

It's All in Our Heads:

Protecting biodiversity with behavior-centered design



Kevin Green

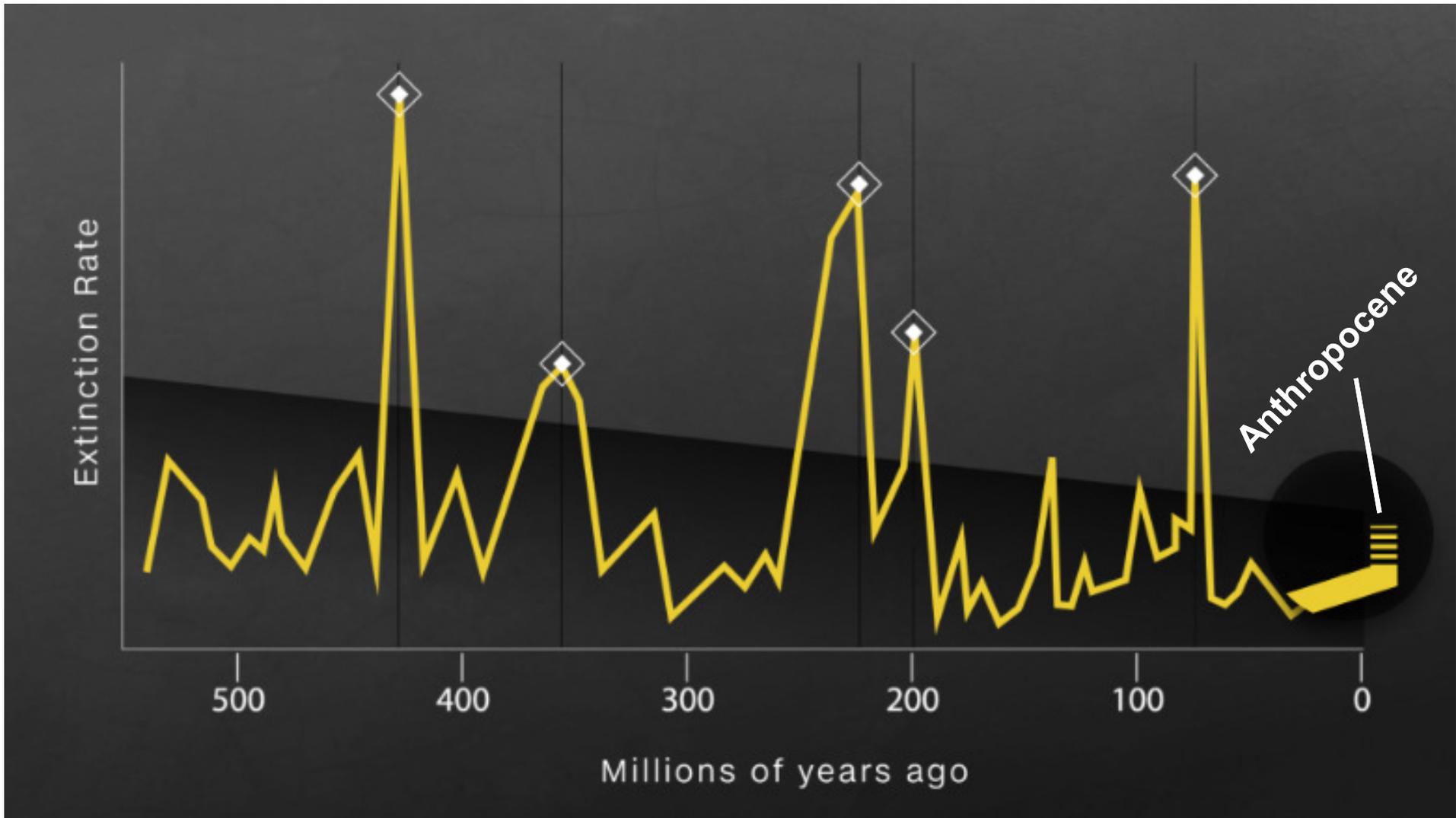
Senior Director, Center for Behavior & the Environment

but first, a warm-up question...

You are about to buy a new belt for \$23.99, when you learn that the exact same belt is available for \$15.99 at another store, 10 minutes' walk away.

Would you walk to the other store to get the cheaper belt?





Biggest threats to biodiversity

Climate change

Deforestation and habitat loss

Overexploitation

Invasive species

Pollution



“The current extinction has its own novel cause: not an asteroid or a massive volcanic eruption but “one weedy species.”

Elizabeth Kolbert, *The Sixth Extinction: An Unnatural History*







Virtually all environment and sustainability challenges share one thing in common.

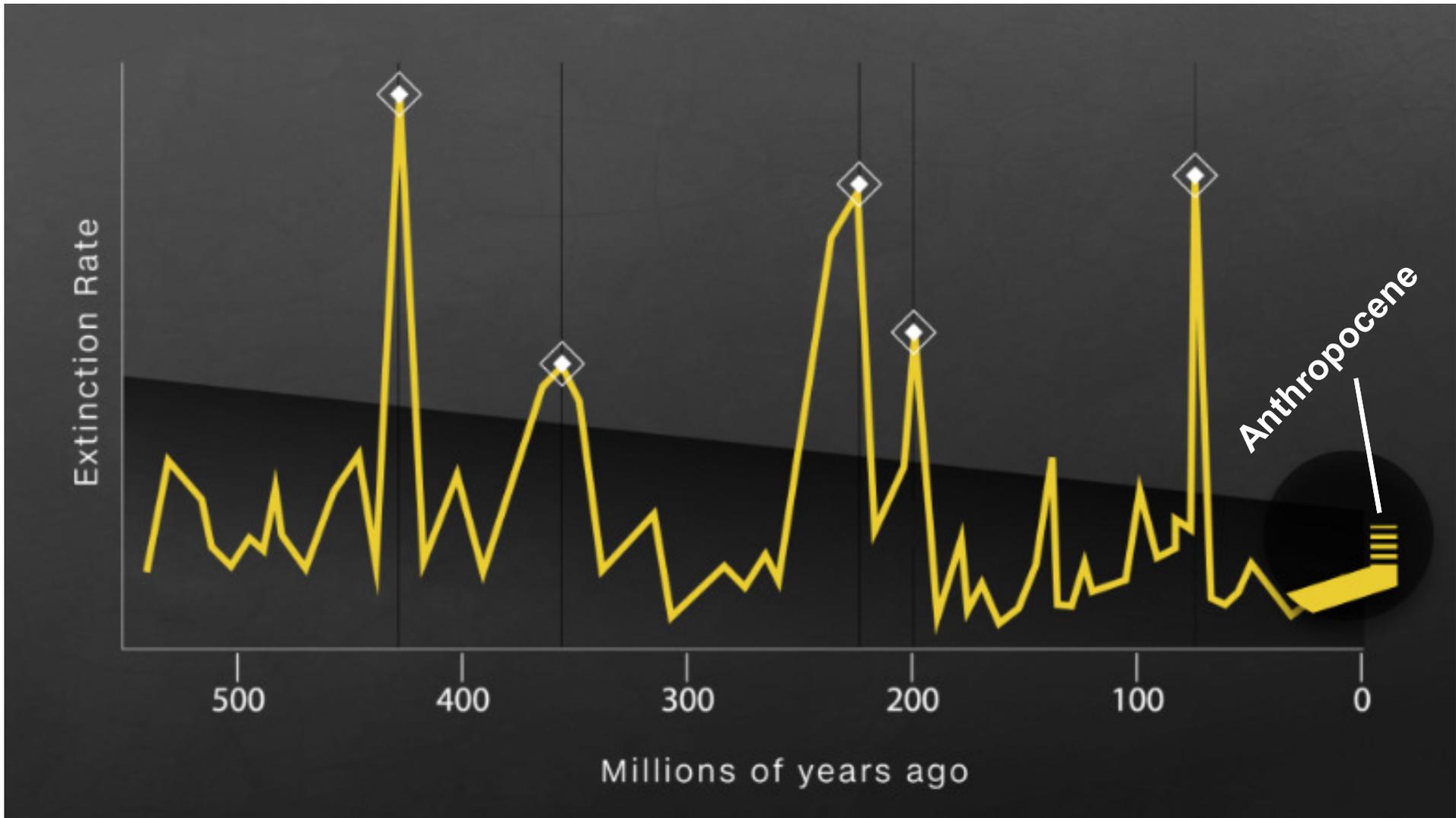
To solve them, people have to start behaving differently.





