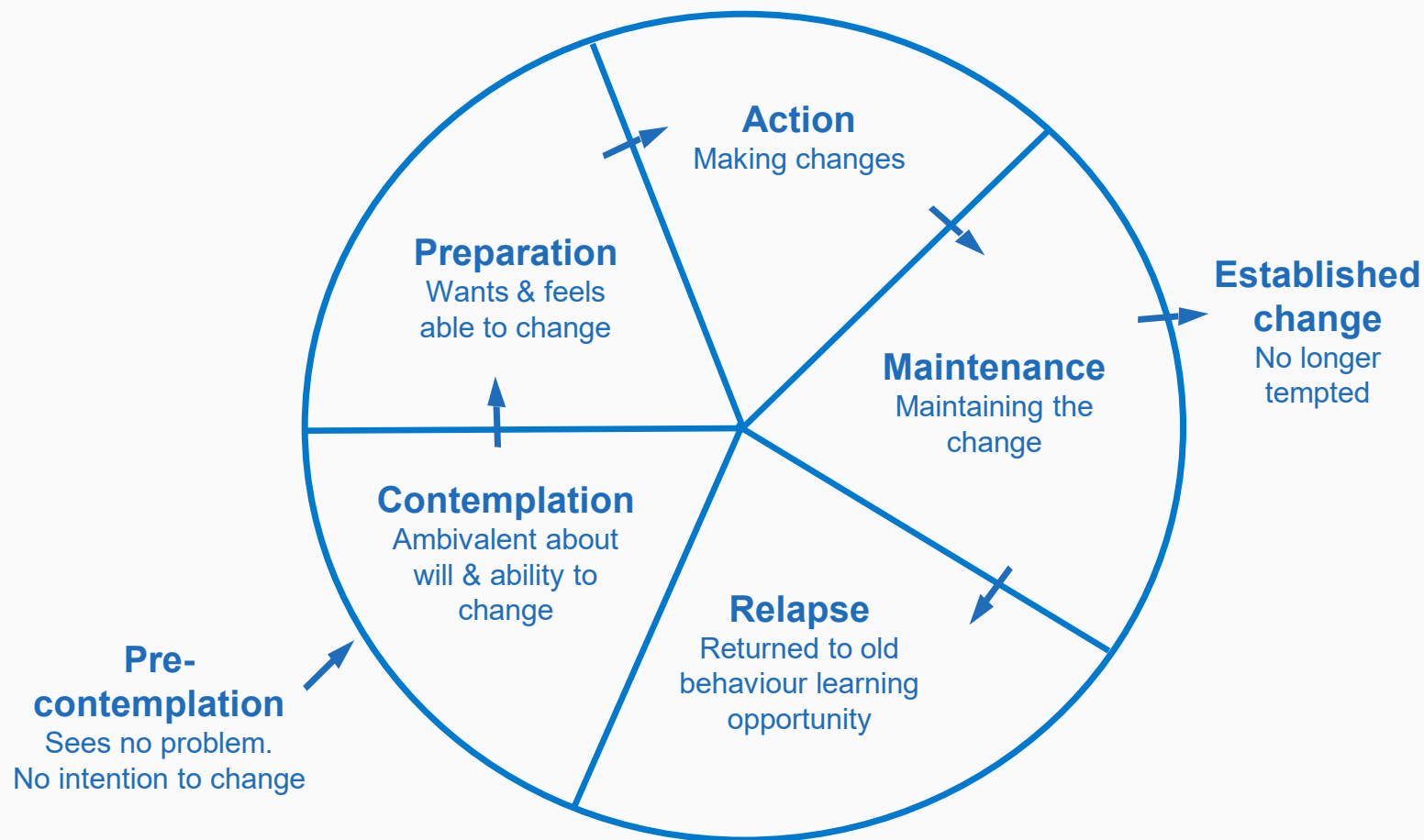
Audience segmentation

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Journey mapping

