

**Communicating
the value of nature.**

Europarc 2014

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**Make sustainable
development so
desirable it
becomes normal**

Our clients



**It's not enough to
be right.**

**You have to be good
communicators.**

If nature were a product...

**"MY DAD'S BETTER
THAN YOUR DAD"
GAME OVER**

Best Dad in the World? You will be with the new Fiat 500L Trekking. Arm your kids with the perfect playground verbal ammunition when you scoop them and all their mates up. This 5-seater cruiser has a range of features including beefy 17" diamond-finished alloy wheels with Bold arches, tinted windows, City Brake Control, plus Traction+ for when the great British summer goes south. Dad 1. The Rest 0. End of.



TREKKING
LITTLE BIT FULL ON

FIAT
fiat.co.uk

car brand with the lowest average CO₂ emissions in Europe† Fuel consumption figures for the Fiat 500L Trekking range in mpg (l/100km): 60.1 (4.7); Extra Urban 53.3 (5.3) - 74.3 (3.8); Combined 44.1 (6.4) - 67.3 (4.2). CO₂ emissions 149 - 109 g/km. Fuel consumption and CO₂ emissions based on standard EU tests for comparative purposes and may not reflect real driving results. †Source: JATO Dynamics. Based on volume-weighted average CO₂ emissions (g/km) of leading brands in Europe, full year 2012.

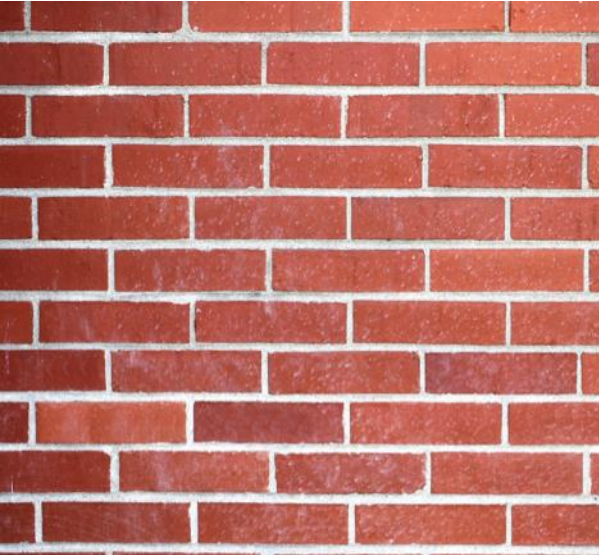


You are not normal.

But that's okay
(as long as you know it).

Values Modes

Settlers



**Family, home, tradition,
scared of change**

Cultural Dynamics

Prospectors



**Success, recognition &
reward, brand & fashion
conscious, optimistic**

<http://www.cultdyn.co.uk>

Pioneers



**The bigger picture, the
environment, society,
poverty, complexity**



THE SIGNS
ARE ALARMING.

Deforestation in Brazil must become a thing of the past. Forest destruction is responsible for more than 60% of Brazilian emissions of gases that cause global climate changes. In addition, deforestation directly interferes in the role of forests regulators of rainfall, hampering food production in most of Brazil. Consumers have already spread the message: they don't want products from deforestation. Be part of the solution. Make your donation to Greenpeace. Visit our site.

Zero deforestation, Brazil's future.

GREENPEACE
www.greenpeace.org.br

Power tool 1

Empathy

Sky – Rainforest Rescue



Don't

**Think people have to
act for the right
(i.e. your) reasons**

**Tell them why they are
wrong**

Do

**Understand people's
needs and wants**

Help them meet them

**Adapt your message to
your audience**

It's complex.

**But it shouldn't be
complicated.**

Are you Spock or Homer?



**Rational
Cost/Benefit
decisions**



**Emotional
Instincts & Habits**

Power tool 2

Simplicity



Messy fun on a day out at Wicken Fen, special to Freddie Gibbs, aged 4

National Trust

Don't

**Try and explain
everything that you think
matters**

Appeal to rationality

**Only talk about the
features**

Do

**Find a simple, positive
human truth**

Appeal to emotions

Show the benefits

Nature is under threat

But the extinction
message is dead

Sausage vs sizzle



20% - 30% OF

SPECIES

GLOBALLY ARE IN HIGH

RISK

OF

EXTINCTION

TIME IS SHORT.

