

SOCIAL ENGINE

Dorset LNP Annual Forum

Toby Blume


Our guiding principle
Evidence powers change.
SOCIAL ENGINE

We're public, education and not-for-profit sector specialists



SOCIAL ENGINE



Our research and analysis uncovers the human factors behind some of society's most challenging issues.

21%

reduction in sexual harassment offences, compared to London average of 9.5% in the same period

Using behavioural science to support nature restoration

Understanding ‘what?’ and ‘why?’

Applying the approach in practice

Designing & testing new approaches

Key lessons from our work

Getting under the skin of the challenge - understanding the ‘what?’ and ‘why?’

Using behavioural drivers to inform engagement



Social Norms



Messenger Effect



Intrinsic and Extrinsic Incentives



Ego



Designing for attention



Loss Aversion



Simplification and Salience

Understanding the issues

Desk Review



Research literature and practitioner evidence

Data Analysis



Survey Data
Analysis of existing data

Fieldwork



Stakeholder Interviews
Observational research

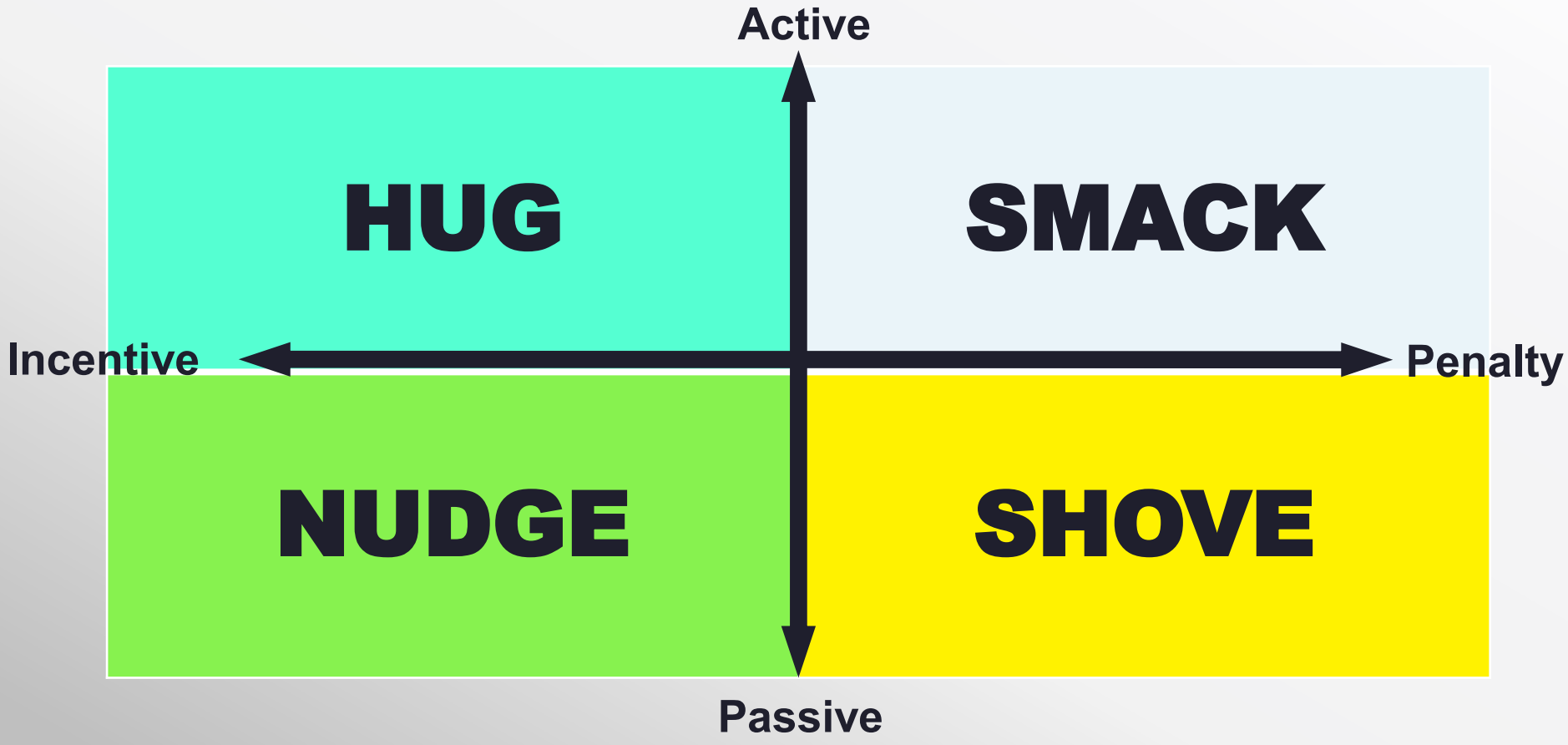
Group Activities



Young People's Workshops
Focus Groups
Co-design Workshops

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Intervention design



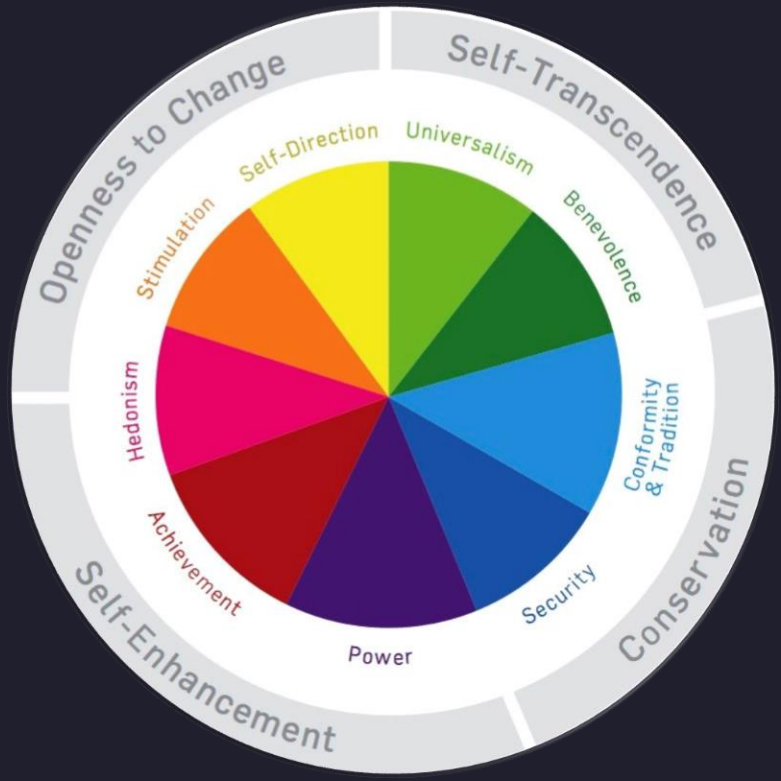
Portrait Values Questionnaire (PVQ) helps us understand people's motivations, values and behaviours

- Widely used across many studies (including the European Social Survey)
- Proved effective in: predicting behaviours, building trust in institutions and developing resonant engagement

PVQ

10 values across 4 domains:

