

2025 SIDS NDE Joint Programme

Scene-setting:

Impact - Revise and revamp

PRESENTER

**Jeawon Kim, Capacity Building and
Network Engagement Specialist**



Raising ambitions towards climate - Why NDC?

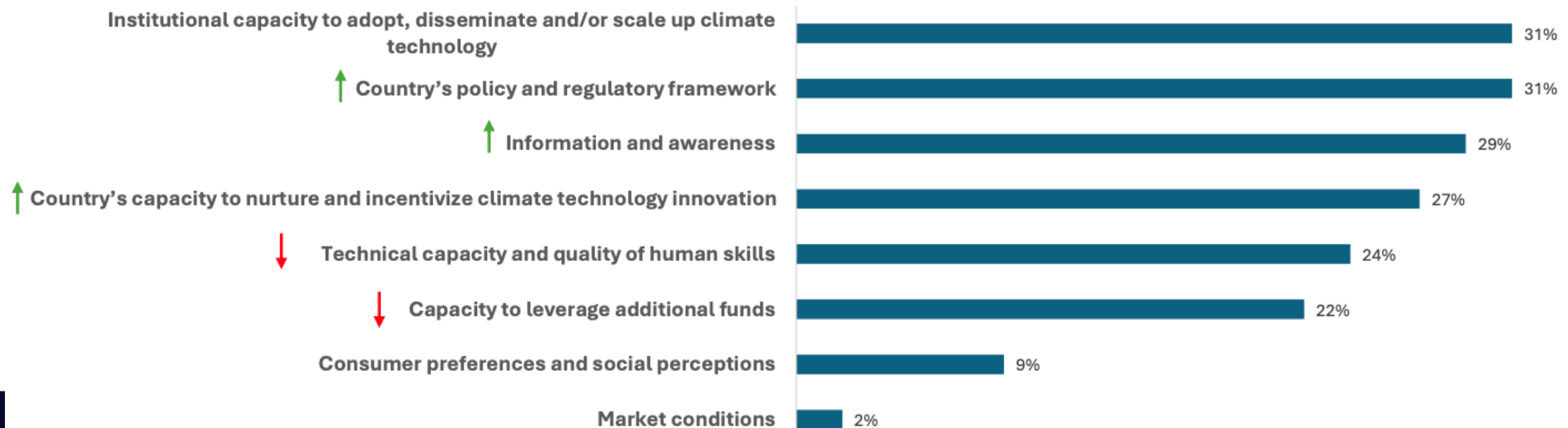
Deo Gabinete, Regional Manager,
Eastern Europe and Asia Pacific
NDC Partnership (Virtual)

Introduction to the concept of 'Impact' with a systems angle

Your voice: NDE Biannual survey in 2024

Question: To what extent did the CTCN technical assistance contribute to the following enabling environments for climate technology transfer, dissemination, and upscaling?

31% Institutional capacity > policy and regulatory framework > information and awareness > Country's capacity to nurture and incentivize innovation

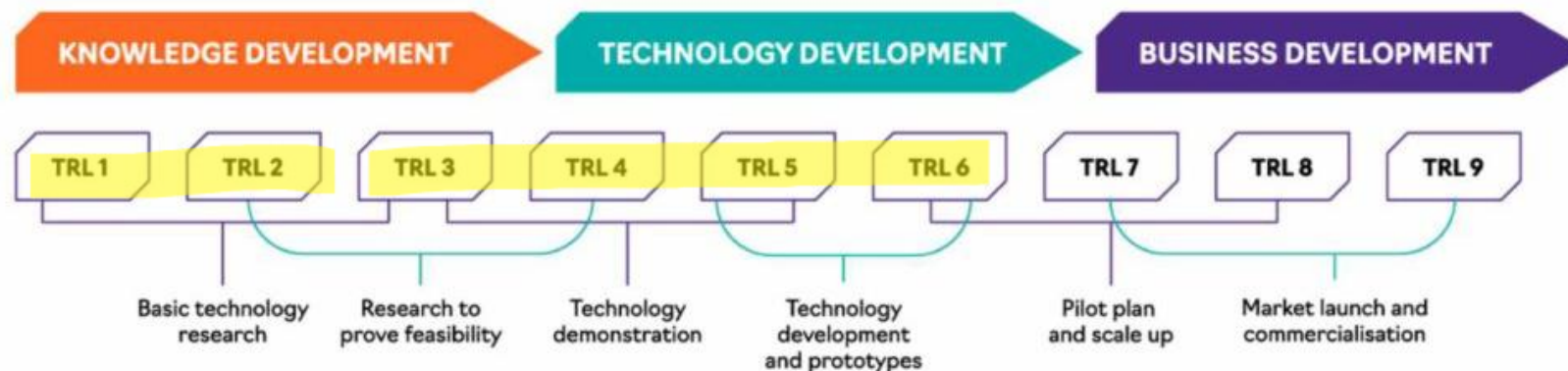


Your voice: NDE Biannual survey in 2024

Question: Did the CTCN technical assistance support or influence activities which may have resulted in reduction of greenhouse gas (GHG) emissions?

21 responded 'yes' (19 with more elaboration - only 1 mentioning the quantified amount of GHG emission reductions)