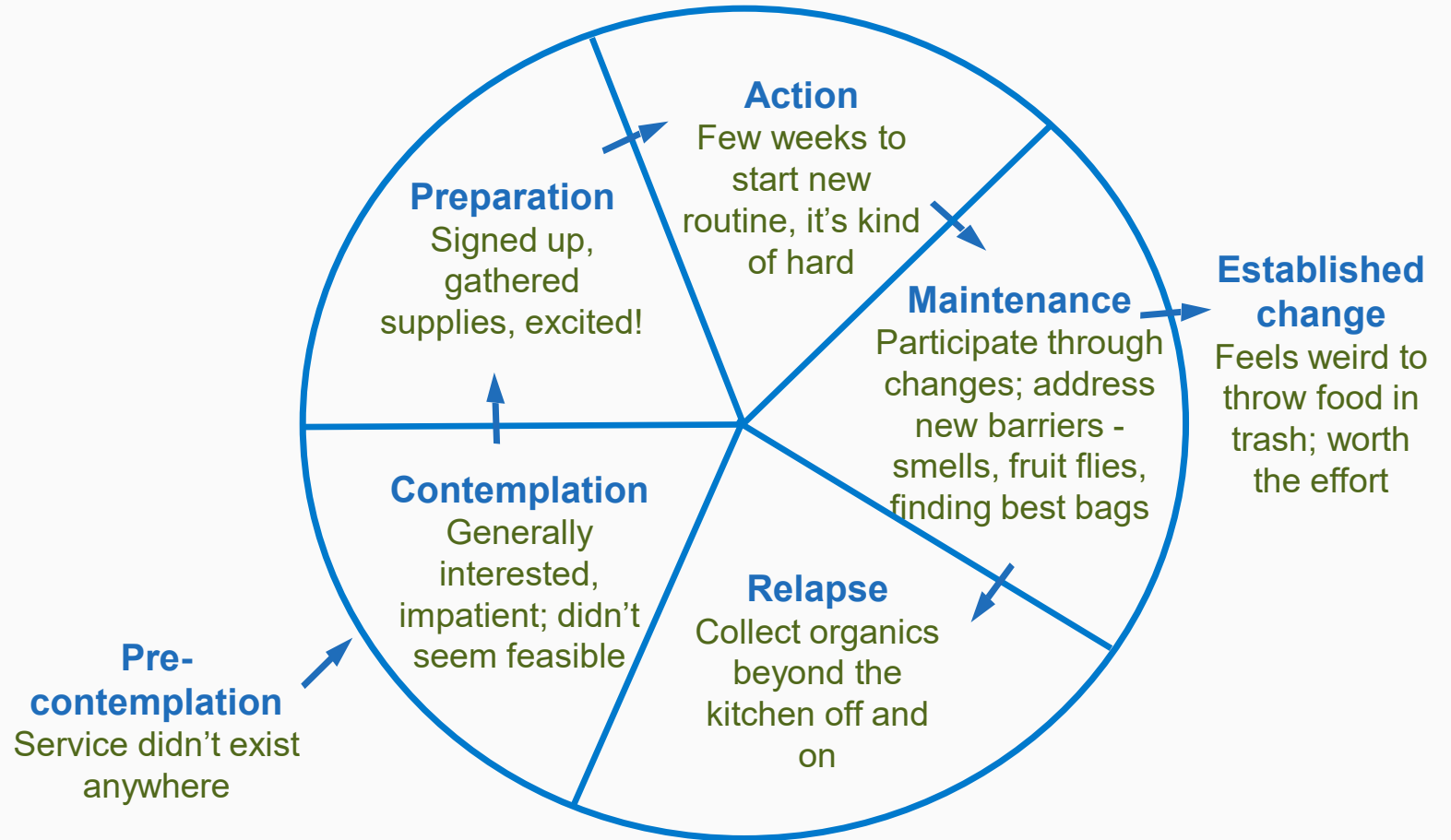
Helps you consider what steps your audience needs to take and what support you can provide along the way

