

Scottish Biodiversity Communications Strategy Framework
A Report to the Scottish Executive & Scottish Natural Heritage
by Newhaven Communications

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newhaven

Executive Summary

The Scottish Biodiversity Strategy sets out a 25 year vision for conservation and action to promote biodiversity, the inspiring variety of life around us. One of its key objectives is to promote awareness of biodiversity and the action we can take to support it.

This document identifies 3 themes which are particularly important for encouraging people to become more involved in biodiversity initiatives in Scotland:

1. Acknowledgement that people have lives to live with many things to think about on a daily basis. Biodiversity is not currently their first priority (indeed the vast majority do not understand the term) and the challenge is therefore to capture their imaginations in the places they go to and in the ways they will listen.
2. That a segmented approach is required, with the term '*nature and wildlife*' being used in communicating for those who are relatively new to these issues, with the term '*biodiversity*' being used only for those who have already had significant exposure to the term and its concepts.
3. In order to put people at the heart of the Scottish Biodiversity Strategy, messages about nature and wildlife need to be: fun, participatory and enjoyable. Only then will they resonate with the general public and be in a position to create mass behavioural change.

The challenge is to create a two-way relationship and dialogue with the Scottish public, which brings to life the natural linkages between people and biodiversity in a way that is positive, engaging and relevant in their day to day lives. This requires communications based on a 3 stage model:

- Enjoy: encouraging people to make the most of nature and the natural world.
- Enhance: taking steps to make *their* local environment better.
- Protect: appealing to a deeper sense of responsibility and ownership.

The document identifies 10 'golden rules' to help guide this communication and ensure that the Executive and its partners present consistent, synergistic messages to the people of Scotland.

Introduction

Biodiversity is the inspiring variety of life around us.

Biodiversity represents a key component of the Scottish Executive's sustainable development strategy¹. Within this context, the Scottish Biodiversity Strategy² sets out a 25 year vision for biodiversity conservation and action, including the objective of increasing awareness, understanding and enjoyment of biodiversity and engaging many more people in conservation and enhancement.

The key stakeholders on the Scottish Biodiversity Forum have made significant progress in communicating messages around biodiversity both within and outside of their organisations. Around one fifth of the Scottish population already recognises its importance and is actively involved in initiatives designed to protect and enhance the natural world. The challenge now is to build upon this work, widen its appeal and better coordinate messages between the key stakeholders so that we are able to maximise their impact across Scotland.

As part of this process, the Scottish Executive and Scottish Natural Heritage commissioned Newhaven Agency in 2006 to develop a plan to help coordinate biodiversity communications. This plan uses new market research to build upon existing work such as SNH's key messages research, reports by Greenspace Scotland & Stevens and Associates, a paper to the SBC on developing a biodiversity communications plan and much of the work surrounding the Scottish Executive's Sustainable Development initiatives. It offers a pragmatic framework for communications that can be used to give greater cohesion to currently diverse issues, campaigns and perspectives. It explores the considerable challenges still remaining in encouraging **more people in Scotland to take an active role in enjoying, enhancing and protecting their natural world.**

¹ **Choosing Our Future.** (2005) Scottish Executive, Edinburgh
(<http://www.scotland.gov.uk/Publications/2005/12/1493902/39032>)

² **It's in Your Hands** (2004) Scottish Executive, Edinburgh

Aims of the biodiversity communications framework

The framework is a benchmark for best practice in biodiversity communications. It consists of 10 Golden Rules, the rationale behind their formulation, and ways to reach the majority of the Scottish population who care about their natural world but who are not actively involved in protecting it [new recruits]. But neither is it designed to be exclusive or to alienate those who are already doing their bit to help.

The framework is not a blueprint for a specific communications plan, with detailed messages, audiences and media recommendations. That is the next stage in the process of developing any communications campaign. Instead the framework would form the foundation of a communications toolkit.

Communications planning will require a great deal of on-going decision-making, input and consensus on behalf of all the members of the Scottish Biodiversity Forum, including current campaigns and messages, budgets and resources.

More specifically, deliverables for the biodiversity communications framework are to:

- Put people at the heart of communications [in line with the Scottish Biodiversity Strategy to 2030].
- Raise awareness and understanding of biodiversity amongst the Scottish public.
- Secure greater action/decision-making in favour of biodiversity by people, organisations and businesses in Scotland.
- Develop a sense of common ownership; with a common language amongst all involved in biodiversity communications [e.g. let us start with the Biodiversity Forum].
- Integrate with umbrella communications regarding sustainable development, and existing biodiversity initiatives.

So in a nutshell, in popular vernacular, we are uncovering how ***'to help Scotland get back in touch with nature by tuning in to our own human nature'***. ***By that we mean bringing to life the natural linkages between people and biodiversity in a way that is positive, engaging and relevant in their day-to-day lives. By doing this we take a societal issue and make it personal increasing pride, ownership and responsibility.***

The Challenge of Changing Behaviour

a) A willing audience in principle

Research tells us that people in general do not reject the issues outright. In fact they need and want to hear about them. They do not ignore the majesty and the wonder that nature and wildlife can offer them, they just want biodiversity and the natural world to be accessible, enjoyable and of benefit to them too.

For many adults in Scotland, that means experiencing biodiversity from the comfort of their armchair³, preferably in widescreen high definition television with stereo surround sound. Similarly, many people are using their financial muscle to buy into and consume 'natural/environmental', in everything from dolphin-friendly tuna through to eco-holidays and organic cotton.

b) A world of contradictions

Modern Scotland is part of a global and interconnected consumer society. It is a world full of contradictions, where people struggle to balance their own and their families' needs and desires, with what is best for the environment around them. Many parents will, for example, have sound environmental intentions, but will still wish to provide a continental holiday for their family or buy food that is shipped in to Scotland from far beyond its borders.

c) A gap between saying (claimed behaviour) and doing (actual behaviour)

The result is an increasing gap between awareness of environmental issues, including biodiversity loss, and behaviour taken on a day-to-day basis to remedy the situation. Adults are still the ultimate decision-makers in the home, and time is their most precious commodity. There remains a significant challenge in getting adults in Scotland to understand how their actions impact on their environment and encouraging them to do something positive about it. We are surrounded by sophisticated and emotive marketing whether we like it or not; whether it is Nike encouraging us to 'Just do it', or Oxfam asking us to buy a latrine for a village in Africa. This is what biodiversity communications will need to compete with for share of the hearts and minds of our audience.

d) Pointers from elsewhere

The continuing rise in sales of 'organic' or 'green' consumer goods offer some pointers to the future needs of communications around biodiversity. Buying green is not perceived as an out-and-out sacrifice. People are at the heart of a decision, where there is a benefit to them, be it rational [e.g. tastes better] or emotional [e.g. feel better], AND a benefit to nature. In addition, in a time-pressured society, the decision is made easy for them. This is why buying green is emerging as a key behavioural shift.