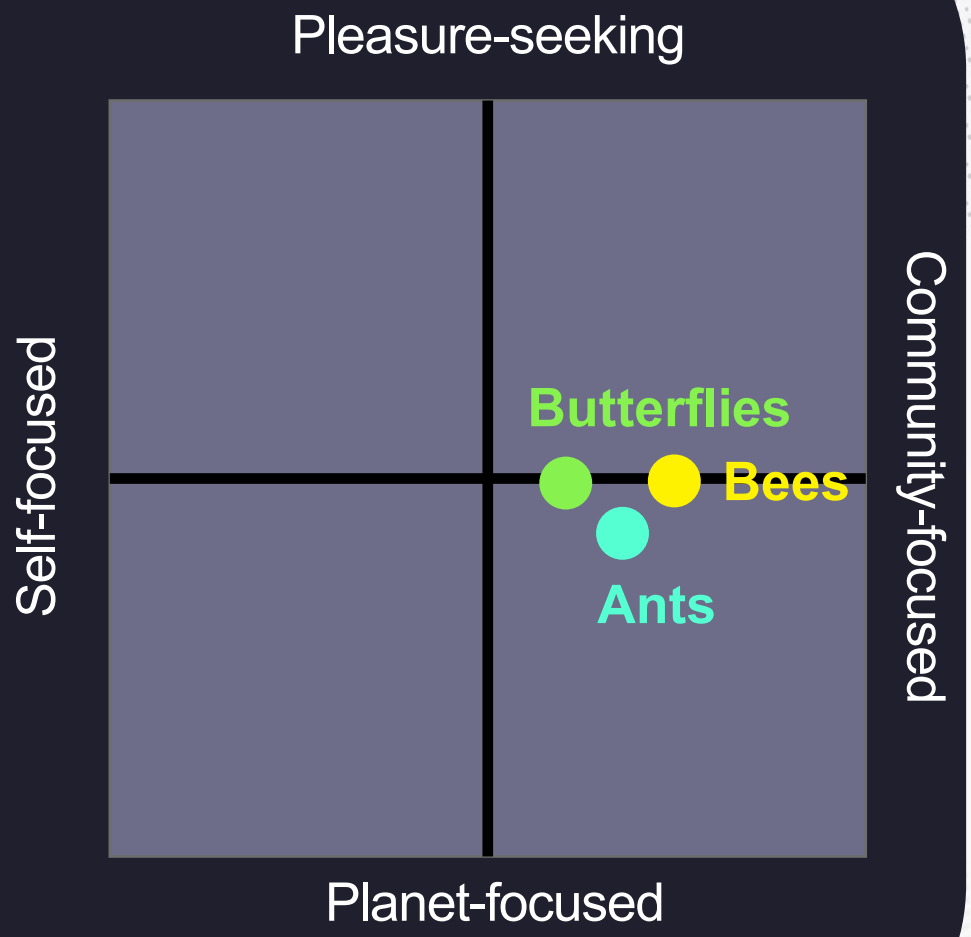
- Openness to change
- Self-transcendence
- Conservation
- Self-enhancement



E-PVQ

- Planet-focused (biospheric values)
- Community-focused (altruistic values)
- Pleasure-seeking (hedonic values)
- Self-focused (egoistic values)

Values spectrum (PVQ)



Ants - Community builders



“Quiet force for good“

Values

They prioritise the needs of the community and the planet over personal gain.

- 22% of the sample
- Age: 35–54

Profile

- Family situation: school-aged children.

Traits





Bees - Conscientious idealists



“Uncompromising guardians of the planet“

Values

They are highly dedicated to the well-being of the planet and place almost no importance on personal benefit.

- 40% of the sample
- Gender: Female

Profile

- Age: 25–44
- Family situation: no children.

Traits





Butterflies - Ethical enjoyers



“Sustainability without self-sacrifice“

Values

They balance environmental responsibility with a strong desire for personal enjoyment and fun.

Profile

- 19% of the sample
- Most ethnically diverse segment
- Age: 16 – 44
- Often, students in outer London

Traits





Ants - Community builders

124 Respondents



Key motivator
Community & voice



Most interested in projects about **loneliness & community**

Volunteering experience and interest





Support for wildlife restoration projects in London



35% active in their communities

Bees - Conscientious idealists

228 Respondents

Key motivator
Environmental change

Most interested in projects about **leisure**

Volunteering experience and interest

Unsure



Support for wildlife restoration projects in London

96%

24% **active in their communities**

Butterflies - Ethical enjoyers

109 Respondents

Key motivator
Having fun



Less interested in projects about **education, jobs & skills**

Volunteering experience and interest





Support for wildlife restoration projects in London



28% active in their communities

Individual actions to protect the environment

Ants

Individual actions



Bees

Broader environmental actions



Butterflies

Social/charitable actions



Applying the approach in practice – Tackling littering in the New Forest

Framework development



Surveillance

People are less likely to litter if they think they are being watched

Highlighting the risks and consequences of littering

Awareness of fines (loss aversion)

Media and public information to make fines more salient



Local Identity

Use of Social Norms

Promoting a local pro-New Forest identity - “Tribal Pride”

Environmental pride - ‘Your New Forest / My Home’