VS.





warm-up question part 2...

You are about to buy a new Macbook for \$1129, when you learn that the same Macbook is available for \$1121 at another store, 10 minutes' walk away.

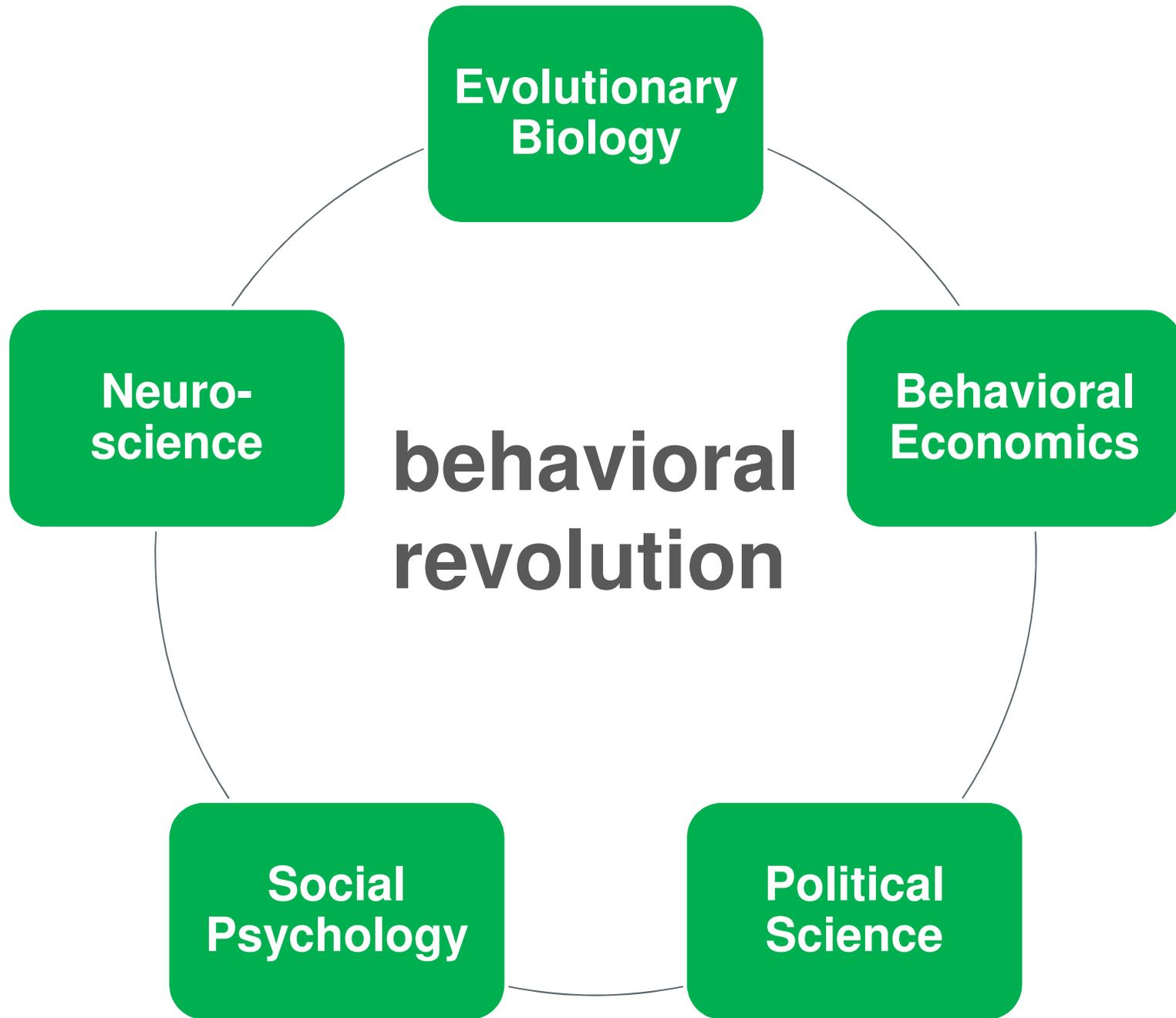
Would you walk to the other store to get the cheaper Macbook?



