Communicating the value of nature.

Europarc 2014

Henry Hicks

henry@futerra.co.uk
Make sustainable development so desirable it becomes normal
Our clients

Kingfisher  pwc  kraft  GREENPEACE
Mondelez International  wbcisd  UNEP
SKY  DANONE  Stonyfield
SONY  gsk  GlaxoSmithKline
Bupa  FSC  The Wildlife Trusts
AkzoNobel  UniCredit  United Nations Decade on Biodiversity
It’s not enough to be right.

You have to be good communicators.
If nature were a product...
You are not normal.

But that’s okay (as long as you know it).
Values Modes

Settlers: Family, home, tradition, scared of change

Prospectors: Success, recognition & reward, brand & fashion conscious, optimistic

Pioneers: The bigger picture, the environment, society, poverty, complexity

Cultural Dynamics: http://www.cultdyn.co.uk
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 regulating rainfall, harming 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.
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.
WWF – We are all connected
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.
love + action = public change
need + action = policy change
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

Henry@futerra.co.uk