³ In the UK the average person watched 29 hours, 36 minutes of TV per week in week ending 07.01.07. Planet Earth attracted from 6.02 million to 7.45 million viewers per episode. (Source: BARB.co.uk)

There are 'Green' campaigns that have managed to tap into the notion of mutual benefit and a virtuous circle of action. For example:

- The rise in popularity of free-range eggs equals a better life for the hen, a better tasting egg for me, and increased profit for the farmer and the retailer.
- Solvent-free paints give me the benefit of a quality finish without the odour and gives the environment a less polluting industrial process.
- Tesco's announcement that it has halved the price of energy-efficient light bulbs as part of a £500m initiative to fight climate change over 5 years means more efficient energy consumption on a national level and lower carbon footprint for me at a more accessible price, with consequential impacts on biodiversity.

e) Lessons for Biodiversity Communications

After years of dedicated resource, expertise and commitment from government, local authorities, non-governmental organisations, charities, trusts and schools, many people in Scotland remain distant from the pressing issues faced by nature and wildlife.

Communications have tended towards the hard, scientific facts [nature first] rather than exploring and exploiting the broad motivations of the general public [people first]. As a consequence they have tended to attract a fairly specific group of people naturally drawn to the issues that biodiversity raises.

Though this base is highly committed, it is not large or focussed enough to spur a mass behavioural change that sees more ordinary people 'out there' doing something about biodiversity issues.

Target Audience

Omnibus research (see appendix 1) has enabled us to distinguish between two key audiences:

1. The converted (carers & doers) – 21%

Those who feel that they are already involved in helping to enjoy, enhance and protect Scotland's 'biodiversity'. Age wise, they break down as follows:

- 31% are 18-34 years,
- 35% are 35-54 years
- 34% are 55+ years.

Converts are more likely to be female, at 62%, and of a higher socio-economic background [26% AB social grade] versus the general population. They also tend to rate their local neighbourhood green spaces more highly than the general population.

This group represents 'the already committed'. As such, further communications with this audience alone does not fulfil the remit of the biodiversity communications strategy - to encourage more people to become actively involved.

2. The core communications target (carers/non doers) – 60%

These people care about the natural world, but are not currently active in enhancing or protecting it. Their demographic profile differs little from that of the general Scottish population and therefore breaks down as follows:

- 27% are 18-34 years.
- 39% are 35–54 years.
- 34% are 55+ years.

There is also an even gender split (52% are male, 48% are female) with the most significant difference being over a third [34%] fall into the lowest socio-demographic banding.

This group represents the key target audience for communications and are therefore the focus for the rest of the document.

A model for behavioural change

Traditional models of communication rely on raising awareness in order to affect attitudes and ultimately change people's behaviour. However, the core audience for this framework, already cares about the natural world and this suggests that a different approach is required in order to result in behavioural change.

This framework⁴ proposes that amongst our core communications audience the focus falls on changing their behaviours first. This means an initial focus on encouraging this segment of the population to get out and enjoy biodiversity and all that it has to offer.

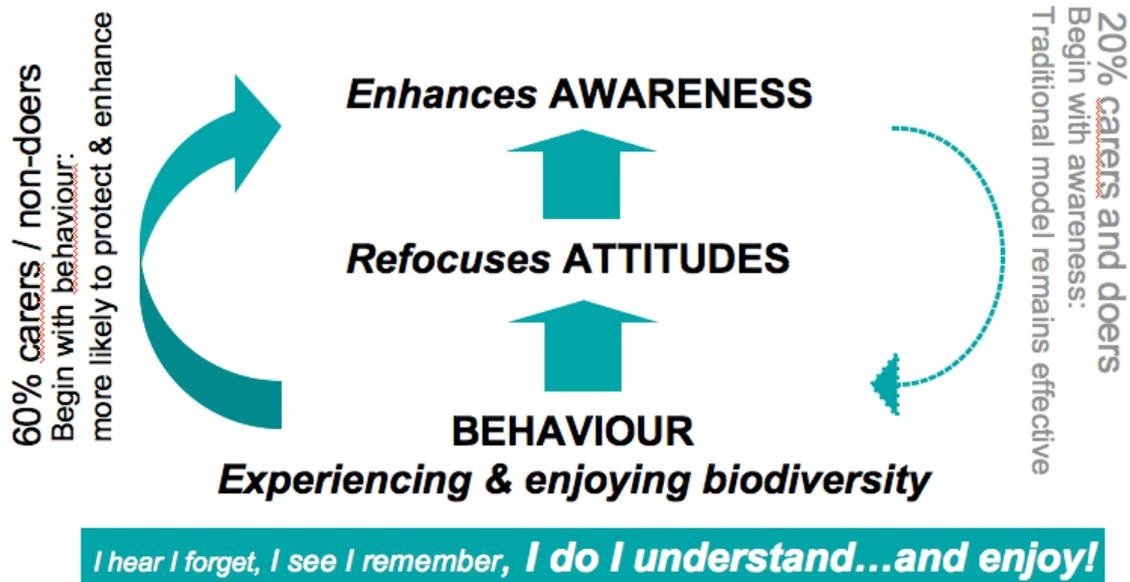
Through this firsthand experience, our core target audience are more likely to:

- Change their attitudes and develop a deeper awareness of the issues surrounding biodiversity.
- Realise that the actions they take on a daily basis have an impact on the natural world around them, negative and/or positive.
- Understand that in this context *their* actions *do* matter.

⁴ Developed and synthesised on findings from IAS Smarts "Promoting Key Messages About The Natural Heritage: A Communications Strategy", June 2006

What messages will encourage change?

Our model for *action* for Biodiversity



The framework proposes a cycle of engagement based on the 3 stages of Enjoy, Enhance and Protect:

- Enjoy: engaging with people and encouraging them to make the most of nature and the natural world. This is the starting point for our core audience who know relatively little about biodiversity, but who instinctively understand nature and the natural world. An important element of encouraging people to get outdoors is to engage with them more generally on the subject first.
- Enhance: taking steps to make *their* local environment better.
- Protect: appealing to a deeper sense of responsibility and ownership.

As a structure the 'Enjoy, enhance, protect!' approach acknowledges that whilst people create the problem, they are also part of the solution. It focuses the sentiment on the positive, without undermining the importance of nature and wildlife. It invites responsibility and connects with people through involvement, rather than telling through instruction. It is not however proposed as an explicit external communications message or strapline. Messages for communications to wider audiences may not necessarily use these particular words.

The Golden Rules of Communication

There are a number of rules that will inform and support future communications on biodiversity in order to get biodiversity issues onto the agenda, keep them on the agenda and make it easier for the public to do something about them.

A good many of these rules are common sense, and may already be practised to a greater or lesser extent within the Scottish Biodiversity Forum. Our interviews with stakeholders, commerce and the general public and our own analysis of current biodiversity communications materials make it clear that not all of them are practised consistently.

These Golden Rules will be most effective when used together. And like all rules, they should not be treated as a rough guide or cherry picked for convenience.

Rule No. 1

Do focus on people and enjoyment

Do not lead with a doomsday outlook however justified that might be, as it leaves people feeling negative and seldom creates change.

