

OUTREACH STRATEGIES TO PROMOTE THOUGHTFUL CONSUMPTION

Feb. 12, 2013

Materials Management Through Sustainable
Consumption Webinar Series

Today's presenters



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A new communications era



- Reduced trust in big institutions
- A fragmented media market
- No more “silver bullets”
- People looking to their networks for advice & information



Less trust in big institutions

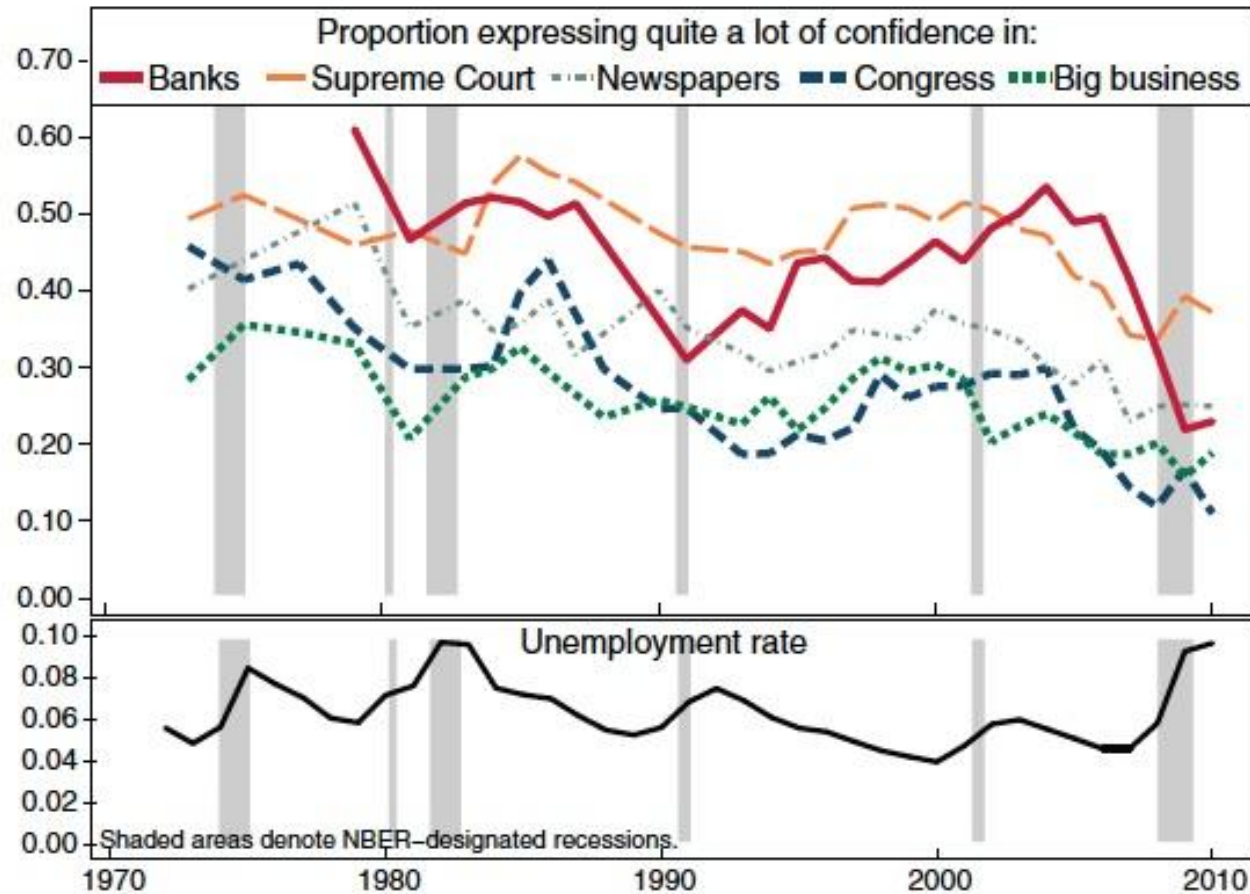
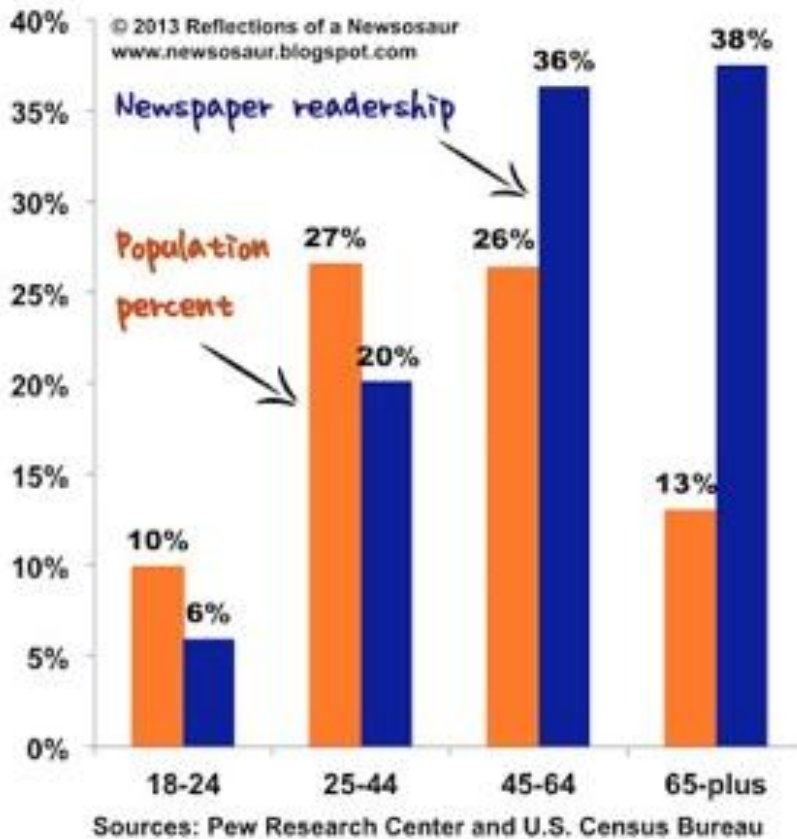


