

Claws, Paws & The Cause:

How 'Branding Biodiversity' can transform your communications

Ed Gillespie
EUROPARC
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If we want to subvert the
dominant paradigm...

HAVE MORE FUN
THAN 'THEY' ARE

*(and let them know
while we're doing it)*

new rules: new game

Communications tactics for climate change.
The game is changing behaviours; the rules will help us win it.



the rules of the game

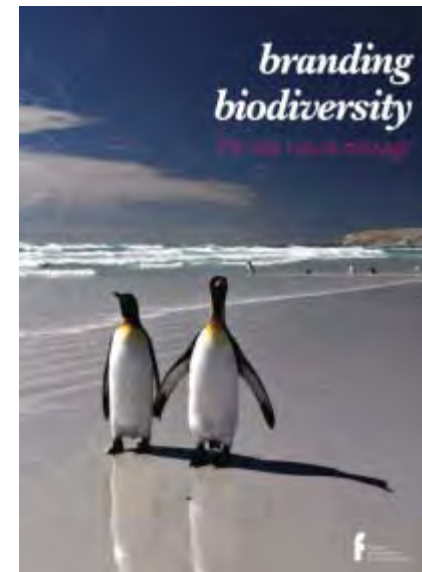
Communications tactics for climate change.
The game is changing behaviours; the rules will help us win it.



"You don't see these words, though, do you? You see them on packages"
Eva, Queen of the Green
2009, 2007

Words that sell

How the public talks about sustainability



A vibrant green chameleon is perched on a thin, brown branch. Its mouth is wide open, showing its tongue and teeth. The chameleon's body is covered in small, bumpy scales, and its tail is curled. The background is a dark, out-of-focus green with bright, circular bokeh lights. The text "the challenge" is overlaid in white, sans-serif font on the right side of the image.

the
challenge



Save or delete?

THE END OF THE LINE

Imagine a world without fish

[The Film](#)

[The Campaign](#)

[The Newsroom](#)

[The Shop](#)

[Watch The Trailer](#)

[Find A Screening](#)

[Make A Donation](#)

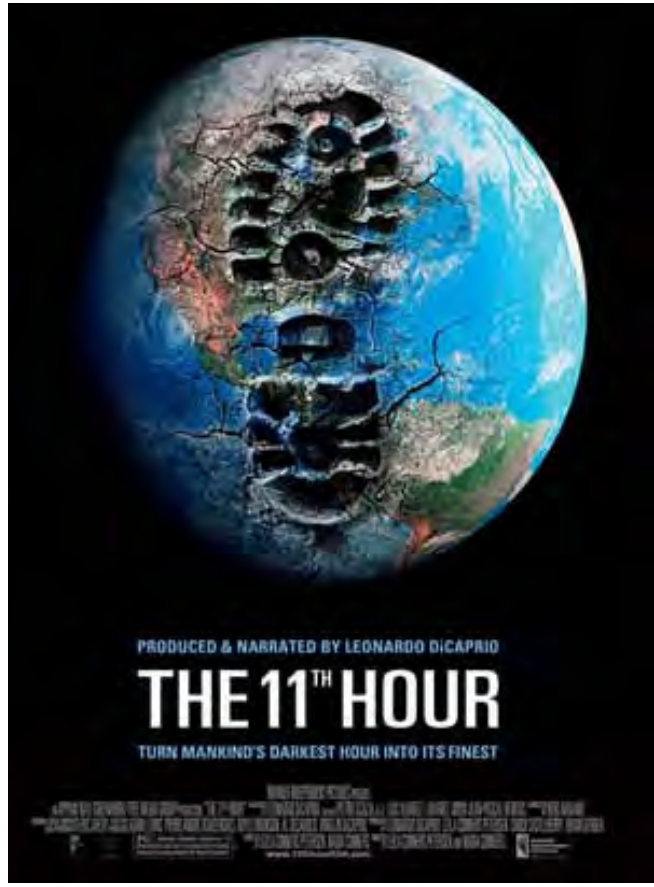
[Join Us](#)