Mobilisation of the majority

A unified and identifiable presence – deterring people from littering

Framework development



LOOK OUT FOR THE NEW FOREST

Designing and testing interventions

Coronavirus lockdown easing: Litter piles up at beauty spots

1 June 2020



DOMINIC DARVEL



ERWIN VAN VROENHOVEN



ANNA LOIS TAYLOR

Local volunteers cleared up piles of litter at Durdle Door in Dorset

Pivoting the focus onto coastal litter





New Forest DISTRICT COUNCIL

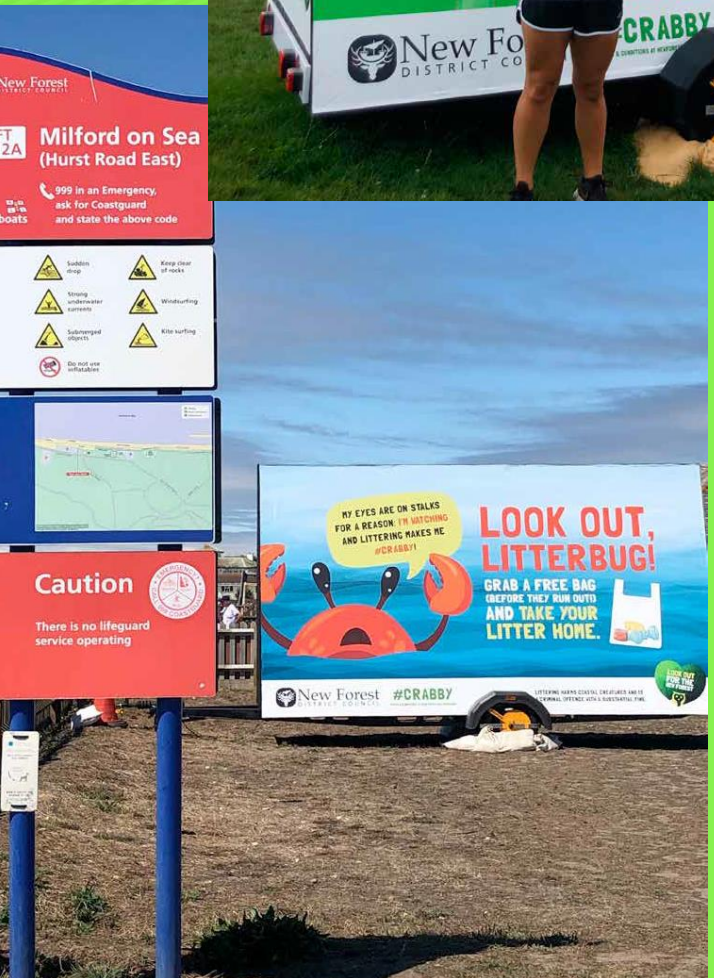
#CRABBY

TERMS & CONDITIONS AT NEWFOREST.GOV.UK/CRABBY

LITTERING HARMS COASTAL CREATURES AND IS A CRIMINAL OFFENCE WITH A SUBSTANTIAL FINE.

