

# Community-Based Social Marketing

**VECAN Conference**  
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*Presenters:*

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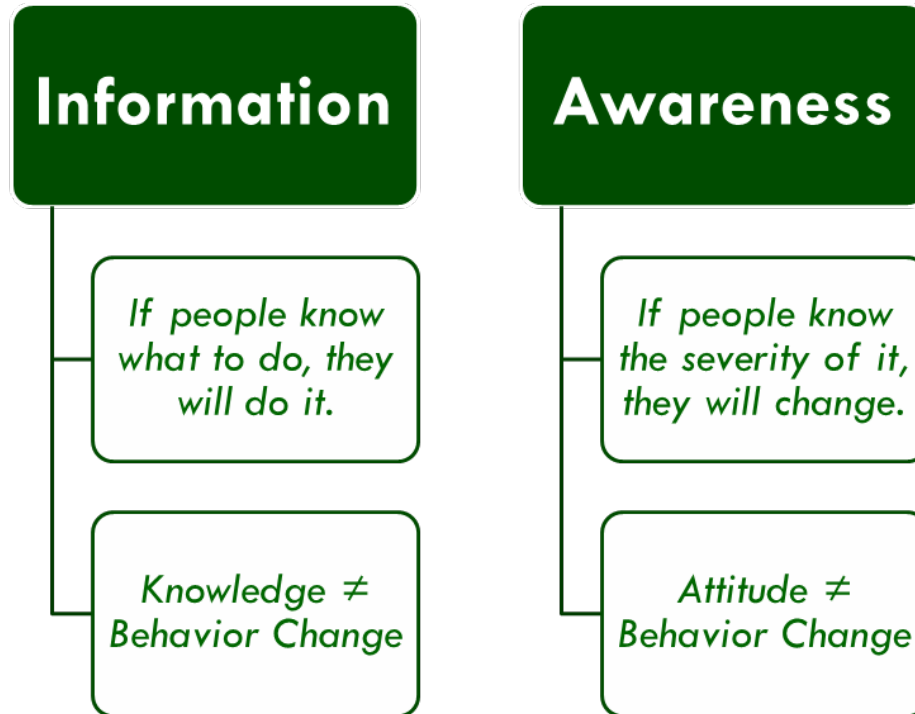
# Reducing Energy Use = Behavior Change

## Diverse Behaviors Affect Energy Use

- Vary in context and frequency
  - » **One-time** (e.g., install CFLs, install insulation)
  - » **Repetitive** (e.g., appliance use, lighting use)
- Vary in cost, difficulty, and other obstacles
  - » **Internal barriers** (e.g., knowledge)
  - » **External barriers** (e.g., cost)



