

## CHAPTER 1

# How can we develop behavioural change campaigns to fight forest crime?

*This chapter provides a step-by-step guidance on developing a behavioural change campaign to tackle forest crime. This involves undertaking a baseline study and situation analysis, identifying the audiences, channels and messaging, and preparing a monitoring and evaluation framework.*

### KEY MESSAGES

- The drivers of forest crime are multi-dimensional and complex. Communication can play a crucial role in reducing both demand and supply for illegal forest trade through educating the public and changing the perceptions, attitudes and behaviour that drive illegal activities.
- But communication alone can seldom move an individual through all the stages of behavioural change. Financial constraints, social norms, and lack of law enforcement are examples of barriers that can prevent individuals from being compliant.
- The results of the Knowledge, Attitude, Practices (KAP) survey conducted across the Lower Mekong countries and China shed light to different factors linked to illegal behaviour which can then inform the development of communications programmes and behavioural interventions.

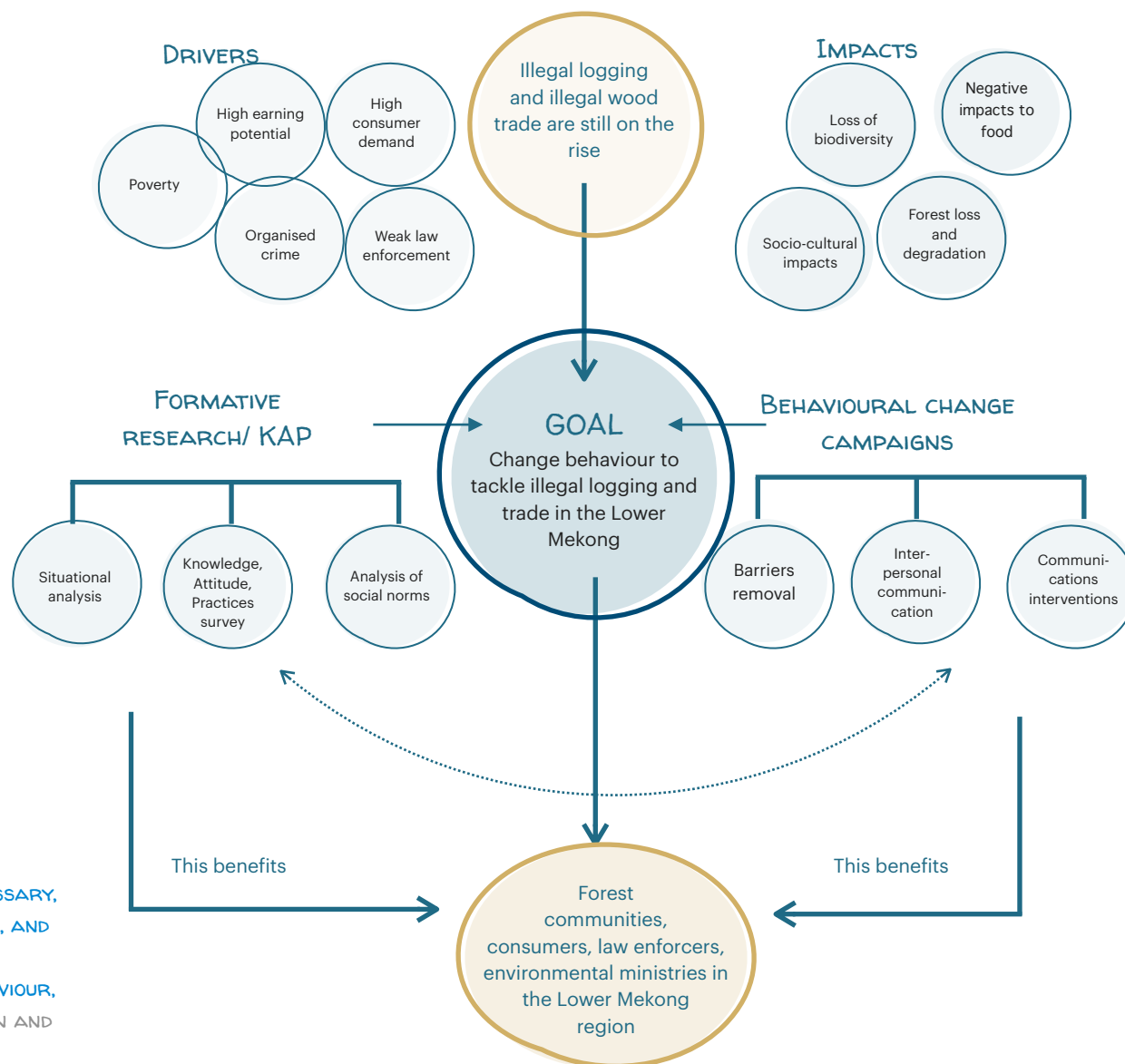
## BEHAVIOURAL CHANGE CAMPAIGNS CAN HELP ADDRESS THE DRIVERS OF FOREST CRIME

The drivers of forest crime in the Lower Mekong region are complex and multi-dimensional - ranging from high consumer demand, weak law enforcement, high earning potential of rare tree species to more systemic issues such as extreme poverty. Campaigns based on behavioural insights can play a critical role in addressing some of these drivers through educating target audiences, addressing barriers to compliance and stimulating a positive change in practices (Figure 3).

The backbone of behavioural change campaigns comes from a combination of research data, knowledge, attitude and behaviour analysis, and stakeholder inputs. These campaigns are context-specific, with each country or community requiring a tailored mix of interventions, channels and activities that not only resonate with the audience segment, but addresses their core values, concern or barriers to action.