Rationale: Enjoyment and gratification are prime motivators in people's lives. I hear and I forget, I see and I remember, I do and I understand [and enjoy!].

For example: This means using the right images and upbeat messages with people at the heart.

'I would always expect to see a couple of images of toddlers and children, there's a connection there with the future...' Female, Glasgow

Impact: The Scottish population associate nature and wildlife with rejuvenation and positivity for the self. This means that people will be more likely to absorb the message and create change in their lives.

Rule No. 2

Do focus on local

You do not need to lead with the bigger more heroic stories; the media is already doing that for you, and with far deeper pockets.

'These sort of issues hit hard at a local level, not so airy-fairy; in my village the litter bins are full to over-flowing and all the litter blows around, but it's such a lovely village...' Male, Edinburgh

Rationale: Biodiversity communicators need to make nature and wildlife relevant to people's daily lives. If the public can see the connections with their immediate decision-making, they are far more likely to understand the issues. Local issues relevant to them give understanding and impact to the issues.

For example: Signpost and root the issues and opportunities in their locality. Avoid using iconic 'Visit Scotland' imagery as this feels distant to our core target audience

and makes biodiversity feel like something they might *go to see* rather than the nature and wildlife that is *on their doorstep*.

Impact: Biodiversity communicators build a sense of shared ownership and responsibility amongst the Scottish public - *me, mine, ours*. Promoting enjoyment of and pride in my [local] Scotland.

Rule No. 3

Do keep it simple

Do not overload people as they can make the connections in their own time and on their own terms. Language used must be accessible, friendly and 'of the people'.

'Biodiversity...is it that bio washing powder thing? I drink something bio' Female Edinburgh

Rationale: Simple is memorable and ultimately do-able for people. We need to remember the overall remit of the strategy and responsibilities to communicate with the general public.

For example: When communicating with our core audience, 'nature and wildlife' should be used rather than 'biodiversity'. This is because for most people biodiversity is still "nature and wildlife". "Biodiversity" both as a term and as a concept can seem complicated, scientific, distant and not relevant to them now.

Impact: We broaden the understanding of biodiversity issues, make them real and practical to carers/non doers and doers and support their continued action.

Rule No. 4

Do be positive and inviting

Do not leave people feeling helpless. Give them suggestions for what they and their 'family/friends/community' can do. Do not use guilt tactics, this is counter-productive and often causes resentment.

'It makes me feel responsible, and at the same time pretty powerless because you think 'Well, I AM going to take my car'' Male, Glasgow

Rationale: Tone of voice is key. Biodiversity can be the environmental *good news* story.

For example: **Learn and** borrow from successes seen in the commercial environment, where brands have connected and engaged with people in a highly emotive and inclusive way. Think like a brand, talk like a brand & behave like a brand.

Impact: New, willing and optimistic recruits to help tackle biodiversity issues deliver the strategy objectives and spread the word within the context of the Natural Scotland super brand.

Rule No. 5

Do frame people as part of the solution

Do not leave people feeling high and dry or guilty without any idea for what action they can take.

‘You feel that you are all alone trying to improve the environment – you feel as if ‘What difference can I make?’ Female, Glasgow

Rationale: If biodiversity communicators make the facts simple, the benefit obvious and the action our core target audience can take easy, they will feel more motivated and engaged.

For example: Dolphin-friendly tuna enabled consumers to make a difference to biodiversity [albeit on a larger stage] through their purchasing power. Likewise, the Forestry Stewardship Council’s Good Wood Scheme enabled the building trade to exercise a positive choice for nature and wildlife when selecting timber.

Impact: People feel connected with their natural environment, and they feel positive and able to do something about important issues.

Rule No. 6

Do popularise

Tune into the zeitgeist, and do not assume this means dumbing-down. Planet Earth managed to bring the eco-systems to life and addressed the issues but used common language and music to do this in an engaging way.

‘I think a lot of people will believe it if they see it in a soap. If it can be built into one of the storylines, it will get into a lot of homes’ Female, Glasgow

Rationale: To mainstream the biodiversity agenda in order to achieve critical mass. This is all about understanding and engaging with the motivations and language of the man or woman in the street.

For example: Using the example of the disappearance of cod from fish and chip shops to demonstrate the largely invisible effect of depleting fish (and particularly cod) stocks and marine biodiversity on the general public.

Impact: More people understanding the issues, making connections and changing their decisions from an informed viewpoint.

Rule No. 7

Do make it topical and connected

Do not try to push water up a hill. Piggyback on relevant societal trends and other critical issues that affect the health and wealth of the nation.

‘I read this really interesting article about your carbon footprint – you can have a mobile phone but take your bike to work everyday; it makes you aware, but I do not think people can be perfect in this day and age’ Female, Glasgow

Rationale: Help make the connections with other policy areas, and where biodiversity is very much part of the solution. This maximises financial efficiency and increases the profile of biodiversity issues in one hit.

For example: Linking into wellbeing, healthy-eating, obesity and mental health agendas.

Impact: gets biodiversity on the agenda, again and again and again by keeping relevant and fresh.

Rule No. 8

Do understand the trade offs

Do not ignore the fact that people have lives to live and priorities to meet, especially within business. People cannot and will not ignore them, and if we do, we place distance between 'them' and 'us' and give them a get-out clause.

'It's a trade-off between what people want and what they are willing to pay for...'
Property Developer, Edinburgh

Rationale: this demonstrates an understanding of and respect for people [as well as biodiversity].

For example: With developers we can frame the short-term sacrifice [time or money] against a longer-term benefit to the bottom line. Planting indigenous saplings now helps to sell the prospect of living in an urban forest development in 2020.

Impact: Enhanced mutual respect and a greater likelihood of action in favour of biodiversity.

Rule No. 9

Do make it a two-way relationship

Make the relationship a dialogue. It is a shared responsibility.

Rationale: Relationships are about give and take; you cannot ask the public to make all the effort. This is especially true for the younger audiences who are usually at the forefront of driving social changes. The spirit of youth drives them to get involved and voice their opinions.

For example: Use the power of modern digitally enabled [on-line] communities. They are dynamic, can be highly localised, and can spread information and ideas faster than any other medium. They help people stay connected and in touch.

'I use the web everyday, every lunchtime...' Female, Glasgow

Impact: A sense of shared ownership, stewardship and involvement.

Rule No. 10

Do lead by example

Good housekeeping begins at home and we must all do everything we can to ensure that we adopt an integrated approach and adhere to best practice at all times.

'You've got to be able to lead us to this' Male, Glasgow

Rationale: This is the Golden Rule of communications, and unfortunately the one that is most frequently broken.

'More and more people are contributing by writing stuff, but not doing; seems to me they are just justifying their existence' Architect, Edinburgh

For example: The flagship of BBC children's TV programming, Blue Peter has managed to weave a 'green' agenda into its programming and thus educate & engage the citizens of tomorrow.

Impact: Biodiversity communicators set the agenda and new benchmarks that others strive to match.

