



Measuring for results in climate change education:

A 'behaviour change' approach

Lucia Palombi on behalf of FAO/YUNGA

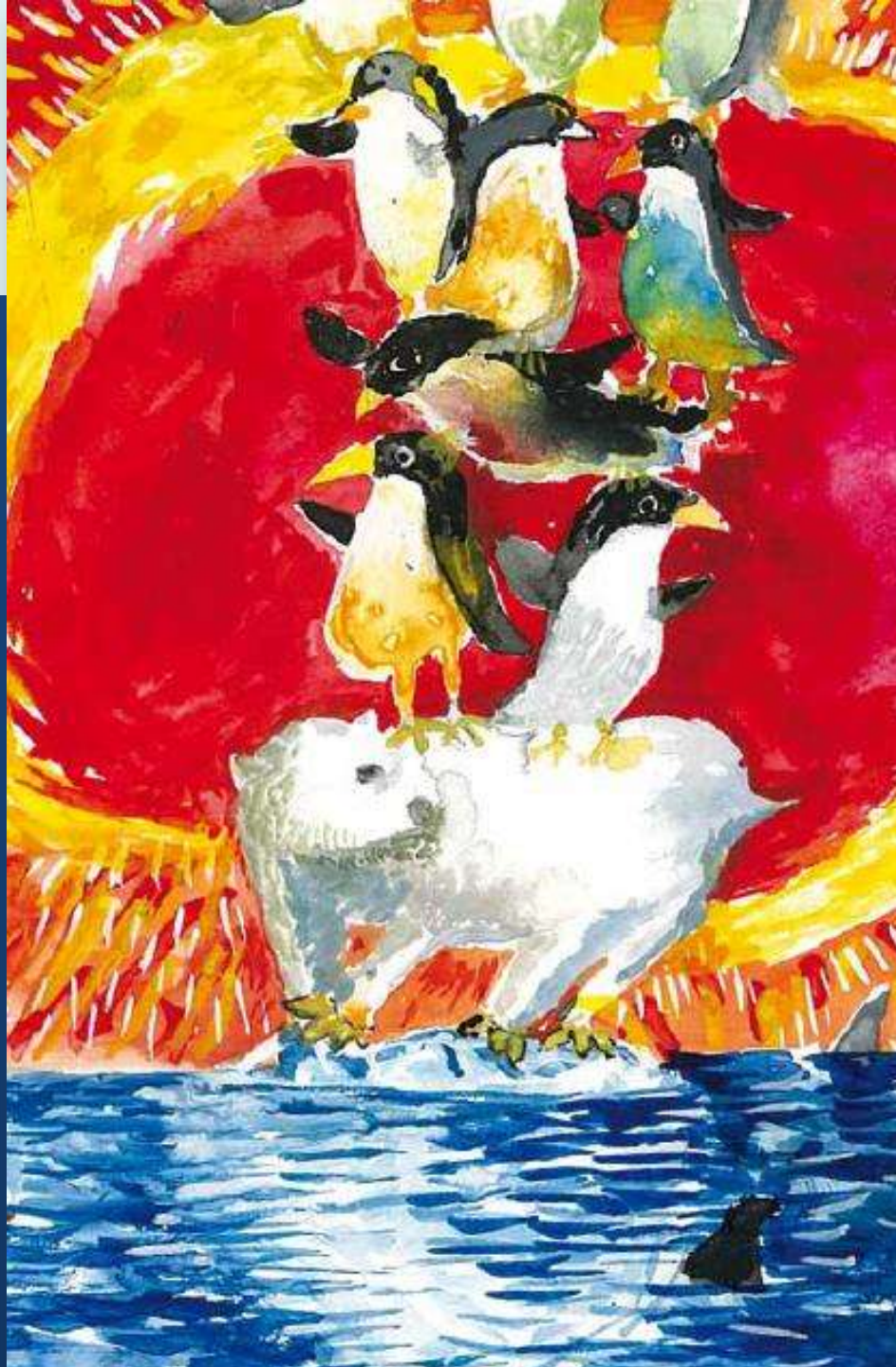


www.yunga.org
yunga@fao.org



Why focus on behaviour change?





Yae Chan Park,
12, Republic of
Korea



Results-based schematic

Activity

- The climate change education programme.

Outputs

- The educational activities are conducted;
- Indicators are measured/targets are achieved.

Outcome

- **Behaviour change.**

GOAL

- Environmental preservation and integrity.
- Sustainable development.





The Doha Work Programme (2012) for UNFCCC Article 6
emphasizes the need to:

*‘Develop **criteria** for identifying and disseminating information on good practices for Article 6 activities.’*





Criteria enabling behaviour change

Adapted from: FAO (forthcoming)

Making it Count:

Increasing the Impact of Climate Change and Food Security Education Programmes





Environmental issues are huge and complex, and can seem overwhelming, especially to individuals.



1. Focus on specific, achievable behavioural change.

Explaining to people what they can do to help is great. But empowering them to take responsibility and make choices for themselves is even better!



2. Encourage action planning and empowerment.



Building new habits takes time and patience.
3. Practise relevant action skills.





How aware are participants actually of the consequences of their own actions?



4. Evaluate and challenge current behaviour.

Everyone has good excuses for why they don't behave in a particular way: lack of time, money, not knowing what to do...



