

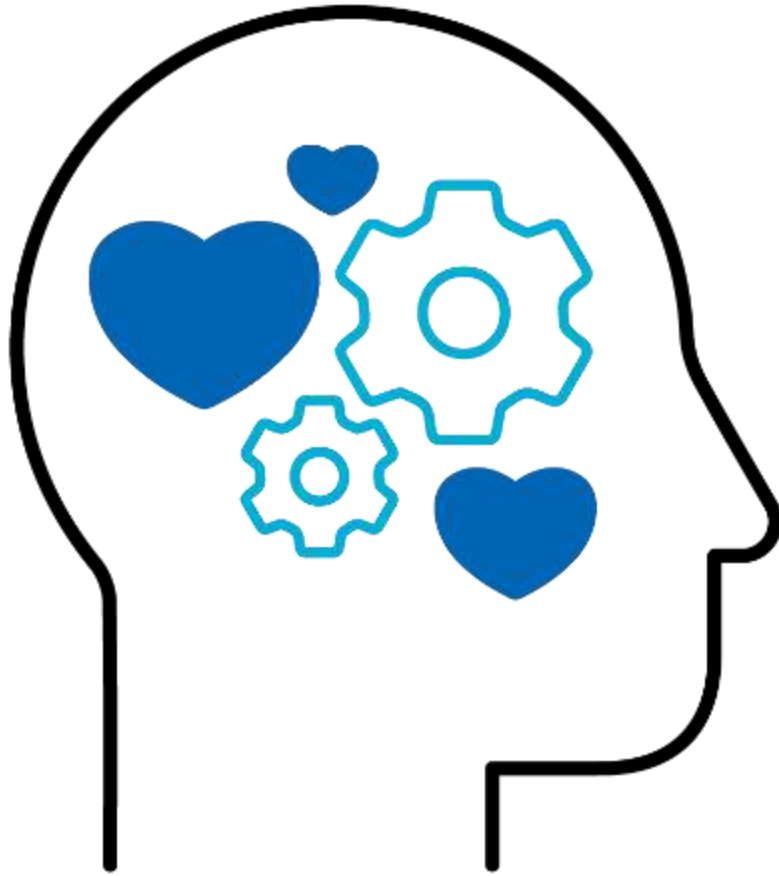
From Theory to Change

Behavioral Insights for Sustainable Landscapes

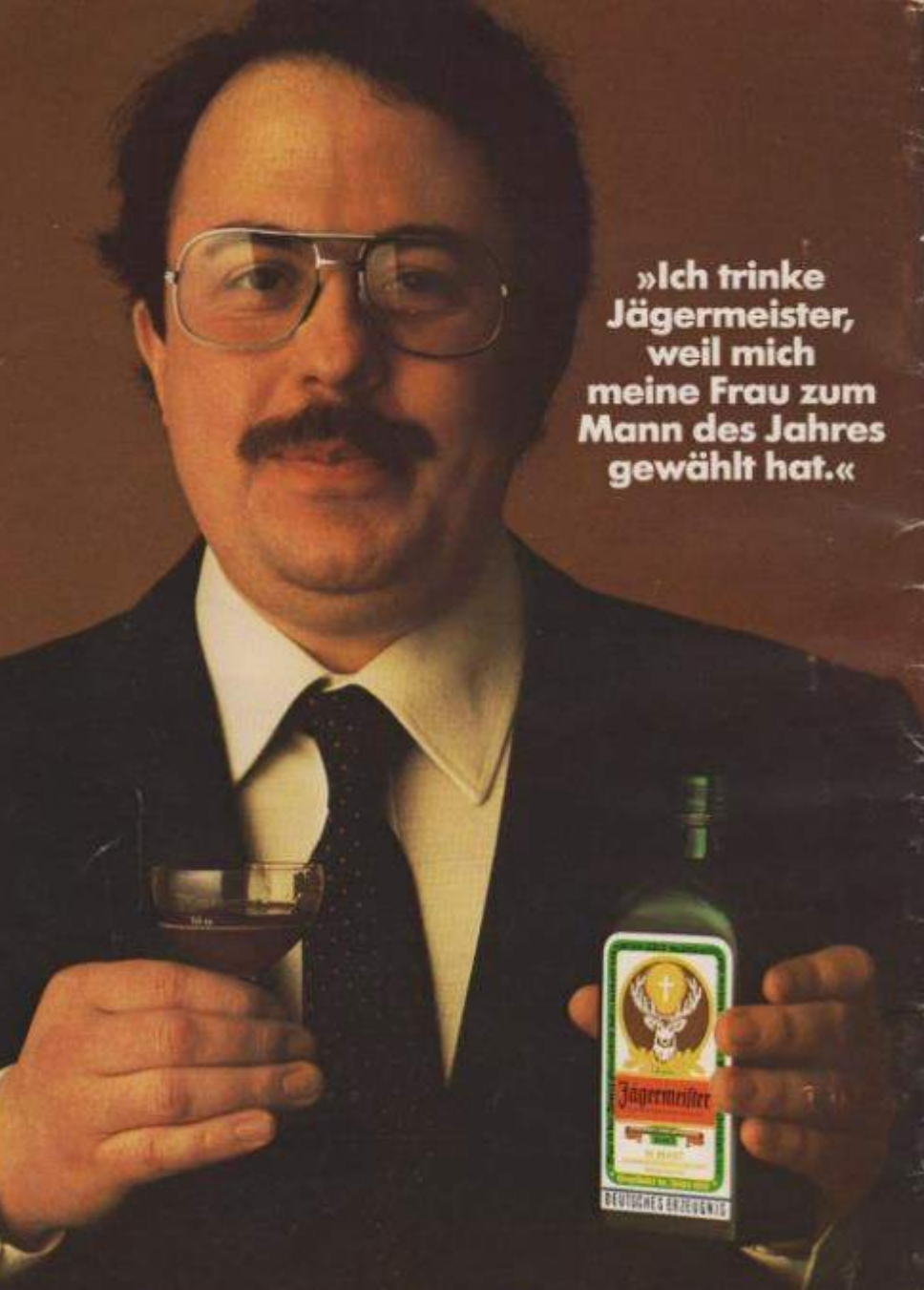
Ann-Kathrin Neureuther



“Humans are predictably irrational”
Richard Thaler, Nobel Prize for
Economics Laureate



1 Emotions
are often
more
powerful
than reason



»Ich trinke
Jägermeister,
weil mich
meine Frau zum
Mann des Jahres
gewählt hat.«

Jägermeister. Einer für alle.