Media channels

Precise media recommendations can only be made in response to a specific campaign brief. However, any biodiversity communications activity should identify defined target audiences and be underpinned by appropriate media that:

- The target audience trust and respect.
- Has a national/local/community focus as appropriate.
- The target audience opt in to and can input in to.
- Is bottom up and not trickle down.
- The audience have a sense of shared ownership (rather than a medium where they are simply told what to do)
- Is part of an integrated campaign, exploiting PR/news/posters/word of mouth leaflets

Examples of engaging, modern and measurable media to consider for the campaign could include:

Digital and mobile

Example: online can be a first port of call for gathering information on new and involving subjects. The Scottish Executive's teacher recruitment campaign for example succeeded in generating in excess of 80,000 click-thrus to infoscotland.com/teaching. The site allows graduates, career changers and teachers out with Scotland to access exactly the information they need to make the decision to teach in Scotland, presented with a welcoming and accessible tone of voice.

Piggybacking on corporate and public spend

Example: getting negotiating presence in supermarkets, where the biodiversity message is very relevant and we can encourage our audience to get out and engage with the natural world) and exercise a positive choice when making essential weekly purchases.

Local radio, press, PR and events

Example: By integrating the bigger stories to the local environment we can create a greater sense of collective stewardship. Not only are issues raised but they can be easily revisited over to time to demonstrate the quantifiable improvements that have been achieved. A process that keeps the issues on the agenda and vindicates the actions and rewards those involved.

What does success look like?

Success for biodiversity is firmly rooted in 'doing'. This means more people actively enjoying Scotland's natural environment and helping to protect and conserve it. Specifically, biodiversity communications should encourage the Scottish population to:

- Get outdoors more often, valuing what it has to offer (relaxation, wellbeing, good health).
- Find out more about the **local natural** environment.
- Get involved in local improvement initiatives.
- Volunteer.

- Change consumer habits, travel patterns, work practices in favour of biodiversity.

Monitoring and Evaluation

There is a need to build in mechanisms to understand how effective communications have been. In a broad sense, this can be done through repeating an omnibus survey at regular intervals (for more detail see appendix 1) and monitoring how the profile of the population changes as members of the core communications target group are converted. Because the omnibus is representative of the general population of Scotland this takes into account the impact of existing stakeholder communications as well as any new campaign that results from the current project. Campaign-specific tracking can be introduced, such as specialist phone lines, text response codes and / or website monitoring. The response mechanisms that are selected will depend on the campaign aim and the media that are chosen. However, each can allow data capture, which could subsequently be used to enter a 2-way dialogue with an audience who have actively opted in to finding out more.

An example of how a campaign within a public sector remit was executed and monitored, under the same communications model as we are suggesting here [i.e. action first, attitudes & awareness later], please refer to the case study detailed in Appendix 2 about Children's Hearings.

Recommendations for next steps

The following is a set of practical steps for the development of any future biodiversity campaign planning. It aims to pave the way for a more integrated approach to biodiversity campaigns and messages. Especially those intended to broaden the impact of the issue amongst the general public.

1. A sub-group of ICE, (augmented to give the wider biodiversity stakeholders the chance to help shape messages at an annual workshop), will take forward the co-ordination of biodiversity communications activity. An early task for this group is segmenting the biodiversity audience on the basis of existing research (audiences, messages and tone of voice). The analysis of audiences used for the Sustainable Development campaign will be used as an example.
2. A communications toolkit will be developed by this sub-group of ICE. The toolkit will be developed under the Sustainable Development campaign umbrella, capturing messages, target audiences and incorporating the 10 golden rules, to give stakeholders guidance on engaging with new audiences, drawing on existing research and models. In developing the toolkit appropriate road testing is recommended to ensure that the toolkit works.
3. Annual stakeholder workshops, including biodiversity stakeholders from beyond the membership of the Interpretation, Communication and Education Working Group of the Scottish Biodiversity Forum, will be held to agree the messages/branding for the following 12-18 months, using an independent facilitator.

We carried out a number of different research surveys to inform our final strategy recommendations, as we wanted to hear feedback from the horse's mouth.

1. Focus groups

In the first instance, we interviewed a cross-section of the Scottish population recruited on their attitudes to nature and the natural world. This was broadly based on the IAS Smarts research which informed SNH's key messages work⁵.

90 minute focus groups amongst general Scottish population

X1 Edinburgh amongst non-carers/non-doers [2nd October]

X2 Glasgow - X1 amongst carers/non-doers, X1 lapsed carers [3rd October]

The focus groups were semi-structured interviews, consisting of people from various walks of life. They were designed to deliver the following insight:

- Where and how biodiversity touches people's lives and where and how it could mean something more
- How we talk about biodiversity in a way that connects with people
- Establishing realistic timeframes for behavioural change

2. Commercial interviews

We also spoke to a range of commercial interests with a greater or lesser impact on the natural environment and Scotland's biodiversity.

1-2-1 interviews of 15-20 minutes with 'commercial' operators

X20 telephone interviews of which:

X5 amongst farmers, crofters, landowners

X5 amongst property developers, financiers, architects

X5 amongst fishermen, shipping reps, ocean transport, e.g. ferries

X5 amongst tourism representatives, e.g. tour companies, hotels, transport

Interviewing spanned 9th -27th October

Questions asked were designed to understand the extent to which businesses are conscious of, care about and actively engage in practices addressing biodiversity issues, and the effect that communications could have on their propensity to act.

3. Omnibus survey

This survey of 3 questions was set up to investigate the breadth/depth of the Scottish population's involvement in Scotland's natural world. It focused on the entire Scottish population [nationally and regionally representative] and gave a total of 1,000 telephone interviews.

1,000 interviews allows a maximum standard error range of between 0.9% and 3.1% at the 95% confidence interval. Interviewing was carried out from 7th-14th November, with results delivered 15th November.

⁵ Developed and synthesised on findings from IAS Smarts "Promoting Key Messages About The Natural Heritage: A Communications Strategy", June 2006

The following questions were asked:

Q1a. 'Which of the following statements best describes you':

- I care about nature and the natural world and am actively involved in protecting it
- I care about nature and the natural world but am NOT actively involved in protecting it
- I care about nature and the natural world, and used to be actively involved in protecting it, but I am not anymore
- I do not have much interest in nature and the natural world and I'm not actively involved in protecting it
- I do not have much interest in nature and the natural world and I never will
- None of the above [Do not read out]

Q1b. Ask all who are actively involved in protecting nature and the natural world

'By saying you are actively involved in protecting nature and the natural world, do you do any of the following':

- Donate money occasionally, e.g. to _____
- Donate money regularly, e.g. to _____
- I am a member of an environmental organisation
- Volunteer occasionally, e.g. _____
- Volunteer regularly, e.g. _____
- I work in a sector that is part of protecting nature and the natural world
- None of the above [Do not read out]

Q2. 'Now thinking about your local area. On a scale of 1 to 10, where 1 = a grotty place to live and 10 = a lovely place to live, how highly do you rate your local neighbourhood or town'?