FIGURE 1. CONFIDENCE IN INSTITUTIONS IN THE UNITED STATES

Big media is dying

Readership vs. U.S. population



Priorities: jobs, economy



Public's Policy Priorities for 2013

| | 4 years ago | 1 year ago | Now | 4- year chg |
|---|-------------------|------------------|----------|-------------------|
| <i>% saying each is a "top priority" for president and Congress this year</i> | Jan 2009 | Jan 2012 | Jan 2013 | |
| | % | % | % | |
| Strengthening economy | 85 | 86 | 86 | +1 |
| Improving job situation | 82 | 82 | 79 | -3 |
| Reducing budget deficit | 53 | 69 | 72 | +19 |
| Defending against terrorism | 76 | 69 | 71 | -5 |
| Making Social Security financially sound | 63 | 68 | 70 | +7 |
| Improving education | 61 | 65 | 70 | +9 |
| Making Medicare financially sound | 60 | 61 | 65 | +5 |
| Reducing health costs | 59 | 60 | 63 | +4 |
| Helping poor and needy | 50 | 52 | 57 | +7 |
| Reducing crime | 46 | 48 | 55 | +9 |
| Reforming tax system | -- | -- | 52 | -- |
| Protecting environment | 41 | 43 | 52 | +11 |
| Dealing w/ energy problem | 60 | 52 | 45 | -15 |
| Reducing influence of lobbyists | 36 | 40 | 44 | +8 |
| Strengthening the military | 44 | 39 | 41 | -3 |
| Dealing w/moral breakdown | 45 | 44 | 40 | -5 |
| Dealing w/ illegal immigration | 41 | 39 | 39 | -2 |
| Strengthening gun laws | -- | -- | 37 | -- |
| Dealing w/ global trade | 31 | 38 | 31 | 0 |
| Improving infrastructure | -- | 30 | 30 | -- |
| Dealing w/ global warming | 30 | 25 | 28 | -2 |

PEW RESEARCH CENTER Jan. 9-13, 2013. Significant differences in bold.

Democrats, Independents More Likely to Prioritize Environment

| | Jan 2012 | Jan 2013 | Change |
|--|-----------|-----------|-----------|
| | % | % | |
| Protecting the environment | 43 | 52 | +9 |
| Republican | 27 | 32 | +5 |
| Democrat | 58 | 69 | +11 |
| Independent | 40 | 49 | +9 |
| Dealing with the nation's energy problems | 52 | 45 | -7 |
| Republican | 55 | 45 | -10 |
| Democrat | 57 | 45 | -12 |
| Independent | 46 | 46 | 0 |
| Global warming | 25 | 28 | +3 |
| Republican | 11 | 13 | +2 |
| Democrat | 38 | 38 | 0 |
| Independent | 21 | 31 | +10 |

PEW RESEARCH CENTER Jan. 9-13, 2013, Q30e,s,t. Significant changes in bold.