Enabling environment



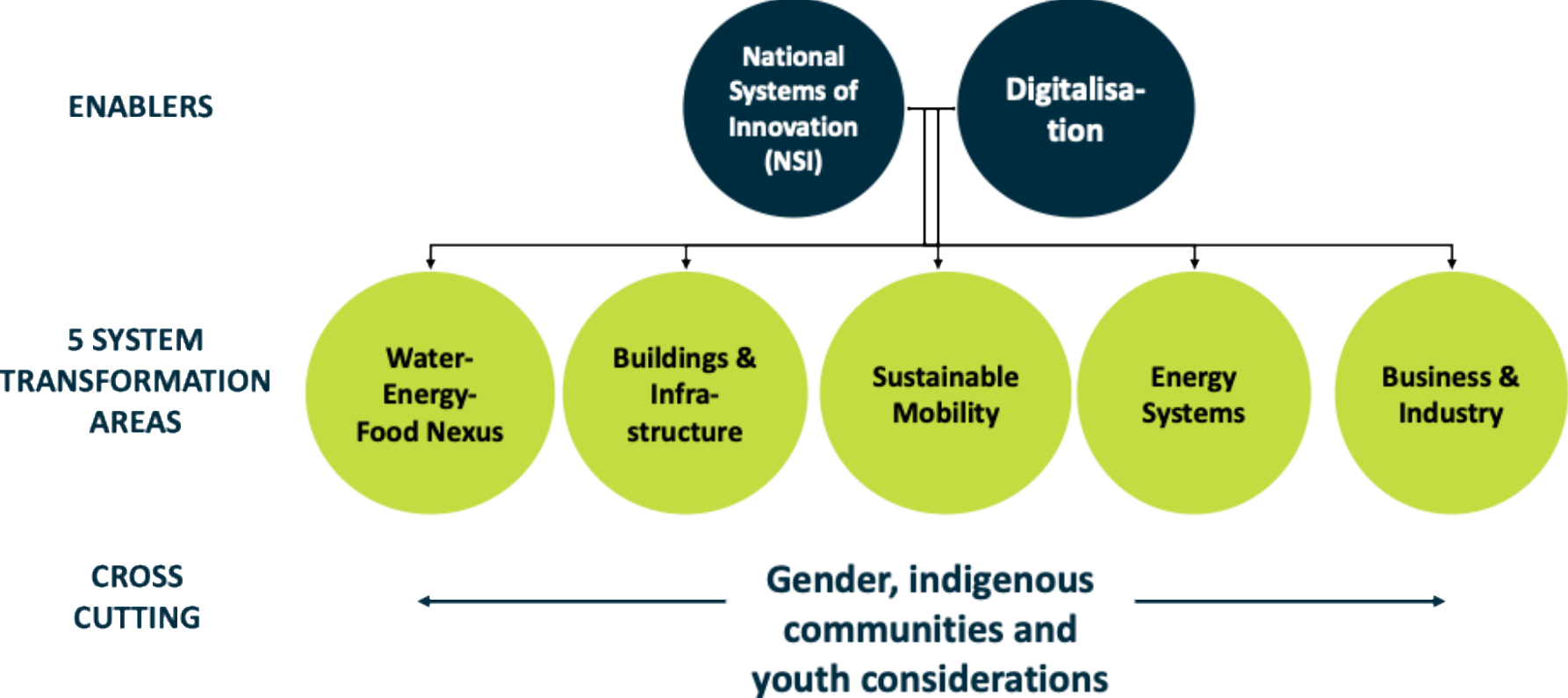
Defining Impact

<https://www.mentimeter.com/>

CODE 5251 3497

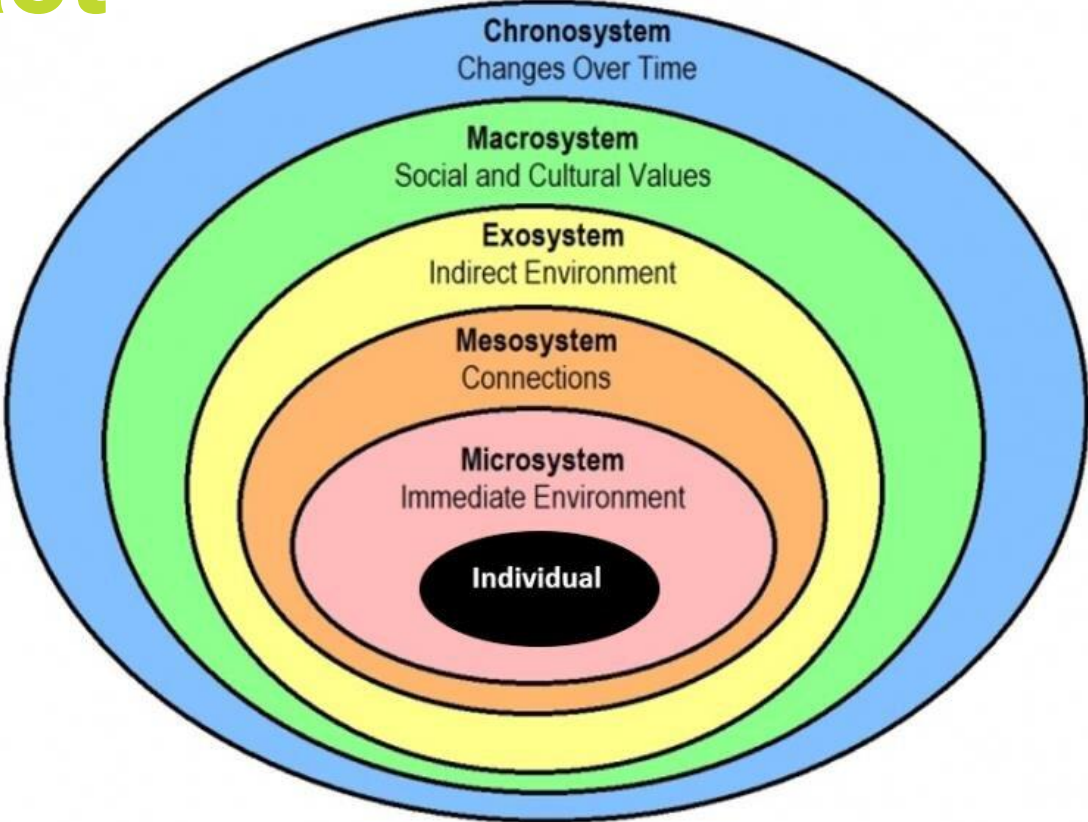


CTCN's Impact: System transformation



Components of Impact

People Action

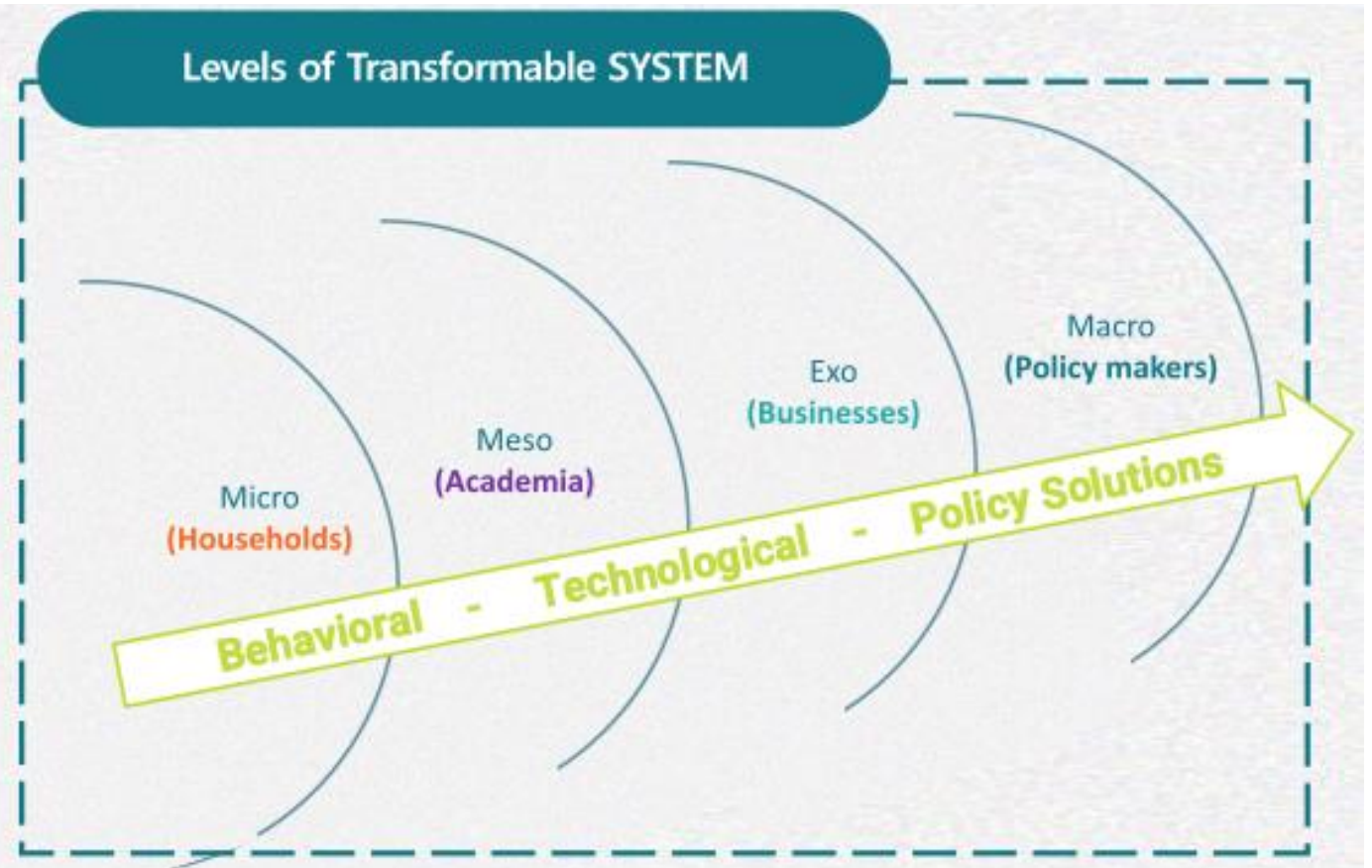