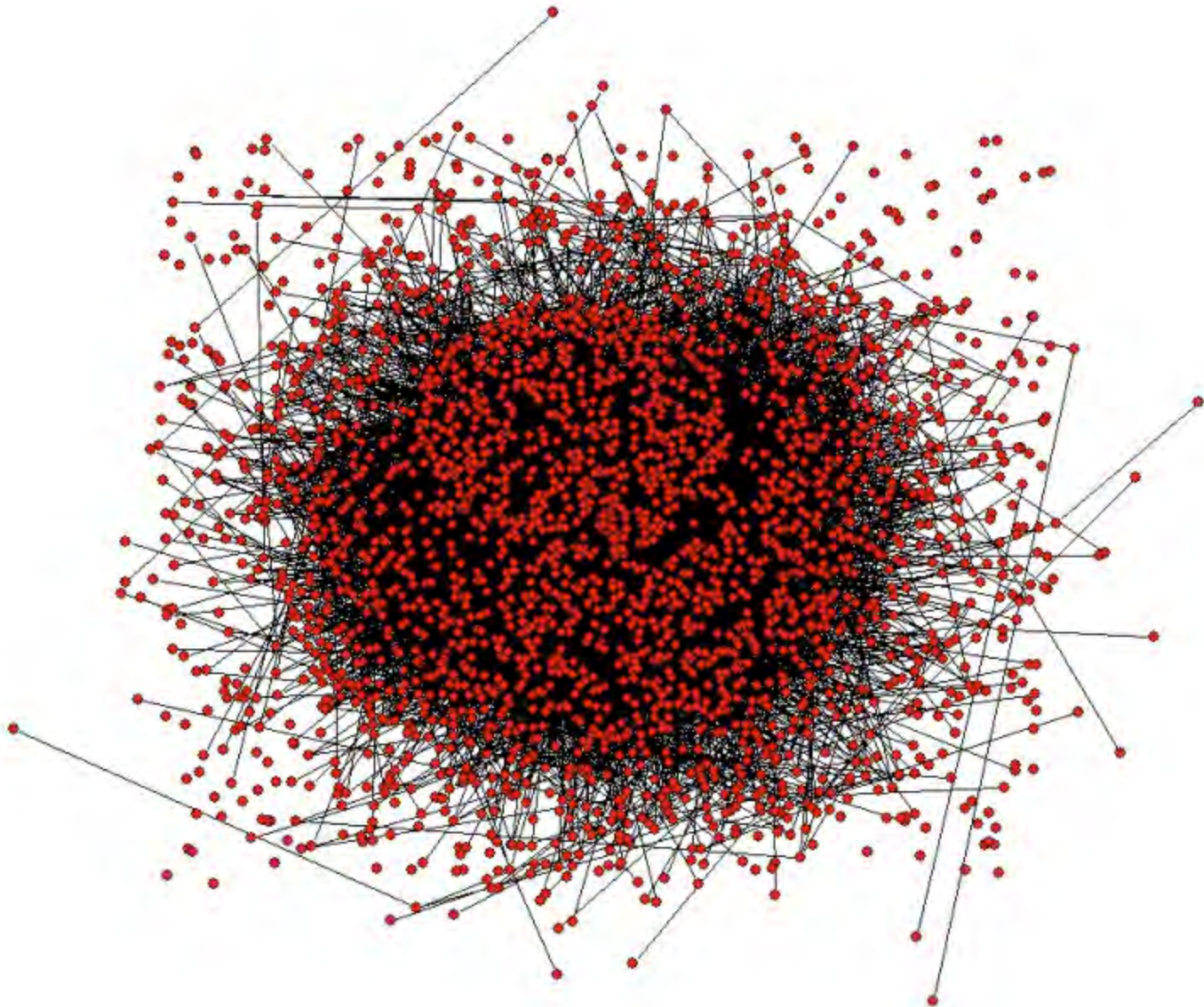




Financial vs. ecological capital



Complexity





Denial

This orange is in it.



**SAVE THE
PLANET
KILL
YOURSELF**







Beware

The bystander effect



SCIENCE & TECHNOLOGY

'How Bad For The Environment Can Throwing Away One Plastic Bottle Be?' 30 Million People Wonder

JANUARY 19, 2010 | ISSUE 46-03



A local resident discards a plastic bottle—just as he has done his whole life—with no perceivable effect on the environment.



TESCO

Every little helps



Turn lights into flights.



Earn a

£2.50

Clubcard Voucher at Tesco and turn it into



Airmiles.