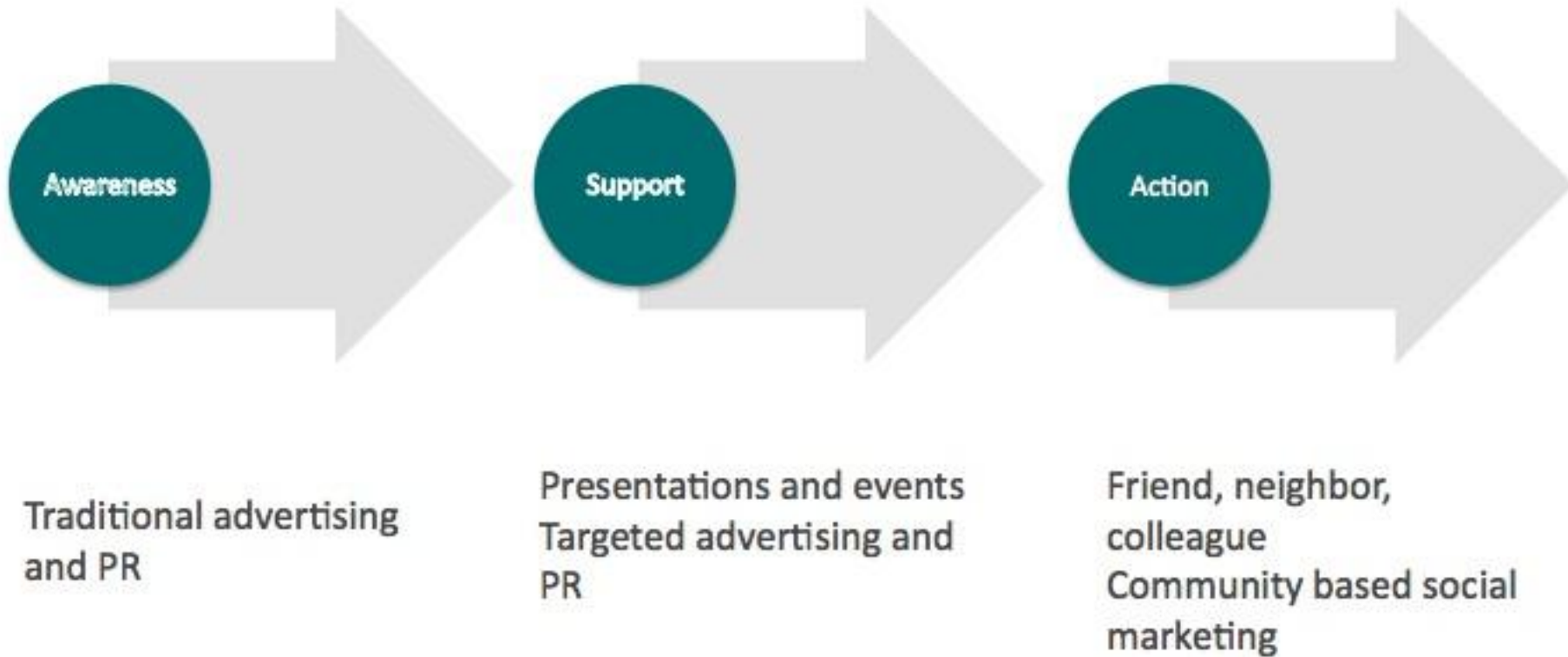
Words matter



Looking out in the future, over the next 25 years or so, please think about the kind of place you want the Portland metropolitan area to be to live, work, and play in. For each of the following please tell me if you would strongly support, somewhat support, neither support or oppose, somewhat oppose, or strongly oppose your local government making it a priority?

| Response Category N=600 | Strongly Support | Somewhat Support | Neither Support or Oppose | Somewhat Oppose | Strongly Oppose | Don't know |
|---|------------------|------------------|---------------------------|-----------------|-----------------|------------|
| Building more compact neighborhoods | 16% | 20% | 14% | 21% | 27% | 2% |
| Building more neighborhoods where people can get where they need to go by walking, biking, or taking public transit | 55% | 25% | 5% | 6% | 8% | 1% |

Awareness to action



Attitude-behavior gap

- Structural constraints
- Single action bias
- Threats to values and self-interest
- “Free-rider” effect
- “Drop in the bucket” effect

Values and outcomes matter



PORTLAND IS A THRIVING AND SUSTAINABLE CITY, NOW AND IN THE FUTURE. A THRIVING AND SUSTAINABLE CITY IS PROSPEROUS, HEALTHY AND OFFERS ALL OF US OPPORTUNITIES TO SUCCEED.



Prosperity, Business Success & Equity



Neighborhoods & Housing



Education & Skill Development



Transportation, Technology & Access



Sustainability & the Natural Environment



Quality of Life & Civic Engagement



Human Health, Food & Public Safety



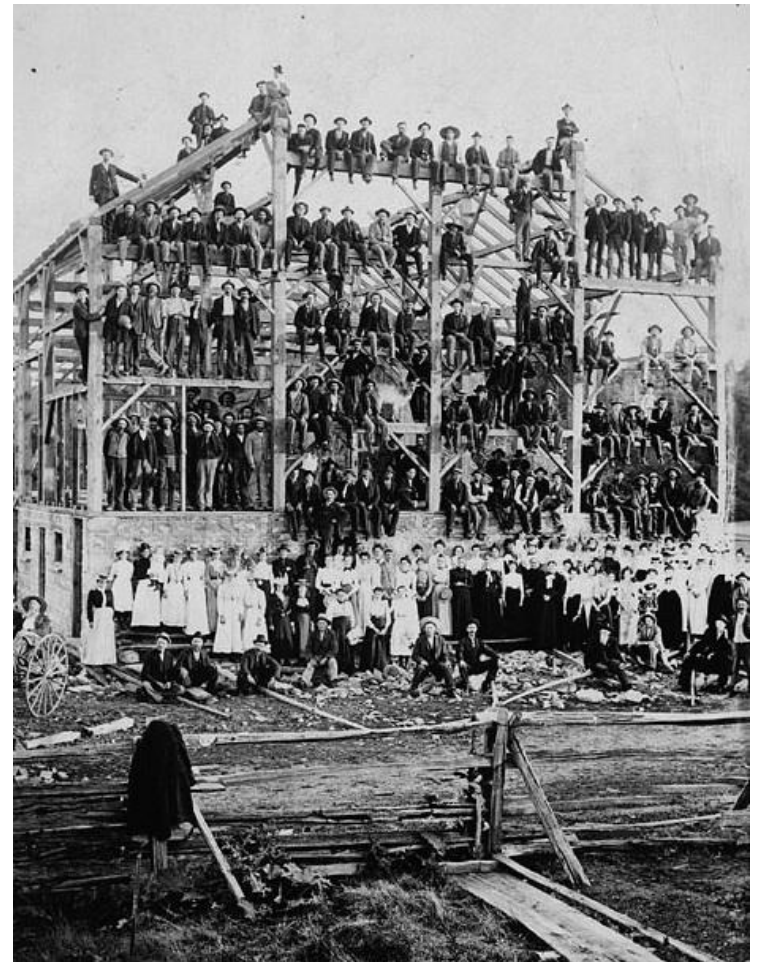
Arts, Culture & Innovation



Design, Planning & Public Spaces

Takeaways

- Do your research
- Identify & overcome barriers
- Find & use networks
- Use targeted digital strategies
- Find the local values that cross the partisan divide