**would you walk 10 minutes to
save \$8?**



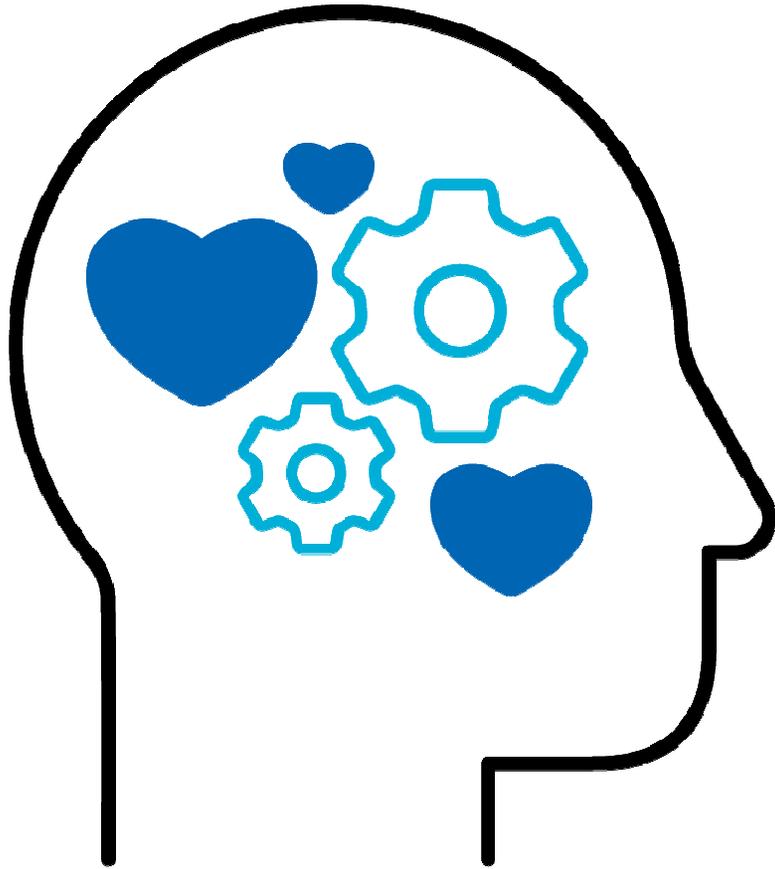
Homo economicus



1 Emotions
are often
more
powerful
than reason

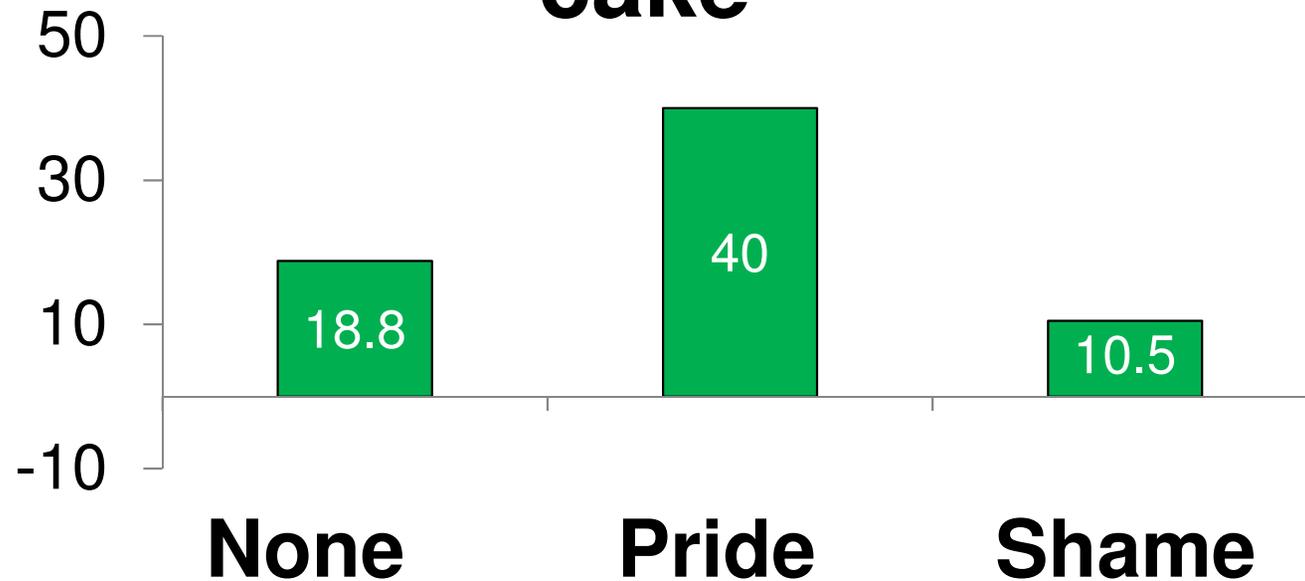
2 People are
social
animals

3 We have
strange,
even
irrational
ways of
making
decisions



1 Emotions
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than reason

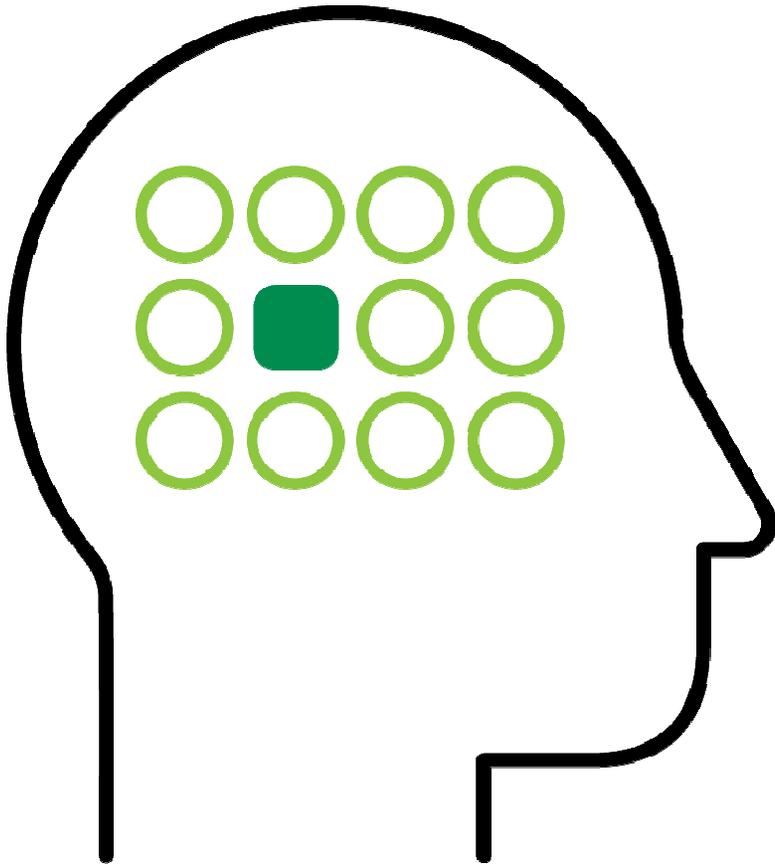
% that completely resisted eating the cake



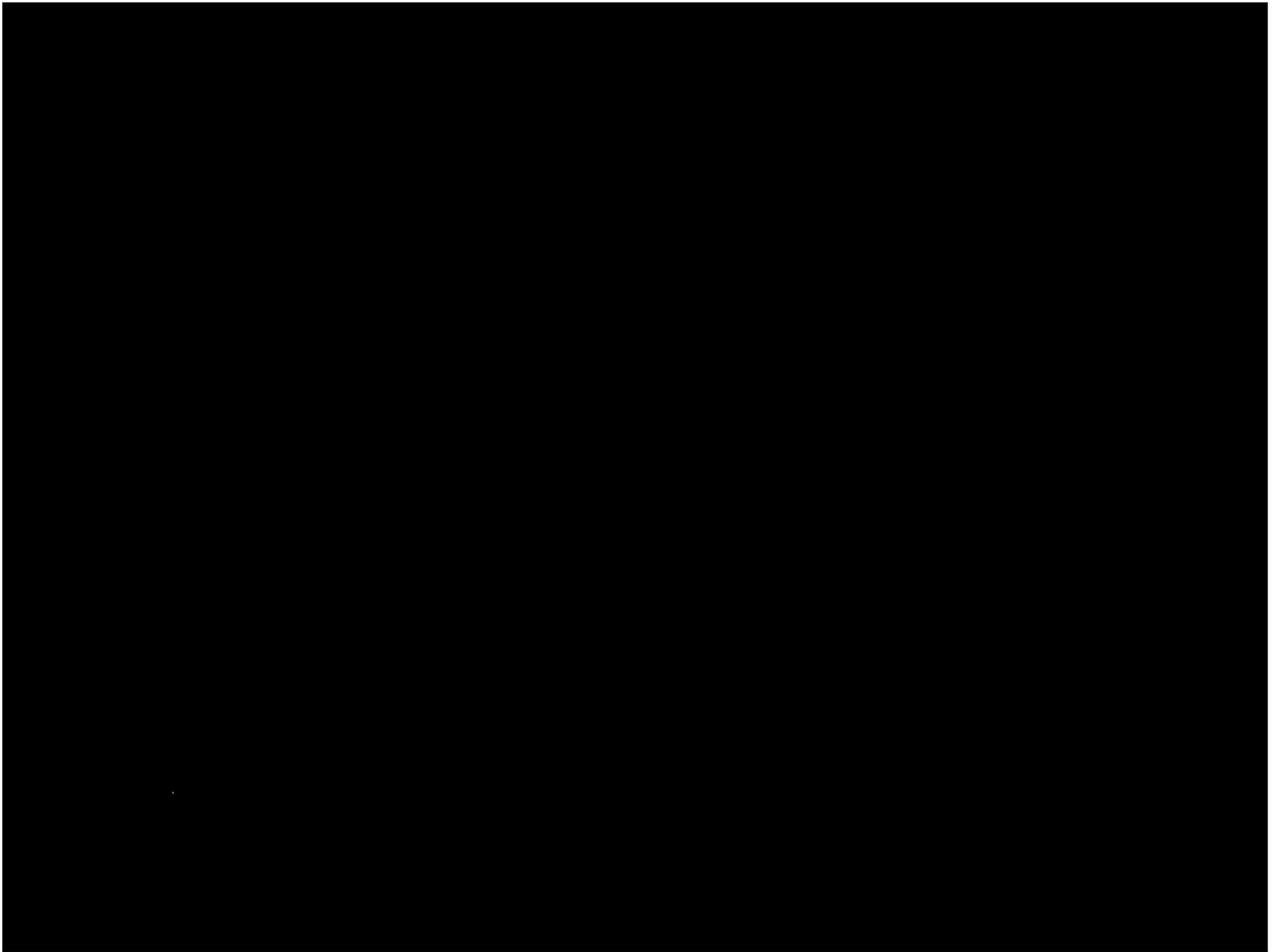
Patrick, Chun, and Macinnis, 2009



**“Pride gives us the
motivational kick we need
to make ourselves great.”
Dr. Jessica Tracy**



2 People are
social
animals



SAVE OUR PLANET

Dear Guest,

Every day millions of gallons of water are used to wash towels that have only been used once.