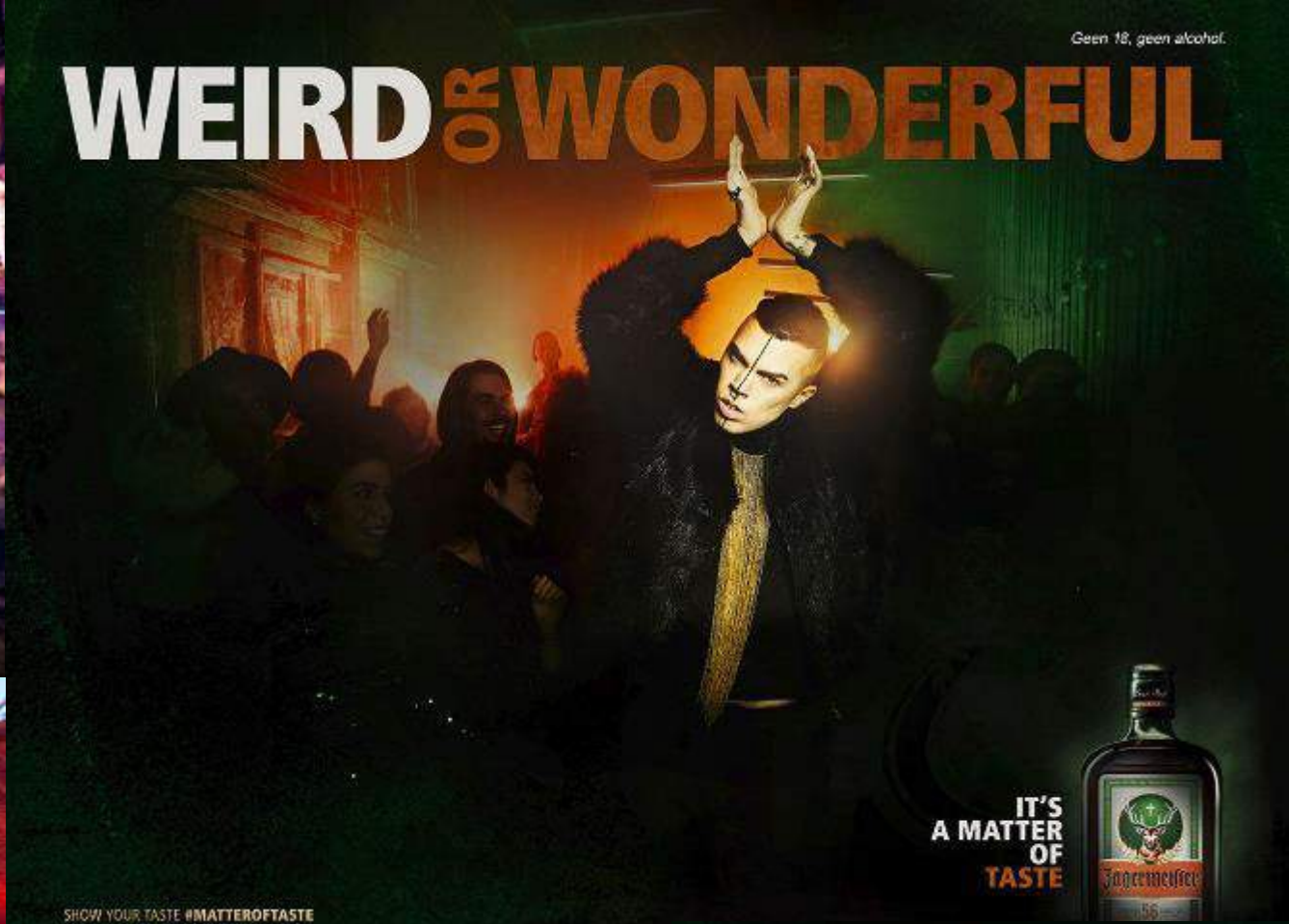


»Ich trinke
Jägermeister,
weil mein Mann
seinem Chef meine
Meinung gesagt
hat.«

Jägermeister. Einer für alle.