# Traditional Marketing Approach



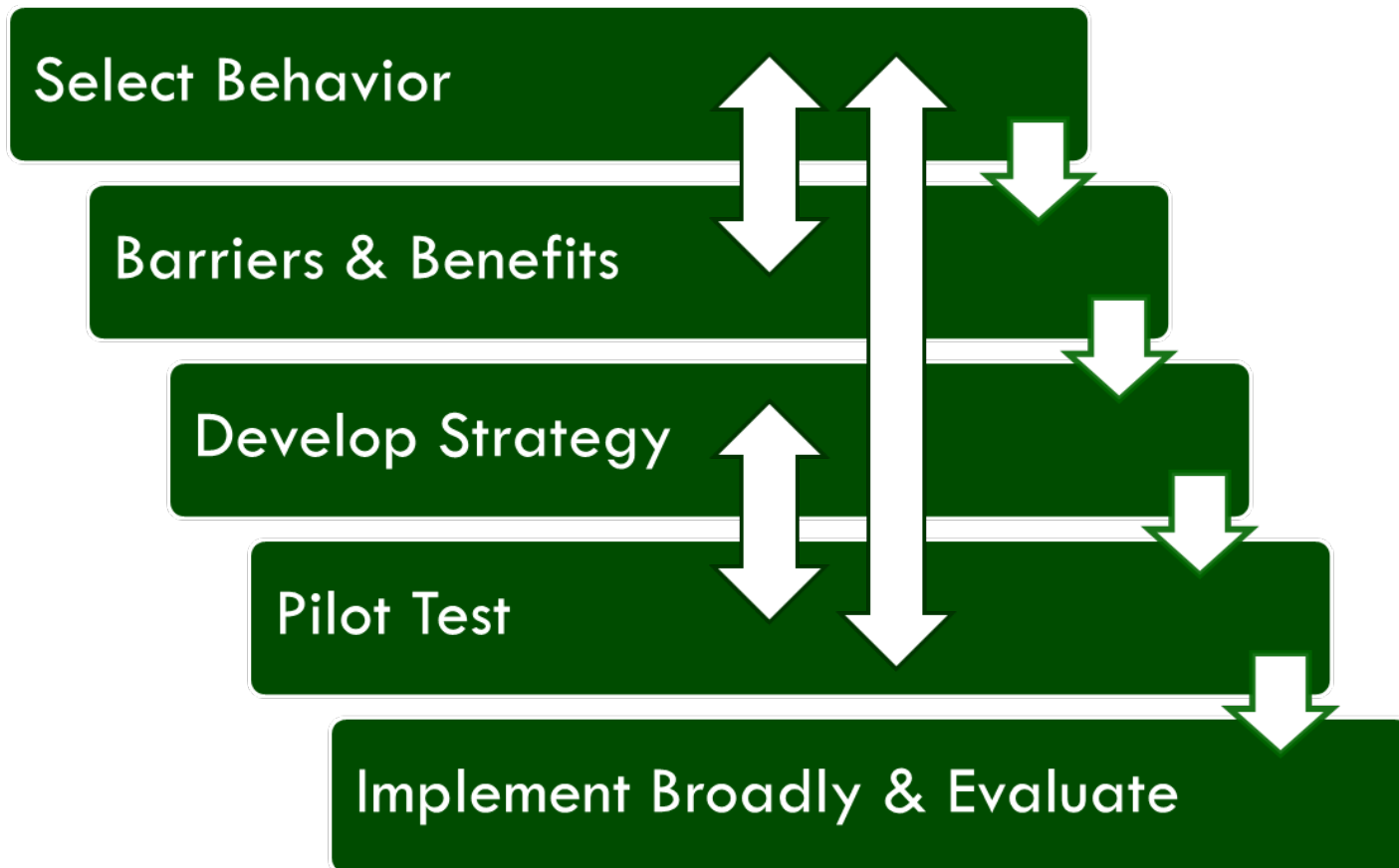
# Community-Based Social Marketing

- **Behavior change requires a different approach**
  - Process not a product
  - Beyond brochures, billboards, brands
- **Community-Based Social Marketing (CBSM)**
  - Origins in 100 years of social science
  - Research-driven
  - Community-based
  - Removes barriers
  - Outcomes (behavior change) not Outputs (# of impressions)

# Community-Based Social Marketing

- Combines behavioral change theory, social marketing, and community engagement
- Goal is to lower the barriers and raise the benefits
- Applied within a target community
- Uses many tools, including creating effective messaging, incentives, and behavioral tools

# A 5-Step Process



# Community-Based Social Marketing

Some specific behavioral principles are:

- Reciprocity
- Commitment—written and public preferred
- Establishing social norms
- Interpersonal communication
- Goal setting
- Feedback



# Behavioral Tool Overview

## Barrier Id

- Qualitative research to understand and mitigate barriers to taking action

## Social Diffusion

- Influencing the influencers, i.e., thought leaders within business community and organization

## Framing

- Crafting vivid, motivational messages, tailored to specific decision makers

## Social Norms

- Portraying the desired behavior as the “mainstream” behavior

## Commitments

- Public pledges made to take certain actions
- Can include goal setting

## Prompts

- Messages that remind us to take certain actions at strategic times or locations

## Feedback

- Information on the impacts from changed behaviors
- Track progress toward goals

## Incentives

- Financial or social/emotional “rewards” for achieving goals



# Focus on Specific Behaviors

- **Are we focusing on behaviors that make sense?**
- **Informed choices**
  - What is desired outcome?
  - What sectors/audiences are linked with outcome?
  - What behaviors are linked with outcome?
  - Prioritize behaviors

# Prioritizing Behaviors

**Penetration**

- Is there room to change?

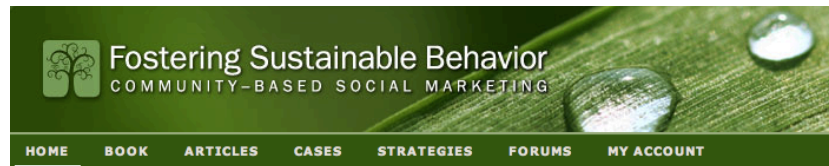
**Probability**

- How difficult is change?

**Potential  
Impact**

- How much is change linked to outcome?

