

Using social change practice to influence conservation outcomes



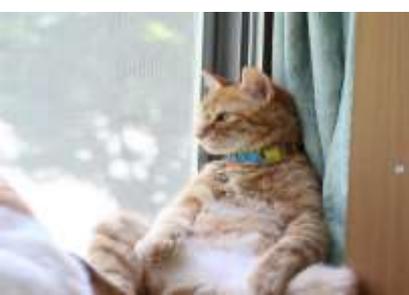
Social change vs. activism



Influencing **hearts and minds** to get people to behave differently **individually and collectively**.







Why? For what?



Be compelling, relevant and required – according to the people we are targeting.



Activation



Basic principles

1. Clarity
2. Simplicity
3. Create the space
4. Power vs. force
5. Stoke the energy



Measuring what we do, actions taken and collective impact