States of change



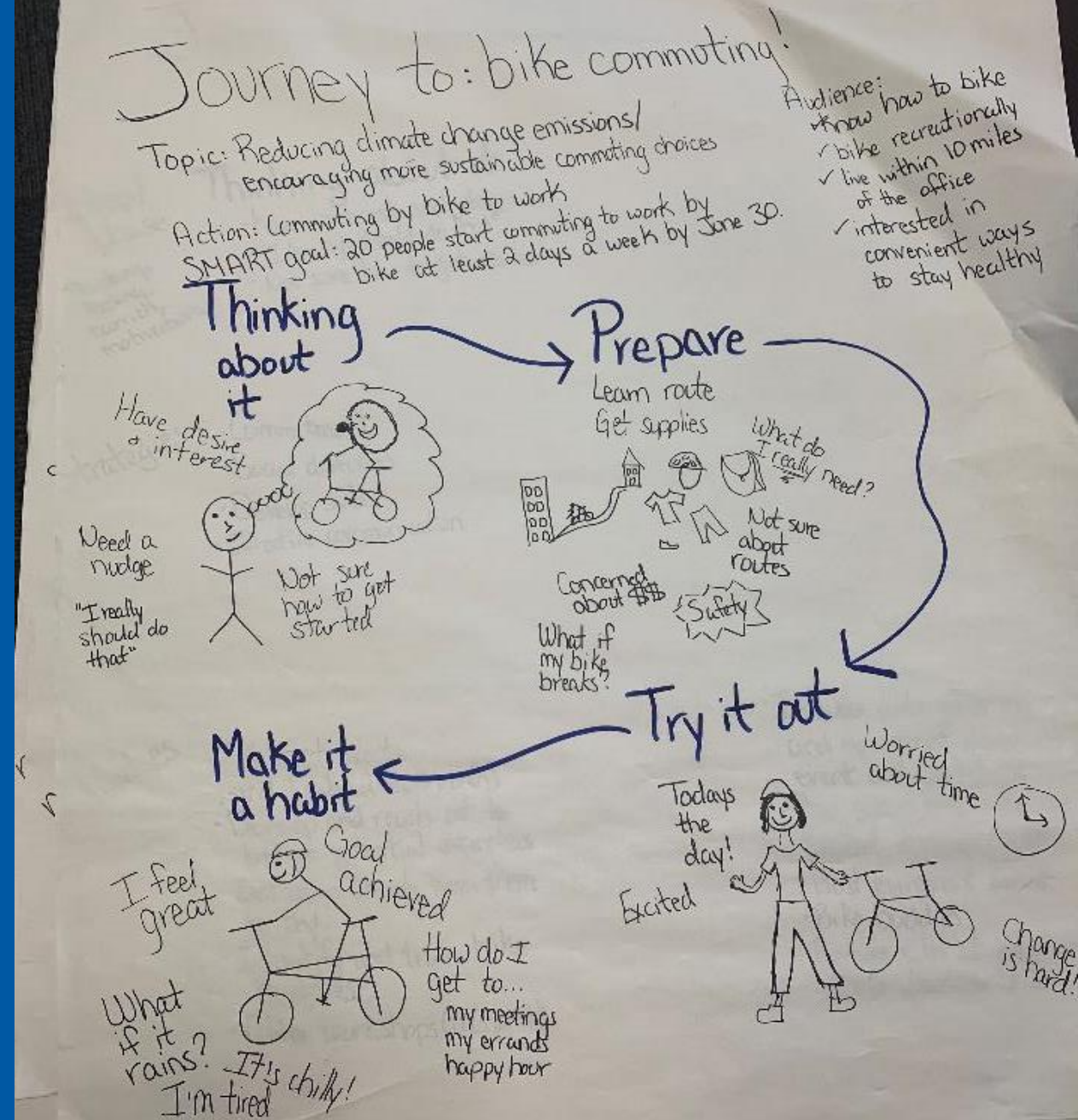
Journey to: starting organics recycling

- Topic: Organics recycling
- Action: Getting started with organics recycling at home
- Audience: Highly knowledgeable and motivated
- Goal: My household of two will start participating in organics recycling by November 30