- 10/10 - it's a lovely place to live, and has plenty of green spaces to relax in and enjoy nature
- 8-9/10 - it's a nice place to live, and has some nice green spaces to relax in and enjoy nature
- 5-7/10 - it's ok as a place to live, but could do with some attention to green spaces to make it a nicer place to relax in and enjoy nature
- 2-4/10 - It's not that great a place to live, there are no real green spaces to relax in and enjoy nature, and even the ones that are there aren't that good
- 1/10 - It's a grotty place to live, with no green spaces and nowhere to relax in and enjoy nature

4. Stakeholder interviews

Finally, we spoke to key stakeholders sitting on the biodiversity forum. Telephone interviews were conducted for approximately 30 minutes from 28th October through to 15th December amongst those available for comment.

The questions asked were designed to uncover how effective members felt communications had been in the past, and what could be done to create more

effective communications going forward. These questions were set in the context of current and previous biodiversity issues and initiatives.

The following stakeholder organisations were consulted in this exercise:

- Scottish Wildlife Trust
- The Royal Society for the Protection of Birds
- The National Trust for Scotland
- Convention of Scottish Local Authorities
- Greenspace, Scotland
- Scottish Environmental Protection Agency
- Scottish Natural Heritage
- BBC Breathing Places Campaign
- The Scottish Executive
- Interpretation, Communication and Education Working Group of the Scottish Biodiversity Forum⁶
- Urban Biodiversity Implementation Working Group of the Scottish Biodiversity Forum
- Rural Biodiversity Group of the Scottish Biodiversity Forum
- Scottish Biodiversity Strategy Implementation Team
- Royal Botanic Gardens, Edinburgh
- Local Biodiversity Action Plan (Local Authority)
- The Forestry Commission Scotland
- England biodiversity communications group
- Independent Wildlife consultant

⁶ The Scottish Biodiversity Forum is a broad network of key stakeholders interested in biodiversity. The Scottish Biodiversity Committee oversees the implementation of the Scottish Biodiversity Strategy. Five three-year strategy implementation plans were published in 2005 and these are being implemented by separate working groups comprising representatives from key stakeholder organisations. Separate working groups exist on communication, interpretation and education, rural, urban, local and marine issues.

Scottish Biodiversity Research Omnibus survey results

Background

This survey of 3 questions was set up to investigate the breadth/depth of the Scottish population involved in Scotland's natural world. Please see questionnaire attached for more detail on the content.

Methodology

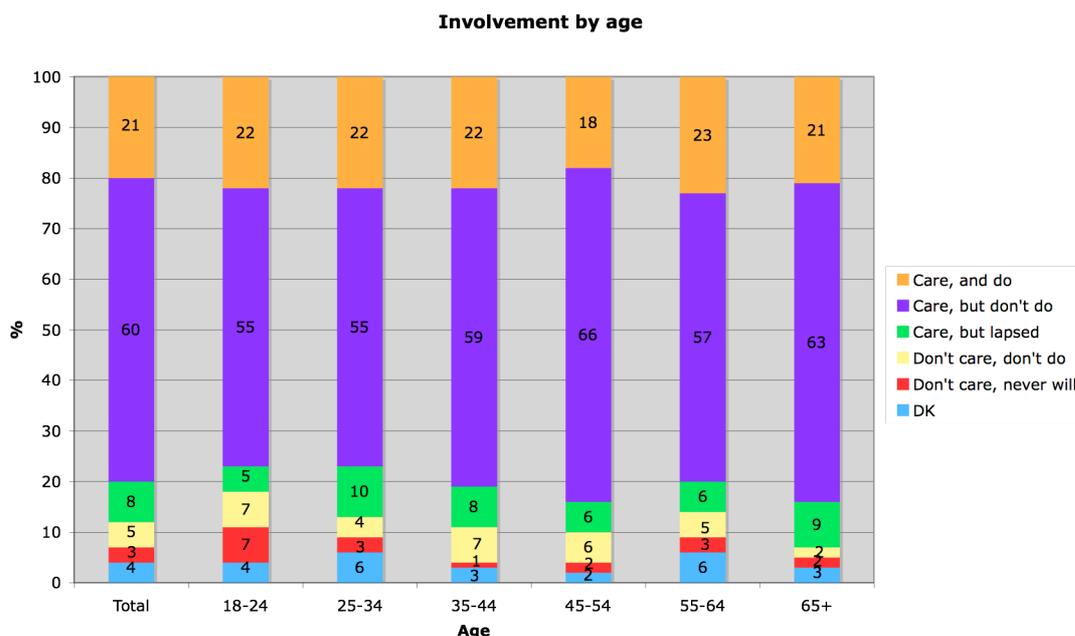
The survey focused on the entire Scottish population [nationally and regionally representative] and gave a total of 1,000 telephone interviews.

1,000 interviews allow a maximum standard error range of between 0.9% and 3.1% at the 95% confidence interval.

Timings

Interviewing was carried out from Tuesday 7th November to Tuesday 14th November, with results delivered in table format on Wednesday 15th November.

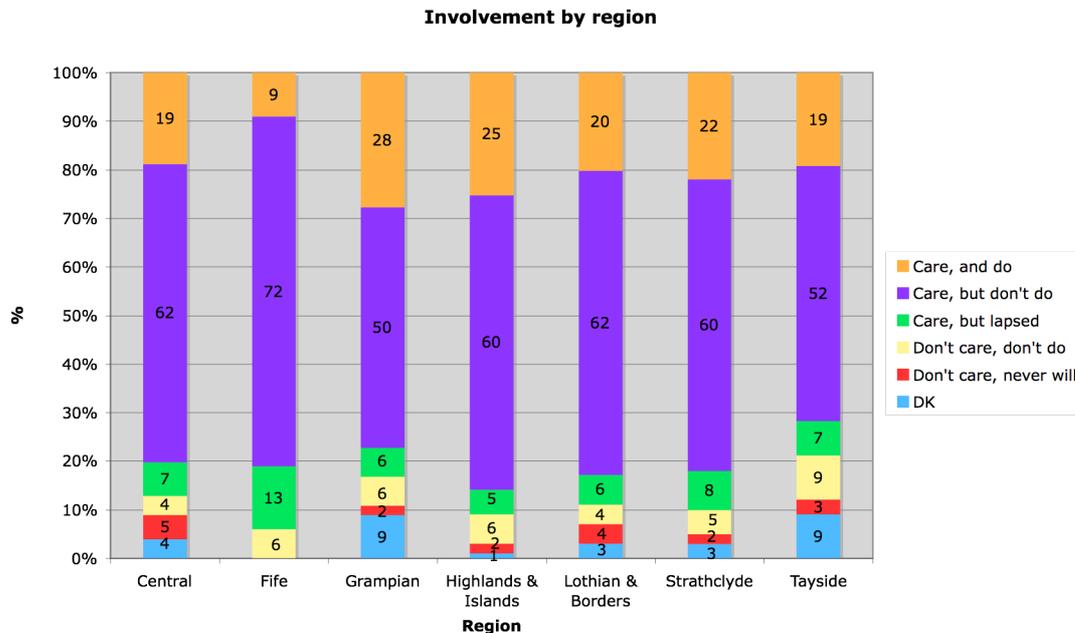
Summary of findings: Involvement



- As demonstrated above, by extrapolation, one fifth of Scottish people CLAIM to be already actively involved in caring for the nation's natural environment.
- The majority of the remainder [60%] care about their natural environment, but are currently not doing anything to enhance and/or protect it.
- A small proportion are 'lapsed' carers, that is they still care about their natural environment, but they no longer do anything to help protect and/or enhance it.
- From the focus groups we carried out, these people have been actively involved in caring for the natural environment for a long time, but are in despair about how serious the issue has become, as they feel all the effort they have already put in has been to no good.
- On average, a small percentage say they do not care.