Bronfenbrenner's ecological system theory (1994)



Levels of Impact

A project linking each actor's solution, penetrates the system



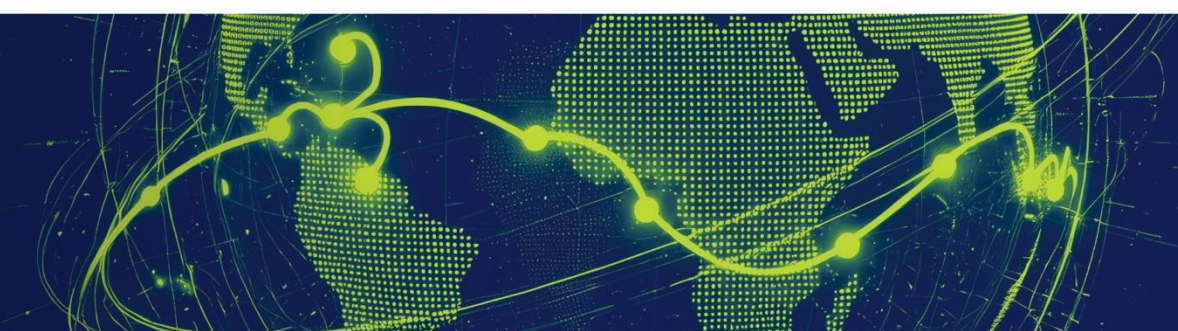
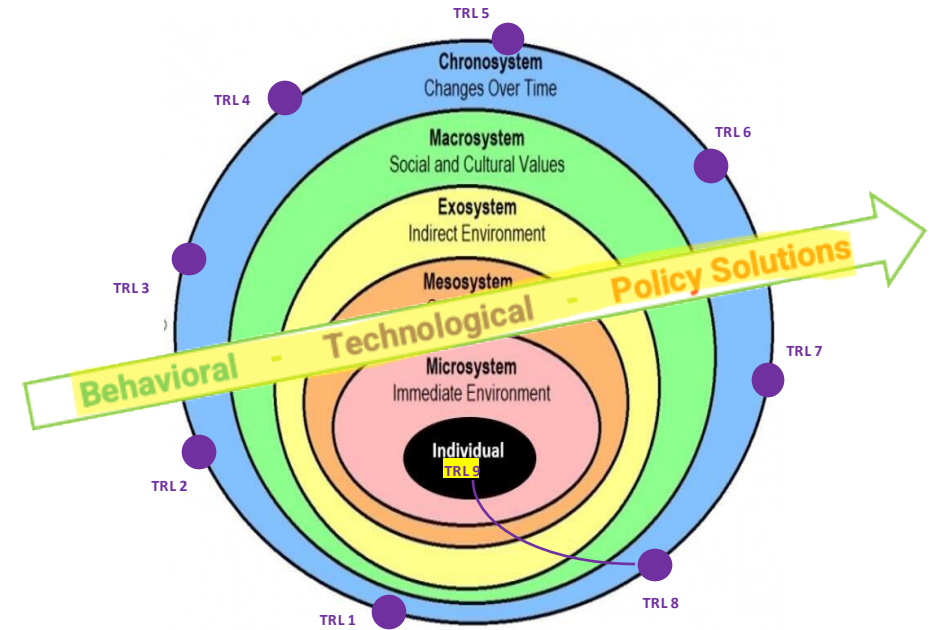
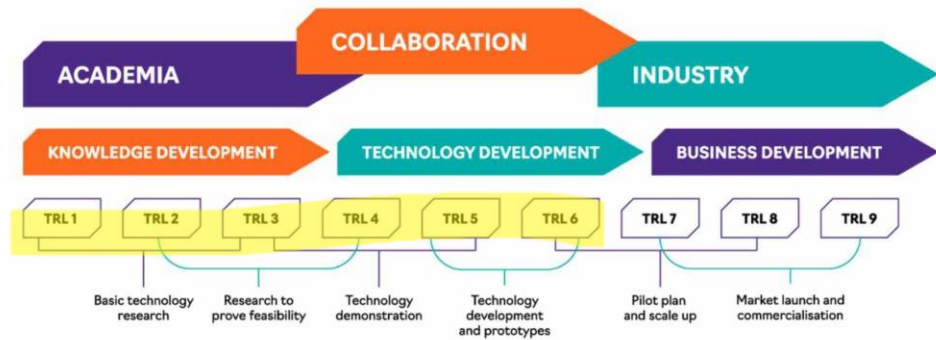
Your voice: NDE Biannual survey in 2024