Sustainable Consumption in Eugene

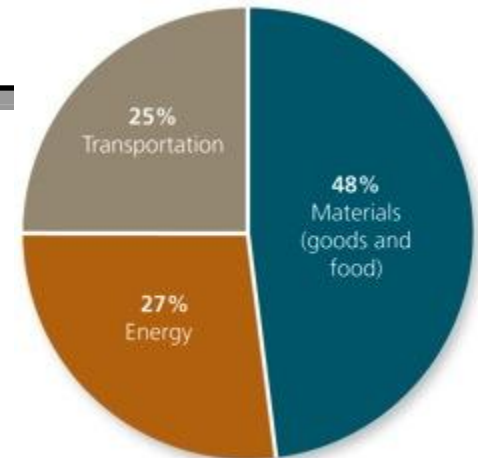
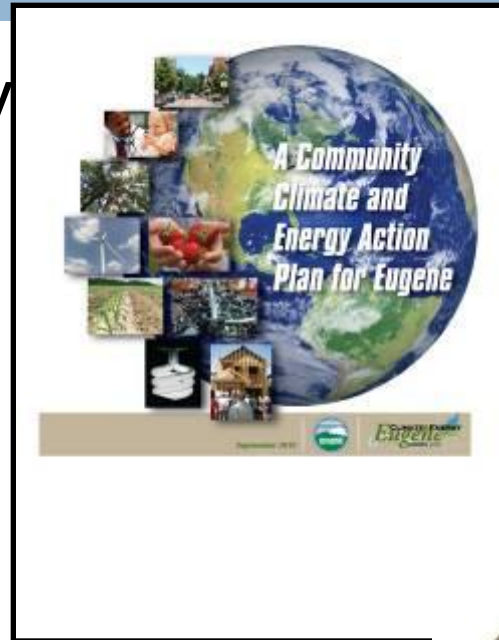
Climate Communication Project

City of Eugene, Sustainability
Office



Climate communication

- Climate and Energy Action Plan (2010)
- Consumption in regional GHG inventories
 - ▣ Metro: 48%
 - ▣ Lane County: 58%



Awareness → Attitude → Behavior

Changes in consumption

- Thoughtful consumption: principles
 - Want vs. need
 - Sharing, trading, renting, borrowing
 - Durable, repairable, reusable
 - Less stuff, more memories
- Goals: consume less and consume differently

Research project

Climate Communication Strategy

- 1st installment: consumption
- Research and design
- Best practices
- Measure attitudes: survey and focus groups
- Test messaging
- Recommendations: May 2012

Attitudes

Baseline phone survey (n=300)

- We're already there:
 - 77% = climate change is happening and it's manmade
 - 81% = climate change requires us to entirely rethink our behavior
 - 74% = individuals can make a difference
 - 65% = we'll be better off by consuming less and living more simply

Consumption and the economy

- Agreement
 - ▣ Threatens our ecosystem
 - ▣ Leads to higher consumer debt
 - ▣ Reducing consumption is difficult in consumer culture
 - ▣ Lower emphasis on production and consumption
- Mixed feelings
 - ▣ Reduced consumption would be a bad thing for long term economy
 - ▣ Consumption is necessary for the growth and strength of our economy

What influences consumption?

| How often does this influence purchase decision? | Frequently | Almost Always | Total |
|--|------------|---------------|-------|
| How long it will last | 35% | 59% | 94% |
| Weighing difference between “need” and “want” | 44% | 42% | 86% |
| Reputation of the maker | 48% | 34% | 82% |
| Whether it will make life easier or more efficient | 50% | 22% | 72% |
| Comfort and convenience | 47% | 17% | 64% |
| Time it will save | 45% | 11% | 56% |

Message framing

- Anti-Waste

“If consuming means waste then it’s a bad thing.”

- Generations

“I want my kids to know that what’s important is who they are, not what they have. And that’s a hard lesson to teach in the US when we have so much.”