natural

biodiesel ORGANIC HYBRID

eco-friendly Nalgene

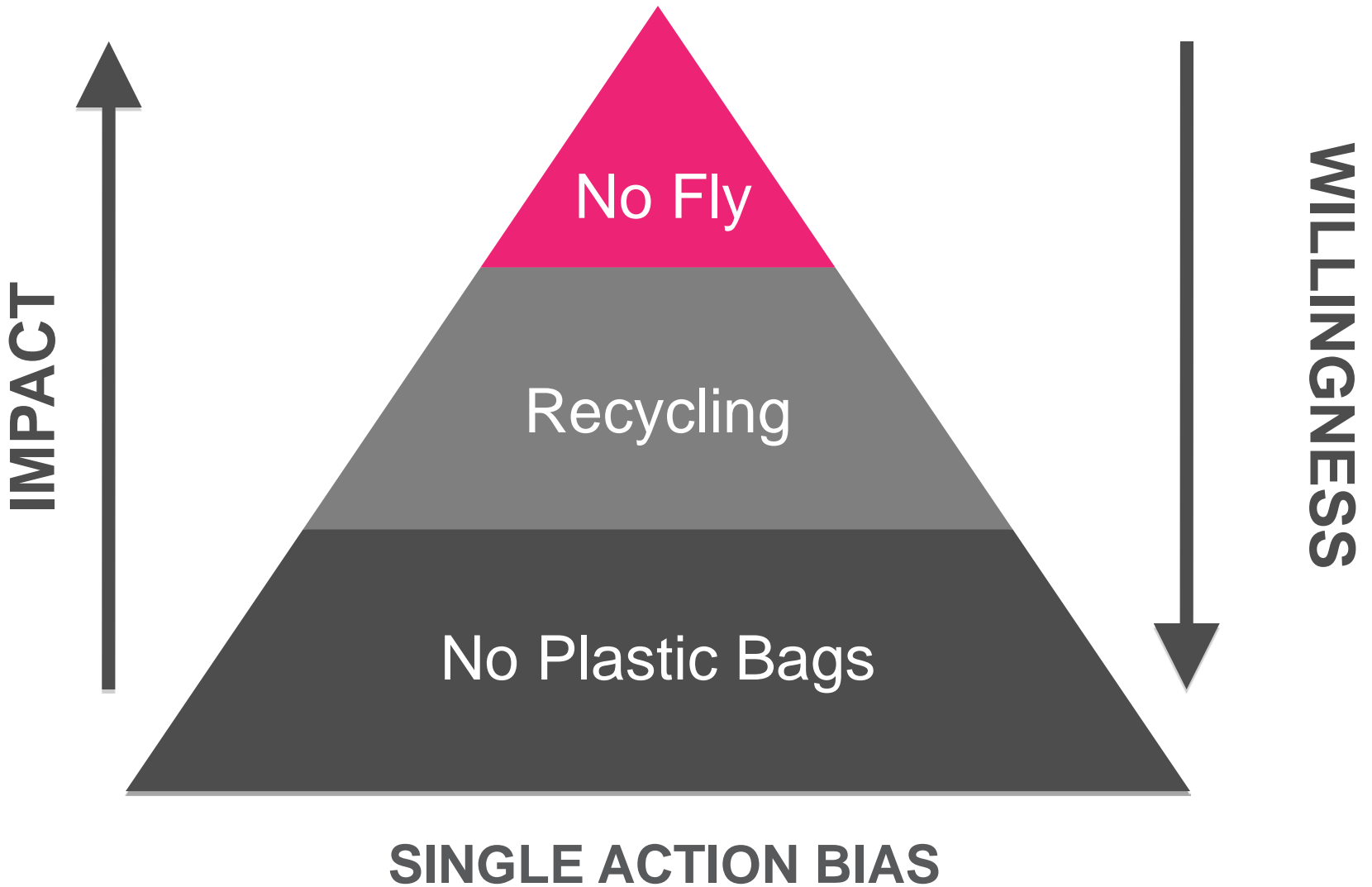
DEFORESTATION local

recycle **NUCLEAR** carbon

SUSTAINABLE ENERGY footprint



The fog of concern and the *'finite pool of worry'*...