YOU MAKE THE CHOICE:

A towel on the rack means "I will use again."

A towel on the floor means "Please replace."



Thank you for helping us conserve
the Earth's vital resources. ♻️

Message on Placard	Conversion Rate
Help the hotel save energy.	16%
Partner with us to save the environment.	31%
Almost 75% of guests reuse towels.	44%
75% of guests who stayed in this room reused towels.	49%





UNIT WORKER REGISTRATION SUPPORT

FOR THE YEAR 2014

The City of Berkeley has a goal of providing a safe and healthy work environment for all workers. To achieve this goal, the City is committed to providing training and support to all workers. This support includes providing information on the City's policies and procedures, as well as providing training and support to all workers. This support is provided to all workers, regardless of their position or status.

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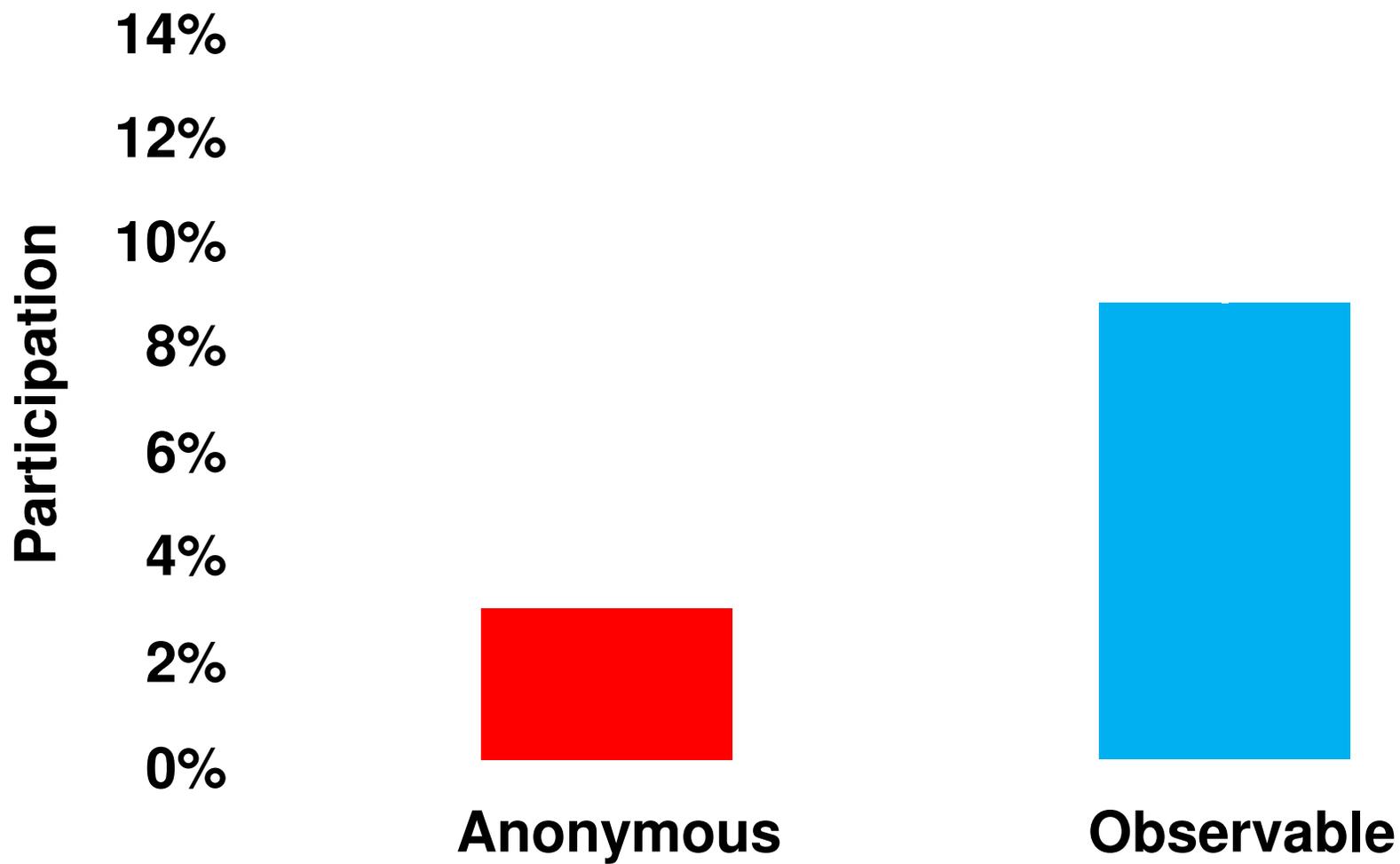
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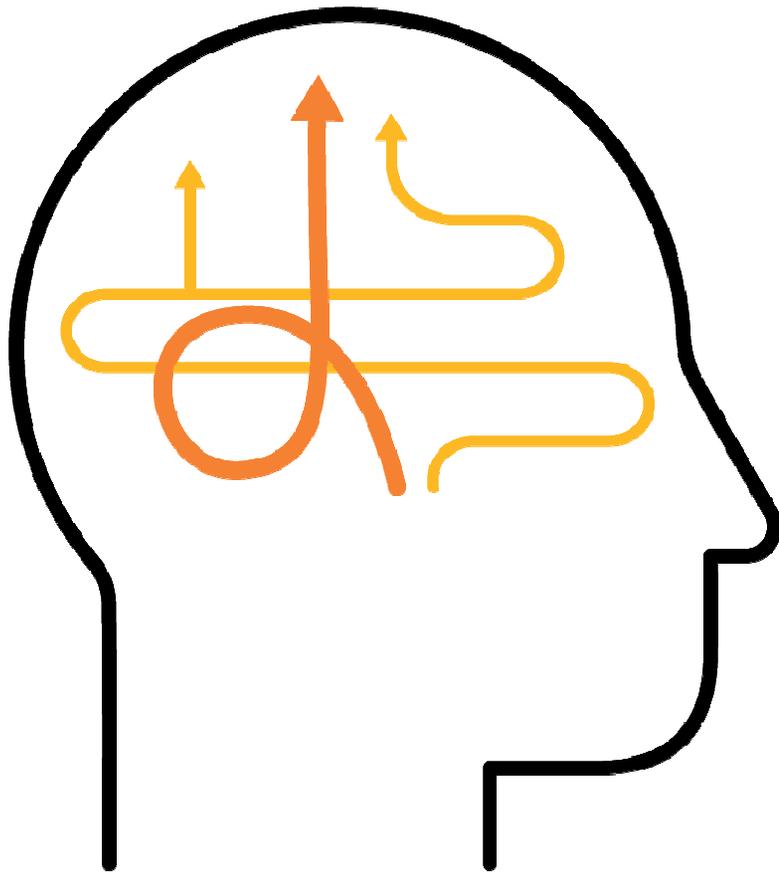
SmartAC SIGN-UP SHEET

