



Supporting change

How can botanic gardens and their Friends Of groups **support and inspire positive change** for biodiversity conservation and climate action?



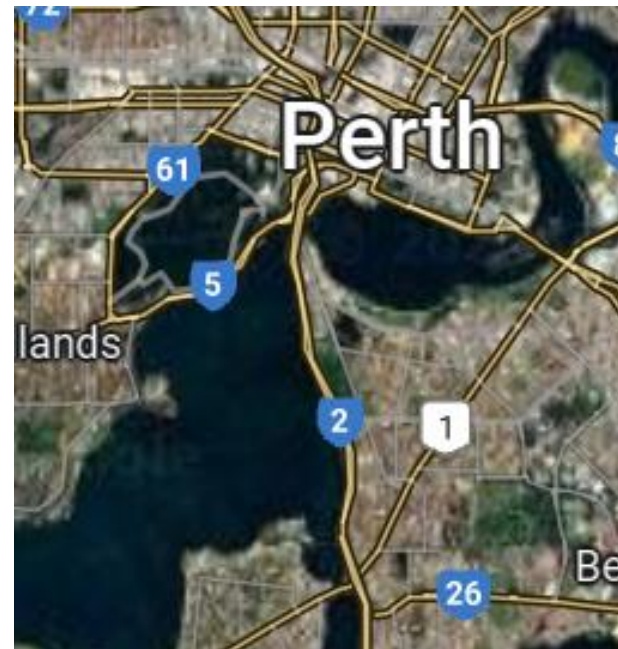
Presentation by Dr Laura Skates

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How can botanic gardens and their Friends Of groups **support and inspire positive change** for biodiversity conservation and climate action?

One way is to support and inspire botanic garden visitors to make positive changes in their own **home gardens**. How can we best do this?