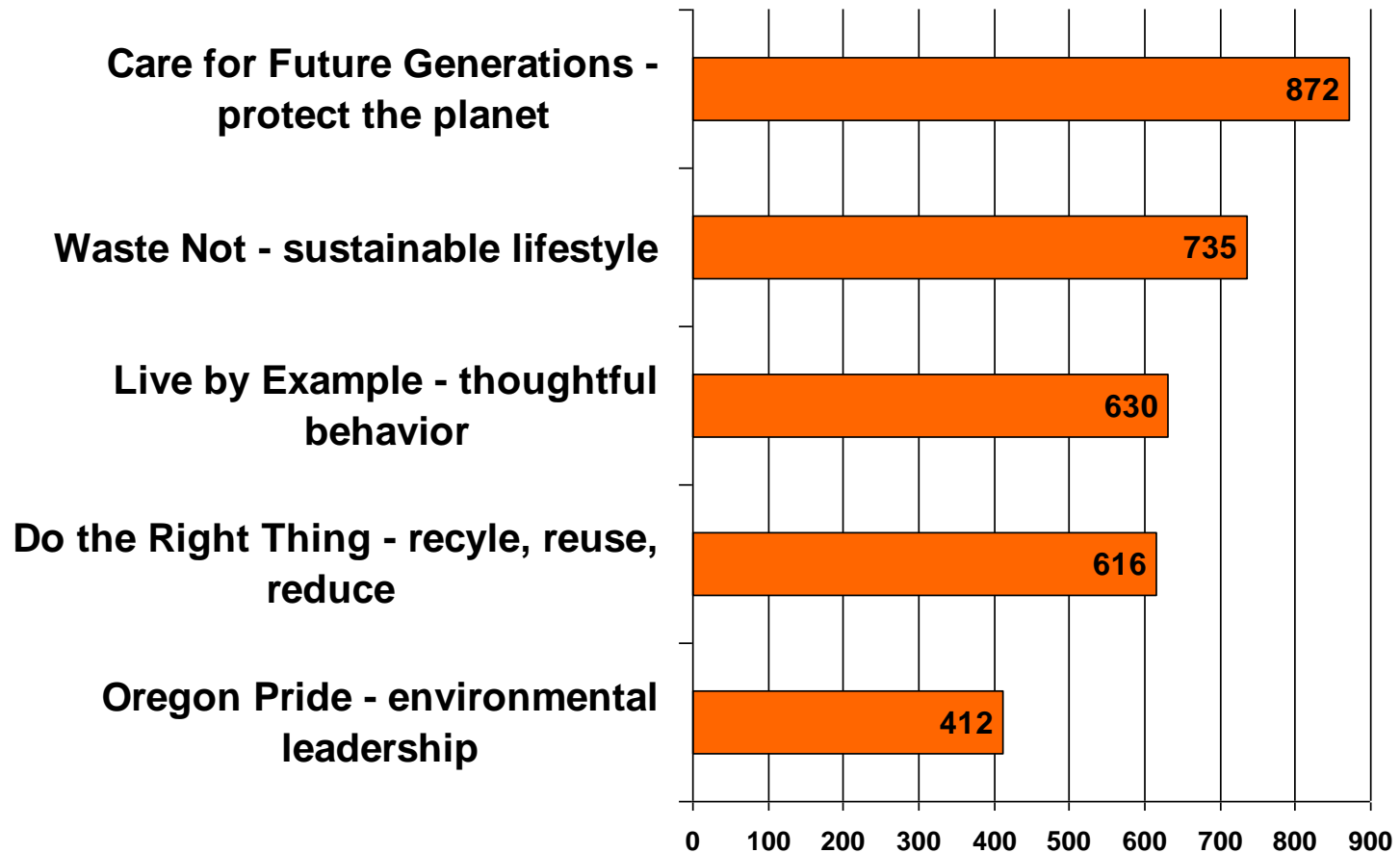
- Self-Satisfaction

“Having a garden and chickens...I feel really accomplished...I grew it all myself.”

- Oregon Pride

“I’m appalled at things I witness, particularly in other states and countries. It affects me emotionally.”

Message resonance



N=692 x 5 votes per person

The last word

Thoughtful consumption: **good for you, your family and your community.**

Thoughtful consumption: **reducing waste.**

Thoughtful consumption: **leaving a legacy for our children.**

Thoughtful consumption: **easier than you think.**

What this suggests

- Focus on consumption alternatives: gifting, reuse, repair, renting, sharing
- Emphasize value in the local economy
- Don't need to talk about climate change
- Proxy values: financial savings, less stress, more time with family
- “Buy local” as a bridge strategy
- Trusted sources: family, neighbors, waste companies
- Test (and evaluate) through pilot(s)

Moving forward

- Response from elected leaders
- Vetting results with business leaders
- Funding for next phase: program design, pilot roll-out
- Working with local stakeholders

Reports: www.eugene-or.gov/sustainability

Be Resourceful

Thoughtful Consumption Campaign
City of Portland, Oregon
ResourcefulPDX.com



Bureau of Planning and Sustainability

Innovation. Collaboration. Practical Solutions.

City of Portland, Oregon
Charlie Hales, Mayor • Susan Anderson, Director



Be Resourceful



Make simple changes in how you get what you need! It can help you save money, support the community, conserve natural resources and enjoy more time with friends and family.

Goals from the beginning

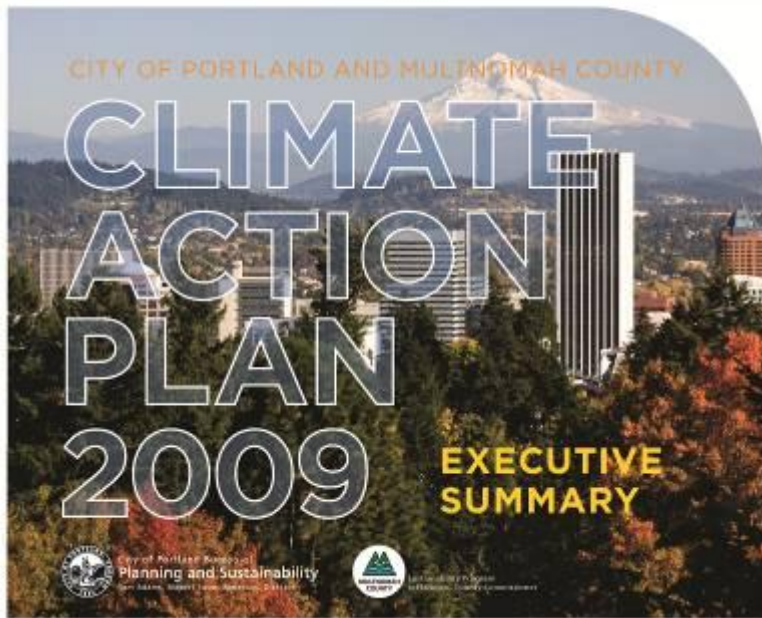
- Behavior change
- Social norming
- Celebrating and validating what people are doing
- Beyond point of purchase
- Abundance, not personal sacrifice
- What is valuable or important to you?
- Multi-year seasonal framework
- Actions that have impacts
- Positive messages

Portland Recycles! Plan 2007



- Portland's goal is to stop growth in the waste stream, and to raise the recycling rate to 75% by 2015.
- Emphasize waste prevention in education and outreach.