NAME	PHONE	EMAIL	ADDRESS
AMANDA	415 835 5500	amanda@berkeley.gov	1234 Market St
MICHAEL	415 835 5500	michael@berkeley.gov	5678 Market St
CHRISTOPHER	415 835 5500	christopher@berkeley.gov	9012 Market St
DAVID	415 835 5500	david@berkeley.gov	3456 Market St
JENNIFER	415 835 5500	jennifer@berkeley.gov	7890 Market St
ANDREW	415 835 5500	andrew@berkeley.gov	1122 Market St
EMILY	415 835 5500	emily@berkeley.gov	3344 Market St
MATTHEW	415 835 5500	matthew@berkeley.gov	5566 Market St
OLIVIA	415 835 5500	olivia@berkeley.gov	7788 Market St
LUKE	415 835 5500	luke@berkeley.gov	9900 Market St
SOPIA	415 835 5500	sopha@berkeley.gov	1122 Market St
NOAH	415 835 5500	noah@berkeley.gov	3344 Market St
ISABELLA	415 835 5500	isabella@berkeley.gov	5566 Market St
LEO	415 835 5500	leo@berkeley.gov	7788 Market St
AVARIS	415 835 5500	avaris@berkeley.gov	9900 Market St
AMARA	415 835 5500	amara@berkeley.gov	1122 Market St
ARTHUR	415 835 5500	arthur@berkeley.gov	3344 Market St
AVA	415 835 5500	ava@berkeley.gov	5566 Market St
BENJAMIN	415 835 5500	benjamin@berkeley.gov	7788 Market St
CHARLOTTE	415 835 5500	charlotte@berkeley.gov	9900 Market St
CLAYTON	415 835 5500	clayton@berkeley.gov	1122 Market St
DAVIDA	415 835 5500	david@berkeley.gov	3344 Market St
EDWARD	415 835 5500	edward@berkeley.gov	5566 Market St
FLORENCE	415 835 5500	florence@berkeley.gov	7788 Market St
GEOFFREY	415 835 5500	geoffrey@berkeley.gov	9900 Market St
HARRIET	415 835 5500	harriet@berkeley.gov	1122 Market St
ISAAC	415 835 5500	isaac@berkeley.gov	3344 Market St
JACQUELINE	415 835 5500	jacqueline@berkeley.gov	5566 Market St
JEREMY	415 835 5500	jeremy@berkeley.gov	7788 Market St
KATHERINE	415 835 5500	katherine@berkeley.gov	9900 Market St
LEONARD	415 835 5500	leonard@berkeley.gov	1122 Market St
MARION	415 835 5500	marion@berkeley.gov	3344 Market St
NATHAN	415 835 5500	nathan@berkeley.gov	5566 Market St
OLIVIA	415 835 5500	olivia@berkeley.gov	7788 Market St
PETER	415 835 5500	peter@berkeley.gov	9900 Market St
QUINN	415 835 5500	quinn@berkeley.gov	1122 Market St
RICHARD	415 835 5500	richard@berkeley.gov	3344 Market St
SARAH	415 835 5500	sarah@berkeley.gov	5566 Market St
THEODORE	415 835 5500	theodore@berkeley.gov	7788 Market St
ULAN	415 835 5500	ulan@berkeley.gov	9900 Market St
VICTORIA	415 835 5500	victoria@berkeley.gov	1122 Market St
WALTER	415 835 5500	walter@berkeley.gov	3344 Market St
XAVIER	415 835 5500	xavier@berkeley.gov	5566 Market St
YVONNE	415 835 5500	yvonne@berkeley.gov	7788 Market St
ZACHARY	415 835 5500	zachary@berkeley.gov	9900 Market St