Supporting change

Increase knowledge



Change attitudes



Change behaviours



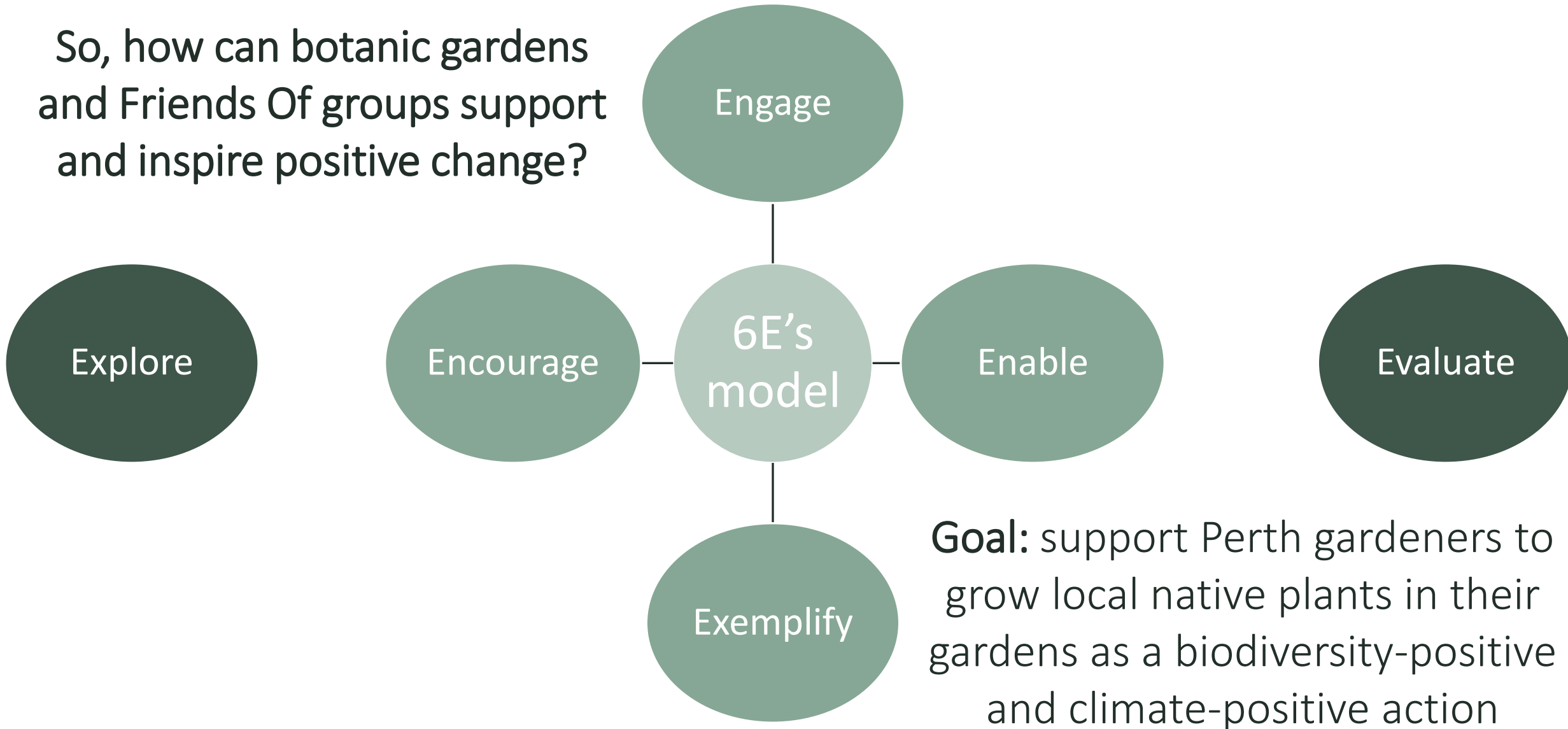
Attitude-Behaviour Gap



Factors influencing our behaviour

- M Messenger:** We are heavily influenced by who is communicating information.
- I Incentives:** We have strong desires to gain rewards and avoid losses.
- N Norms:** We are heavily influenced by what others do.
- D Defaults:** We “go with the flow” of pre-set options.
- S Salience:** Our attention is drawn to novel things that seem relevant to us.
- P Priming:** Our actions are often influenced by subconscious cues.
- A Affect:** Our actions can be powerfully shaped by our emotional associations.
- C Commitments:** We seek to be consistent with our public promises & reciprocate actions.
- E Ego:** We act in ways that make us feel better about ourselves.

So, how can botanic gardens and Friends Of groups support and inspire positive change?



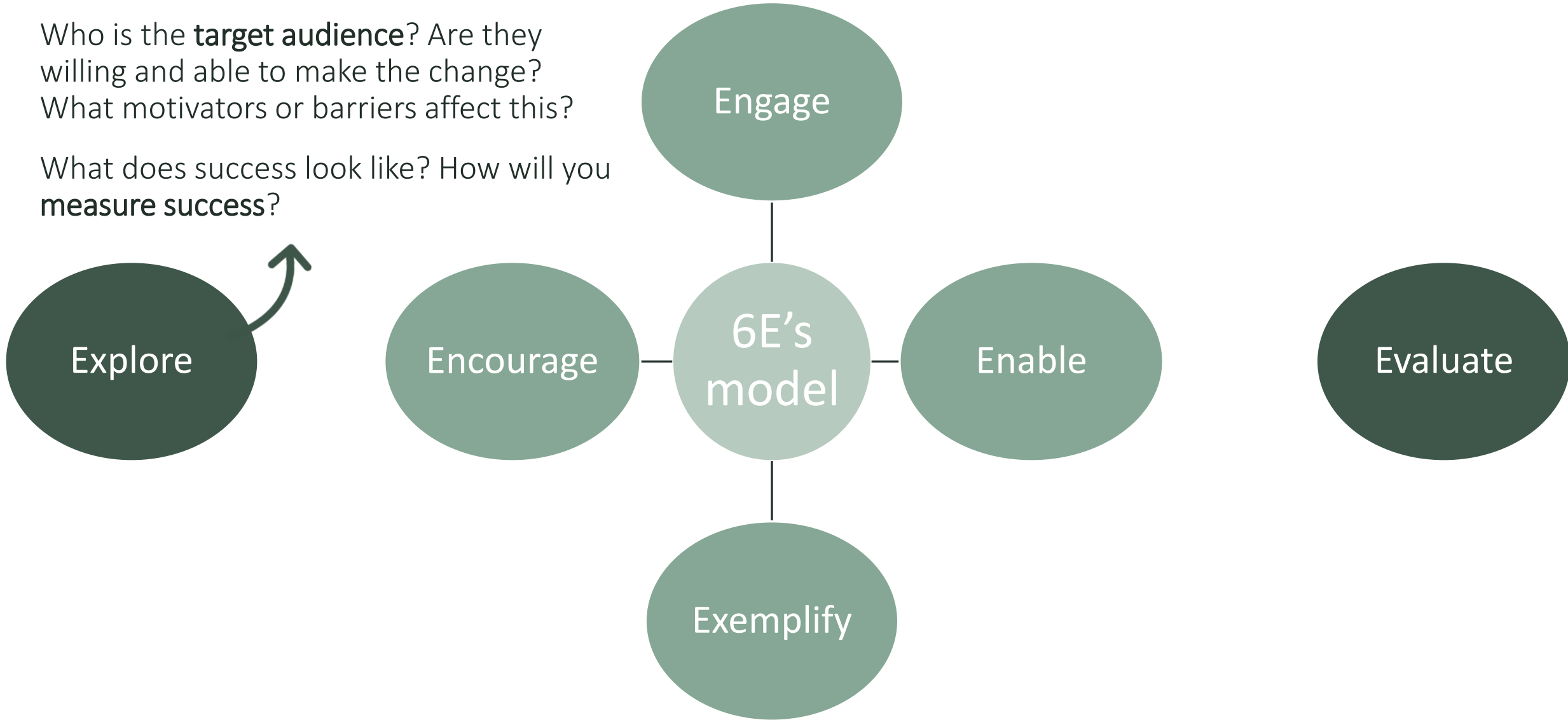
Goal: support Perth gardeners to grow local native plants in their gardens as a biodiversity-positive and climate-positive action

What is the **desired behaviour change**?

Who is the **target audience**? Are they willing and able to make the change?

What motivators or barriers affect this?

What does success look like? How will you **measure success**?