Climate Action Plan 2009



- Consumption and Solid Waste
 - Reduce total solid waste generated by 25 percent.
 - Recover 90 percent of all waste generated.
 - Reduce the greenhouse gas impacts of the waste collection system by 40 percent.

Campaign development process

- Fall 2009: focus groups to create message framework
- Spring-Summer 2010: materials development
- Fall 2010: launched pilot
- Summer-Fall 2011: focus groups and phone survey to test campaign and ID audience
- Spring-Summer 2012: campaign refresh
- Fall 2012: re-launch

Where we started



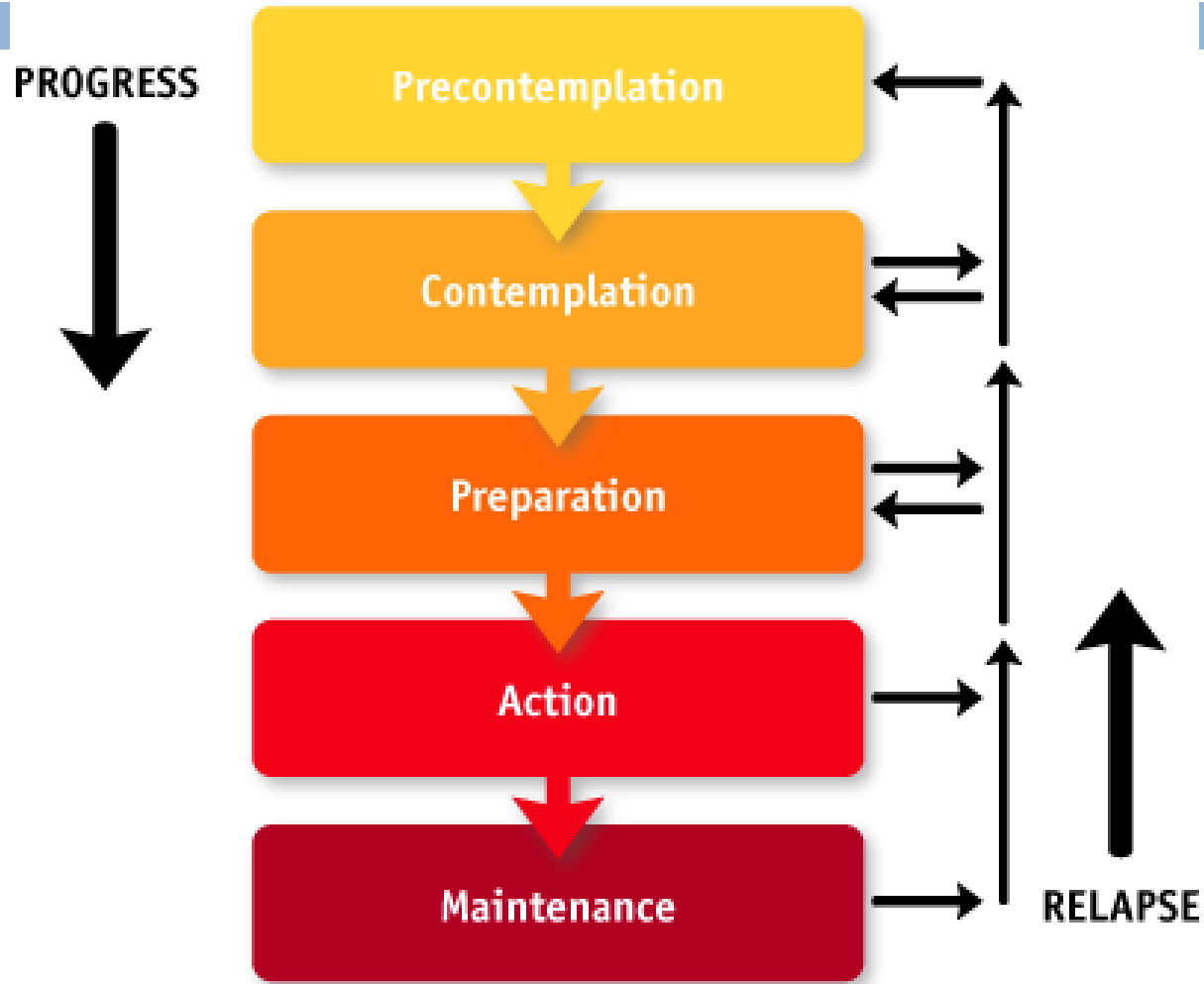
- Grassroots, non-government focus
- Sharing stories
- Four categories + theme related to climate: In the kitchen (food focus)
- Community resources, partners

Lessons learned

- In all communications, focus on actions (the “how”) rather than the underlying motivations (the “why”).
- Align positive messaging with simple action.
- Draw on consumers interest in saving time and money.
- Don't include climate messages.
- Portlanders are into it!



Behavior Change Theory



How to save more and live more

- Buy Smart
- Reuse
- Borrow and Share
- Fix and Maintain



Color coded categories



**BE RESOURCEFUL
SAVE MORE. LIVE MORE.**

Make simple changes in how you get what you need! It can help you save money, support your community, conserve natural resources and enjoy more time with friends and family.