Journey mapping

1. Write your topic, action, goal, and what you know about how your audience relates to your action
2. Identify key steps people need to take to do that action
3. For each step, identify what your audience is thinking or feeling at that step. What are their barriers? What are their motivations?
4. For each step, consider what your audience needs to overcome their barriers and what you can do to provide that
5. Consider each of those strategies and figure out how you would implement them and when



Ways to analyze and apply your audience insights

Audience segmentation

Helps you organize your audience to develop customized outreach and messaging

Journey mapping

Helps you consider what steps your audience needs to take and what support you can provide along the way

Refining your actions

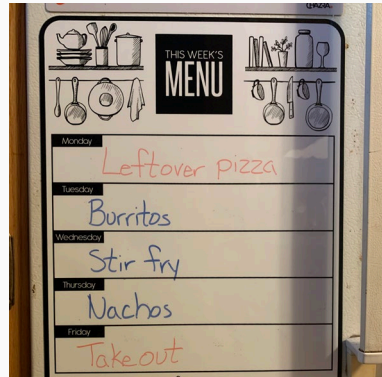
Helps you ensure you are focusing on motivating your audience to take the most impactful actions for themselves and the environment

Refining actions

Get more specific: Reducing food waste vs...



Tracking your food waste



Creating a meal plan



Buying just what you need



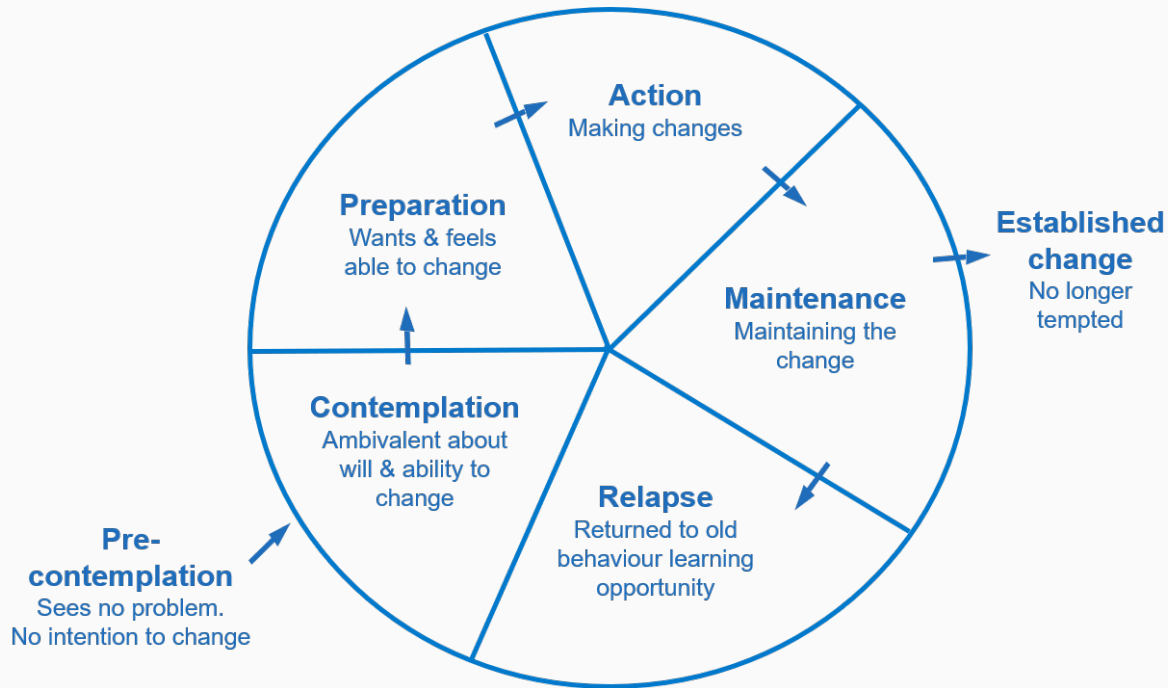
Using up leftovers



Storing food to make it last

Refining actions

Make it a habit: Meet your audience where they are and move them to established change