Explore

Motivations

Water-wise (reduce water use)

Pollinator-attracting (birds, native bees)

Biodiversity-friendly (providing habitat)

Conservation (rare or threatened plants)

Reduced costs (water, fertilizer)

Neighbourhood values (social norms)

Personal wellbeing and enjoyment

Barriers

Lack of knowledge, skill or confidence

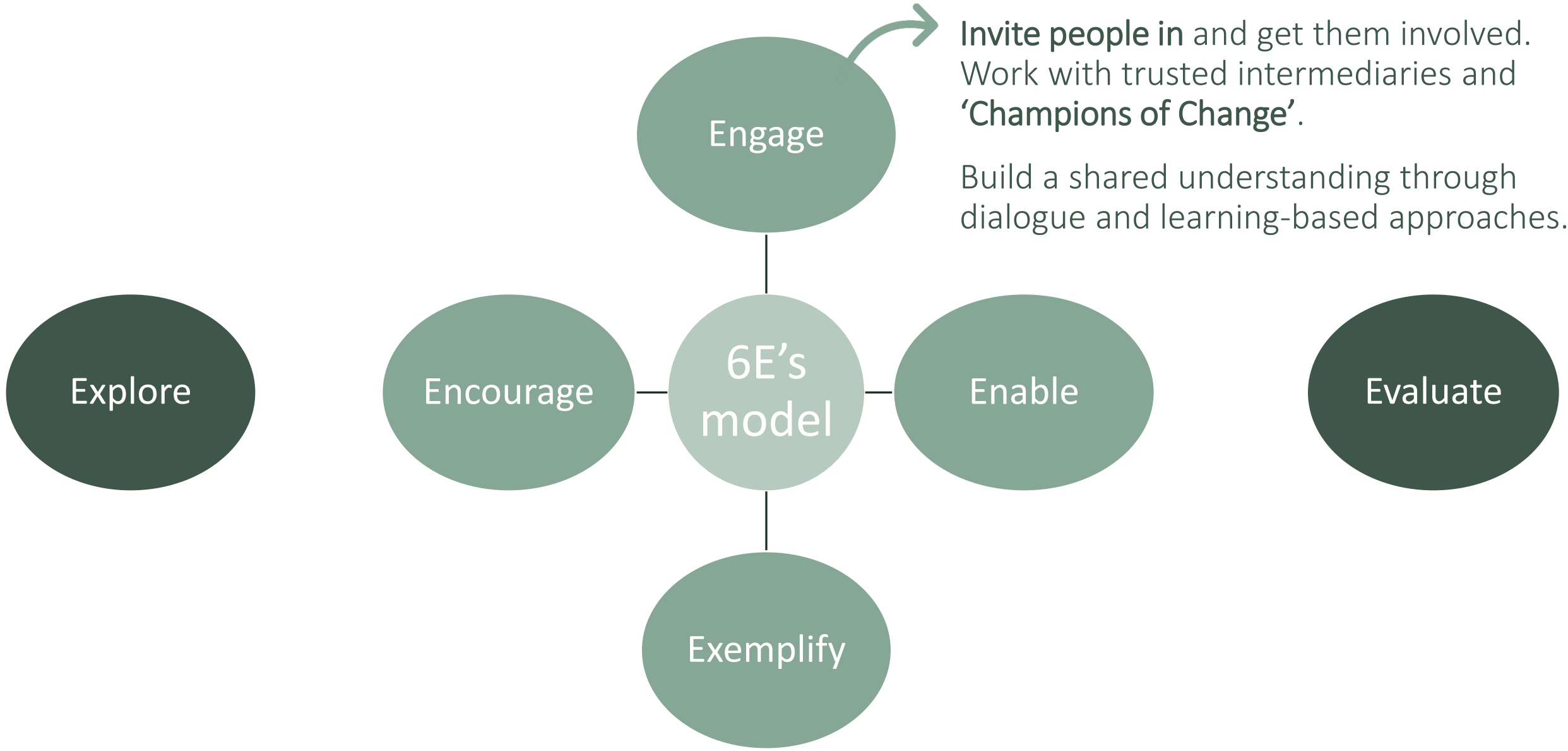
Lack of time (to garden, to attend workshops)

Costs (buying plants, soil, etc)