“CHANGING KNOWLEDGE AND ATTITUDES IS NECESSARY, BUT INSUFFICIENT, TO CAUSE BEHAVIOUR CHANGE, AND MANY PEOPLE MAY HAVE GOOD KNOWLEDGE AND POSITIVE ATTITUDES ABOUT THE PROMOTED BEHAVIOUR, BUT DON'T CHANGE THEIR BEHAVIOURS (VAUGHAN AND ROGERS 2000)”

FIGURE 3. BEHAVIOURAL CHANGE INTERVENTIONS ARE ESSENTIAL IN ADDRESSING ILLEGAL LOGGING AND TRADE.



## THERE ARE THREE MAIN STEPS IN DESIGNING EFFECTIVE BEHAVIOURAL CHANGE CAMPAIGNS

STEP

1

### ANALYSE THE SITUATION

A broader, more comprehensive picture of the whole problem tree and solutions is the key starting point to designing a behavioural change campaign. This can be done through a mix of primary and secondary data generated through desk research and/or a survey looking at evidence that can be used to inform the campaign. For the purposes of this handbook, a survey on Knowledge, Attitude, Practices on forest crime targeting the general population in the national capitals (except Myanmar) and rural communities near forest areas was conducted in five Lower Mekong countries and in China.

Chapters 2 and 3 of this handbook delve deeper into the survey findings that could serve as the basis for the situational analysis and identification of the problem statement. In addition to the survey, further secondary data from various sources could be used to develop the situational analysis (Table 3).

#### CHAPTER 2

##### WHAT ARE THE TRENDS IN CONSUMER DEMAND FOR HARDWOOD?

- What is the current situation of consumer demand for hardwood?
- What do consumers consider when buying hardwood furniture?
- Would consumers avoid buying wood from endangered species if they know about it?
- Do people prefer to buy certified products?

#### CHAPTER 3

##### WHAT ARE THE PERCEPTIONS AND AWARENESS OF FOREST CRIME IN THE LOWER MEKONG?

- What is the current perception of people on illegal logging and trade in the region?
- What types of forest crime do people consider severe?
- To what extent do people think that illegal logging is contributing to other issues around deforestation and biodiversity loss?

TABLE 3 OUTLINES THE STRUCTURE OF THE SITUATIONAL ANALYSIS.

