



Engaging Visitors in Conservation: Communicating for Behavioural Change

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Today's Presentation

- Background
- Market research
 - Summary of findings
- Test case in online engagement
- Future opportunities

Background

Organizational Overview

- Collaborative NGO
- Founded by aquarium leaders
- Partner network of >1,600 aquariums, zoos, science museums and other organizations
- North American focus but growing internationally

Our mission is to inspire action to protect the world's ocean.

Background

Strategies for Achieving our Mission

- Conduct cutting-edge market research
- Build aquariums' capacity for conservation communications
- Develop collaborative campaigns
- Broker connections and build synergies
- Provide additional tools, resources, and services for partners (e.g. www.WorldOceansDay.org)

Empowering our partner network for a stronger, more effective ocean conservation movement.

Market Research

Goals of the Initiative

- Improve understanding of public opinion on the ocean, conservation, and related issues
 - Track changes in awareness, attitudes, and behaviors
 - Provide benchmarking on emerging issues
- Perceptions of aquariums and their role in conservation
- Assist partners in integrating the research
- Support outreach efforts to connect the ocean/individual action
- Identify strategic opportunities with specific audiences/issues

Market Research

Phase 1: Baseline data

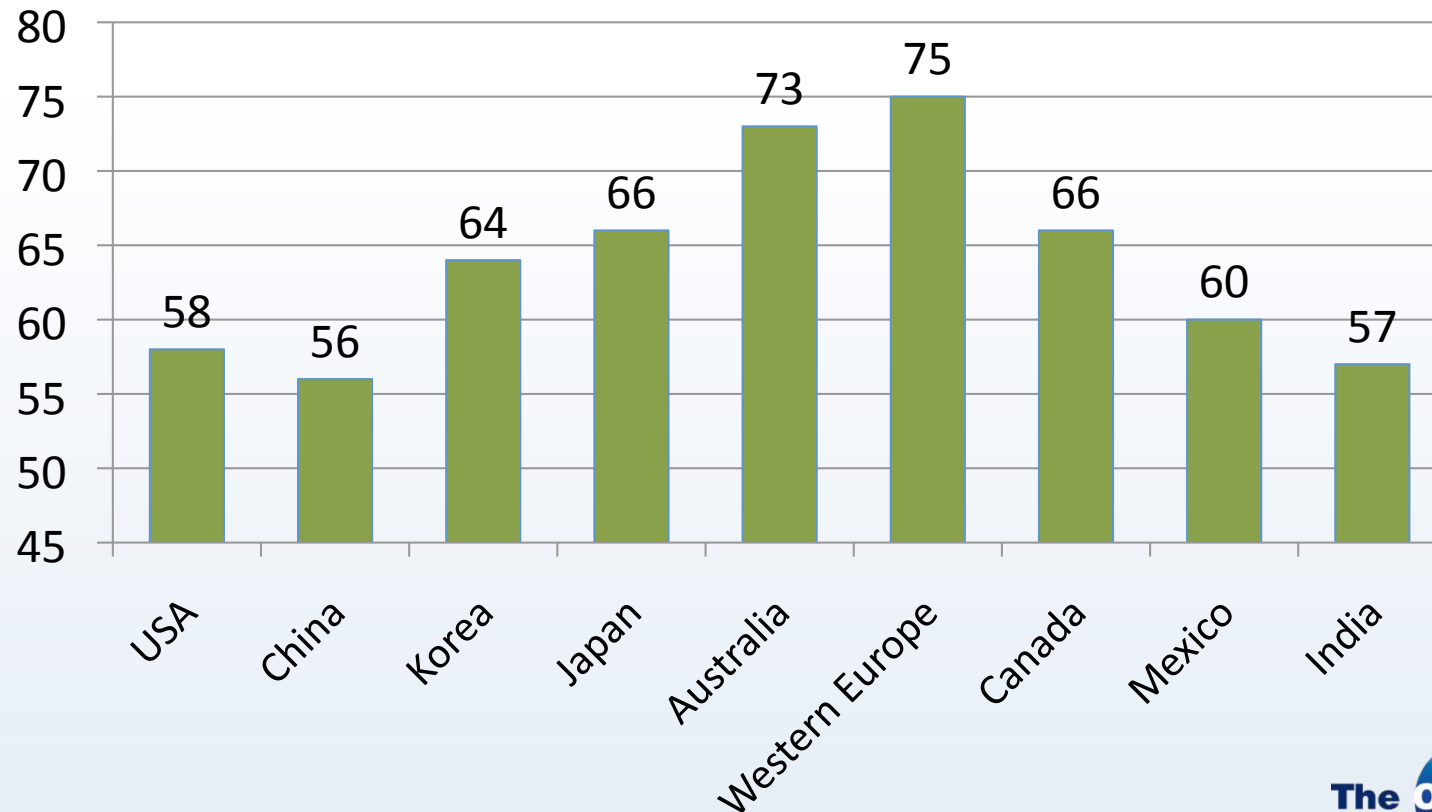
Time frame	Sample population
Aug – Nov 2008	<ul style="list-style-type: none">• 22,000+ US adults• Oversampling in 10 US markets, 2 in Canada• Additional data on youth, and 7 other nations

Phase 2: Tracking data

Timeframe	Sample population
Summer 2009	<ul style="list-style-type: none">• 4,800+ adults
Summer 2010	<ul style="list-style-type: none">• 8,500+ adults
Spring 2011	<ul style="list-style-type: none">• 12,000+ adults
Spring 2012	<ul style="list-style-type: none">• 17,000+ adults