Question: What new or different initiatives or activities would you expect from the CTCN in the future, specifically to strengthen collaboration with developing countries?

- **Multi-country thematic proposals to the GCF, GEF**
- **Scale up of completed TA, TA aligned with PoW**
- **Korea's collaborative RD&D**
- **Global Renewables and Energy Efficiency Pledge**
- **Energy Efficient Lighting Appliances (EELA) with Art 6**
- **AI for Climate Action**
- **Global phase out with SF6**
- **Similar programmatic approaches for replacing fossil fuel heating in buildings and industry with heat pumps, transition to F-gas free refrigerants in heating and cooling**
- **Industrial decarbonization for the support to transit to net zero cement, concrete and steel**
- **Net zero transportation**
- **Promotion of CCUS and CDR technologies in hard to abate sectors (industry, waste)**
- **Circular economy approaches with zero waste policies and recycling**



The future of CTCN's impact we may co-create



Country × System Transformation Areas (NDCs and TNAs)

Country	Water-Energy-Food Nexus	Energy Systems	Sustainable Mobility	Buildings & Infrastructure	Business & Industry
Antigua and Barbuda	✓	✓	✓	✓	
Cook Islands	✓	✓		✓	
Grenada	✓	✓	✓ (emerging)	✓ (Coastal resilience)	
Maldives	✓	✓		✓	✓ (tourism resilience)
Marshall Islands	✓	✓		✓	
Nauru	✓	✓		✓ (Coastal/water)	
Palau	✓	✓		✓	✓ (tourism/fisheries)
Papua New Guinea	✓	✓		✓	✓
Saint Kitts and Nevis	✓	✓	✓ (emerging)	✓	
Samoa	✓	✓		✓	✓ (agriculture/oceans)
São Tomé & Príncipe	✓	✓		✓	✓ (fisheries/agri)
Seychelles	✓	✓		✓	✓ (tourism/blue economy)
Solomon Islands	✓	✓		✓	✓ (forestry/land use)
Suriname	✓	✓ (in industrial/mining areas)		✓ (coastal)	✓



Overview of Behaviour Change Technologies

2025 SIDS NDE Joint Programme

Forum and Capacity Building
on Co-creation for System Transformation

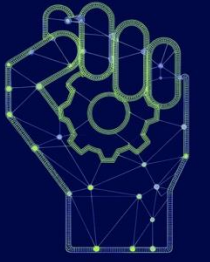
Seven Tips to Highly Effective Behaviour Change

PRESENTER

Associate Professor Sameer Deshpande
Social Marketing @ Griffith



The Seven Tips



1 Be the change you want to see in the world

2 You have a choice: You can scare or you can have fun – you decide

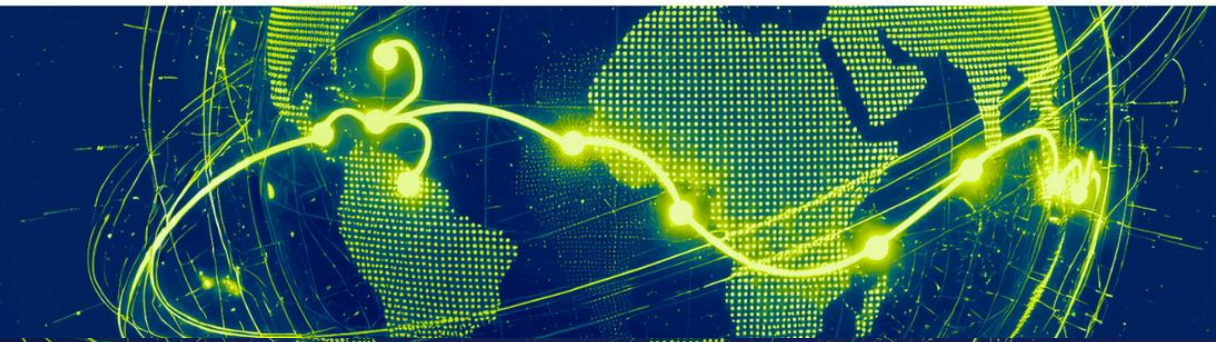
3 The rationality mumbo-jumbo

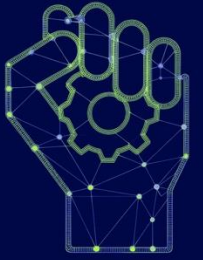
4 Stop press. Burn that brochure! Now!