Power tool 3

Love

WWF – We are all connected





giving
nature
a home



Don't

**Use threat / extinction
messages**

**Show nature as entirely
separate**

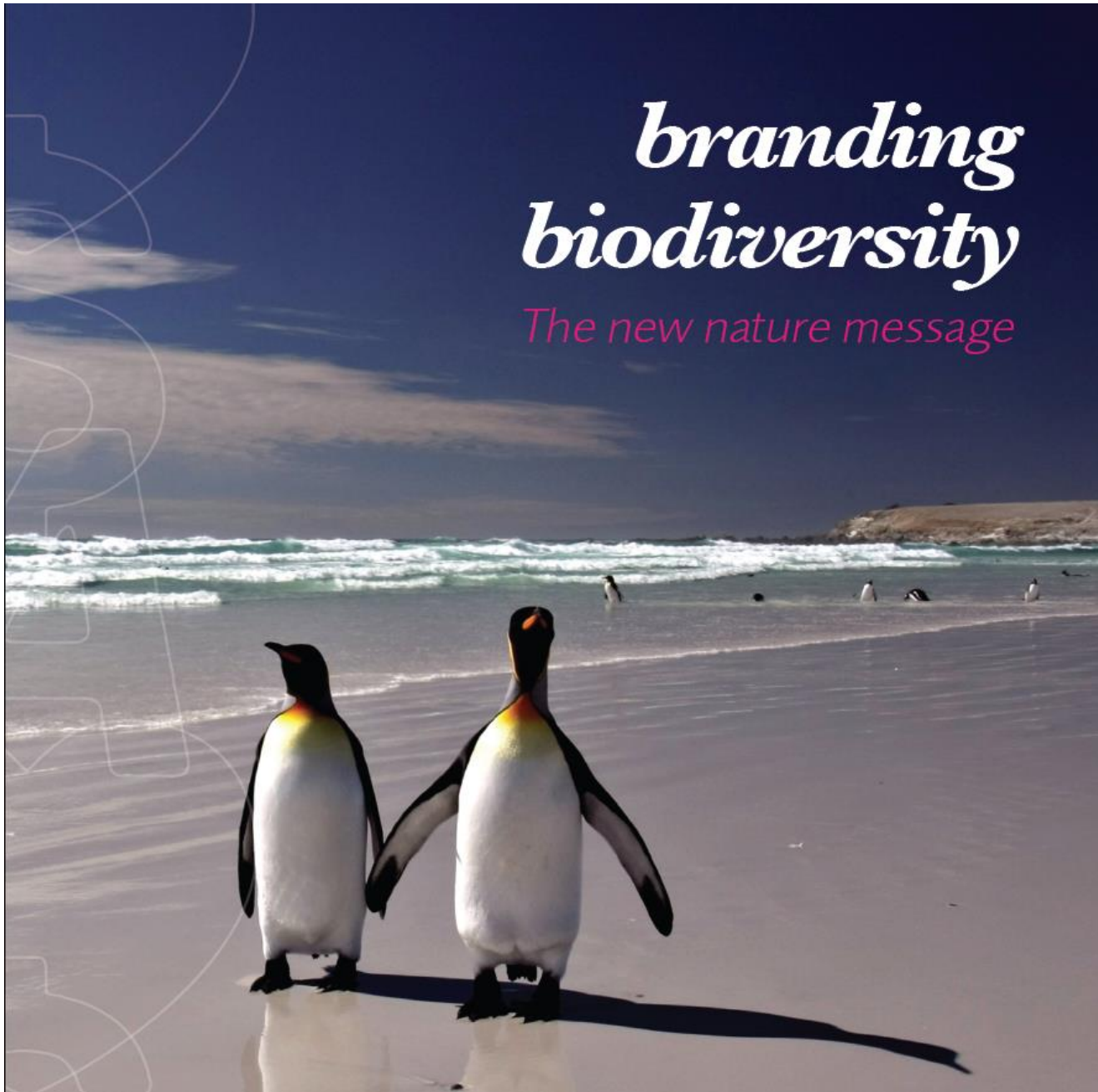
Do

Use love

Put people at the heart

branding biodiversity

The new nature message





less loss

Kill the extinction message. Loss generates apathy, not action.



more love

Celebrate our love of nature. It is the most powerful driver of public behaviour.



balance need

Use the Need message wisely. It's often not right for public consumption, but it's the cornerstone of policy and business decisions.



add action

Always partner Love and Need messages with Action. Once your audience is inspired, they will want to know what to do.

 + **A** = **public**
love *action* *change*

\$ + **A** = **policy change**
need *action*

A young boy with short brown hair, wearing a blue Superman t-shirt, dark blue pants, and red rubber boots, stands on a large pile of logs in a lush green forest. The background is filled with trees and foliage.

my superpower

— MY WILD LIFE —

Edward 6½, Nottinghamshire



In the woods, Edward can do anything, be anyone. We're here to make sure children can grow up near nature and let their imaginations run wild.

Make this your wild summer. Find wild places, family events and nature clubs plus free activities and wildlife guides at:

wildlifetrusts.org/mywildsummer

Remember

Stories beat **statistics**

Love beats **loss**

Simplicity beats **complexity**

Emotion beats **intellect**

Lead with personal benefits

Support with features

Thank you

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