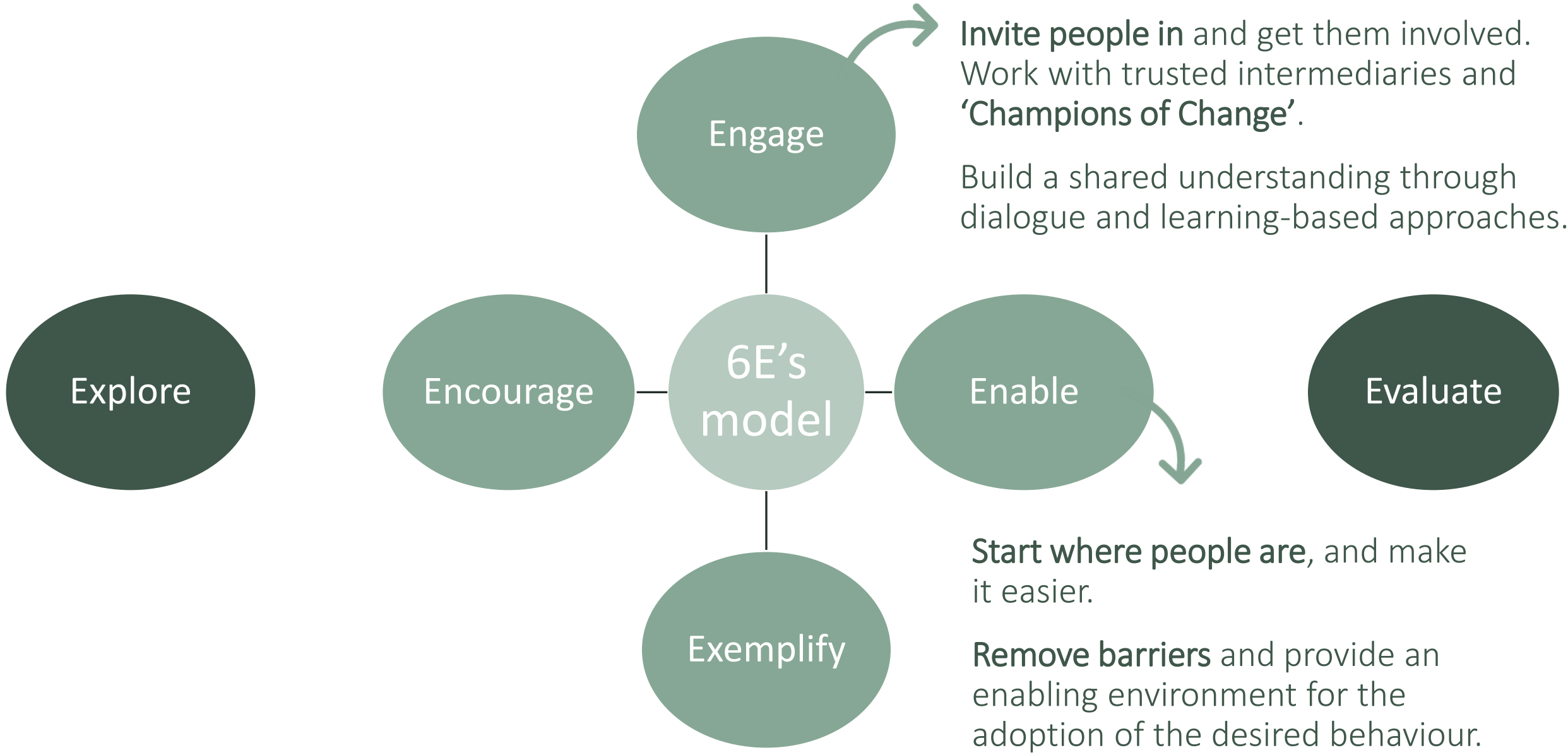
Lack of space (renting, container garden only)

Lack of interest or motivation

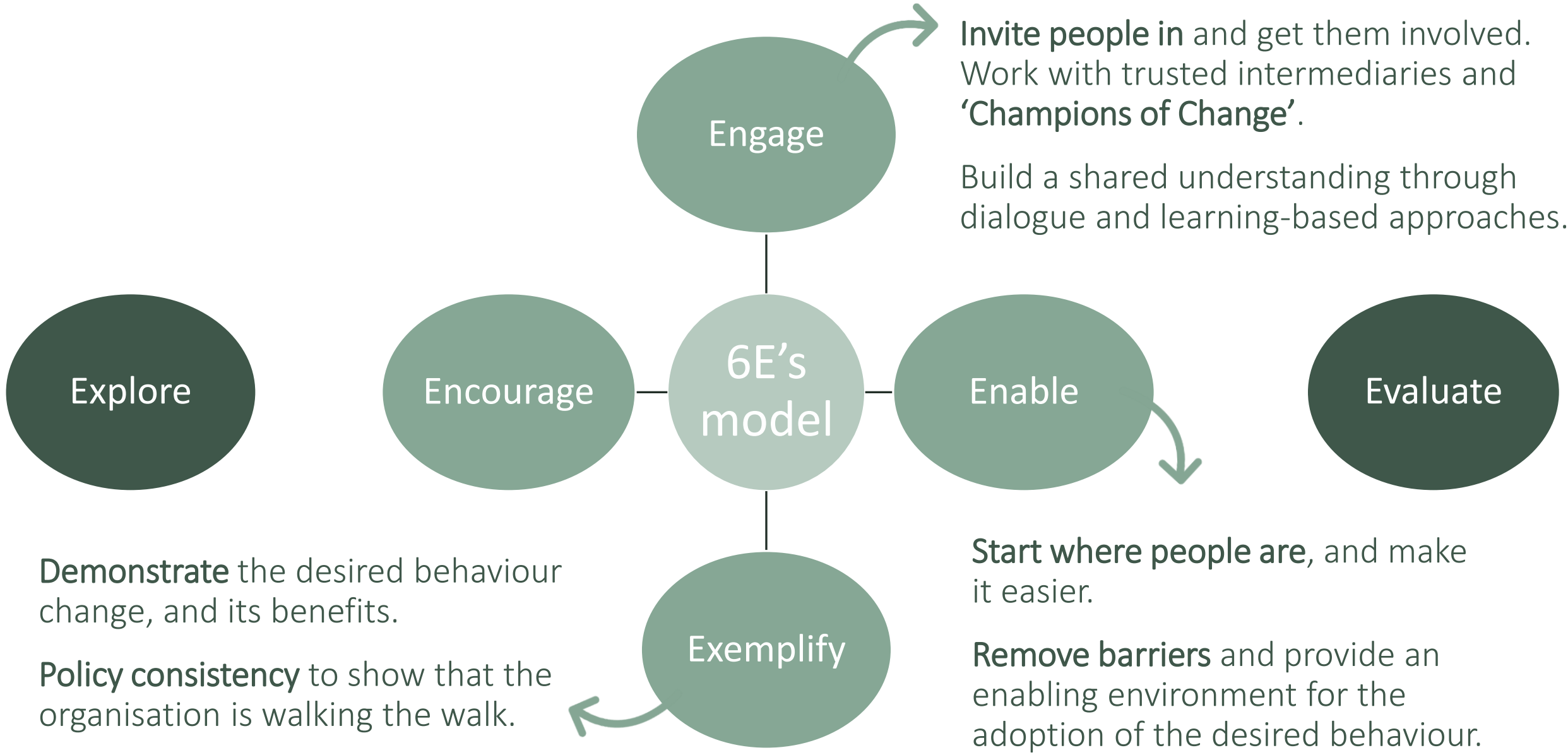
Prior negative experiences with growing native plants (e.g. plants dying)