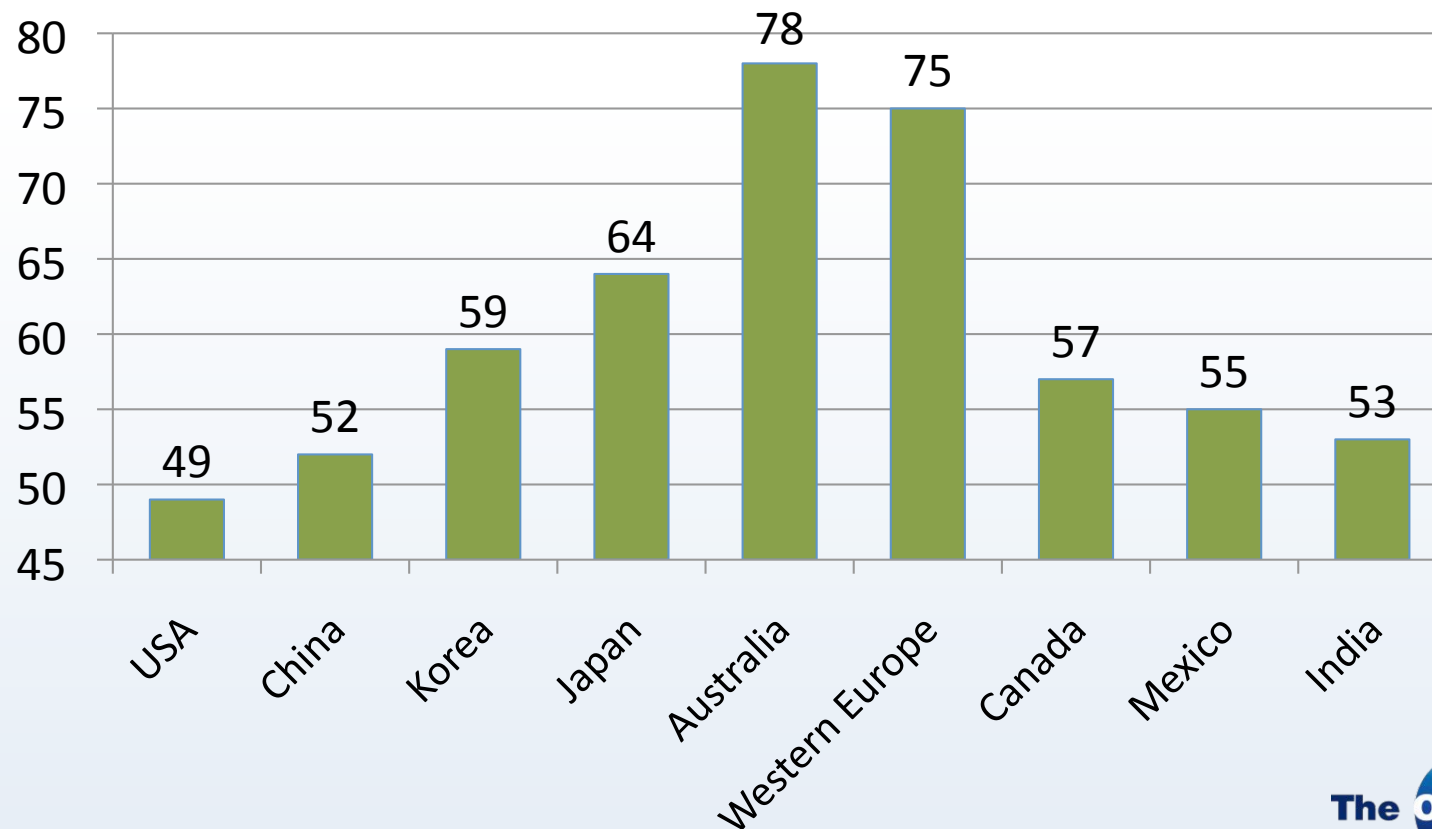
Market Research: Global perspectives

The most important environmental issue confronting the world is climate change



Market Research: Global perspectives

Global climate change is negatively impacting the health of the ocean



Market Research: Summary of findings

Problem

- The public cares, but needs to be reminded
- Climate change is the big concern, but also seen as overstated (and as yet unconnected to ocean health)
- The public believes the ocean is in good health, and even disasters don't do much to dent this impression

Solution

- High interest in personal actions
- Seeking suggestions from trusted sources
- Actions are the gateway to education, not vice versa

Market Research: Summary of findings

Motivation

- People want and expect aquariums to offer guidance
- People increasingly want to be seen as "green"
- Youth especially interested and surprisingly influential
 - Most environmentally/socially conscious
 - Strongest believers in the importance of personal action and ability to make a difference
 - Influencers of household decisions
 - Looking for guidance on what to do

Test case in online engagement

Activating their underlying concern for conservation (Online)

Make a Difference Today



Plastics kill thousands of sea turtles and pollute our ocean. Start making a difference today. Be part of the solution.



Test case in online engagement

Youth sentiment post-campaign

	End of campaign	Campaign + 1year
The world's ocean is endangered	+14.8%	+9.3%
The ocean is affected by the actions of people	+10.1%	+10.1%
Climate change threatens ocean health	+18%	+12%

From theory to practice: the opportunities ahead

- Expand the market research initiative internationally
- Apply findings more broadly
- Develop new campaign on ocean acidification with aquariums
- Expand the online advertising campaign in collaboration with partners

www.TheOceanProject.org



Thank you!

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