



Society for Conservation Biology

Conservation Marketing & Engagement Working Group

6 Month Progress Report

November 2015

Introduction

The Conservation Marketing and Engagement Working Group (ConsMark) was formed after a workshop and associated focus group at the International Marine Conservation Congress held in Glasgow, Scotland, in August 2014. In March 2015 the group obtained provisional status within the SCB. The following is an outline of our progress and activity over the past 6 months.

1. Social Media Profile

Widely acknowledged as a valuable communications and engagement tool, it was decided early on that the group would benefit from establishing a social media profile, using both Twitter and Facebook as the most widely used social media platforms. Both a Twitter and Facebook profile were set up in September 2015, and have been used to promote the WG's official website (<http://conbio.org/groups/working-groups/conservation-marketing-working-group/>), as well as promoting interesting articles, generating discussion, and disseminating outputs from the ConsMark WG members. As of the 23rd November 2015, the Facebook page has 379 'fans', a number which increases every week, whilst the @SCBConsMark Twitter profile has 111 'followers' who regularly interact with the posts on each of these platforms. The pages are being managed in the first instance by Emma McKinley (WG membership secretary) and supported by Diogo Verissimo. The WG committee are currently discussing the development of a social media communications strategy.

2. Past Events

Following the group's initial conception at IMCC3, a successful symposium event was held at the International Congress for Conservation Biology, in Montpellier, in August 2015 entitled "*Conservation Marketing: a new path to understanding and influencing human behaviour*". Due to the interest in the topic, and the variety of presentations, the symposium took place across a double session, and included presentations from 10 speakers, addressing topics that ranged from marine conservation to celebrity endorsements to importance of understanding the visitor experience in nature reserves. Overall, the event was very well received, and raised further interest in the application of marketing practices to a range of conservation goals. As a follow up to the event, a number of short pieces have been produced, which are outlined in Section 3.

3. Working Group outputs

Since the group's initial conception at IMCC3 in Glasgow, members of the group have been responsible for a number of outputs, including:

Peer-reviewed articles:

- **ICCB**
- Verissimo, D., and McKinley, E. (in press) Introducing Conservation Marketing: Why should the devil have all the best tunes. *Oryx* 50(1)

- **IMCC3**
- Wright, A., J., Verissimo, D., Pilfold, K., Parsons, E.C.M. Ventre, K., Cousins, J., Jefferson, R., Koldewey, H., Llewellyn, F. and McKinley, E. (2015) Competitive outreach in the 21st century: Why we need Conservation Marketing. *Ocean and Coastal Management* 115: 41-48

Blog posts and Newsletters:

- International Social Marketing Society (2015) New Working Group Links Marketing and Biodiversity Conservation. Available at: <http://is.gd/fqYTjG>
- International Social Marketing Society (2015) Marketing Makes it to Montpellier. Available at: <http://is.gd/fqYTjG>
- Society for Conservation Biology (2015) ICCB moves marketing forward. Available at: <http://is.gd/fqYTjG>
- IUCN Commission for Education and Communication (2015) New working group links marketing to biodiversity conservation. Available at: <http://is.gd/81BruD>

4. Future Events and Sessions

As part of the group's future efforts a number of sessions have been proposed for inclusion at future events, including:

- Marketing methods to transform marine science into relevant conservation behaviors (IMCC4, 2016)
- Using marketing to tackle the challenge of behaviour change (IMCC4, 2016)
- Preparing for Cecil the sea lion: How can we better channel public concerns towards conservation (IMCC4, 2016)
- The Science of Behavior Change (WCC, 2016)
- Understanding audiences through conservation social science methods (NACCB, 2016)

The group is awaiting notification of acceptance of these sessions into the indicated conferences.

In addition, the WG is a partner in the 'Save the Vaquita' Campaign and have supported the development of a strategic plan focusing on this issue. Other partners include the SCB Marine Section, LACA Section and Instituto del Desierto Sonorense (IDS).

5. Membership Growth

Over the last 6 months, our official membership has grown from 30 members in March 2015, when the group received provisional working group status, to the current figure of 117 active members. A membership secretary (Emma McKinley) has been appointed to continue to stimulate membership growth; Emma will be working closely with the communications team so that the benefits of membership of the group continue to be promoted.