5 Be real

6 Be smart – use head and heart. Be a social entrepreneur.

7 Create legacy

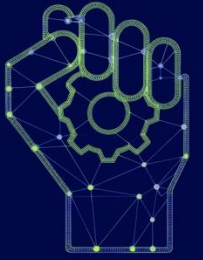




1. BE THE CHANGE...



BE THE CHANGE...



you want to see in the world



BE THE CHANGE YOU WANT TO SEE IN THE WORLD



Understand their self-interest –WIFM



Role of research: Before, during and after

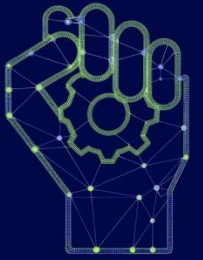


Co-design your solutions and acquire Collective Intelligence



Localize your solutions

Friedman, R. S., Mackenzie, E., Baiga, R., Inape, K., Crimp, S. J., & Howden, M. (2022). Designing Climate Information Services to Enhance Resilient Farming Activities: Lessons From Papua New Guinea. *Frontiers in Climate*, 4, 871987. <https://doi.org/10.3389/fclim.2022.871987>



Designing Climate Information Services to Enhance Resilient Farming Activities: Lessons From Papua New Guinea

 Rachel S. Friedman^{1*}  Ellis Mackenzie²  Ruth Baiga³  Kasis Inape⁴
 Steven J. Crimp^{1,5†}  Mark Howden^{1†}

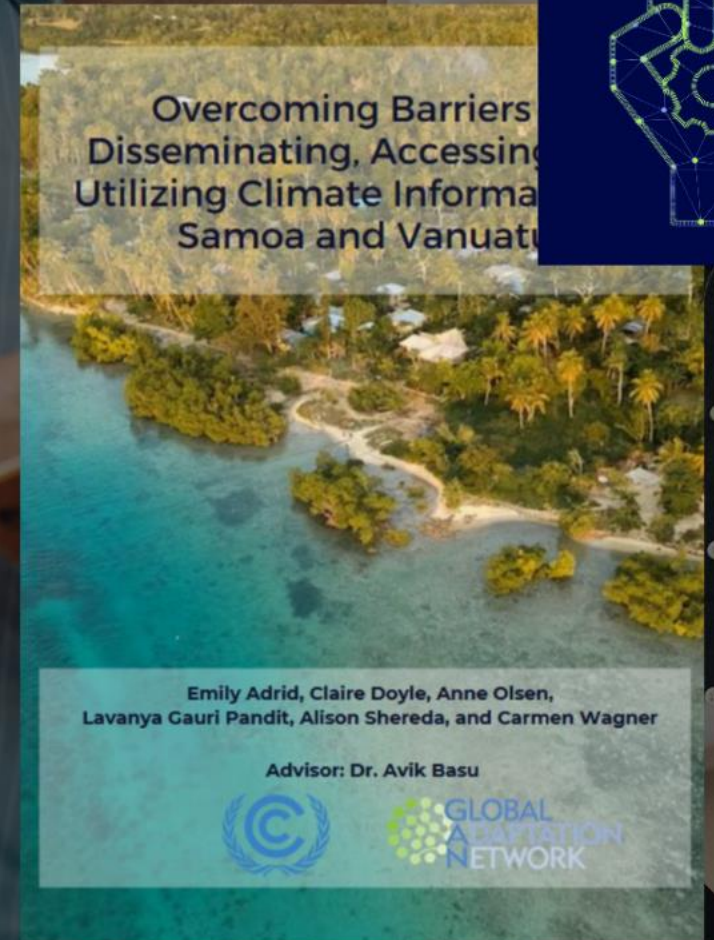
¹ Institute for Climate, Energy, and Disaster Solutions, College of Science, The Australian National University, Acton, ACT, Australia
² Sustineo Pty Ltd., Canberra, ACT, Australia
³ Momase Regional Centre, National Agricultural Research Institute of Papua New Guinea, Buba, Papua New Guinea
⁴ Climate and Special Services Division, PNG National Weather Service, Boroko, Papua New Guinea
⁵ Fenner School of Environment and Society, The Australian National University, Acton, ACT, Australia



COMPARING BEHAVIOURS

	CURRENT BEHAVIOUR	DESIRED BEHAVIOUR
BENEFITS	1	2
BARRIERS	3	4

McKenzie-Mohr, D. & Smith, W. (1999). *Fostering Sustainable Behavior: An Introduction to Community-based Social Marketing*. Gabriola Island, BC: New Society Publishers. <https://backend.production.deepblue-documents.lib.umich.edu/server/api/core/bitstreams/32ebf72a-0786-427a-a512-b121dbff5c94/content>



COMPARING BEHAVIOURS



	CURRENT BEHAVIOUR AVOID CLIMATE INFORMATION	DESIRED BEHAVIOUR ACCESS AND UTILISE CLIMATE INFORMATION
BENEFITS/ MOTIVATORS	<p>1.</p> <ul style="list-style-type: none"> • Habit • Traditional knowledge • Avoid psychological distress • Maintaining a preferred lifestyle • Belief that inaction is more practical than action • Political interests in a fossil-fuel-dependent system 	<p>2.</p>
BARRIERS/ COSTS	<p>3.</p> <ul style="list-style-type: none"> • Become out of touch 	<p>4.</p> <ul style="list-style-type: none"> • Lack of Internet and data access • Expertise divide between Western scientific knowledge and Traditional knowledge • Lack of institutional capacity • Remoteness • Lack of funding • Limited and vulnerable physical infrastructure

McKenzie-Mohr, D. & Smith, W. (1999). *Fostering Sustainable Behavior: An Introduction to Community-based Social Marketing*. Gabriola Island, BC: New Society Publishers. <https://backend.production.depubluedocuments.lib.umich.edu/server/api/core/bitstreams/32ebf72a-0786-427a-a512-b121dbff5c94/content>



DESIGN AN EXCHANGE OFFER THAT YOUR PRIORITY GROUP CANNOT RESIST



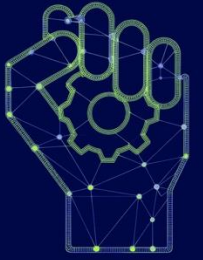
	CURRENT BEHAVIOUR AVOID CLIMATE INFORMATION	DESIRED BEHAVIOUR ACCESS AND UTILISE CLIMATE INFORMATION
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BARRIERS/ COSTS	3. <ul style="list-style-type: none"> Become out of touch 	4. <ul style="list-style-type: none"> Lack of Internet and data access Expertise divide between Western scientific knowledge and Traditional knowledge Lack of institutional capacity Remoteness Lack of funding Limited and vulnerable physical infrastructure

- Increase the benefits of the desired behaviour
- Decrease the barriers of the desired behaviour
- Increase the barriers of the current behaviour.

