

SUSTAINABLE EVENTS: HOW TO COMMUNICATE SUSTAINABILITY





COMMUNICATIONS

**STOP
BUYING
CRAP
AND
COMPANIES
WILL
STOP
MAKING
CRAP.**



**EAT LESS
MEAT
& BE GREEN**

DON'T CARE ABOUT
THE ANIMALS
YOUR HEALTH &
WELLBEING
GLOBAL WARMING
LIVESTOCK =
GREENHOUSE GAS
FEED THE HUMANS
A LESS POLUTED
FUTURE
YOU CAN HELP



The new narrative

- Integrate into your event narrative
 - Shakespeare's birthplace is relating sustainability to history and practices in Shakespeare's time
- Normalise action as something that everyone does
- Relate it to the people that you are communicating with
 - Frame it to make it relevant
 - Tell stories of people like them taking action
- Focus on giving people a sense that change and better is possible



Messengers & trust

- People who look **like your target audience**
- Relatable people
 - For millennials - **influencers are better messengers** than stars as they are deemed to be more like them
- Trusted figures – Authority bias
 - Brand leaders
 - Scientists and doctors.



Positive social proof

“ People like us, doing the right behaviour”

- Get specific **xx** of people who live in **Cornwall** who go to **xx** shared lifts
- 33% increase in reuse with this message “people who stayed in this room reused their towels”



Framing

How a message is **framed** will influence how someone responds to it.

- Reinforcing the **positive** and **desired action** rather than the undesirable one
 - Don't litter
 - vs
 - Thank you for taking your rubbish to the bin

At Durdledoor:

99% of people take their rubbish home. Lets make it 100%



Framing

- **Choose alternative frames** – Health, wellbeing and social issues will engage different audiences and activate other values
 - An attendee bringing a water bottle to stay hydrated because of the health benefits of drinking water
 - Making friends whilst liftsharing



Inattention blindness

- Our brains can only process **one thing at a time**
- It filters information that is perceived to be relevant to us at that given time, removing other information
- If you present information at a point that is not relevant it will **not be register**
- Or if the information is **hard to find** e.g. bin instructions



Salient messages

- Our brains are drawn to things that are
 - Moving
 - Out of place
 - Personalised –
(use in your email headers)
- So presenting information in an **unexpected way**



Successful communications

■ Pro-environmental behaviours

DEFRA's (2008) research on pro-environmental behaviour motivators, highlighted that people want to know:

- **Why** they are being asked to act
 - What **difference their actions** will make
 - That they are '**part**' of something
 - That **other people are taking action**, so collectively their actions will have an impact
 - That the new behaviours fit **within their current lifestyle**
 - and/ or are **expected by society**
- **Drawing on the needs to: feel good, avoid pain and keep us in the tribe.**



COMMUNICATING IN SIGNS



Your actions are being observed

- **Observation bias** – how we behave if we think we are being watched
- **Significant reduction**
 - Humans behave differently if they think they are being observed because they care what others think about them



You are being watched

**Litter harms our
community and marine life**

Describing what to do

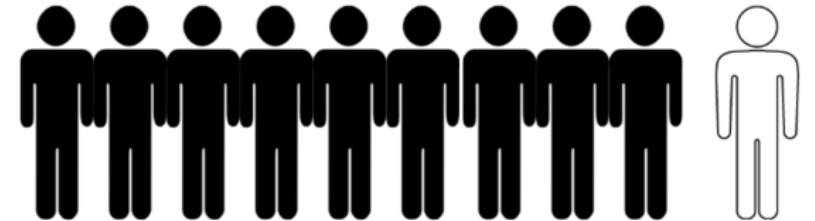
- **Prescriptive norms-** Telling us what to do, and what is expected
- **Positive descriptive norm-** focusing on how many people are doing the 'ideal behaviour'