N=1,408



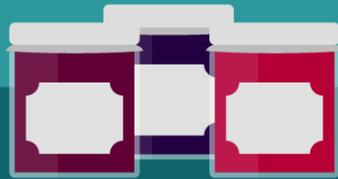


3 Context matters







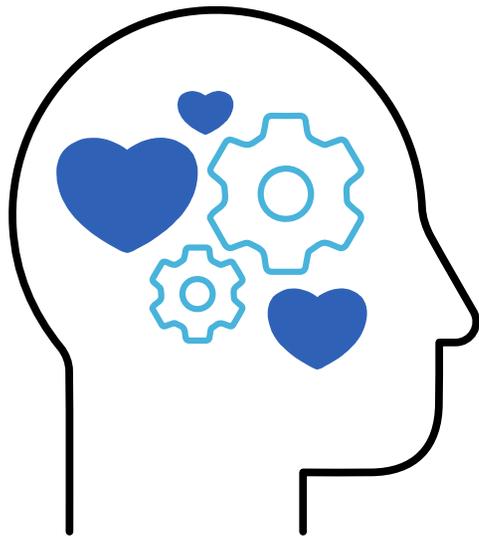


30% of visitors
purchased

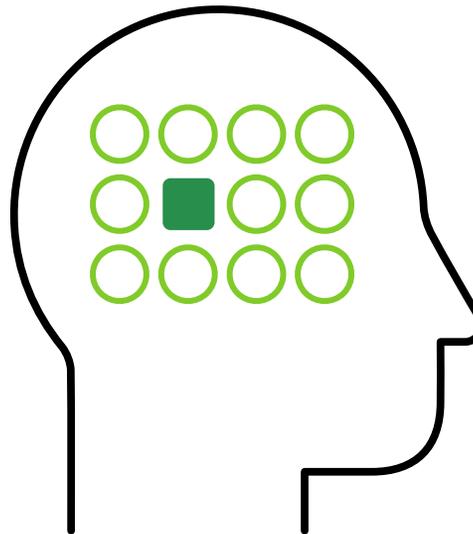
3% of visitors
purchased



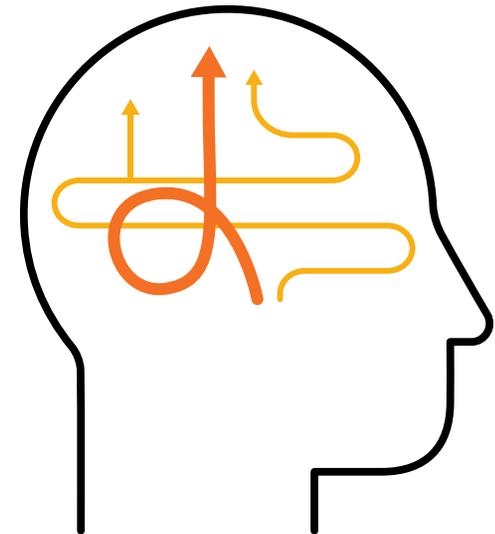
Principles of Behavior-Centered Design



**emotional
appeals**



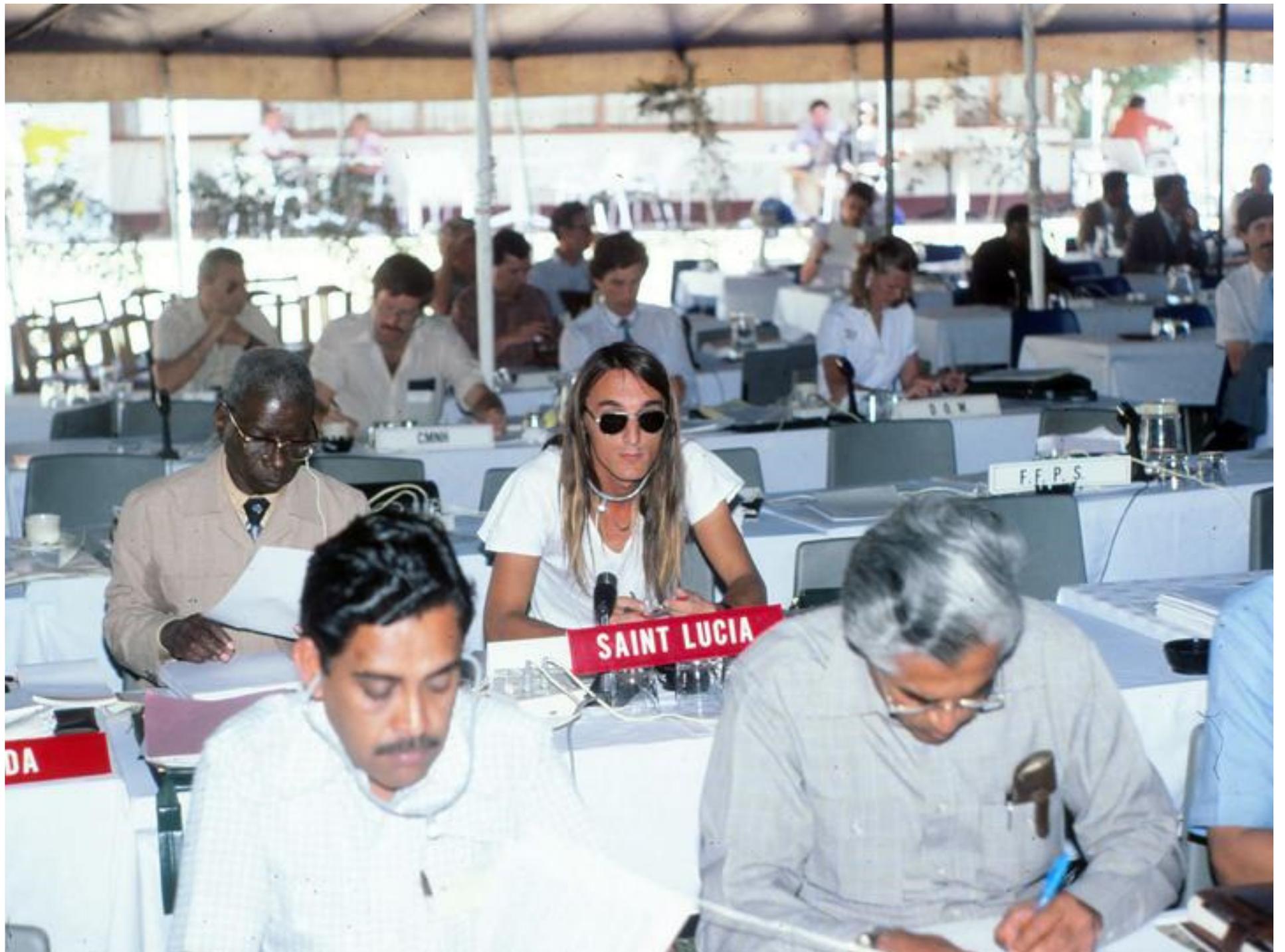
**social
incentives**



**choice
architecture**

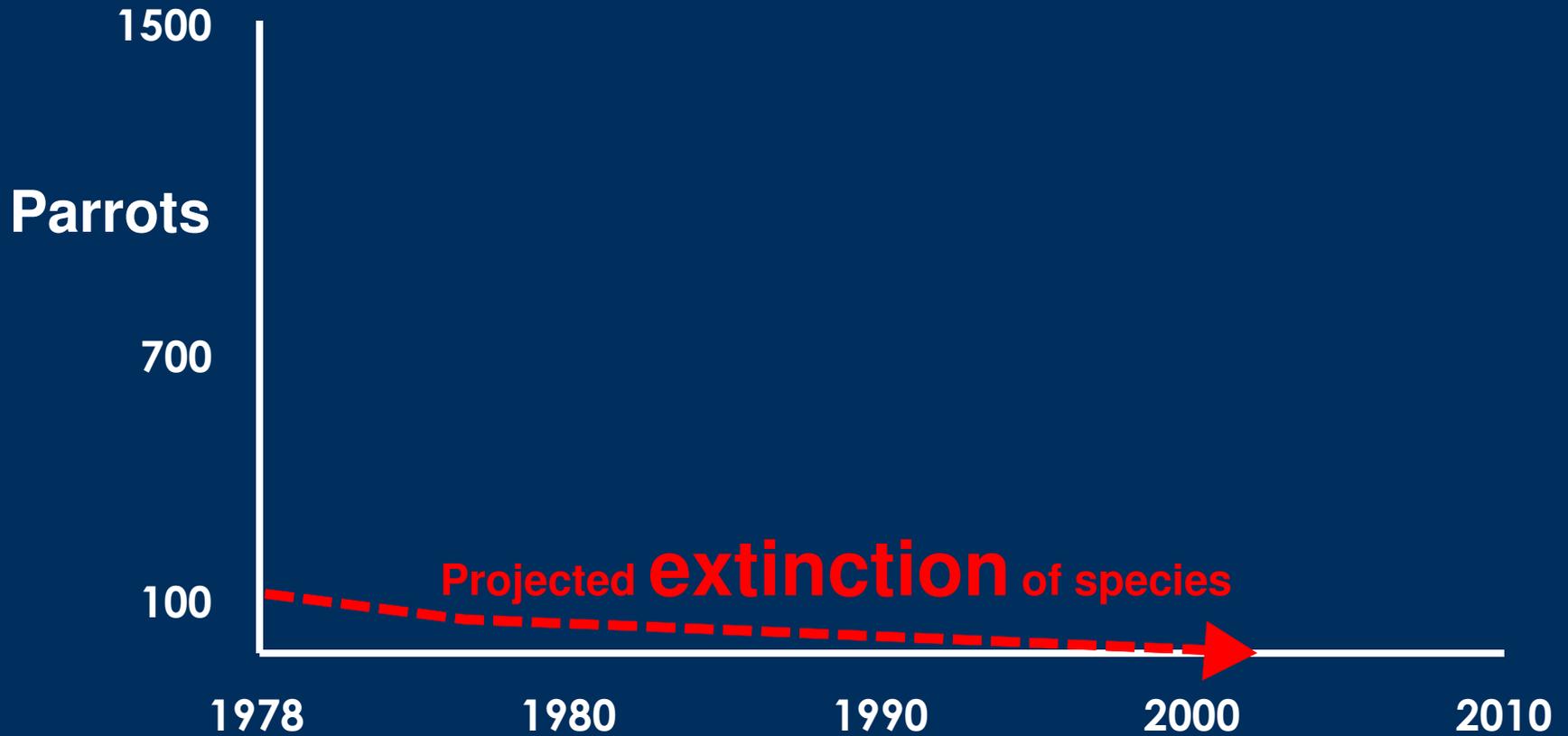
behavioral activators

Emotional appeals	Social incentives	Choice architecture
<ol style="list-style-type: none">1. Leverage the power of pride2. Inspire elevation3. Provoke surprise	<ol style="list-style-type: none">1. Strengthen group identity2. Establish and clarify norms3. Increase observability	<ol style="list-style-type: none">1. Build on existing beliefs2. Make choices clear and simple3. Remove barriers





St. Lucia Parrot Population





THE WEST

CHORUS
Amazona Versicolor
The National Bird of St. Lucia
Amazona Versicolor
A Jacquot found only in St. Lucia
Verse 1
With colours of red, blue, yellow
and green
Deep in the forest they can be seen
CHORUS
These numbers were bred out on
long ago
But they're making a comeback
although rather slow
Verse 2
The National Bird belongs to you
and me
It's illegal to be kept in captivity

CHORUS
Amazona Versicolor
The National Bird of St. Lucia
Amazona Versicolor
A Jacquot found only in St. Lucia
Verse 4
Proudly displayed in our
Jacquot is a symbol of
Verse 5
We would like to see
Jacquot
For breeding day
Verse 6
We should not
lose
The Jacquot is a
symbol

CHORUS
Amazona Versicolor
The National Bird of St. Lucia
Amazona Versicolor
A Jacquot found only in St. Lucia
Verse 7
Stop illegal clearing of forest land
Protect wildlife and conservation



Language
St. Lucia

**PROTECTING OUR PARROTS MEANS
PRESERVING OUR PRIDE**

**ST. LUCIA'S WILDLIFE IS A LIVING PART
OF THIS ISLANDS NATURAL HERITAGE.
WHEN WE DESTROY IT, WE RUIN THE
NATURAL BALANCE THAT IS UNIQUE AND
OURS ALONE! TAKE PRIDE IN ST. LUCIA!
REPORT ILLEGAL HUNTING OF WILDLIFE,
AND CLEARING OF LAND.**