McKenzie-Mohr, D. & Smith, W. (1999). *Fostering Sustainable Behavior: An Introduction to Community-based Social Marketing*. Gabriola Island, BC: New Society Publishers.
<https://backend.production.deepblue-documents.lib.umich.edu/server/api/core/bitstreams/32ebf72a-0786-427a-a512-b121dbff5c94/content>

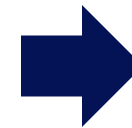


“DON’T DO IT” VS “DO THIS INSTEAD”



**REDUCE YOUR
PLASTIC
FOOTPRINT**

DON'T DO THIS
TO GO COFFEE LIDS



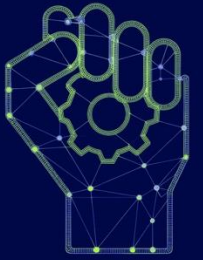
DO THIS
TRAVEL COFFEE MUG

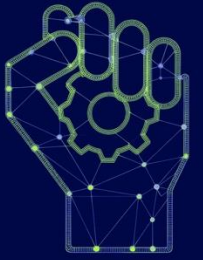


STRATEGIES BY SURINAME GOVERNMENT TO PROMOTE RECYCLING

- National awareness campaigns
- The introduction of recycling bins
- Partnerships with international organizations to tackle plastic waste.
 - Incentivizing businesses
 - Collaborating with local institutions
 - Fostering a national culture of sustainability to improve waste management and environmental protection.

<https://eyesonsuriname.com/plastics-and-recycling-in-suriname/amp/%E2%80%8B>



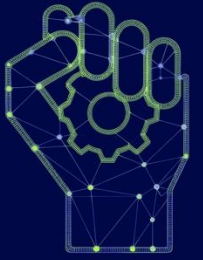


2. YOU HAVE A CHOICE...



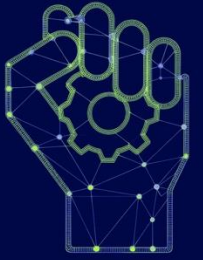
YOU HAVE A CHOICE:

*You can scare or you can have fun –
you decide*



YOU HAVE A CHOICE:

- Fun, easy, and popular changes behaviour
- Community awards with corporate funds
- Position the new behaviour as aspirational



Palau's world-first 'good traveller' incentive

18 May 2022

Share Save

Lindsey Galloway
Features correspondent

In a world-first initiative, visitors to Palau will be offered exclusive experiences based on how they treat the environment and culture, not by how much they spend.

WHAT ABOUT MY BELOVED

- Fear appeals?
- Informational approach (brochures and pamphlets)?



FEAR AND SOLUTION APPROACH

Legal consequences + improved bottom line/innovation (make a business case)

The Marshall Islands' climate-resilient technology encompasses the implementation of new legal frameworks and the creation of business benefits through initiatives such as the National Building Act.

This act mandates climate-resilient standards and provides expedited permits for renewable energy projects.



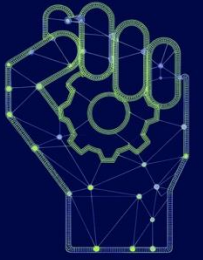
FEAR AND SOLUTION APPROACH

Businesses can benefit from these policies, which encourage innovation and support a "just transition" to a green economy.

The country has also passed laws like the DAO Act and is developing its infrastructure to support new technologies.



FEAR AND SOLUTION APPROACH



Informational messages have limited effectiveness



Doom and Gloom too strong and doesn't help by itself...



Moderate level of Fear (THREAT)

+

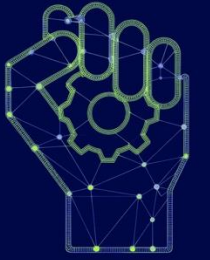
Solution (EFFICACY)

=

An Integrated Approach



YOU HAVE A CHOICE:



*A combination of behaviour
change tools are effective*



YOU HAVE A CHOICE:

- Analysis of nine communities
- Law + Education worked
- Marketing was used in one case, met with temporary success
- Education only attempts failed

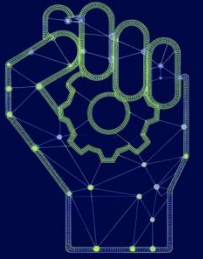
<https://eyesonsuriname.com/plastics-and-recycling-in-suriname/amp/%E2%80%8B>

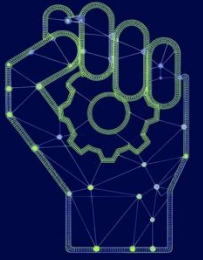
The Impact of By-Laws and Public Education Programs on Reducing the Cosmetic / Non-Essential, Residential Use of Pesticides:

A Best Practices Review

Jointly Prepared by:
The Canadian Centre for Pollution Prevention (800-667-9790; chris@c2p2online.com)
Cullbridge Marketing and Communications (613-224-3800; kassirer@cullbridge.com)

March 24, 2004





3. THE RATIONALITY MUMBO- JUMBO



THE RATIONALITY MUMBO-JUMBO



Thinking



Planning



Implementing



Fear



Pressure



Habit



Environmental cues



The unconscious interaction with the environmental factors

- Piano staircase
- Default retirement contributions



Let solutions be part of day-to-day life without discussing climate change



ANTIGUA AND BARBUDA

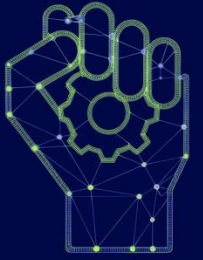


THE FUTURE IS ELECTRIC



POWER UP
YOUR COMMUTE
ELECTRIC BUSES ARE HERE





4. STOP PRESS. BURN THAT BROCHURE! NOW!



STOP PRESS. BURN THAT BROCHURE! NOW!