# CBSM.com



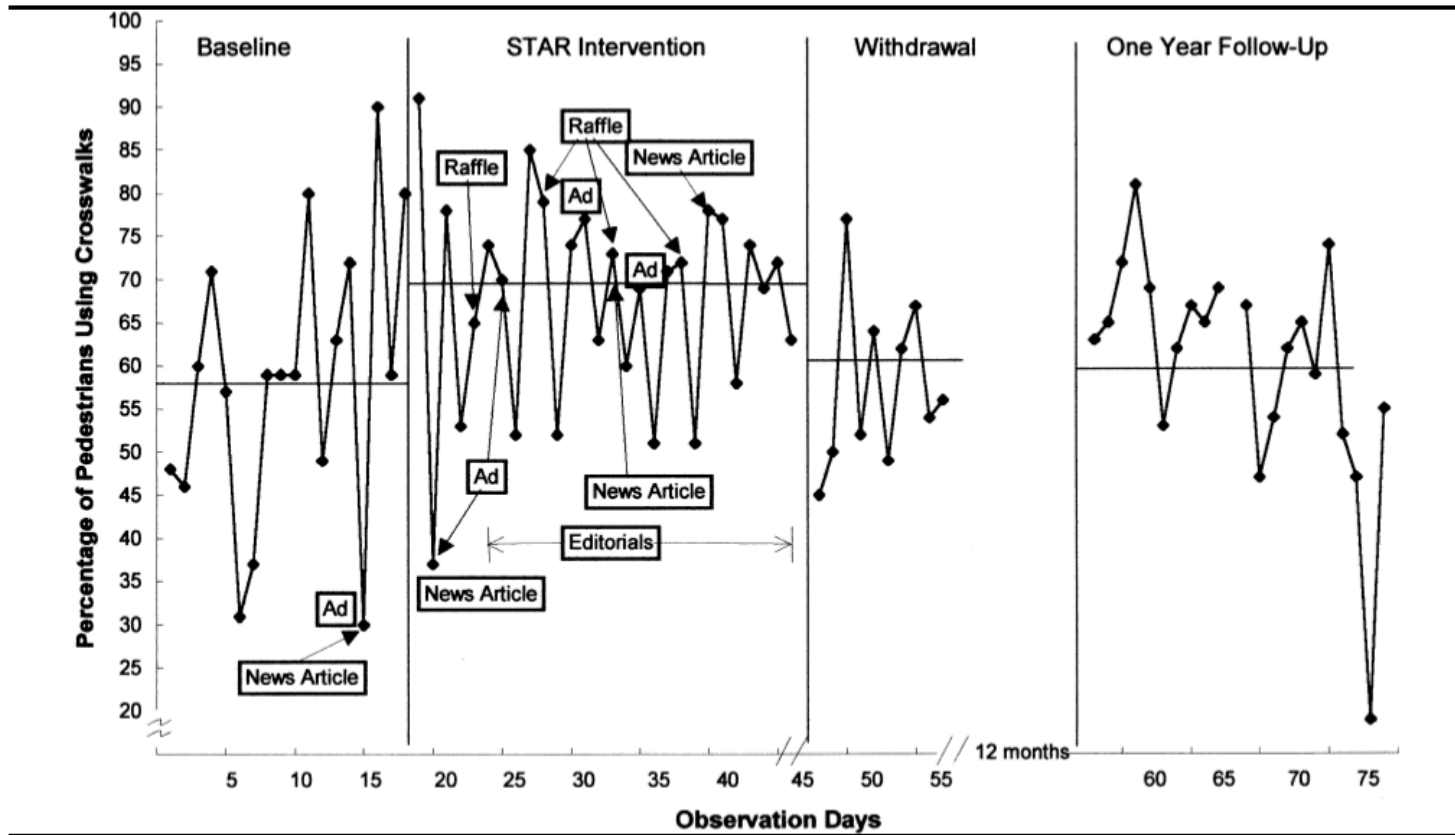
## Site Resources

This site consists of five resources for those working to foster sustainable behaviors, such as those involved in conservation, energy efficiency, transportation, waste reduction, and water efficiency. The site includes the complete contents of the book, *Fostering Sustainable Behavior*, as well as searchable databases of **articles**, **case studies**, and turnkey **strategies**. Further, it includes, **discussion forums** for sharing information and asking questions of others. If you take a moment to complete the free registration for this site, resources added since your last visit will be highlighted in the table below, and you will be able to post to the discussion forums and receive the daily discussion forum digest by email.