PHONE: FORESTRY DEPT. 23231 / 23078 / 30086



1000

FOREIGN EXCHANGE FACILITIES

GOVERNMENT OF SAINT LUCIA GOVERNMENT OF SAINT LUCIA

NOTES

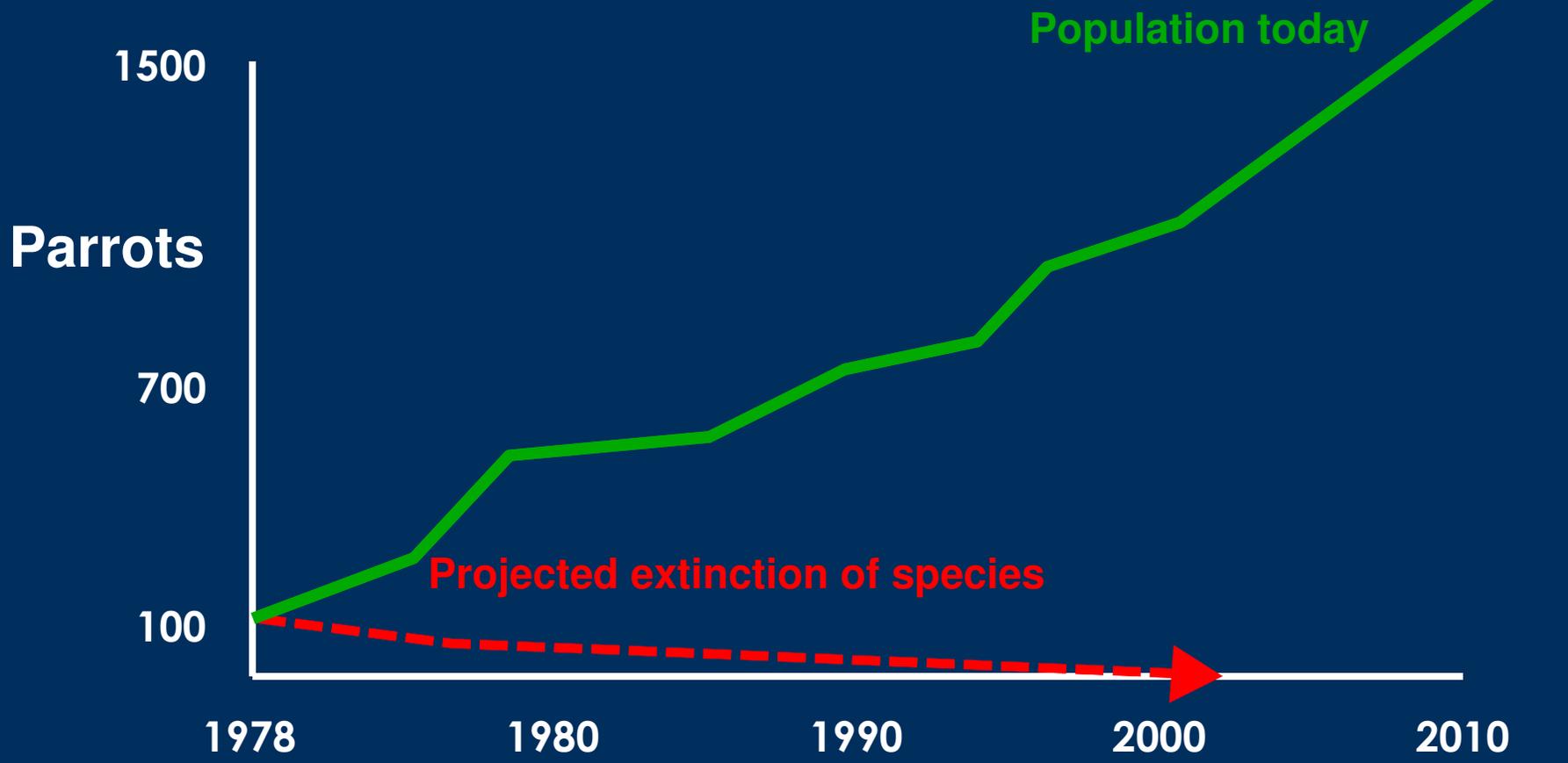
1. This document is a receipt for cash or goods... (text is faint and partially obscured)
2. The possession of this document does not entitle the holder to... (text is faint and partially obscured)
3. Saint Lucia Nationals are entitled to register their names and addresses of the several Saint Lucia Residences in which they are residing.
4. Nationals who have not yet registered their names and addresses... (text is faint and partially obscured)

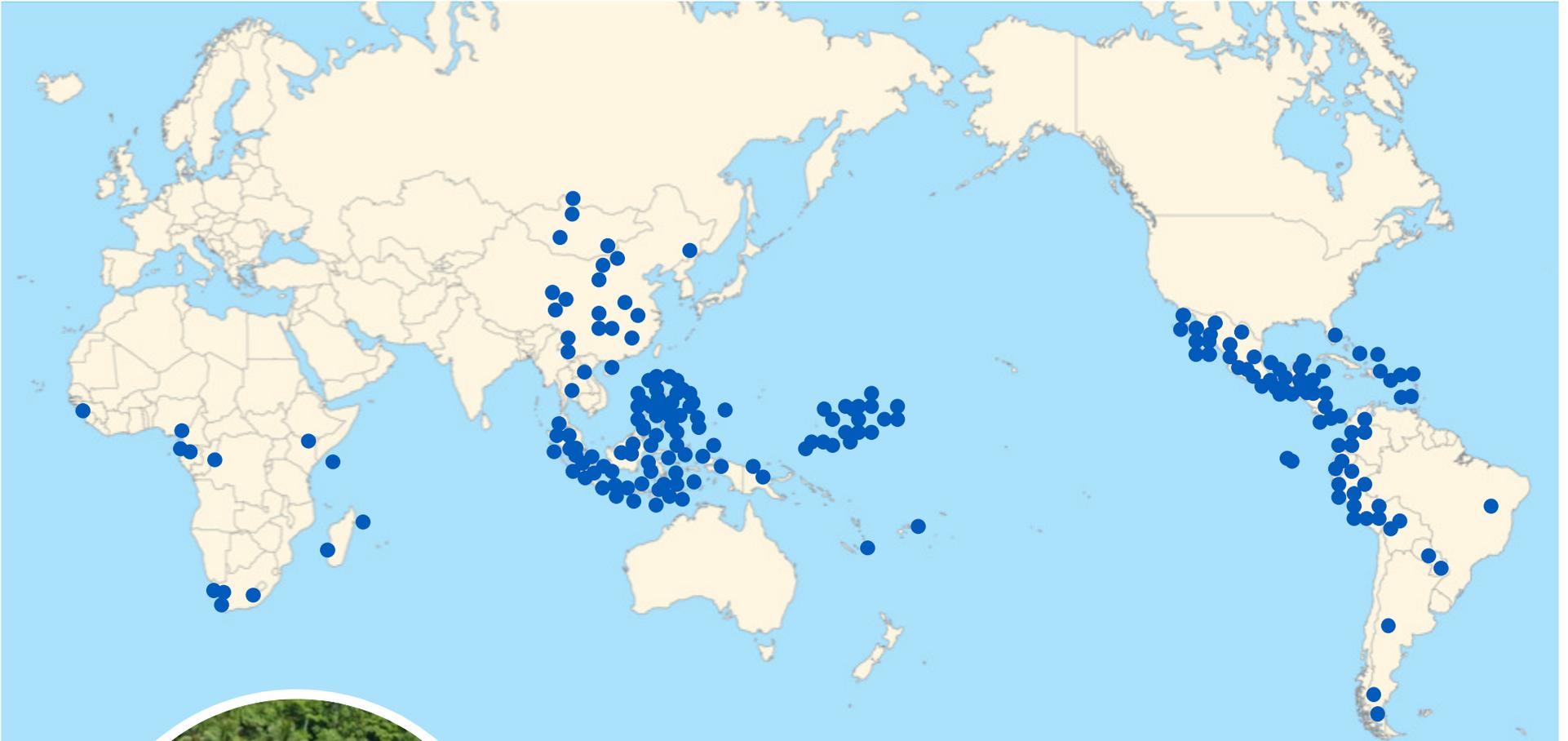


Warning

This document is the property of the Government of Saint Lucia and should not be loaned or disposed of without its approval. It is not to be used as a receipt for any other purpose.