These **reduced littering** in Looe, Cornwall



Be a hero - recycle

Litter harms our
community and marine life



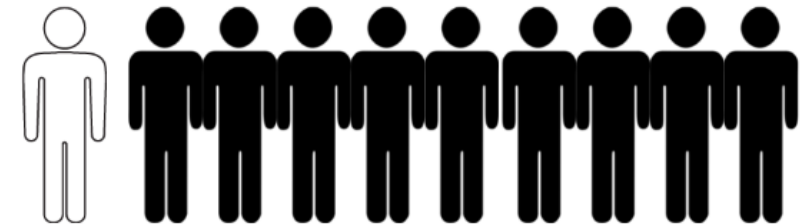
9 out of 10 people use a bin

Litter harms our
community and marine life

Negative social proof encourages littering

Negative descriptive norms:

This sign **increased littering** in an experiment in Looe Cornwall



1 out of 10 people litter

Litter harms our
community and marine life

Ineffective signs



Littering is a crime

Litter harms our community
and marine life

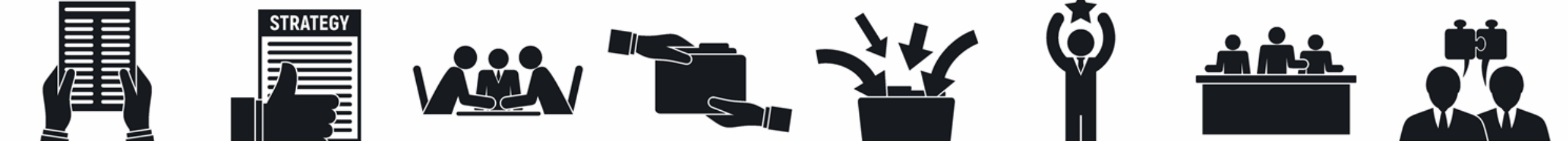


Looe is a strong community

Litter harms our community
and marine life



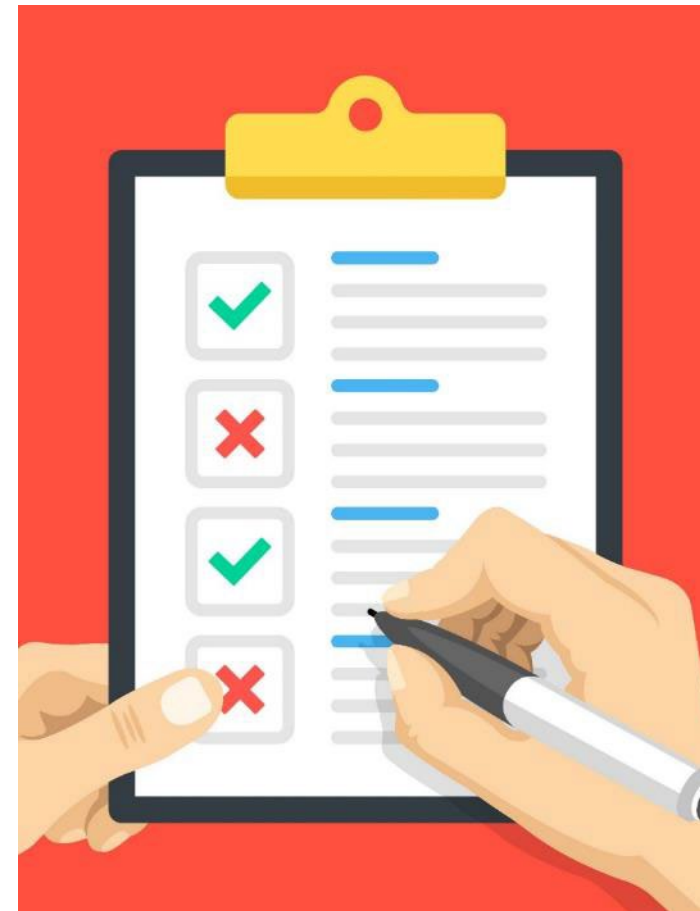
ACTIVITY



Communications action plan

What can you commit to for your communications?

- Communicating sustainability as part of your comms
- Focused on the desirable behaviours
- Communicating at the right time
- Feeding back on initiatives – what went well



Finalising your action plan

- Score
- Who is responsible
- Deadline
- Who needs to know

Getting started & accountability

- Pick an item that you can commit to in the short term
- Let your neighbour know
- Exchange numbers for accountability

Sustainability Action Plan

Impact area:						
Aspect	Aim	Actions to achieve this	Score	Who is responsible	Deadline	Who needs to know