INFORMATION TO BE INCLUDED	POTENTIAL SOURCES
<ul style="list-style-type: none"> <li>✓ Country-specific description of the illegal logging and trade problem</li> <li>✓ National level goals and objectives for addressing illegal logging and trade, with descriptions of national responses</li> <li>✓ Contributions of government, UN agencies, donors, NGOs, other major initiatives and the private sector. Include program achievements, constraints, lessons learned and challenges.</li> <li>✓ Relevant data and statistics on the national scope of the problem: number of people involved in illegal logging and trade, number of species impacted, volume of trade, number of arrests, etc.</li> <li>✓ Recent trends on demand and supply of illegally traded wood</li> <li>✓ Known perceptions and awareness on illegal logging of specific segments of the population or parts of the country where problem is most prevalent.</li> </ul>	<ul style="list-style-type: none"> <li>• KAP survey results</li> <li>• International Tropical Timber Trade Association</li> <li>• Global Forest Resources Assessment database</li> <li>• Convention on International Trade in Endangered Species of Wild Fauna and Flora</li> <li>• Available government and NGO data</li> <li>• IUCN Red List and Threat classifications</li> <li>• Local knowledge</li> </ul>

## STEP

## 2

## DESIGN THE INTERVENTION

There are often barriers that stop people from adopting the desired behaviours. It is important for programme planners to identify these barriers during the data gathering and research stage so they could introduce barrier removal strategies as part of the communications campaigns or similar initiatives. For example, if there are no quick and easy ways to report illegal logging, the campaign could partner with an agency to try to create or simplify the reporting processes. If the problem is on lack of awareness of consumers on more sustainable wood choices, the campaign could partner with local influencers or furniture sellers to promote different wood options. The KAP survey results presented in Chapters 4 and 5 can provide insights on the level of knowledge, attitude, and behavioural compliance of the target population, as well as identify the barriers and the communications channels that can be used to influence them.

## CHAPTER 4

## WHAT DO THE COUNTRIES' KAP SCORES TELL US?

- Are people aware of forest crime, their drivers and their negative impact?
- To what extent do people care about the issue?
- Are people acting in a way that contributes to the problem or helps fight against it?

## CHAPTER 5

## WHICH MEDIA CHANNELS ARE MOST EFFECTIVE IN INFLUENCING PERCEPTIONS OF FOREST CRIME?

- What are communication channels available for reaching the target audience?
- To what extent can the campaigns rely on more cost-effective social media strategies?
- What news channels do people trust?
- Who are the potential influencers?

The next two tables show examples on how to identify behavioural change outcomes, and media channels to use based on the results of the KAP survey.

TABLE 4 PROVIDES AN EXAMPLE OF A COMMUNICATIONS INTERVENTION TO ACHIEVE BEHAVIOURAL CHANGE.

PROBLEM STATEMENT	BEHAVIOURAL CHANGE OUTCOME	BEHAVIOR TO PROMOTE	ATTITUDE TO PROMOTE	KNOWLEDGE TO PROMOTE	BARRIERS TO CHANGE	FACTORS ENCOURAGING IDEAL BEHAVIOUR, OVERCOMING BARRIERS	COMMUNICATIONS INTERVENTION
The rising demand of hardwood from traders in Thailand and Viet Nam has resulted in increase of illegal logging and trade in Lao PDR, but such activities are not being reported.	By XX date, there will be a % increase in number of illegal logging and trade incidents reported to arresting agencies by patrol officers in the border areas.	Communities and local border officer stay aware of and attentive to forest crime happening in their area. Secondly, they immediately report heard/seen crime to arresting agency.	Communities no longer perceive that illegally logging hardwood such as Rosewood is not a serious crime, and has no negative impacts.	Community members know that logging and trading hardwood is illegal and the risks and penalties.	Low number and/or visibility of prosecutions. Logging not seen as unacceptable. Low income	Community influencers that could model good behaviour Rewarding good behaviour Support from authorities	Speaker system across the borders to inform the public about forest crime and encourage them to report the crime

TABLE 5 PROVIDES AN EXAMPLE OF A COMMUNICATIONS CAMPAIGN PLAN.