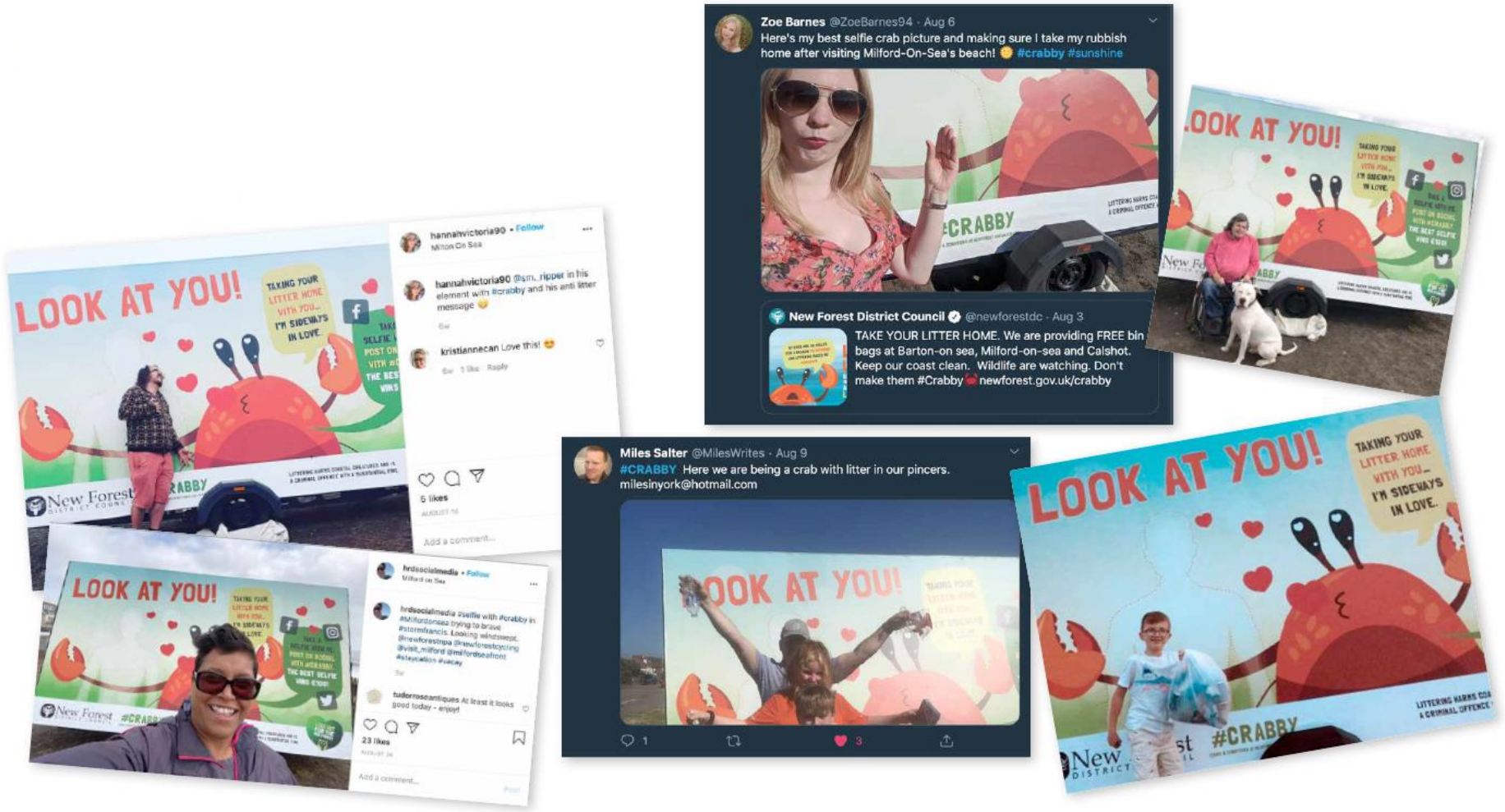
LOOK OUT FOR THE NEW FOREST


LOOK AT YOU!
TAKING YOUR LITTER HOME WITH YOU... I'M SIDEWAYS IN LOVE.
TAKE A SELFIE WITH ME.. POST ON SOCIAL WITH #CRABBY. THE BEST SELFIE WINS £100!
LOOK OUT FOR THE NEW FOREST
LITTERING HARMS COASTAL CREATURES AND IS A CRIMINAL OFFENCE WITH A SUBSTANTIAL FINE.
#CRABBY