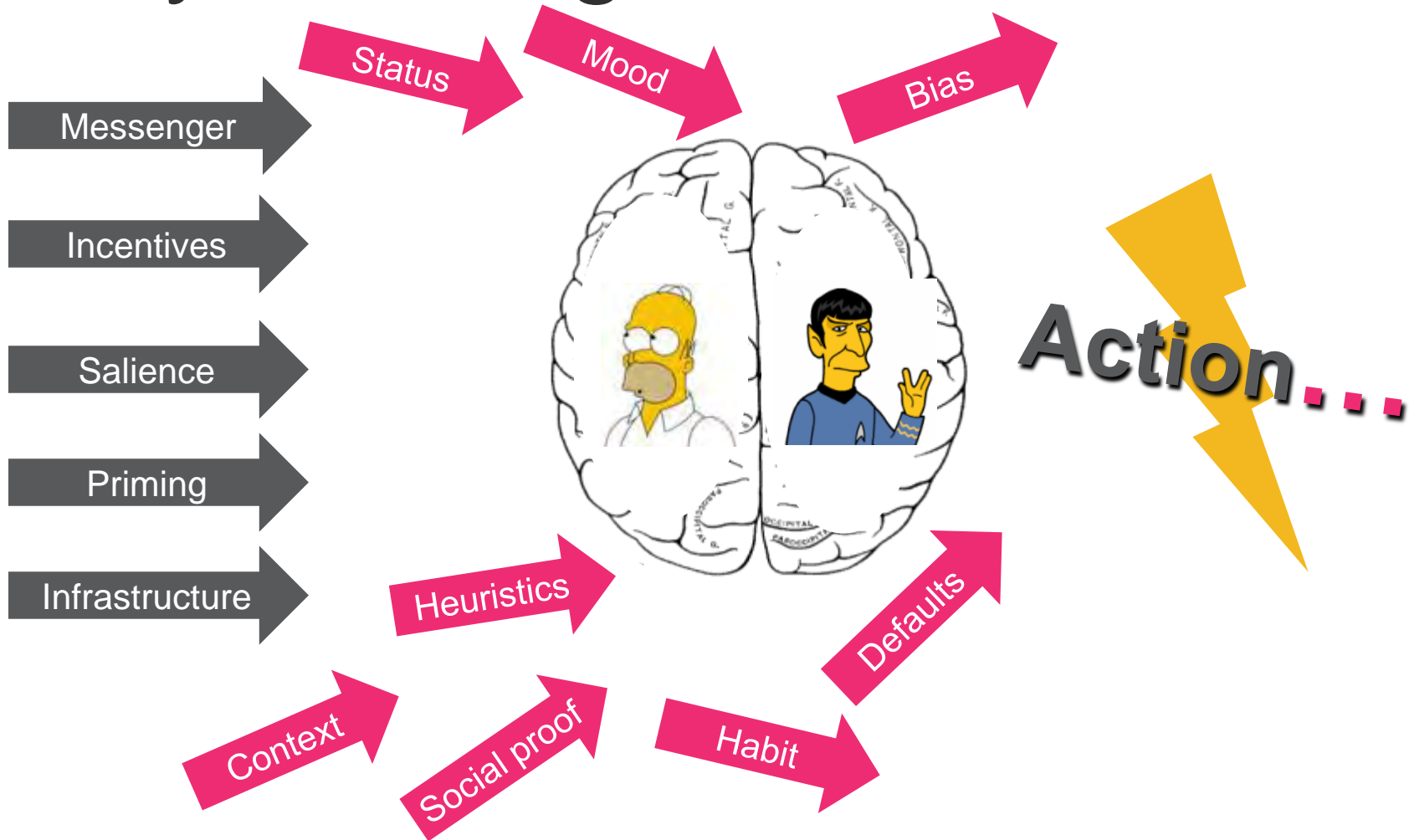


psychology



what can be done...

try to straighten a few out



the
opportunity



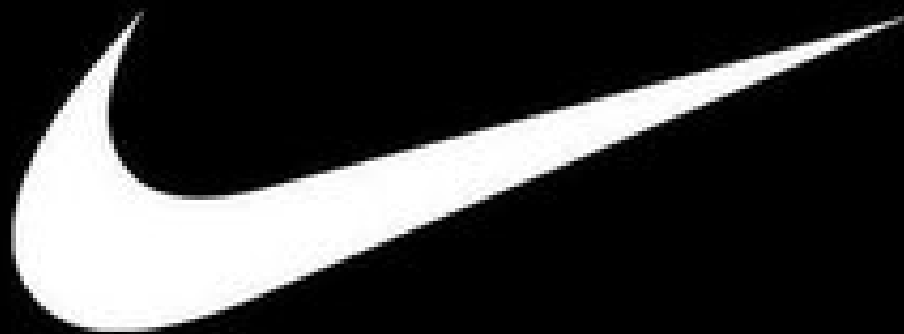


branding biodiversity

The new nature message



*What if the word 'biodiversity'
represented not just a set of
scientific concepts...but emotions
of awe and wonder?*





Biocentrics
Vs.
Humanists & Egoists



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*



personalise

Keep your message personal. Use affinity to pets, familiar local species and local pride, and link action to daily lifestyles.



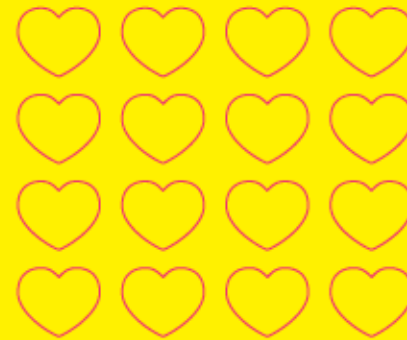
humanise

People matter most to the majority of your audience. Don't be afraid of anthropomorphising biodiversity, or accepting that people want to conserve nature because it makes them feel good.



publicise

Promote what we've got, not what we've lost. Make conservation actions and their results visible and high status. Have more fun conserving nature, and tell everyone you're doing it.





2010 International Year of Biodiversity



United Nations Decade on Biodiversity



Laugh now,
but one day
we'll be
in charge



thank
you

ed@futura.co.uk
@frucool