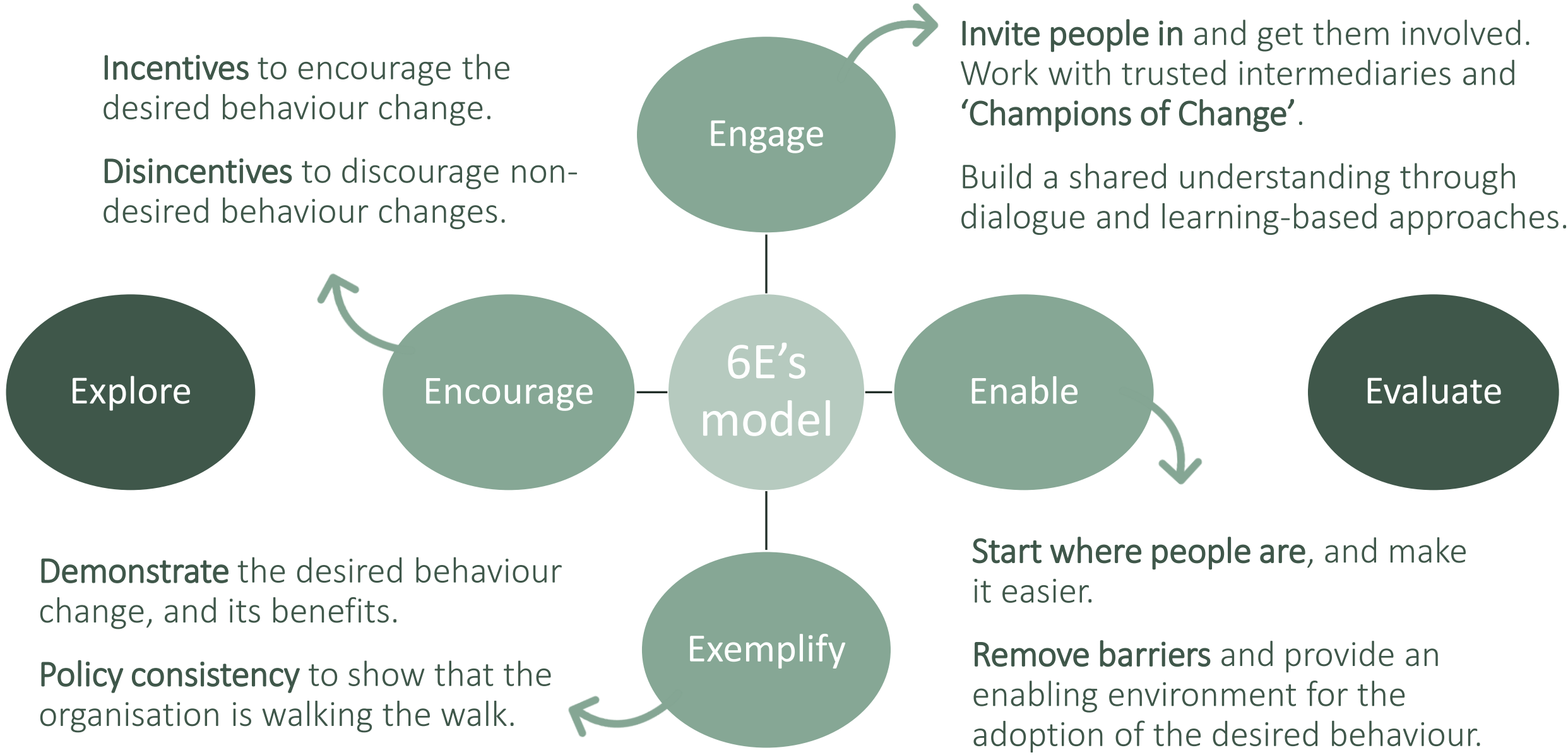




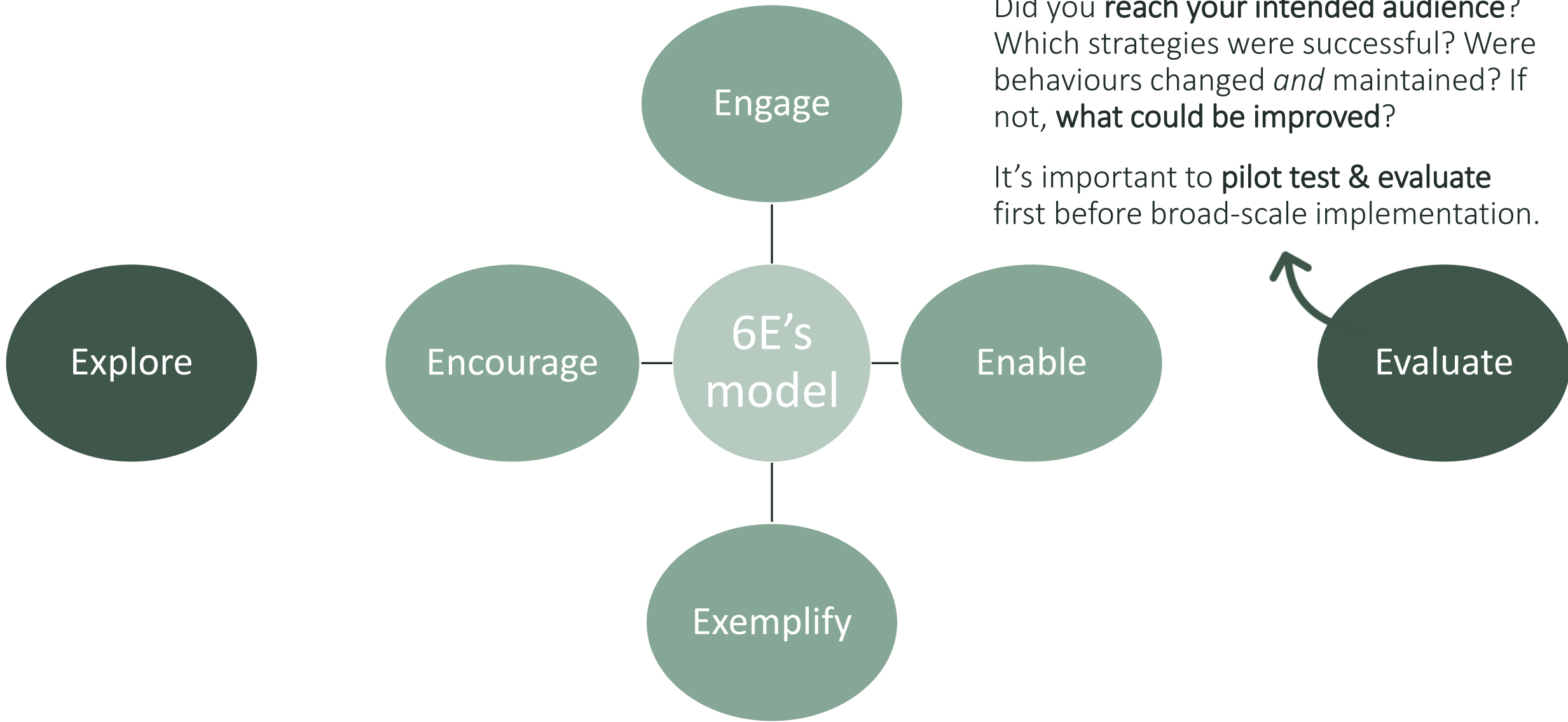




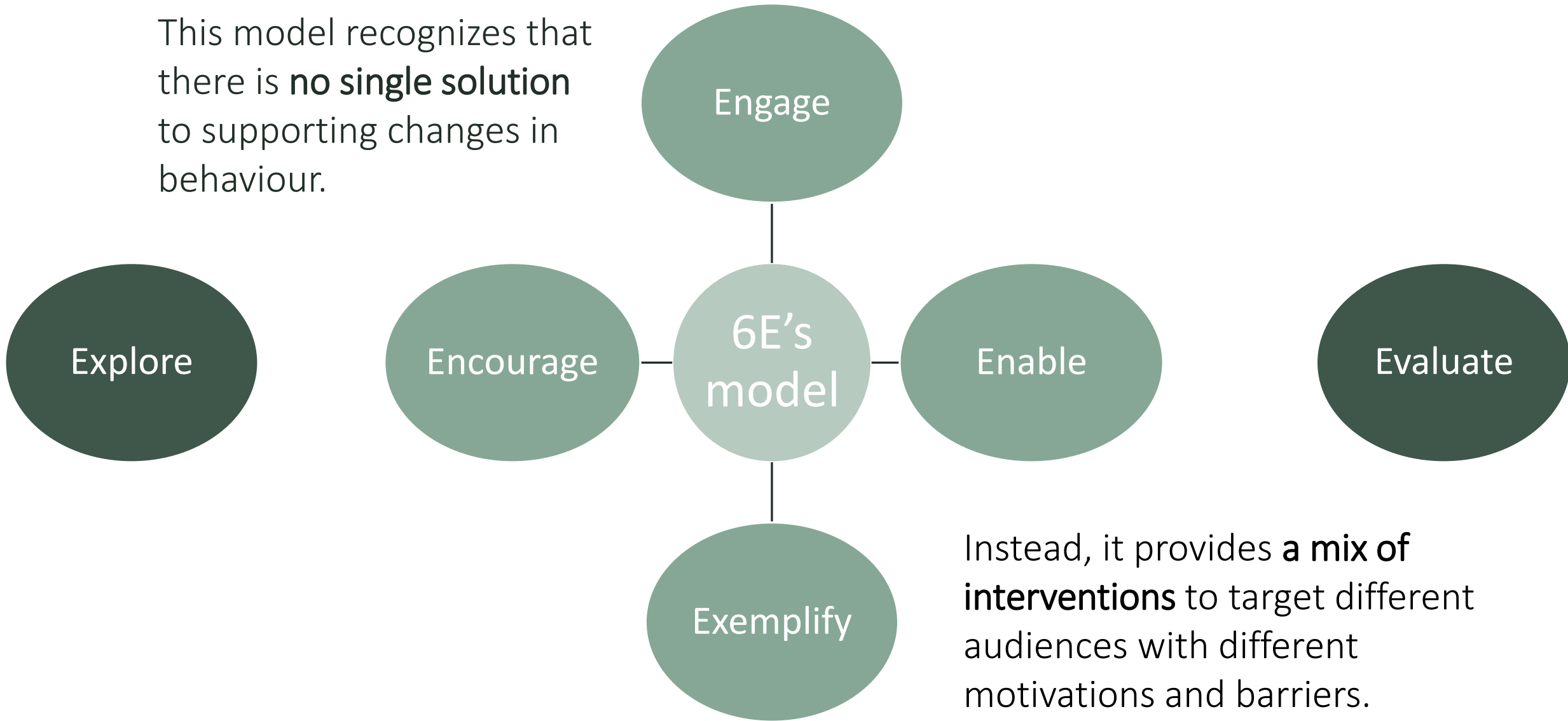




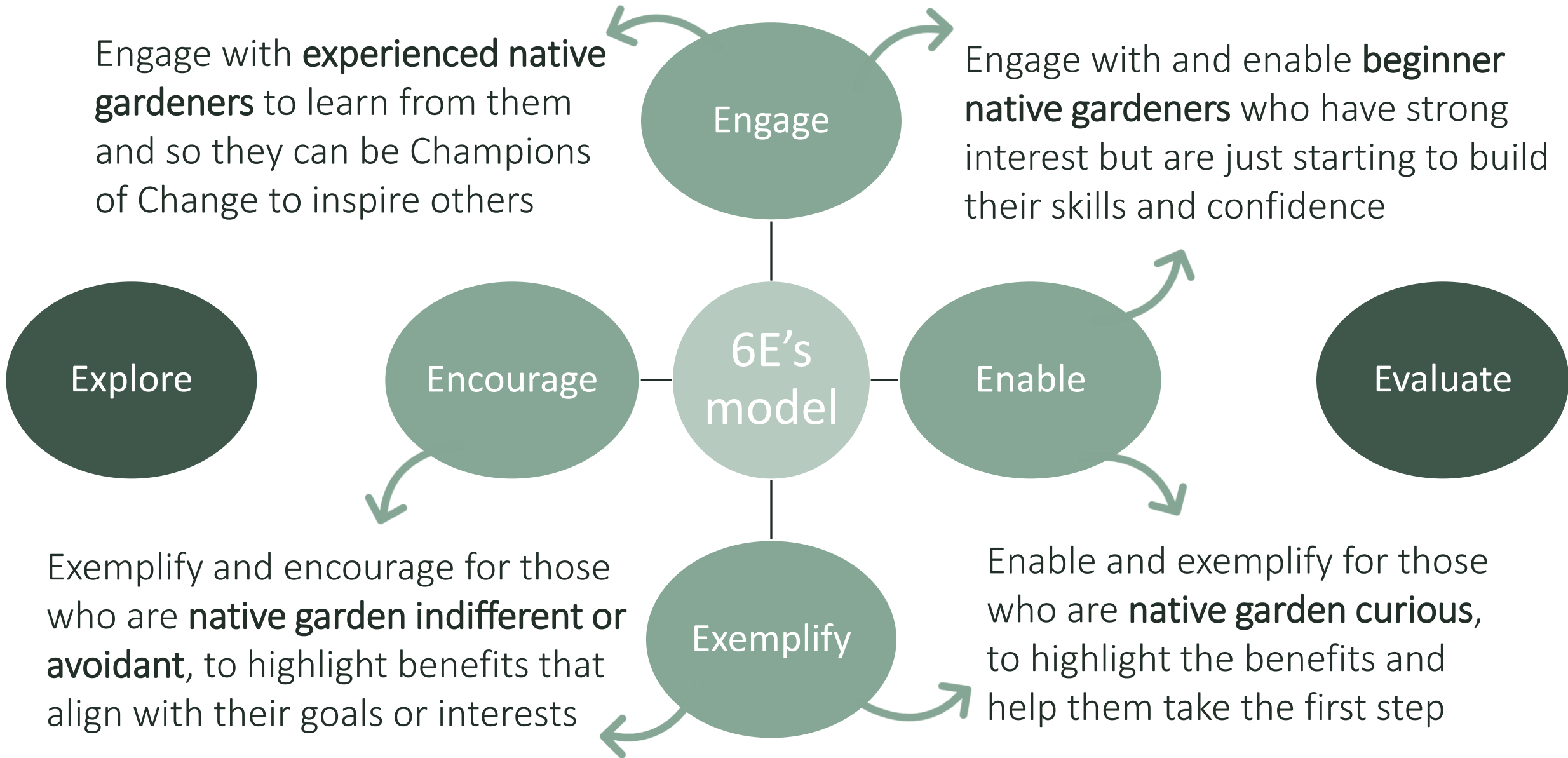


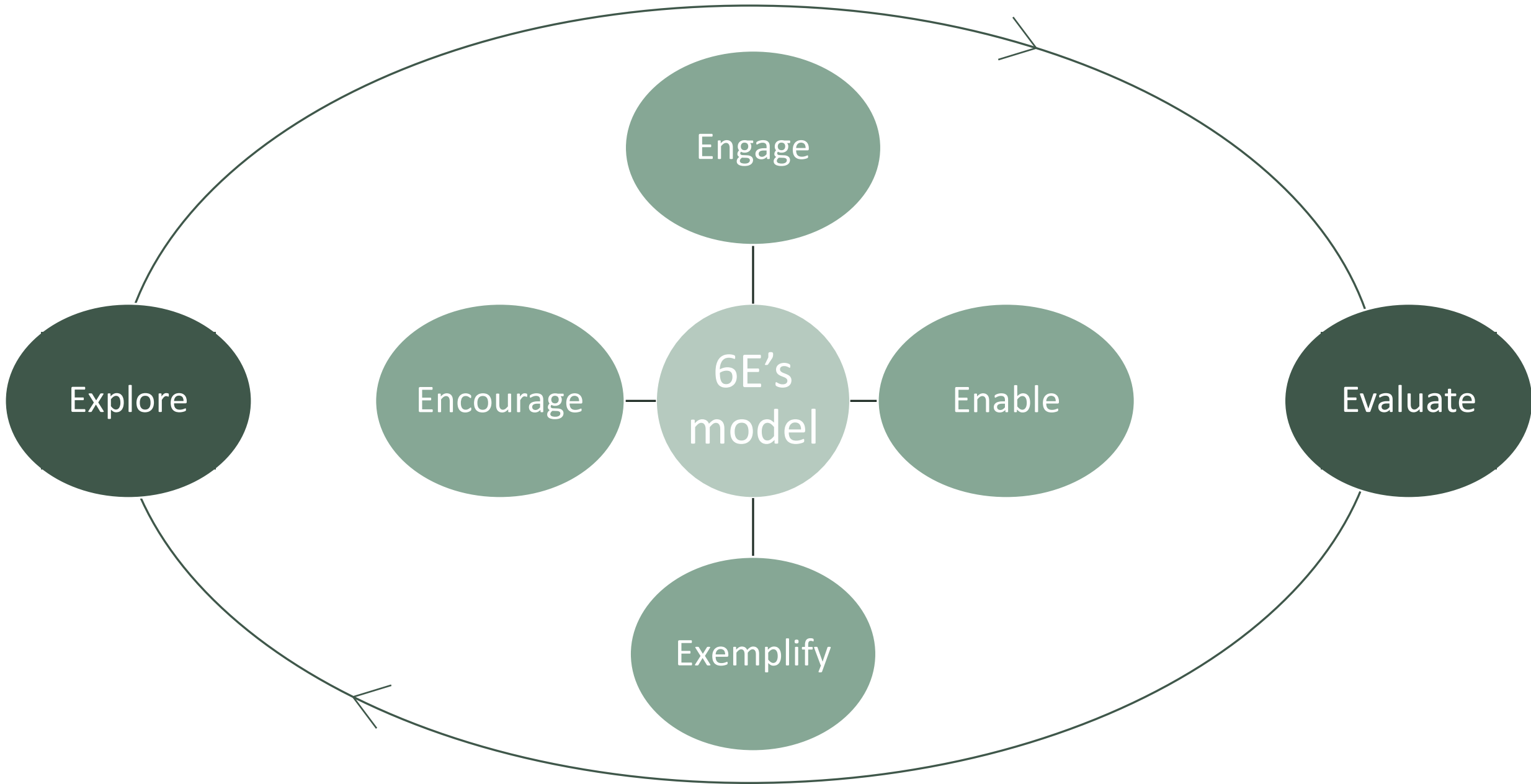


This model recognizes that there is **no single solution** to supporting changes in behaviour.



Instead, it provides **a mix of interventions** to target different audiences with different motivations and barriers.







Next steps

Currently looking at how Friends of Kings Park can apply this model to further support native gardeners throughout Perth.

Also considering how this model might apply to support positive actions aligned with our other projects (e.g. Bushland Restoration Project).





Thank you for listening!

Thank you to the following organisations for their support!



APR | INTERN

References in this presentation:

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