**Please note:** To gain the full functionality of this site please login or create an account

Agriculture & Conservation	Energy	Transportation	Waste & Pollution	Water
Articles 0 50	Articles 0 254	Articles 0 108	Articles 0 345	Articles 0 73
Cases 0 6	Cases 0 18	Cases 0 9	Cases 0 46	Cases 0 11
Strategies 0 0	Strategies 0 0	Strategies 0 0	Strategies 0 0	Strategies 0 0
Forums 0 140	Forums 0 339	Forums 0 175	Forums 0 399	Forums 0 205

# Pedestrian Safety



115 Figure 2: Crosswalk Use as a Function of Experimental Phase (baseline, intervention, withdrawal, and follow-up)

# Pedestrian Safety

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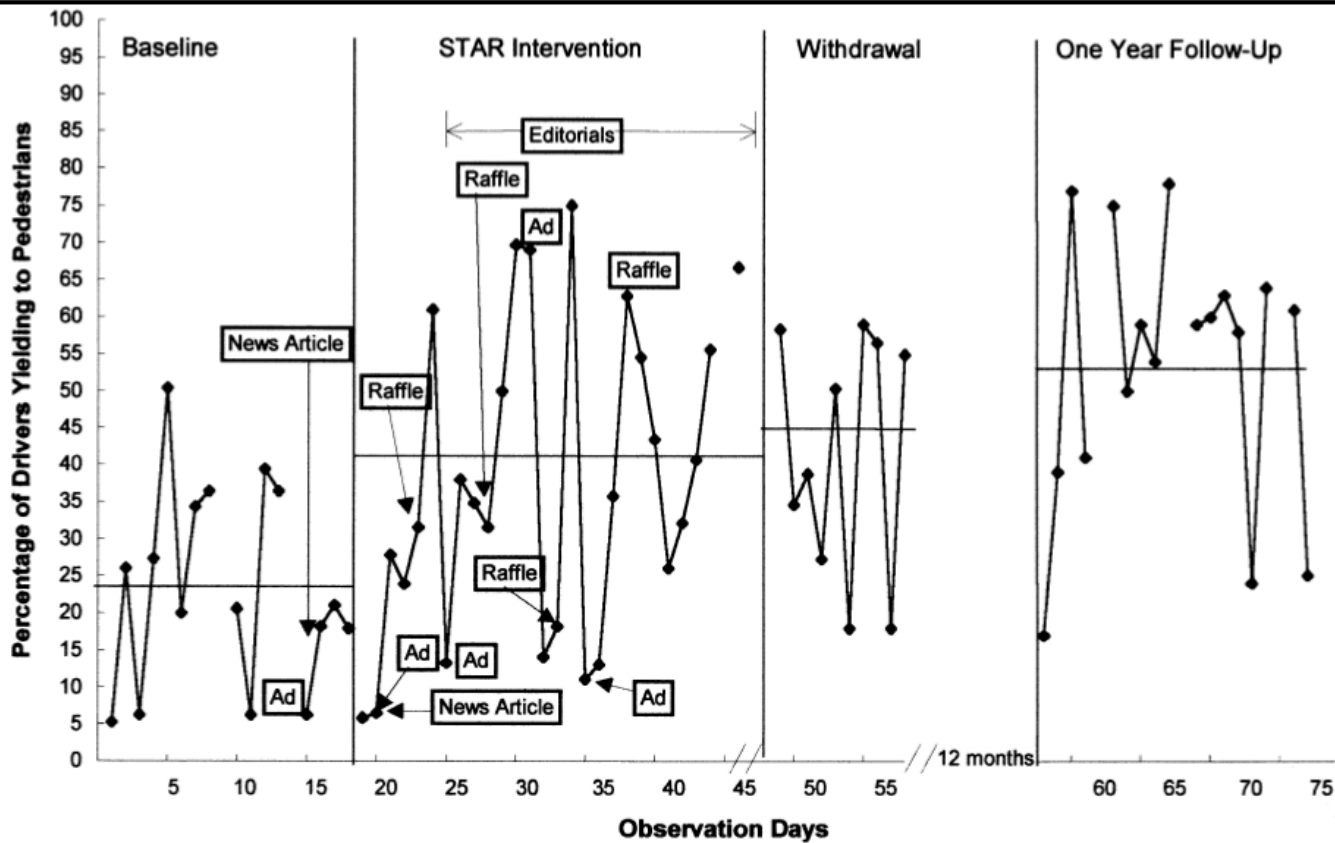


Figure 3: Yielding Behavior as a Function of Experimental Phase (baseline, intervention, withdrawal, and follow-up)

<http://media.cbsm.com/uploads/1/PedestrianSafety.pdf>

# Putting it to use...



## Smart Commute Upper Valley

Aaron Brown, Vital Communities



## High Five Home Energy Retrofit

Chris Granda, One Change Foundation