www.Hochsitz-Cola.de

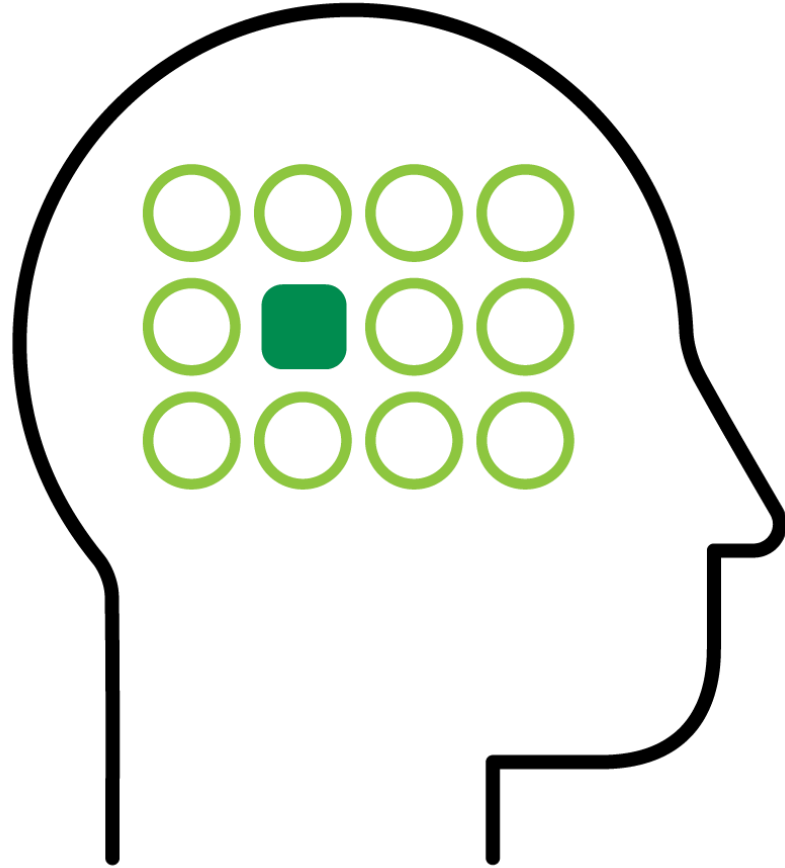
© 2007 Heinz Beck





Before it's too late. wwf.org





2 People are
social
animals



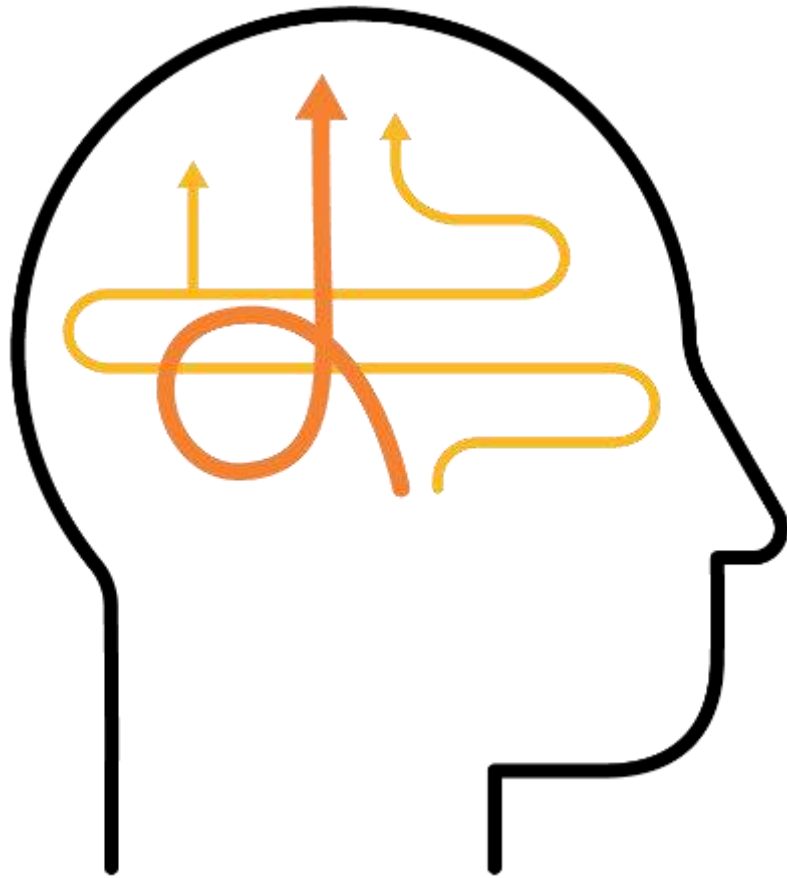
© Fotografie Joachim Rieger / M.Kleffen



Photo: DPA

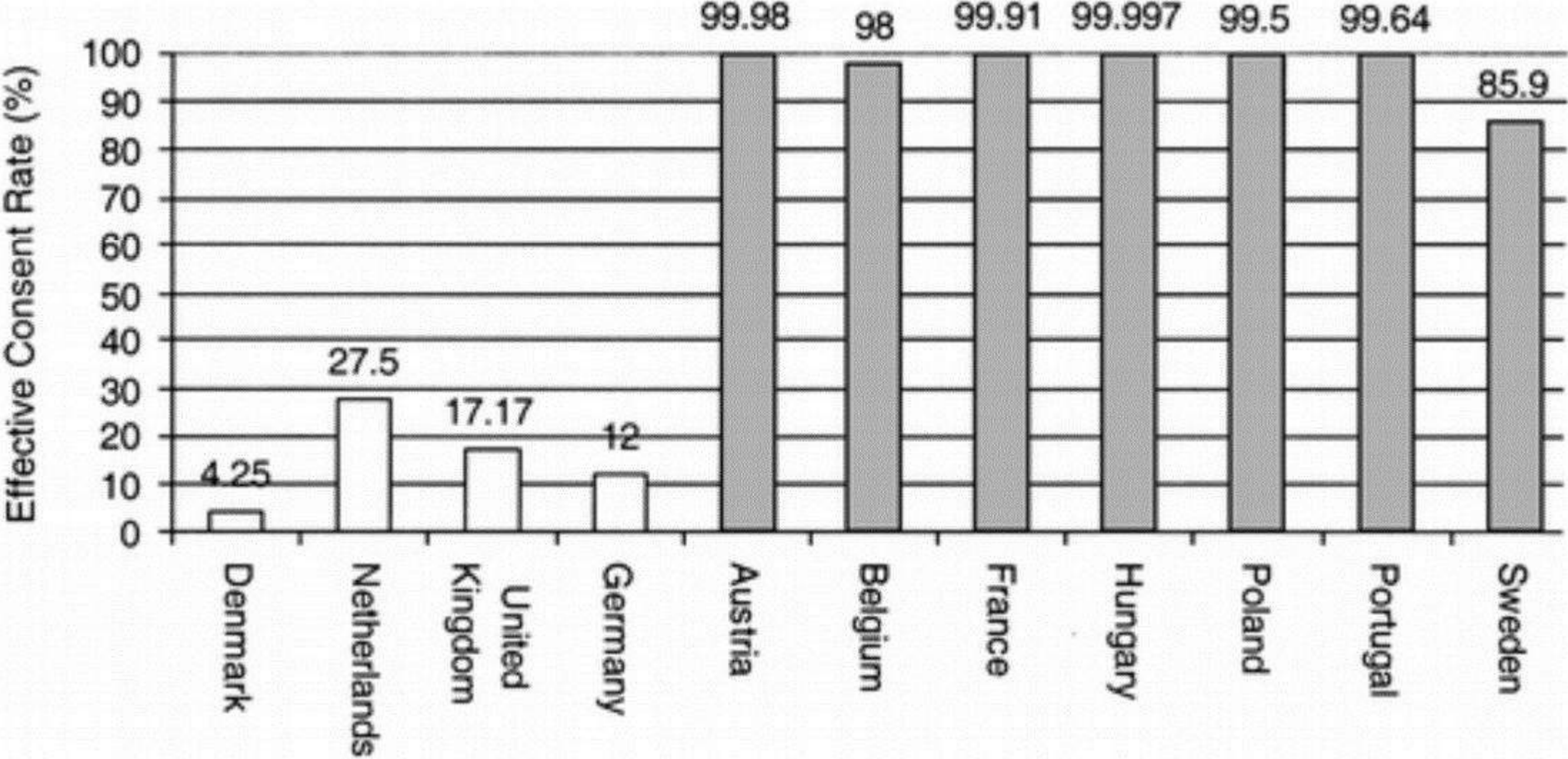






3 Context matters

Effective consent to organ donation in Europe





I measure up!
I only catch crawfish tails
tails 5 1/2 inches or longer!

www.friendsoftheenvironment.org



RARE
RIVER AND RAINWATER EDUCATION

patagonia

Land use change meets behavior change?

- Agriculture drives 80% of deforestation
- Land use change contributes to 20-25% of climate change
- Smallholder farmers produce food for 80% in developing countries

Responses

- REDD+, PES, conservation laws...
 - Restricting choice
 - Financial incentives

The Colombia case

- Among most biodiverse countries
- World's largest producer of freshwater
- Hydropower supplies 72% of energy
- Economy climate depended, high vulnerability
- Post-conflict challenge and land use conflicts
- 44.7% rural poverty rate
- Land use change fuels vulnerability

The response

- Perceived potential of PES schemes
- Uptake limited due to...
 - Lack of trust in authorities
 - Perceived high costs
 - Capacity gaps



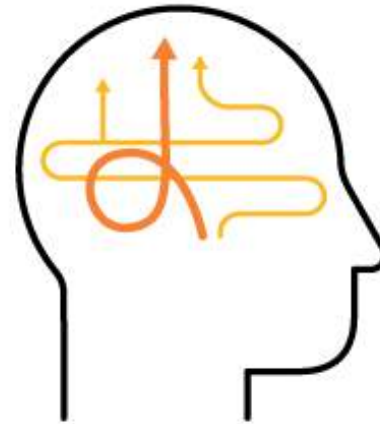
Enter JJ: Corparacion Valle de Cauca zootechnician, farmer, radio enthusiast



