How Social Marketing can help guide the selection of the optimum mix of interventions
Why people do not use forms of active transport e.g. walking and cycling, as part of their everyday lives?

How could this behaviour be encouraged? Using Nudge, Hug, Shove and Smack methods?
The Value/Cost exchange matrix The 4 Primary Forms of intervention

(French J SMJ Vol 1. No2 20111, P 154 -162)

- **Incentive**
  - Reward
  - NUDGE

- **Active Decision**
  - Conscious / Considered
  - HUG

- **Disincentive**
  - Penalty
  - SMACK

- **Disincentive**
  - Automatic / Unconscious
  - SHOVE

- **Passive Decision**

Exercise
Driven by:
Theory, science, evidence, data, insight, and ethical considerations

Delivered through:
Systematic and Systemic planning
Case example

• In 70% of Africa when it gets dark it's dark, there is no light as people are off grid

• A lack of light causes lots of health, economic and safety problems

Solution?
Today’s Solution for Off-Grid Lighting: Kerosene

- Costs 10-20% of a family's income
- Hazardous, causes millions of burns and thousands of deaths every year
- Provides dim light that is difficult to read, study or work by
- Emits a considerable amount of greenhouse gases
Lighting Africa:

Focus on quality Solar Lanterns that have passed the quality test done at the University of Nairobi.

Kenya Partners
- 11 Manufacturers
- 13 Distributors
- 16 Products
  - Portable lights
  - Task lights
  - Room lights
- Product testing on-going
Key Insight

• Audience desire lighting solutions that ensure that they get extra hours to engage in productive activities.

• Every minute of their day counts as they have to work hard to meet their daily needs.

• Darkness brings their activities to a premature end and so the consumer yearns for a little extra time to make more money so as to better their livelihood.

• Deep down they believe that today’s hard work will lead to a brighter future and so we wanted them to know that by embracing the off-grid lighting solutions they can add extra hours to their day and in so doing better themselves.

Big Idea Platform

SONGA MBELE NA SOLAR

Brighten the future of your family with solar powered lanterns. They’re affordable, cleaner and longer lasting.
72% growth in sales volume (figures from IFC/World Bank Reports)

104 road-shows with a reach of 140,256

Results

656 village forums reaching 20,148

300% growth in retail channels reach

Trade outreach 1,500 outlets

10,000 posters mounted
Seeking agreement about intervention mix selection

Selection criteria needs to be decided by the stakeholders, experts and target groups.

The selection criteria used should be clear, congruent and transparent.
Generating Potential Interventions

• Using the data and the understanding you have about the problem and the potential audiences, develop a long list of possible interventions

• Test these possible interventions against the next tool

• Consider each question and develop answers related to possible interventions
Generating Interventions

The Challenge

1. What are people trying to achieve or do in relation to the behaviour?
2. What do people say they need to help them?
3. What stops or gets in the way?

Interventions

Awareness
Information
Education
Experience
Environment
Support
Service
System
Policy
Process
Game
Reward
Sanction
Product
Etc.

Value Created

1. How the intervention will create value for the audience
2. How the intervention will help achieve people’s goals / wants / needs?
3. How the intervention will reduce barriers to action
7 ways to generate possible Interventions

Ideas from:
1. Target audience views and ideas
2. Meta reviews
3. National or international guidance documents
4. Case study or programme write ups
5. Related fields (E.g. examples from the health sector being used to trigger interventions in the environment sector)
6. Analysis of your existing programmes
7. Stakeholder and partner organisations
Common criteria for evaluating strategic options

**SUITABILITY**
FIT WITH ANALYSIS, SUSTAINABLE, CONSISTENT WITH MISSION?

**REALISM**
ARE THE AIMS AND OBJECTIVES REALISTIC?

**CONSISTENCY**
ARE ALL ELEMENTS OF THE STRATEGY COMPLEMENTARY?

**FEASIBILITY**
TIME, RESOURCES, SKILLS, KNOW HOW?

**RISK**
WHAT ARE THE RISKS AND CAN THEY BE MANAGED?

**REWARDS / COSTS**
ARE THE FORECAST OUTCOMES WORTH THE INVESTMENT?
Additional criteria to filter potential Social Marketing interventions

1. Insight data that indicates that targeted citizens value the intervention?

2. Do any potential negative side-effects have public support?

3. Are there any ethical issues that need to be addressed?
Generating Social Interventions

The Challenge

Peoples goals/wants/needs
Help needed
Barriers

Intervention
Awareness
Information
Education
Experience
Environment
Support
Service
System
Policy
Process
Game
Reward
Sanction
Product
Etc.

Value Created

How intervention will create value
How intervention will provide help
How intervention will reduce barriers

Exercise
Sustaining Effort

1. Long term strategic planning, objective setting and evaluation

2. Multiple waves of consistent implementation

3. Refine and adjust strategy in the light of evaluation
Super CoolBiz

Vid

The need for constant adaptation
Embrace Experimentation

Perfect RCT quality is often very difficult

Where risks are low, also develop understanding via trial and error, observational and case studies.