5. Name and tackle barriers to action.





People are unlikely to look after something they don't care about. Research shows that **childhood experiences in nature** and **personal experiences of environmental degradation** are the most influential factors in related lifestyle and career choices in later life (e.g. Chawla & Flanders-Cushing, 2007).



6. Foster a connection with nature.





Humans tend to wish to live up to social expectations and norms – make this work in the environment's favour! (See Bamberg & Moser, 2007.)



7. Promote a public commitment to taking action.

Why stop with the programme's participants? Mobilize their enthusiasm and 'pester power' to scale out the positive effects of the project.



8. Involve families and the wider community.





Behaviour change is hard work, and without encouragement, it is tempting to revert to old habits.



9. Monitor change and celebrate success.





Planning for results

Does the programme...	Yes/No
...focus on specific, achievable behavioural change?	
...encourage action planning and empowerment?	
...allow participants to practise relevant action skills?	
...evaluate and challenge current behaviour?	
...name and tackle barriers to action?	
...foster a connection with nature?	
...promote a public commitment to taking action?	
...involve families and wider communities?	
...monitor change and celebrate success?	





Measuring for results

Measure	Indicator/Target
1. Focus on specific, achievable behavioural change.	# of specific, achievable changes to behaviour undertaken.
2. Encourage action planning and empowerment.	# of actions planned. (# of actions planned independently of group leader.)
3. Allow participants to practise relevant action skills.	#of relevant action skills practised. #of times per day/week practised (frequency).
4. Evaluate and challenge current behaviour.	# of current practices found to be sustainable. # of current practices questioned, and open to change.
5. Name and tackle barriers to action.	# of solutions found to named action barriers.
6. Foster a connection with nature.	# of hours spent in nature per week.
7. Promote a public commitment to taking action.	#of participants who made a public commitment to take action.
8. Involve families and the wider community.	# of family/community members somehow involved in and reached by the programme.
9. Monitor change and celebrate success.	#of changes made over time . #of celebrations held. 😊



Examples of YUNGA/FAO activities

- YUNGA Challenge Badges
- The Junior Farmer Field and Life School programme
- FAO School Gardens programme
- WAGGGS-FAO climate change mini-grants
- And many more!

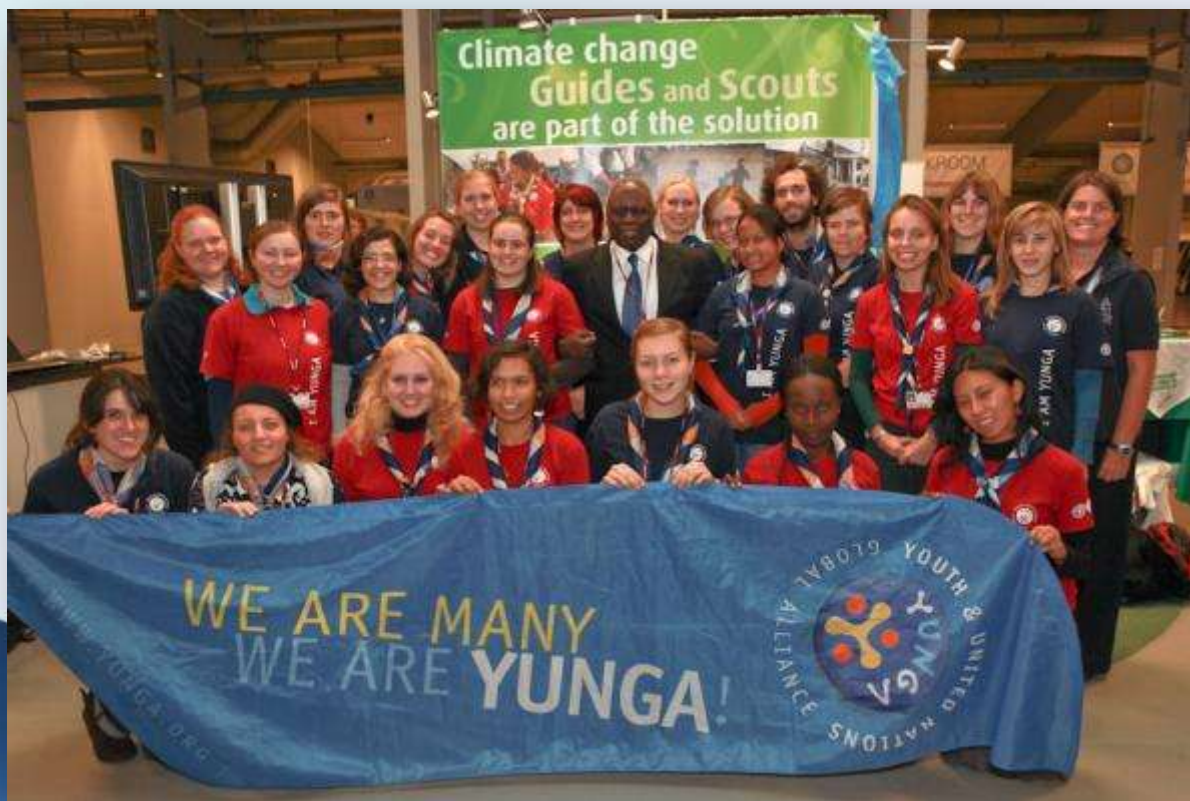




Thank you!

For further information, please contact:

yunga@fao.org



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