emotional appeals



social incentives

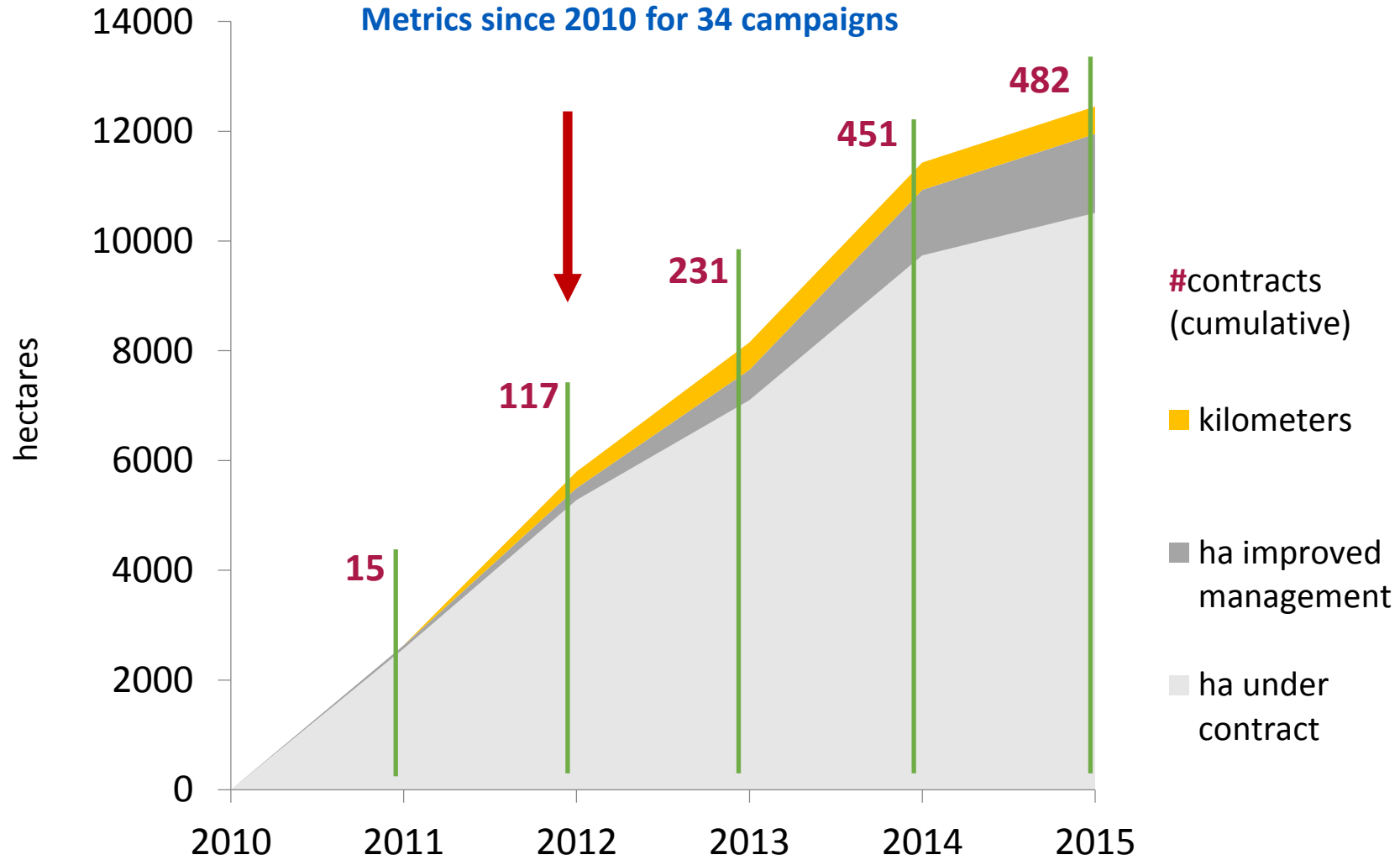


choice architecture

Results of JJ's campaign:

- **Upstream land-owners** awareness about sustainable land use practices: **29.8% to 83.6%**
- ...34 landowners set aside **1,480 hectares** of forest for protection, 330 hectares for sustainable agriculture
- **Downstream water users** participation in conservation activities: From **18.4% to 41.9%**

Cumulative Outputs



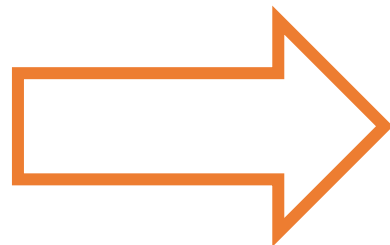
The science behind the mascots



Bringing brightspots to scale: Farming for Biodiversity



338 Solutions



8 campaigns, reaching 100,000s