

BE THE WAVE AR FRIG Y DON

Campaigning and Behaviour Change



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**MARINE
CONSERVATION
SOCIETY**





Campaigns and Behaviour Change

Developing your #bethewave campaign

A great way to involve your whole school and community in raising awareness and starting a #bethewave movement is to develop and run a campaign. A campaign is a planned set of activities run over a period of time to achieve an outcome, such as social or political change. By campaigning for your chosen cause, you are taking positive steps to achieve your aims.

When we try to change people's behaviour, there are some important things to think about.

Who and what is the focus?

- The purpose of your campaign needs to be clear – what is the specific behaviour you want to focus on?
- Who is your audience? You may need to question why they do not behave responsibly and how can you address this?

What's your message?

When you've considered these things, you can begin to think about what messages will work for your target audience and which measures need to be put in place.

Positive reinforcement, education and working together are all key to changing behaviour.

Nudge activities can also be an effective way of altering people's behaviour, without forcing a particular action on them. It's a way of getting people to do what you need them to do with a bit of subtle persuasion – making a certain behaviour the easiest choice to take, without removing the alternatives. For example, placing alternative non plastic products at the front of your school's canteen counter or creating a reward or a competitive element to putting litter in a bin.

Whatever your campaign idea, you want to keep it simple – maintaining a clear, consistent message throughout.

How are you going to measure success?

Remember that before your campaign is launched, you must plan how it will be evaluated.

Without assessing how successful your work has been, you won't know what to continue doing and what needs to be changed to improve things in the future. Evaluate, refine and repeat!

Top Campaign Tips

- 1) Make it easy! Think about why people are behaving in a certain way and remove the barriers for them. For example, in the case of litter perhaps you need to look at the packaging, school rules, placement of bins – access to facilities. Ultimately the easier we make it the more likely people are to do the right thing.
- 2) Add pressure – can you look at providing incentives or sanctions. Think about adding social pressure – emphasising that most people do the right thing.



Spreading the word!

Good communication will motivate people, so how will you inform and involve your school and the wider community in your campaign?

It's good to use a range of tactics to help spread the word, so you might want to start thinking about how you communicate news now – this includes to pupils, staff, governors, your Parent Teacher Association, outside organisations and groups. Can you make use of school newsletters, website, notice boards, press releases, and assemblies?

What groups are already established within your school to support the campaign? This could be anything from your School Council or Eco-Committee to your Gardening Club, Debating Society or Drama Club.

Remember! Social media is an incredibly powerful tool to communicate, share information and get people involved. Platforms such as Twitter, Instagram and TikTok often play an important role to get the campaign started and capture an audience. Research suggests however, that once a minority of people have adopted new sustainable behaviour, personal conversations then play the crucial role in the behaviour being adopted more broadly.

Handy hints for using social media

- Plan activity before, during and after your campaign – you want to build anticipation before you launch and celebrate your achievements.
- You need to capture people's imaginations, so make it engaging – you can do this through attention grabbing hashtags and competitions.
- Make it visual by using photos and videos! Tweets with images receive 150% more engagement.
- Don't be afraid to reach out to gain support. Target influential people or organisations in your community, such as local celebrities or the media. Just a retweet or a like will help boost your reach
- Use free monitoring tools to keep an eye on what posts have the most impact. Learn from this to develop your social media activity.



There are many local, national and international campaigns already in force. Take time to investigate what's already out there and make use of them for inspiration to help develop your own. You may even decide to join an already established campaign as part of your action plan.

Be enthused by some examples below:

- [Hubbub](#), an environmental organisation who design [campaigns](#) to inspire ways of living that are good for the planet. They raise awareness and use nudge behaviours in a fun and creative way to get people interested and involved. Examples include the [Ballot Bin](#) and [Neat Streets: tackling Litter with tech](#) campaigns.
- [Marine Conservation Society campaign](#) for a cleaner, better protected ocean. They want you to get involved with their latest campaign actions, ranging from pledging against balloon releases to banning plastic in wet wipes and getting filters fitted in washing machines!
- [Surfers Against Sewage](#) is a national marine conservation and campaigning charity that inspires, unites and empowers communities to take action to protect the oceans, beaches, waves and wildlife. They invite you to join them and [take action](#).
- [City to Sea](#) are an environmental organisation on a mission to stop plastic pollution. They run people-powered, community serving [campaigns to inspire](#) us to make a difference whether we live in a city or the at coast.
- [Ocean Generation](#) wants you to join their global movement to tackle threats to the ocean and influence policy change. Watch the [Ocean Generation video](#). and use your pupil voice.
- [Friends of the Earth](#) provides resources, information and leads campaigns to support solutions to environmental issues.

Remember to look at local groups and organisations that are also campaigning. Could you join forces? There are often youth groups with a mission to improve the environment and the [Welsh Youth Parliament](#) is there to raise your pupil voice and concerns.

So, Get planning!

#bethewave of change. What are you waiting for?!

Remember to tag @EcoSchoolsWales



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