Demographic analysis

- There is little noteworthy variation amongst age group.
- Perhaps not surprisingly, women are more likely to say they are actively involved than men, although the total proportion who say they care is similar.
- Those from higher socio-economic backgrounds are twice as likely to claim to be actively involved in caring for the natural environment than those from lower socio-economic backgrounds [but see the next question for clarification.]

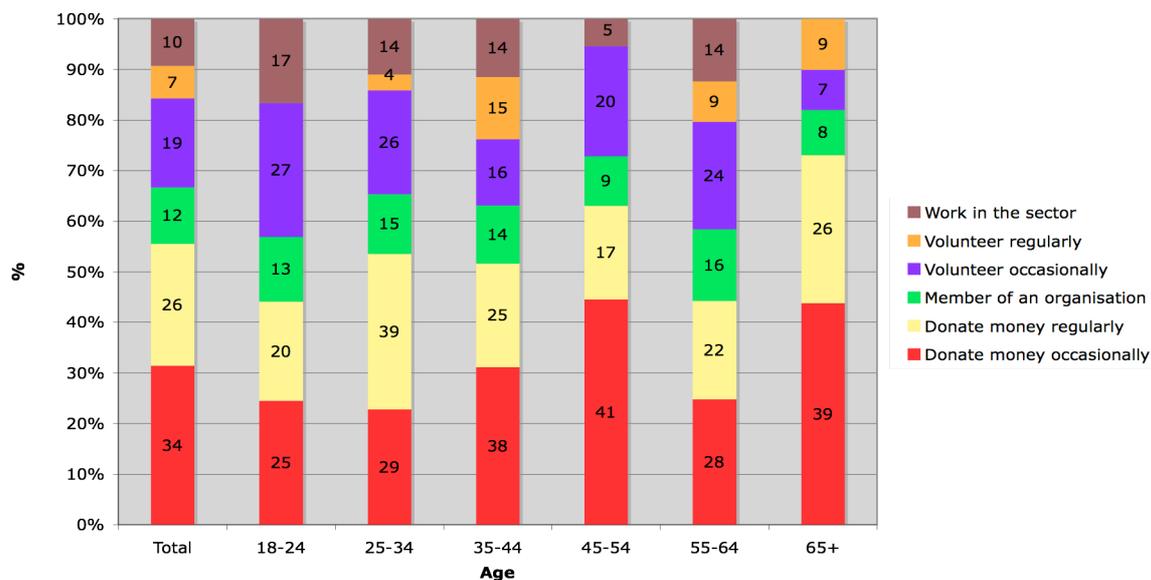


- There is more discernible variation in feeling and involvement amongst different regions in Scotland.
- Those who live in Fife are far less likely to say they are actively involved in caring for their natural environment, compared with all the other regions [people in Grampian are 3 times as likely to be involved for example], but they do have the highest number of lapsed carers...
- Tayside is the region most likely to be uninformed in the natural environment.

Implications

- There is a very large platform for behavioural change, without the need to persuade of the benefit/value of the natural environment – this means an emphasis on action rather than attitude is the right place to start for the biodiversity communications strategy.
- The task at hand will be more about popularising, and mainstreaming, the issue of biodiversity protection and enhancement – the majority care but do not do, and those from lower socio-economic backgrounds are likely to make up a greater proportion of this segment of the population.
- We need to monitor the proportion of these who are lapsed, to ensure that this does not increase – it might be a way to check how well the biodiversity programme is working, because if people get involved and feel the benefit, they will be less likely to be disillusioned.
- **Summary of findings: Action**

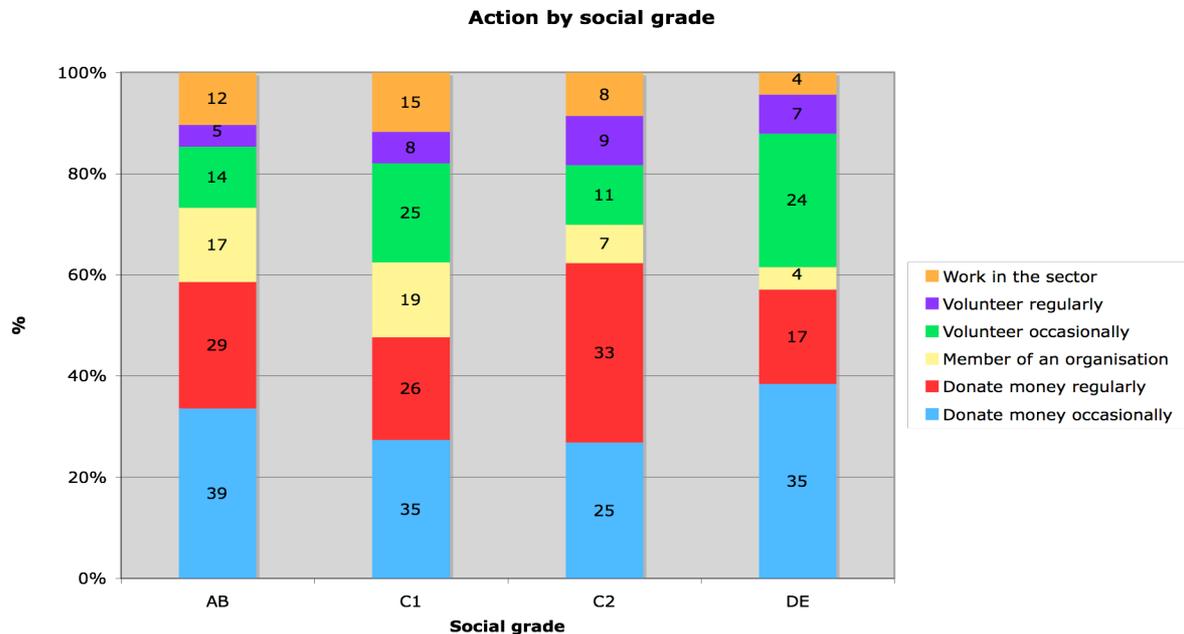
Action by age



- Not surprisingly, the balance of active involvement [e.g. volunteering] versus passive involvement [e.g. donating money] changes in relation to lifestage.
- Younger people are more likely to volunteer and get actively involved [they do still donate money however], but as they get older the balance swings in favour of donating money, presumably as life gets more complicated and people have families [and have less free time to donate to voluntary work].
- Once people hit their mid-fifties and near retirement [or perhaps take early retirement], the balance swings back again, but then dramatically tails off in favour of donating money once they get to their mid-sixties [old age makes it less likely that they will be able to volunteer].