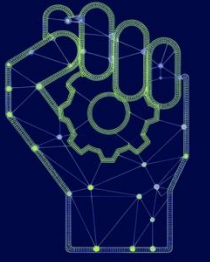
Facebook, cute lines, ads, and brochures don't change the world

- What colour should be my brochure?

Focus on the social marketing planning process



STOP PRESS. BURN THAT BROCHURE! NOW!



- 1 Background, purpose, and focus
- 2 Situation Analysis
- 3 Target market profile
- 4 Marketing objectives and goals
- 5 Target market and competition analysis
- 6 Positioning statement
- 7 Marketing mix strategies (4Ps)
- 8 Evaluation plan
- 9 Budget
- 10 Implementation plan



GOING BEYOND COMMUNICATION -ONLY APPROACH...



(AS HIGHLIGHTED BY LEE, KOTLER, & COLEHOUR, 2023)



Tangibilize the desired behaviour (*PRODUCT*)

- Bring real benefit into the present



Remove barriers to behaviour change (*PRICE*)

- Skills and uncertainty through training
- Monetary and Nonmonetary incentives



Make access easy (*PLACE*)



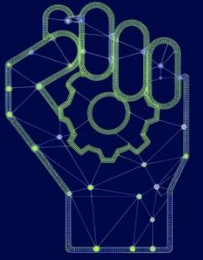
Promote this package (*PROMOTION*)



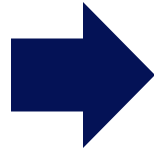
Lee, N., Kotler, P., Colehour, J. (2023). Social Marketing: Changing Behaviors for Good. Sage.



A SPECTRUM PERSPECTIVE



EDUCATION



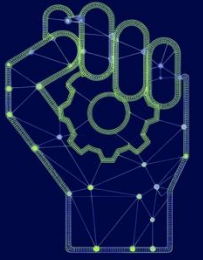
MARKETING

The more marketing benchmarks that are present in the behaviour change intervention, the more likely the audience will embrace the desired behaviour.

Xia, Y., Deshpande, S., & Bonates, T. (2016). Effectiveness of social marketing interventions to promote physical activity among adults: A systematic review. *Journal of Physical Activity & Health*, 13(11), 1263-1274.



A SPECTRUM PERSPECTIVE



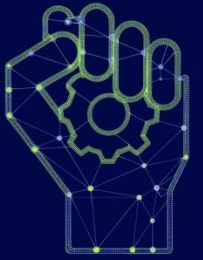
Effectiveness of Social Marketing Interventions to Promote Physical Activity Among Adults: A Systematic Review

Yuan Xia, Sameer Deshpande, and Tiberius Bonates

Number of Benchmarks	Negative			Positive			Total
	n	% Down	% Across	n	% Down	% Across	n
Small (1–2)	33	55.93	44.60	41	35.96	55.40	74
Moderate (3)	14	23.73	30.43	32	28.07	69.57	46
Large (4–12)	12	20.34	22.60	41	35.96	77.40	53
Total	59		34.10	114		65.90	173



A SPECTRUM PERSPECTIVE



Contents lists available at [ScienceDirect](#)

Journal of Environmental Management

journal homepage: www.elsevier.com/locate/jenvman



Community perspectives and engagement in sustainable solid waste management (SWM) in Fiji: A socioecological thematic analysis

Aarti Sewak^{a,*}, Sameer Deshpande^a, Sharyn Rundle-Thiele^a, Fang Zhao^b, Renata Anibaldi^a

^a Department of Marketing, Griffith University, 170 Kessels Road, Nathan, QLD, 4111, Australia

^b Research and Enterprise, Staffordshire Business School, Staffordshire University, Leek Road, Stoke-on-Trent, United Kingdom



A SPECTRUM PERSPECTIVE



Climate experts warn Australia's above 35°C days will double by the end of the century

abcnews_au 85w
The Climate Council has released a heat map showing how temperatures are changing over time across Australia. It projected the number of hot days could be reduced by an average of 20% with climate pollution intervention.

#ABCNews #ClimateChange #Weather

3.3K
March 1, 2024

solar choice
AUSTRALIA'S FEDERAL SOLAR BATTERY REBATE

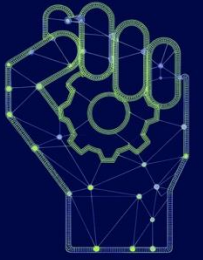
- ✓ CHEAPER HOME BATTERIES
- ✓ \$2.3 BILLION ON OFFER
- ✓ LATEST UPDATES (2025)

EDUCATION



MARKETING





5. BE REAL



BE REAL

Expect gradual change
(Tipping point, Kaizen)

5% goal is real
50% is not.

Seychelles has set a target of 15% of renewable energy by 2030.

Form partnerships with influencers

To promote a culture of climate-friendly behaviours in Seychelles, Sustainability for Seychelles (s4s) works with

- artists
- teachers
- the cycling association
- environmental groups
- octopus divers

among others.