Portland is full of resources to:

- 1 BUY SMART**
Plan ahead, check to see what you already have and make a list. Choose durable alternatives to disposable items. Give gifts of experience instead of stuff.
- 2 REUSE**
Buy second hand, salvage and vintage. Repurpose something you already have to save money and avoid waste.
- 3 BORROW & SHARE**
Cut down on clutter by borrowing, sharing or renting items.
- 4 FIX & MAINTAIN**
Extend the life of what you have with basic maintenance. When something breaks, fix it instead of replacing it.

Find tools to save more, live more at resourcefulpdx.com

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Buy smart

- Plan ahead
- Purchase for long term
- Sustainable purchasing
- Give gifts of experience



Reuse

- Buy second hand, salvage, vintage
- Repurpose the old for new needs



Borrow and share



- ❑ Community organizations
- ❑ Friends, family, neighbors
- ❑ Rental companies

Fix and maintain

- Extend life
with basic
maintenance
- Do-it-yourself
- Hire out



Times of transition

- Back-to-school
- Moving
- New baby
- Remodeling



Interactive online map

The screenshot displays the City of Portland website's 'Be Resourceful' section. The browser address bar shows the URL <https://www.portlandoregon.gov/bps/article/416577>. The page header includes the City of Portland logo, navigation links for 'City Home', 'Government', and 'Bureaus & Offices', and a search bar. The main navigation bar features the 'Planning and Sustainability' logo with the tagline 'Innovation. Collaboration. Practical Solutions.' and contact information: PHONE: 503-823-7700, FAX: 503-823-7800, and 1500 SW 4th Ave, Suite 7100, Portland, OR 97201. Below this, there are tabs for 'BPS News', 'What We Do', 'Calendar', 'Who We Are', and 'BPS Employees'. The 'What We Do' tab is active, showing sub-sections for 'Garbage, Recycling and Composting' and 'Be Resourceful'.

The main content area is titled 'Be Resourceful Interactive Map'. It includes a sub-header 'Where do you go to Be Resourceful? Find resources near you!' and a paragraph: 'This tool helps Portland residents locate businesses, community groups and nonprofit organizations where you can get what you need to buy smart, reuse, borrow and share and fix and maintain in the community.' Below this is an interactive map with a search bar that says 'Enter a Portland street address and zip code'. The map is populated with numerous colored pins representing different resource categories: Buy Smart (green), Reuse (orange), Borrow & Share (purple), and Fix & Maintain (red). A legend on the right side of the map identifies these categories. The map also features a search icon, a refresh icon, and a menu icon.

On the left side of the page, there is a sidebar with several sections: 'Be Resourceful Interactive Map' (with a link to 'Share your favorite Portland community resource'), 'Buy Smart', 'Reuse', 'Borrow and Share', 'Fix and Maintain', and 'Portland Stories'. Below these are three article teasers: 'Be Resourceful Interactive Map' (with a 'READ MORE...' link), 'A New Year for Sharing Resources' (with a 'READ MORE...' link), and 'A New Year for Sharing Resources' (with a 'READ MORE...' link). At the bottom of the sidebar is a 'MOST POPULAR' section with a link to 'A New Year for Sharing Resources'.

At the bottom of the page, there is a disclaimer: 'Please note: Neither the City of Portland nor City of Portland employees or contractors endorse a particular...'. The browser's taskbar at the bottom shows the Windows Start button and several application icons, including Internet Explorer, Google Chrome, and the Windows Explorer. The system tray in the bottom right corner shows the time as 2:42 PM and the date as 1/28/2013.

Share a community resource online

Share your favorite Portland community resource | The City of Portland, Oregon - Windows Internet Explorer

http://www.portlandoregon.gov/bpr/5006

File Edit View Favorites Tools Help

Share your favorite Port... X Catalog Choice - Easy Co... Be Resourceful Interactive... Neighborhood Involvement

Be Resourceful! Share your favorite Portland community resource

Where do you go to Be Resourceful? Share your favorite Portland community resource.
Be Resourceful is about making simple changes to get what you need to buy smart, reuse, borrow, share and rent and fix and maintain.

Fill out the form below to add a resource.

Your Name (will not be publicly viewed)*

Your Zip Code (will not be publicly viewed)*

Your Email (will not be publicly viewed)*

Name of local business, nonprofit or grassroots organization*

Website

Address

e.g. 1120 SW 5TH or 5TH AND MAIN or 100-200 5TH

Phone number

Category

- Buy smart
- Reuse
- Borrow and share
- Fix and maintain

Hold Ctrl to select multiple items

Please note:
Neither the City of Portland nor City of Portland employees or contractors endorse a particular company, make any warranty, expressed or implied, or assume any legal liability or responsibility for the products or processes disclosed in the Be Resourceful program.

The City of Portland reserves the right to verify and approve shared resources. Your resource may not be included immediately, however, it may be used in a variety of ways, including blog posts, web and map resources and how-to information that fits into the Be Resourceful program categories of buying smart, reusing, borrowing and sharing and fixing and maintaining. The resources are meant to show a representation of both small and large for-profit, nonprofit and grassroots organizations and businesses across a wide geographic area of Portland.