DESIRED OUTPUT	TARGET AUDIENCE	MESSAGE CONCEPT	MESSAGE APPEAL	MESSAGE DELIVERY/ IMAGES	CHANNELS	TIMELINE	BUDGET
Immediately report heard/seen crime to arresting agency.	Border communities Patrol officers Women's groups Local business owners	If you hear or see something illegal, then report it. It's your duty as an active member of this community. If the community is safer, then your business will improve. Reporting is safe and easy to do.	Peer-to-peer Empowering	Friendly announcement	Printed materials State owned media Radio and speakers	Three months	XX USD

STEP  
3

MONITOR AND EVALUATE

The final step is to develop a monitoring and evaluation framework detailing how to measure impact and outcomes as well as the Key Performance Indicators of the campaign. In order to measure change over time in indicators, it is usually necessary to conduct baseline research to measure the indicators before the program, and then again later during and/or after, the communication program has been implemented. Chapter 6 elaborates on this framework and the baseline indicators for behavioural change campaigns that can be tracked and benchmarked over time.

CHAPTER 6

HOW DO WE KNOW IF WE ARE SUCCESSFUL IN OUR INTERVENTIONS?

- Did behavioural change take place? How do we know if the change is a result of our interventions?
- How can we develop a monitoring and evaluation framework?
- What baseline indicators can be used to track progress over time?

TABLE 6 PROVIDES AN EXAMPLE OF A MONITORING AND EVALUATION PLAN.

OBJECTIVE	KNOWLEDGE INDICATOR	ATTITUDE INDICATOR	BEHAVIOR INDICATOR	IMPACT
By XX date, there will be a % increase in number of illegal logging and trade incidents reported to arresting agencies by patrol officers in the border areas.	Increase in knowledge on protected tree species Increased knowledge on reporting mechanisms Increase in knowledge on links between illegal logging and forest loss	Change in attitude to the question "If someone in your area steals wood tomorrow, what would you say the chances are that they will be caught and punished for the act? Would you say it is very unlikely, unlikely, likely, or very likely?"	Higher willingness to stop illegal logging Higher willingness to report illegal logging	Number of calls to agency to report illegal loggers per month tracked over time. Number of arrests per month tracked over time. Number of volunteer rangers that patrol the forest area Forest cover percentage

## CONCLUSION

This chapter looked into the steps needed for developing behavioural change campaigns, starting from gathering primary and secondary data on knowledge, attitude and behaviour, to designing context-specific interventions, to monitoring and evaluating the changes over time. The next chapters will delve deeper into the results of the KAP survey that will inform the development of the behavioural change campaigns and interventions ###.



TABLE 7 PROVIDES A SAMPLE OUTLINE OF A CAMPAIGN PLAN.

SAMPLE OUTLINE OF A CAMPAIGN PLAN	CHAPTER GUIDE
<b>I. Introduction</b> <ul style="list-style-type: none"><li>• Short overview of the plan</li></ul>	
<b>II. Situation Analysis</b> <ul style="list-style-type: none"><li>• Problem statement</li><li>• Current trends, data, evidence providing context to the problem statement</li><li>• Identification/segmentation of key audiences</li></ul>	CHAPTER 2 CHAPTER 3
<b>III. Behavioural Change Campaign Plan</b> <ul style="list-style-type: none"><li>• Analysis of knowledge, attitudes and practices of target audiences</li><li>• Identification of behavioural change outcomes, barriers to action and communication intervention</li><li>• Campaign plan including messages, audiences, channels, timeline and budget</li></ul>	CHAPTER 4 CHAPTER 5
<b>IV. Expected outcomes</b> <ul style="list-style-type: none"><li>• Indicators to track and monitor effectiveness of campaigns over time</li></ul>	CHAPTER 6