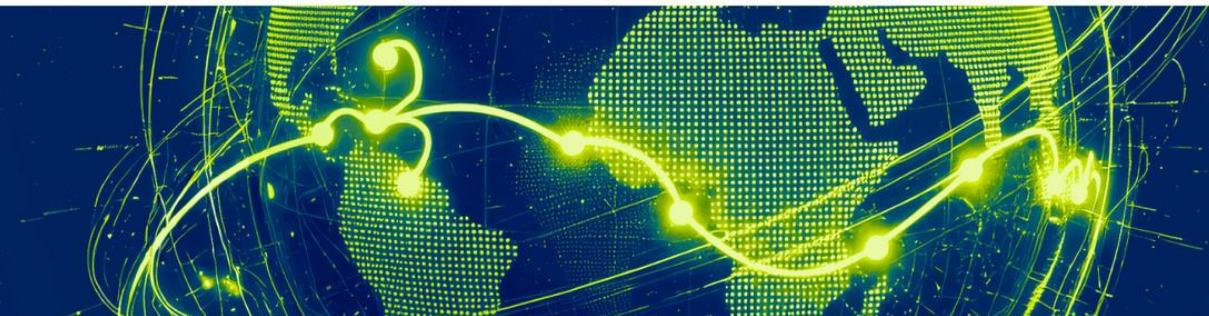
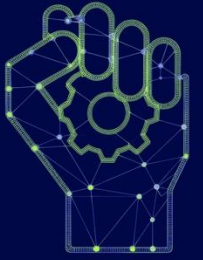
Promote single, simple, doable behaviours

ONE AT A TIME



Seychelles Switch to LED Campaign

<http://www.s4seychelles.com/dimate-change-projects.html%E2%80%8Bhttps://www.facebook.com/swissledseychelles/videos/1165382376921656/>



BE REAL



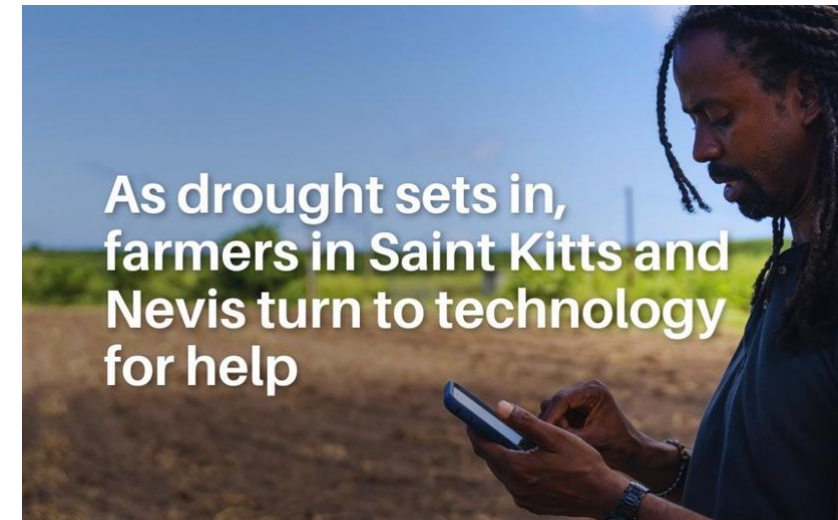
Gradual change

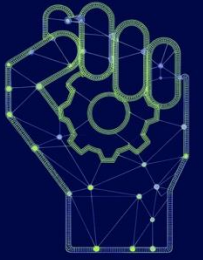
ANALYSIS

Striking a delicate balance in the Cook Islands, the tourism dollar vs environmental sustainability

Scott Waide for [Politik](#)
Posted 24 Jun 2025, updated 24 Jun 2025

Single, simple, doable behaviours





6. INTEGRATE PRAGMATISM WITH PASSION



PRAGMATISM + PASSION = SUCCESS



Achieve effectiveness (outcome objectives) and efficiency (SROI)



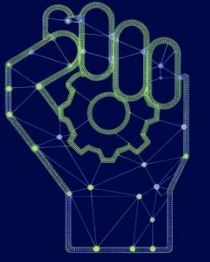
Earn profit and be independent of funding agencies



Start with target markets that are most ready for action



FIJI'S BIN IT OR BAG IT 2024 OUTCOMES



Over

22,500

reusable bags distributed to

- tourism operators
- schools
- communities

to encourage responsible waste disposal.



Gained significant support from various private sector entities, including a partnership with Fiji Link to trial waste management on domestic flights.



Led to large-scale clean ups, such as a removal of over

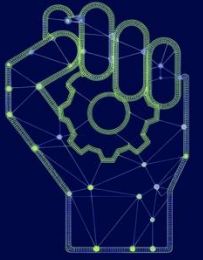
700 kg

 of litter

from Natadola Beach and a clean up by university students who collected of trash

266 kg





7. CREATE LEGACY



Create LEGACY

To motivate ongoing behaviours, use prompts for sustainability

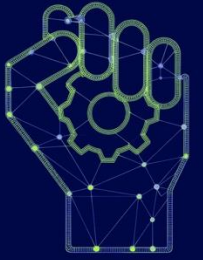
- Beep to wear the seatbelt or switch off the headlights
- Reminders to end consumers

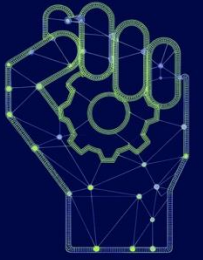
Go beyond project-mode and institutionalize the policies

Hipólito Lima's efforts

<https://www.youtube.com/watch?v=G2AKxfnVTs>

<https://news.mongabay.com/2024/07/to-end-turtle-hunting-an-african-island-state-embraced-the-hunters/>

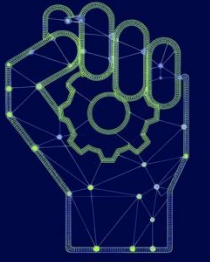




CONCLUSION



IN CONCLUSION



1 Be the change you want to see in the world

2 You have a choice: You can scare or you can have fun – you decide

3 The rationality mumbo-jumbo

4 Stop press. Burn that brochure! Now!

5 Be real

6 Be smart – use head and heart. Be a social entrepreneur.

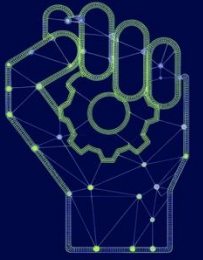
7 Create legacy



IN CONCLUSION

- Empathise with the audience members
- Go beyond brochures
- Create favourable environment to change the behaviour
- Use fear but combine with benefits
- Make the desired behaviour fun





QUESTIONS?

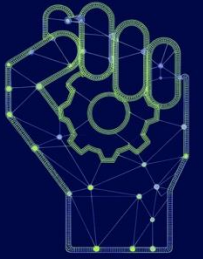


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