* Required Field

Trusted sites | Protected Mode: Off 3:58 PM 11/15/2012

Campaign re-launch

- ❑ Audience identified: Portland residents who want to learn how to Be Resourceful
- ❑ Color coding for categories incorporated
- ❑ Materials, web and display updated
- ❑ Interactive map created
- ❑ Resources identified (continues)
- ❑ Partnerships with community groups and businesses developed (continues)



Building on Be Resourceful

- Connect with community infrastructure
- Partner with member based organizations
- Build community capacity
- Focus on local businesses and residents
- Evaluate Portland resourcefulness

Best practices



- Identify the barriers & how they can be overcome.
- Align positive messaging with simple action.
- Identify discrete, targeted behaviors (the ‘gateway drugs’).
- Draw on consumers’ interest in saving time and money
- Focus on actions (the “how”) rather than the underlying motivations (the “why”).

Best practices



- Deliver messages through partners and leverage the non-profit, community and peer-to-peer efforts that already exist.
- Incorporate evaluation into program design and identify appropriate metrics.
- Pay attention to potential pitfalls.
- Align structural changes with communications.

Lingering questions

- Does waste prevention work as a successful frame for consumption?
- Will sustainable consumption hurt the economy?
- Is a new “sharing economy” being born?
- Do people already “get” this?
- Is individual behavior change the right target?

Does waste prevention work as a message frame?



Will it hurt/change the economy?

New American Transit

young Americans shift away from a car-driven culture

“There’s a **cultural change** taking place... younger consumers are viewing an automobile with a jaundiced eye. They don’t view the car the way their parents did & they don’t have the money that their parents did.” ~**John Casesa** auto industry veteran



Is sharing the new owning?

Forbes - **New Posts** +5 posts this hour **Most Popular** Google's Driverless Car **Lists** Business Of Basketball



Tomio Geron, Forbes Staff
Covering social, start-ups and venture capital.

+ Follow (377) Follow <19k

FORBES | 1/23/2013 @ 7:00AM | 68,770 views

Airbnb And The Unstoppable Rise Of The Share Economy

This story appears in the February 11, 2013 issue of Forbes.

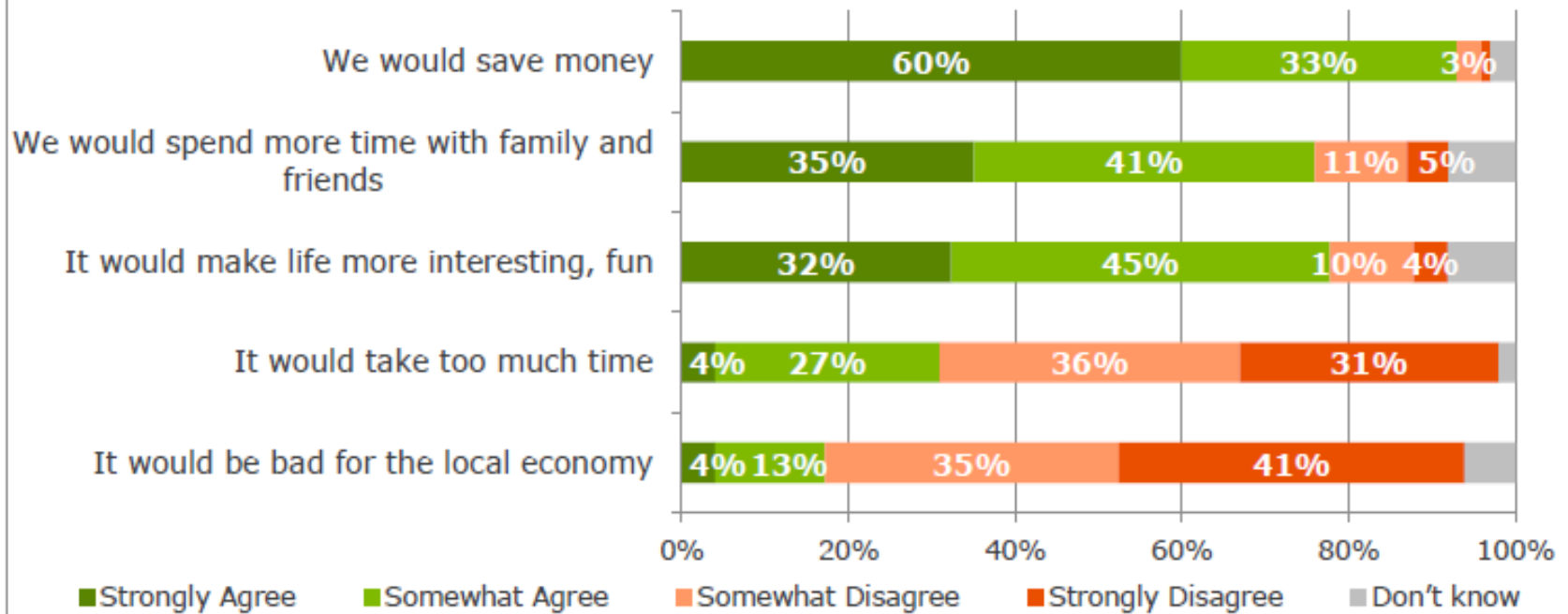
42 comments, 37 called-out [+ Comment Now](#) [+ Follow Comments](#)

On paper, Frederic Larson is just one data point in five years of U.S. government statistics showing underemployment in dozens of industries and stagnant income growth across the board. The 63-year-old photographer with two children in college was downsized by the San Francisco



Portlanders are into resourceful living

Chart 2: Results of Resourceful Activities



Source: DHM Research, November 2011

Individual vs. collective action



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