- Action: Buying from the bulk section with reusable containers to avoid plastic packaging
 - Preparation: I know the bulk section exists and how to use it
 - Action: I bought food from the bulk section once
 - Maintenance: I've worked through challenges, like forgetting containers or finding replacements for what I usually buy
 - Established change: I always bring my containers and buy from the bulk section

Set goals for your actions

- Develop a positioning statement
 - We want (priority audience) to see (desired behavior) as (XXX)
 - We want renters in our neighborhood to see energy conservation practices like efficient lighting and weatherization as a way to reduce energy costs and make their homes more comfortable.
- Set SMART goals
 - **S**pecific
 - **M**easurable
 - **A**chievable
 - **R**ealistic
 - **T**ime-bound
- 100 households in our neighborhood will install rain barrels and use the water collected in their gardens by July 31.

Share (in the chat):

- What actions are you focusing on?

Developing a customized approach to motivate action

People are more likely to act if they:

- Have a strong intention or make a commitment
- Don't face external constraints that make it difficult or impossible
- Have the skills and capacity to take the action under different circumstances
- Believe the benefits outweigh the costs
- Perceive there are social norms and pressure around taking the action
- Believe the behavior is consistent with their self-image
- Have an emotional reaction is more positive than negative



Strategies that address barriers

What you might hear	Strategy	Why it works
<p>“I’ve been meaning to do that.”</p> <p>“That sounds interesting.”</p>	Build commitment	<p>We want to be consistent</p> <p>Helps nudge people into action</p>
<p>“That sounds hard.”</p> <p>“I’m not interested.”</p> <p>“People like me don’t do that.”</p>	<p>Cultivate social norms</p> <p>Encourage social diffusion and modeling</p>	<p>We want to be socially accepted</p> <p>We make decisions based on the actions and recommendations of others</p> <p>Helps make your actions relevant</p>
<p>“I always forget to do that.”</p> <p>“I can’t remember how to take action.”</p>	Use prompts	Breaks our routines and helps us remember what we intend to do
<p>“I’m afraid I’m going to do it wrong.”</p>	Develop skills	We’re more likely to act if we feel competent and confident
<p>“I can’t take that action.”</p> <p>“I don’t have that service.”</p>	Make it easy to act with infrastructure, tools, supplies	We’re more likely to act if it’s easy and convenient
<p>“I have this big change coming up (moving, new job, baby, etc.)”</p> <p>“I already do that, I’m ready to take the next step.”</p>	<p>Celebrate successes</p> <p>Use momentum and disruption</p> <p>Associate actions</p>	<p>We’re more ready to adopt new actions during big life changes</p> <p>We start to associate actions as part of our identity and are more likely to take further action</p>

Create effective communication

We're more likely to act when we know why it's important and what to do

Make your communications:

- Easy to remember
- Integrate goals and impact
- Personal and local

How does organics recycling work?

It's as easy as 1, 2, 3



Sort it. Separate your food scraps, coffee grounds, paper towels, tissues and other organics into a certified compostable bag.

Drop it. Place your bagged organics in the green organics cart.

Roll it. Place your organics cart out for weekly collection.

Organics are a resource, not a waste!

The organics recycling cycle:

1. You separate your food waste and other compostable items into an organics container in your home.
2. You put your organics, bagged in certified compostable bags, into your organics recycling cart.
3. Your hauler picks up your organics recycling and brings it to a commercial composting facility, where the materials are recycled into nutrient-rich compost.
4. Compost is used in gardens and at farms to add nutrients to the soil to help plants grow.



Need a reason to participate in organics recycling?

For your kids. To reduce waste. For the plants in your garden. Because it's the right thing to do. Everyone has their own reason to take part in the organics recycling program. Figure out your reason, then sign up today.

For a detailed list of materials accepted and more informat

Create effective communication

Make your communications:

- Concrete and actionable
- Help address barriers and plan for action
- Use all of your channels

Sign up now for 2019!

Because more than one-third of our trash is organic material that can be composted, signing up for organics recycling is one of the easiest things you can do to reduce your trash and make a difference!