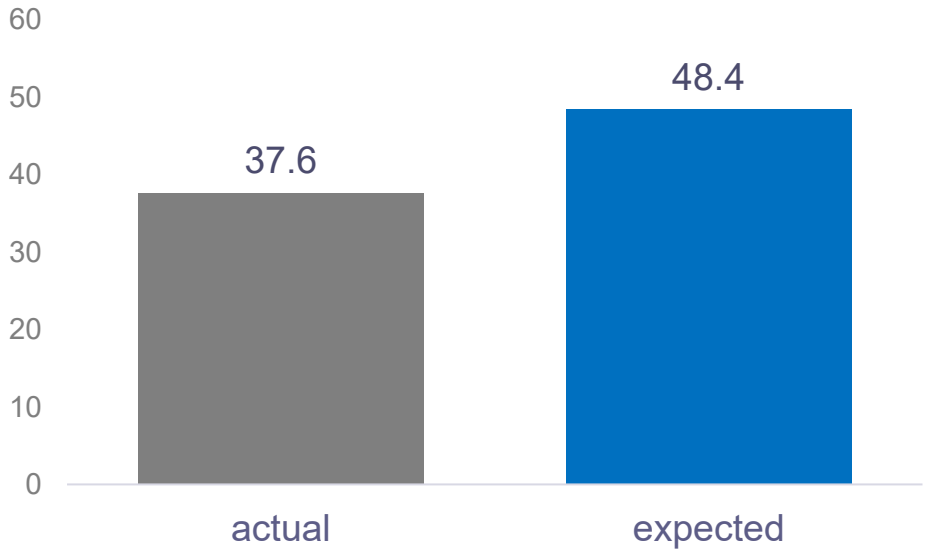

New Forest
Milford on Sea
(Hurst Road East)
999 in an Emergency, ask for Coastguard and state the above code
Caution
There is no lifeguard service operating
MY EYES ARE ON STALKS FOR A REASON: I'M WATCHING AND LITTERING MAKES ME #CRABBY!
LOOK OUT, LITTERBUG!
GRAB A FREE BAG (BEFORE THEY RUN OUT) AND TAKE YOUR LITTER HOME.
New Forest
#CRABBY


DON'T MAKE ME #CRABBY - TAKE YOUR LITTER HOME!
Snag yours here before they run out
EMPTY? SORRY, WE FILL THESE DISPENSERS DAILY.
THANKS FOR TAKING YOUR LITTER HOME!

Encouraging engagement



A positive effect

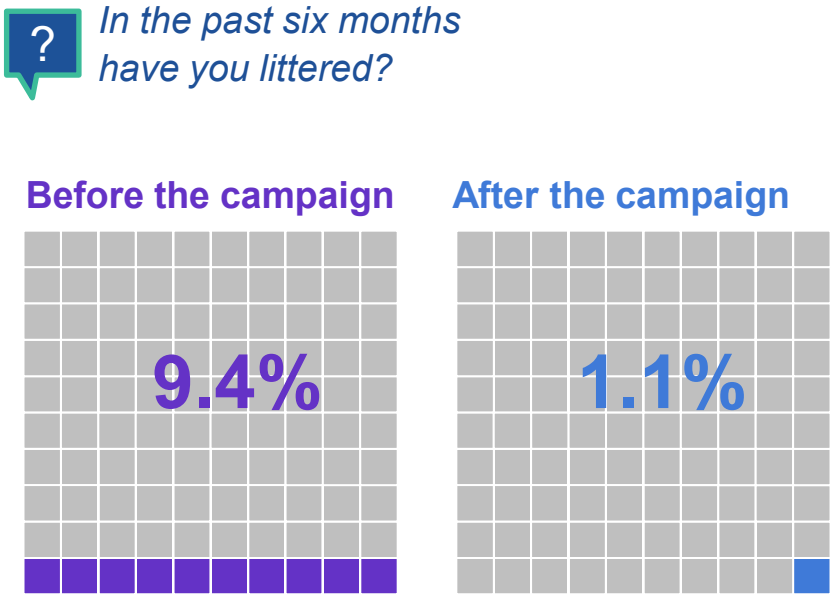


- Actual waste collected over the intervention period was 37.6 tonnes.
- Significantly less than the 48.4 tonnes expected.
- 29 percent less waste (10.8 tonnes)

- An additional 10.8 tonnes of litter would have cost the Council approximately £10,261 to collect.

Further evidence of behaviour change

In the past six months have you littered?



"We didn't have the amount of litter that we've had in previous years even with the influx of visitors to the area."

"The beach appeared visibly cleaner."

"Given this year we have a huge number of visitors – I have never seen Calshot so busy – we didn't have as much litter as I expected at all."

Lessons from behavioural science

Key lessons

1. Targeted approaches work better than general messages – different things appeal to different people
2. An overarching framework builds visibility, consistency and allows flexibility and creativity
3. Be clear about your target audiences The general public aren't all the same (nor are farmers or landowners)
4. Think about why people do things (or don't), not just what they're doing if you want to encourage behaviour change
5. There's no substitute for evidence and insight – primary research is the best way to understand your audiences

Any questions?

Toby Blume

toby@social-engine.co.uk

www.social-engine.co.uk