Demographic analysis

- There is very little difference in gender, although women are slightly more likely to donate money, versus men who are slightly more likely to volunteer.

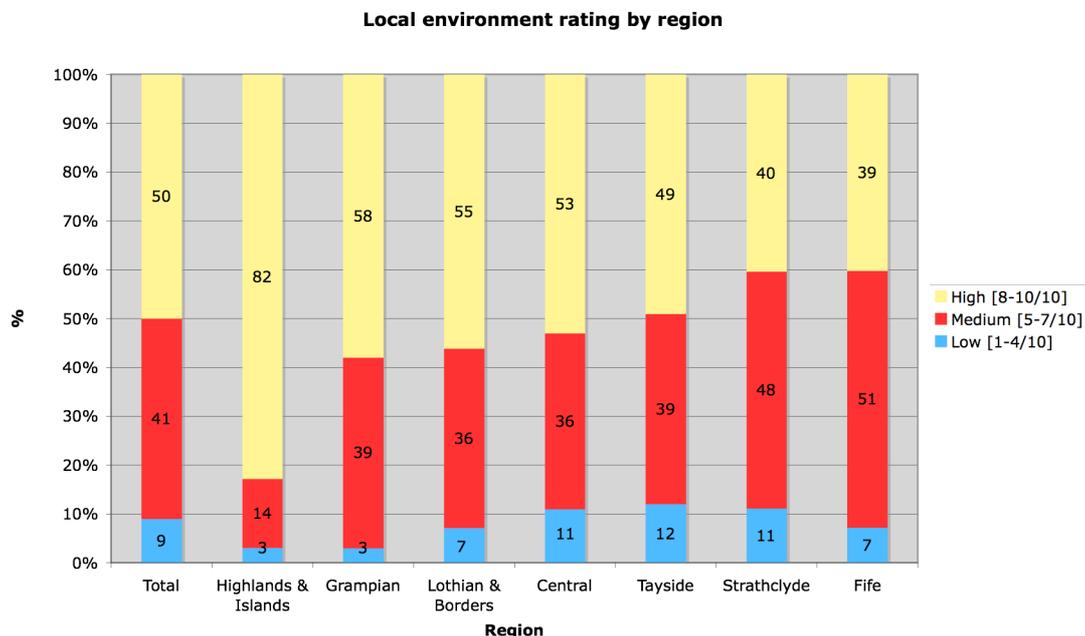


- Those from the higher socio-economic backgrounds especially but also blue collar workers are less likely to volunteer [active involvement], and are more likely to donate money [this is actually passive involvement].
- But the ABs perception is that they are actively involved as a high percentage claimed this in the previous question [saving face??].
- Those from lower socio-economic backgrounds [DE] are far more likely to be involved in volunteering [more time, less money, more sense of community?].

Implications

- There is much more specific work that could be done in relation to lifestage, e.g. tailor messages for active participation towards the younger age groups, but also appeal to those with families, e.g. a fun day out etc; there could also be learning for media channels used depending on the desired outcome [active versus passive involvement].
- Capitalise on those who are still young enough to get actively involved, and may have the time [early or recent retirees]; they may miss the interaction they got from the workplace – the messages could be highly motivating.
- Think of ways that those who are less mobile might be able to get involved, albeit to a reduced extent; there is a powerful social inclusion argument here about allowing the older/elderly to still feel valued in today's youth obsessed society.
- Could be something in a female oriented campaign – as they are slightly less likely to volunteer compared with men – think media channels and tone of voice.
- Appeal to those who have the means to get involved to do so [although money is always appreciated!].

Summary of findings: Quality of environment



- In general, Scotland rates its natural environment!
- Half the population rates its local neighbourhood or town between 8-10/10, in terms of the quality of green spaces where they can relax and enjoy nature.
- The majority of the rest say that it rates between 5-7/10.
- 10 % say they live in 'grotty' areas.
- The rating is of course correlated with access to the highlands and the parks, although Lothian & Borders figure quite highly.
- Fife is bottom of the list, although scores are not disastrous.

Demographic analysis

- There is little to distinguish between different groups on the rating of local environments for green spaces, although older people tend to score their areas the highest along with ABs [the two are not unrelated, the older you are the more likely you are to fit the profile of AB socio-economic grading].
- It might also be that younger people feel more disaffected with their lives and this colours their perceptions of their immediate environment.
- There is also something in a feeling of greater pride and community amongst older respondents, who have not grown up with such a transient lifestyle or indeed had access to such a wealth of opportunity.

Implications

- There may be mileage in looking at specific regions where perceptions of the local environments are below average [e.g. Fife & Strathclyde – think the Clyde Gateway project], and concentrating some effort here in terms of biodiversity, where the greatest impact can be made.
- A campaign of support might keep those who are already converted [e.g. Highlands and Grampian regions] committed to the protection and enhancement of their natural surroundings.

- These findings also support an urban push for biodiversity, as this is where the most disaffection seems to be and this is where a reconnection with nature and the natural world will have the most tangible effect and make the most difference.

Resource/campaign suggestions

- 20% of the population are converted, concentrate on the 60% who are not.
- The 10% who do not care, leave to peer pressure or legislation for now.
- Highland & Islands, Grampian, Borders are the converted – we need to thank, but not preach!
- Urban areas, but also particularly Fife and Tayside are where we need to push any potential communications, where we need to encourage participation and a sense of ownership, and a sense of pride – this is where the majority will be who care, but do not do, or who do not currently care.
- Recruit the older generations [pre-retired and already retired], as they [usually] have more time and disposable income, and hold a far better knowledge of nature than their younger counterparts - this might be an important exercise in social inclusion.
- Help those on lower incomes see that their time is the most valuable thing they can give to Natural Scotland, and build on an already tangible trend.
- Younger people [young adults] especially need help in joining the dots with health and well being and feeling connected with nature – this is where the impact of our current lifestyles is most obviously felt.

Children's Hearings: a great example of a campaign that demonstrates a clear advertising effect using genuinely robust data.**Background**

The Children's Hearings Panel is a unique system that has been operating in Scotland since 1971. It is responsible for addressing the welfare needs of children who need care and protection or who have offended and relies on unpaid volunteers who are given extensive training.

An annual campaign is run in September to attract new recruits. In 2004, it became clear that the current approach was not working. A shortfall of 928 responses was recorded. In a campaign where the scale of commitment needed means that only between 10% and 15% of respondents actually become panel members the result threatened to undermine the system. A new creative strategy was needed to get people (and especially men) to come forward and volunteer. The need to drive volume of response would be critical.