- Residents with city recycling and garbage service can sign up for organics recycling.
- Organics recycling is an additional cost of **\$6 per month**, billed every other month on your utility bill (\$12 per billing cycle).
- You will receive a 32-gallon organics recycling cart that will be picked up weekly.

There are four ways to sign up for organics recycling:

1. Complete and return the enclosed postcard
2. Visit robbinsdalemn.com/eub
3. Call 763-531-1211
4. Email your name, address, and phone number to utilities@ci.robbinsdale.mn.us.

Spread the word

The organics recycling program will begin in 2019 once enough people have signed up. So once you sign up, spread the word! Encourage your friends and neighbors to sign up as well.

Save money by reducing your trash

Did you know? You can save money on your utility bill by switching to a smaller garbage cart. Switch to a smaller cart by contacting the utility billing department 763-531-1211.



What is accepted?

All food

- Fruits and vegetables
- Meat, fish and bones
- Dairy products
- Eggs and egg shells
- Pasta, beans and rice
- Bread and cereal
- Nuts and shells



Food-soiled paper

- Napkins, paper towels, and tissues
- Pizza boxes from delivery
- Paper egg cartons



Other compostable household items

- Coffee grounds and filters
- Cotton balls and swabs
- Houseplant trimmings
- Tea bags



Certified compostable products

- Compostable paper and plastic cups, plates, bowls, utensils and containers.



Look for the term "compostable" or the BPI logo on certified products.



Yes, sign me up for organics recycling!



Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone number _____

Only the owner of a property can sign up for organics recycling. If you are a tenant, please contact your landlord to sign up.



Plan using the 4Ps

<p style="text-align: center;">Product</p> <p>Core product: benefit for the priority audience</p> <p>Actual product: tangible goods and services that help the priority audience do the behavior</p>	<p style="text-align: center;">Price</p> <p>Monetary or nonmonetary incentives that decrease costs or barriers for desired behavior or increase costs or barriers for undesired behavior</p>
<p style="text-align: center;">Place</p> <p>Where and when the priority audience will perform the behavior, acquire tangible goods, or receive services</p> <p>Reduce time, effort, and psychological barriers, improve ambience, one-up the competing behavior</p>	<p style="text-align: center;">Promotion</p> <p>Includes your messages, messengers, creative elements, and channels</p>

Reducing food waste with the 4Ps

<p>Product</p> <ul style="list-style-type: none">• Core product: Avoid wasting money and resources, improve skills in kitchen, instill good values about food• Actual product: Stop Food Waste Challenge	<p>Price</p> <ul style="list-style-type: none">• Join the challenge for free• Prizes available for engaging with the challenge in various ways• Highlight cost of wasting food
<p>Place</p> <ul style="list-style-type: none">• Participate in the challenge online• Partner with entities where priority audiences are already engaging or seeking information to start a team or promote the challenge: community groups, student organizations, grocery stores, farmers markets, schools, parent groups, companies, neighborhood organizations	<p>Promotion</p> <ul style="list-style-type: none">• Messages: Amount of food wasted, impact of tracking food waste, connection of wasting food and wasting money, improve skills, how to get kids involved, be a climate hero• Messengers: Hennepin County communication channels, partners

Share:

- What are some strategies you are planning to use to engage your audience and motivate action?

Research and planning resources for Environmental Action Grants

- [Barriers discussion guide \(PDF\)](#): Conduct interviews to research barriers and motivations related to the actions you are focusing on
- [Journey map planning worksheet \(PDF\)](#): Consider your audience's journey to taking action and plan your support for them at each step
- [Motivating behavior change checklist \(PDF\)](#): Strategies and steps for planning an environmental action project

Alisa Reckinger

alisa.reckinger@hennepin.us

Resources

- Fostering sustainable behavior: www.cbsm.com
- Psychology of Sustainable Behavior: www.pca.state.mn.us
- Social Marketing Association of North America: www.smana.org
- National Social Marketing Centre: www.thensmc.com
- Tools of Change: www.toolsofchange.com