St. Lucia Parrot Population



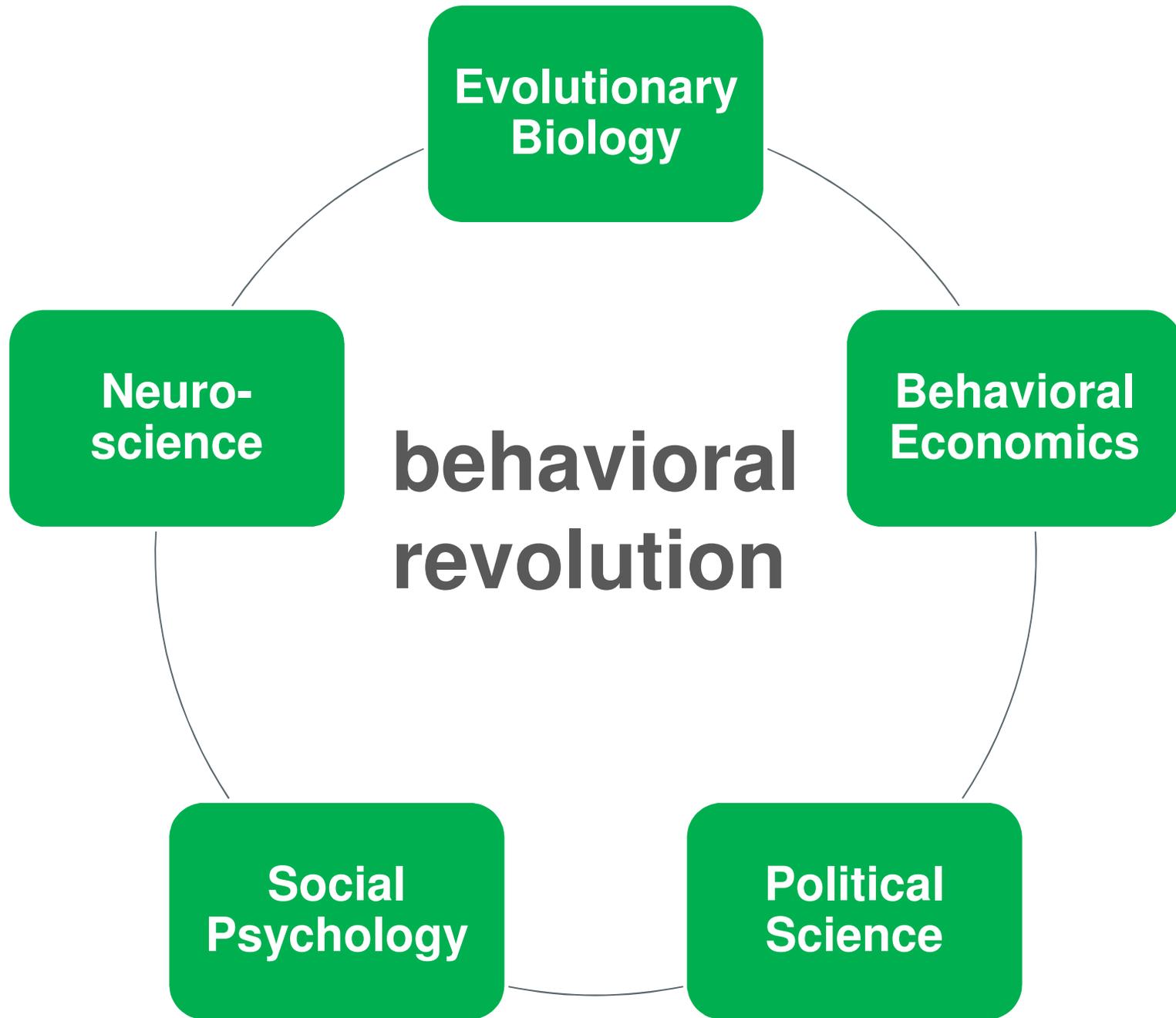


More than **400** Pride campaigns
launched in over **50** countries



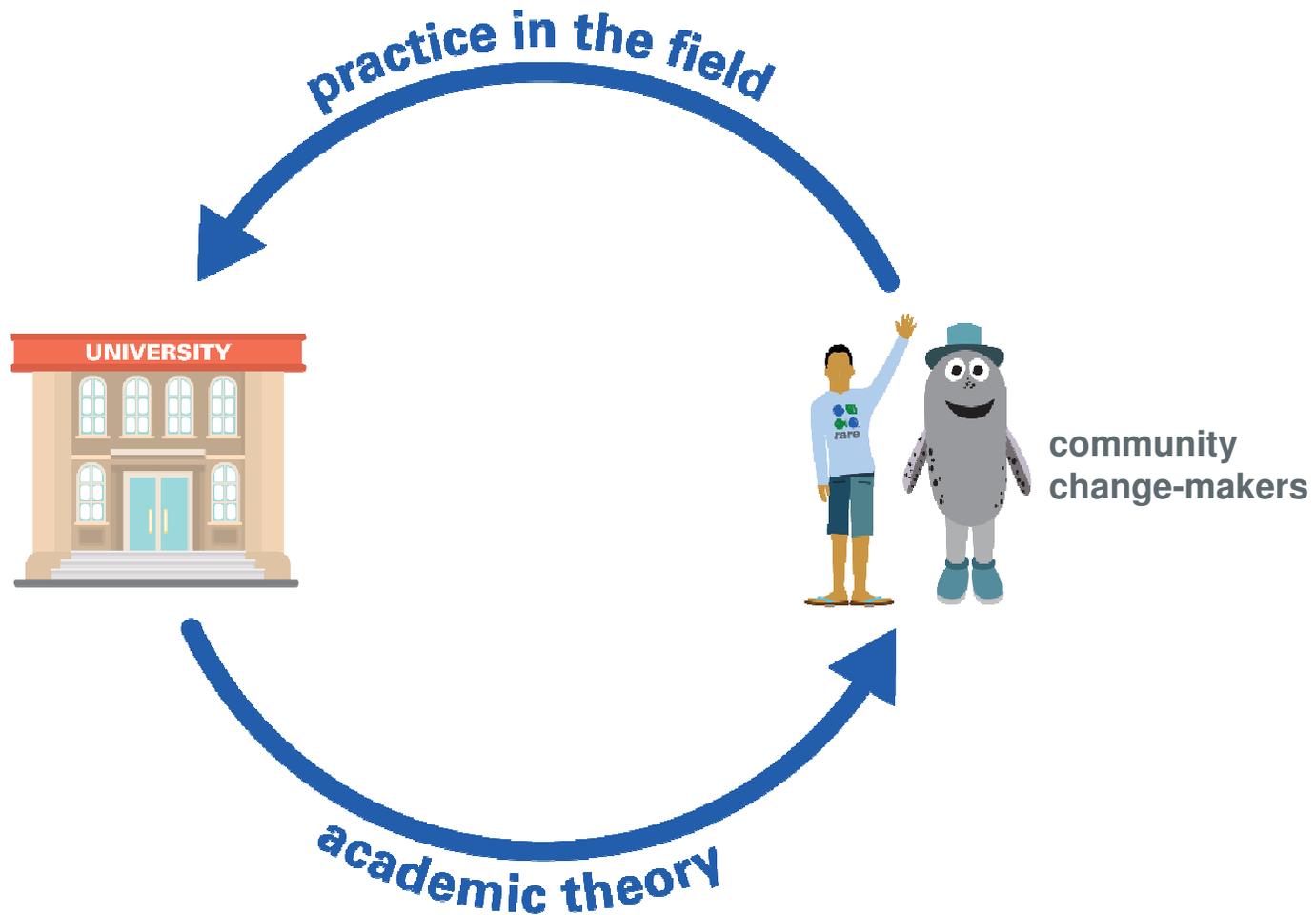






Center for Behavior & the Environment

inspiring change through the science of human behavior



Center for Behavior & the Environment



building the field

Finding solutions that are already working and spreading them far and wide



linking science and practice

Taking science out of the laboratory and into the field, for the betterment of both



training, dissemination and delivery

Empowering more conservation practitioners around the world to become transformative behavioral design strategists

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behavior@rare.org