The Task

Our challenge was to deliver over 4,000 responses against a media spend of £156k. The campaign had only ever delivered this result once before, and with a considerably larger media spend. We were also asked to increase the number of male applicants, increase the number of younger applicants and appeal to all social classes.

A new strategy was developed based on the following:

- Acknowledging that volunteering and charity advertising has become increasingly sophisticated. In Scotland alone, media spend in this area in 2005 was £12.5m, an increase of over 300% on the previous year.
- Existing creative work was based on sympathy from the reader. While admirable it was too easy to simply feel sorry for the children. Given the huge task we faced, we needed to leave people in no doubt that action is what was needed. In short, their application to sit on a Children's Panel in their community.
- We needed to address research which showed that people often rule themselves out of volunteering – they wouldn't want me / I'm not the sort of person they're looking for. We needed to break down these barriers with inclusive creative work delivered against a very broad target audience – all over 18s in Scotland.

Ex-children Wanted: Raising awareness of the issue & the need for new volunteers.

The line 'Ex Children Wanted' was developed to immediately include everybody and stress the call to action. Three press executions and one radio execution were developed to read like a journey through the lives of a range of people of different ages and backgrounds – the common link was that they all used to be children. The communications ran on local and national media and a campaign guide was produced for Children's Panel Committees to engender awareness and support 'on the ground'.

Each advert was given a unique reference code so phone and text response could be easily tracked to a call centre. We would have a completely transparent and accountable campaign, allowing us to refine media selection and optimise value for money as the campaign progressed.

Response

The campaign delivered well in excess of 4,000 responses (the highest ever recorded total).

- The volume of responses showed a year on year increase of 25%.
- Male responses year on year increased by 29%.
- 18-30 year old responses increased year on year by 25%.
- Percentages of response across social class remained static year on year but sheer weight of numbers has delivered broader representation.

Summary

Truly significant year on year gains were made against every campaign measure. These were achieved with no significant increase in our campaign media spend and against a 300% increase in overall media spend within the volunteering / charity sector. Transparent and accountable call response data has clearly isolated the advertising effect. And importantly it has given us further intelligence to evolve campaign planning and performance going forward.

Domestic Abuse: effective long-term case study demonstrating awareness and attitude change in society

Background and Objectives

The Scottish Executive has been a forerunner in addressing the issue of domestic abuse within society since 1998. The campaign has been recognised as both courageous in its objectives and effective in its results.

Through an ongoing programme of advertising, public relations and other publicity measures the campaign has consistently sought to:

- Strengthen public opposition to any form of domestic abuse by condemning such behaviour as totally unacceptable.
- Inform public opinion as to the exact nature of domestic abuse and who experiences it.
- Highlight that domestic abuse is not a private matter.
- Raise awareness of the support that is available for people experiencing domestic abuse.

From the campaign's inception in 1998 the Executive has been determined to initially change people's attitudes and then maintain that change. Campaign work runs every year from Boxing Day for 6-10 weeks. This period unfortunately represents the worst time for instances of domestic abuse and thus is the focus of communications.

Who do we talk to and why?

The communications campaign focuses on women for a number of reasons. Importantly, in cases of domestic abuse, women are overwhelmingly the victims of abuse perpetrated by men. Abuse of men by women, or within same-sex relationships, occurs but is less frequent. Statistics show that in the 2004 Police reports, in 88% of cases the victim was female with a male perpetrator. In addition, male victims are in general less likely to be repeat victims of assault, to be seriously injured or to report feeling fearful in their own homes.

The Executive's strategy is supported by a range of organisations and individuals across Scotland and is endorsed by the Scottish Parliament.

Activity

1998-1999

The first television commercial (Domestic Bliss) was produced and put on air in 1998 and 1999. It put domestic abuse on the agenda in Scotland for the population at large.

By the end of 1999 campaign:

- The commercial succeeded in gaining mass awareness of the issue for the first time (campaign research showed an unprompted awareness of 78% amongst all adults in Scotland by January 2000). The campaign also delivered a 10% increase in people agreeing that domestic abuse was a common occurrence in Scotland.
- The commercial succeeded in conveying the fact that mental abuse is as unacceptable as physical abuse with 90% of people agreeing with this statement (a post campaign increase of 13%).
- The commercial showed a reduction of 1/3 of people agreeing that domestic abuse was a private matter.
- Following the widespread publicity of the campaign in its first year a corporate sponsor (Thus) joined forces with us to set up a dedicated helpline. This generated 1,400 calls during the second phase of the campaign. Also Scottish Women's Aid reported a rise of 200% in the calls they received for help and Strathclyde Police (who represent over half the population) reported a rise of 75% in reports of domestic abuse.

2000-2001

A second TV commercial (Behind Closed Doors) supported by press and radio advertising was developed in the second phase of the campaign. This served to further re-enforce our campaign objectives with specific attention being paid to the fact that all types of women suffer from domestic abuse.

By the end of 2001 campaign:

- Crucially campaign awareness maintained at 77% amongst the population.
- Again research indicated that campaign attitude gains had been consolidated over time. Encouragingly attitudes amongst both men and women to the fact that abuse can occur at any age in a relationship showed significant uplift.
- Total calls in the year to the helpline were 9,464. No monthly analysis was available at this time.

2002-2003

A third TV commercial (Doll's House) was aired in this period supported by press advertising. This again embraced our overall campaign objectives with specific attention being placed on the effects domestic abuse has on children.

By the end of 2003 campaign:

- Campaign awareness dipped slightly to 74% amongst the population, but was still running at a very high level.
- By this stage of the campaign 74% of respondents agreed that domestic abuse was a common occurrence in Scotland with 92% agreeing that mental abuse was as bad as physical abuse and 83% of people now agreeing that domestic abuse was not a private matter. Encouragingly, nearly 50% of

respondents were aware that there were lots of places where women could go for help.

- Calls to the helpline during the campaign period had now reached over 3,000.

2004

Budgets did not allow for the making of a new TV commercial in 2004. Therefore 'Behind Closed Doors' was re-run on C4 only. To bolster the schedule two new radio commercials were produced alongside a new press campaign. The radio work focussed specifically on persuading abused women to come forward and call the helpline. The press advertising further highlighted the helpline phone number.

By the end of the 2004 campaign:

- Despite re-running a previous commercial and not advertising on ITV channels campaign awareness was still kept to 72%.
- All critical measures were maintained in line with our objectives, despite lower budgets and much less TV presence.
- Calls to the helpline reached their highest ever level during the campaign period (6,341) representing a year on year increase of 60%.

Recognition

The Scottish Executive has been advising both Northern and Southern Ireland with their campaigns against domestic abuse. We have also been advising Jordan and Malawi on developing their communication campaigns to tackle domestic abuse.

The campaigns have also won both creative awards and an effectiveness award since their inception:

- Domestic Bliss TV- Silver at Roses Creative Awards 1999.
- Behind Closed Doors- 3 star IPA Effectiveness Award 2000.
- Doll's House TV- selected as UK top 50 commercial by Advertising Producer's Association 2004.
- Love Story Radio- Silver at Roses creative awards 2005.