

# 2018 International Conservation Marketing & Engagement Congress



*Shaping public  
behavior to help  
conservation*

25-27 October 2018  
George Mason University  
Arlington Campus  
Virginia, USA

**3 days • 27 sessions • 80 talks  
4 socials • 1 award**

**#consmark • #consmark2018**

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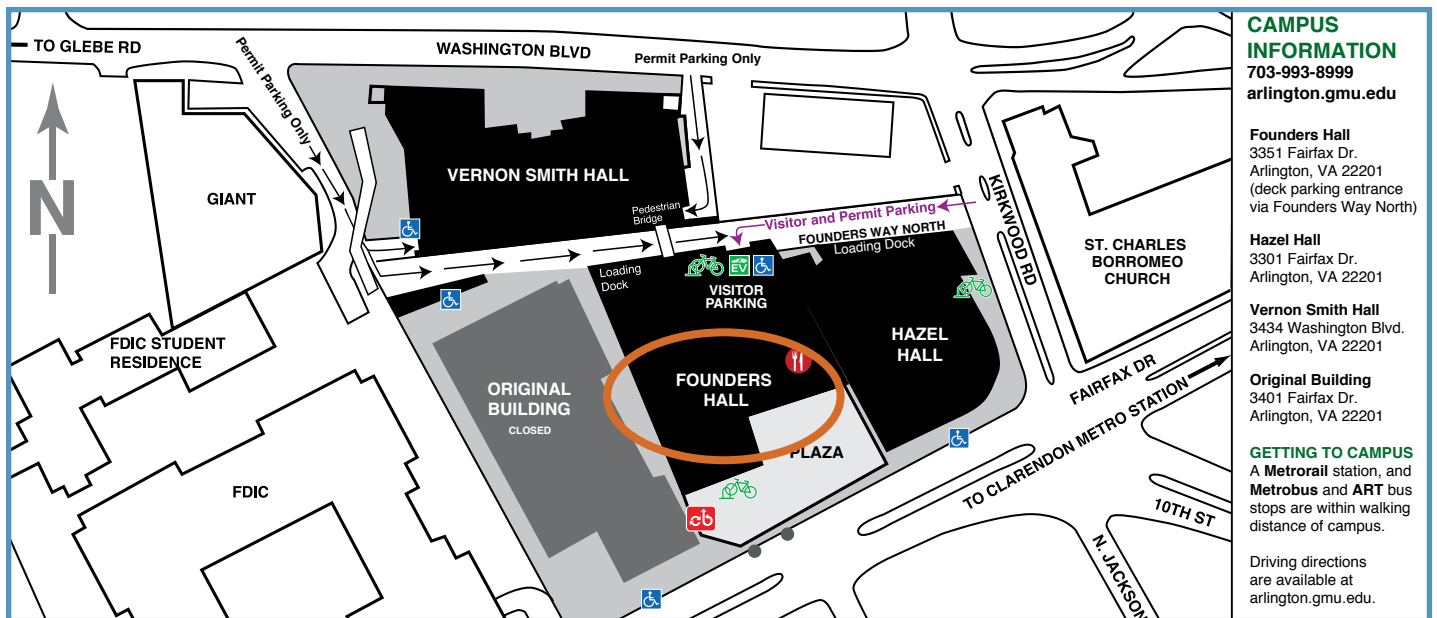
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## Conference Location

The conference takes place in **Founder's Hall** on the Arlington Campus of George Mason University.

GPS address: 3351 North Fairfax Drive, Arlington, VA 22201

- Driving and Metro directions to campus can be found [here](#).



All conference sessions and events will be held in the following rooms in Founder's Hall.

- **MP1** = Multi-purpose Room 1 (#125), located on the 1st floor.
- **MP2** = Multi-purpose Room 2 (#126), located on the 1st floor.
- **Aud** = Auditorium, located on the 1st floor.
- **310** = Classroom 310, located on the 3rd floor.

To access these rooms, enter Founder's Hall main entrance **and turn left**.

- Multi-purpose Rooms 1 & 2 and the Auditorium will be directly in front of you on the first floor.
- To access the third floor for Classroom 310, there are both elevators and stairs; the classroom is right at the top of the stairs.

Coffee and Tea breaks will be located in Multi-Purpose Room 1 on Thursday, and in the Art Gallery between MP1 and the Auditorium on Friday and Saturday.

## Important notes about the conference

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There are several aspects of this conference which are important to keep in mind:

- Instructions for presenters can be found [here](#).
- Lunch is not being served during the conference. There are many places to eat within walking distance of the George Mason campus and each lunch break is 90-minutes long.
  - [Extreme Pizza](#) (located across the street from Founder's Hall) is offering a 10% discount if you present your conference badge.
- Each contributed session includes time for extra Q&A at the end for any of the presenters.
- Information on things to do in the Arlington, VA and greater D.C. area can be found [here](#).
- There is free WIFI! Details on how to connect:

Delegates can perform self-service WIFI registration through a captive portal once connected to the MASON wireless network. The captive portal is activated when a guest opens a web browser. As part of registration, the authentication system will assign a username and password. These credentials are active for seven days and are required for network access for the duration of the account. Guests must re-register when their account expires. Delegates can also connect to the wired network via active jacks in the residence halls, classrooms, and public areas around campus.

### Wi-Fi Self-Registration

- On your device, select MASON as your wireless network.
- Go to your web browser and enter [itservices.gmu.edu](http://itservices.gmu.edu).
- The self-registration portal will appear.
- Click on Create an Account and enter your information to complete the self-registration.

## About: Conservation Marketing & Engagement Working Group

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In 2014, interested individuals gathered at SCB Marine Section's International Marine Conservation Congress in Glasgow, Scotland, to discuss forming a Conservation Marketing and Engagement Working Group. Our objectives are to support and further the Society's missions to conserve biological diversity and improve the health of the environment.

The working group defines conservation marketing as 'the ethical application of marketing strategies concepts and techniques to influence attitudes, perceptions and behaviours of individuals, and ultimately societies, with the objective of advancing conservation goals.' Marketing techniques can help distribute conservation messages outside the traditional conservation-minded audiences to inspire behavioural change.

Join us [here](#).

Follow us on [Twitter](#) and [Facebook](#).

## About: The Society for Conservation Biology (SCB)

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The Society for Conservation Biology (SCB) is an international professional organization dedicated to advancing the science and practice of conserving the Earth's biological diversity. The Society's membership is comprised of a wide range of people interested in the conservation and study of biological diversity: resource managers, educators, government and private conservation workers, and students. The Society is a global community with representatives from over 100 countries. It is organized internationally by seven Regional Sections that initiate activities relevant to conservation needs on their continents or in their oceans.

The Society provides many benefits to its community, including global and regional policy programs, conferences, free online access to publications for members in developing countries, and a very popular online job board. SCB also administers the prestigious David H. Smith Conservation Research Fellowship Program, sponsored by the Cedar Tree Foundation, that supports young professionals in conservation science.

## About: The 2018 International Conservation Marketing & Engagement Congress

Conservation Marketing is the use of latest techniques and studies about how to motivate people, and change their behavior, in order to get the public to act in a more conservation-oriented manner. Among our strategies to do this, we suggest drawing tried and tested techniques used by the marketing industry, for example, to gain the attention of key target audiences.

This conference is aimed towards conservation practitioners and conservation scientists who want to discuss better ways to get their conservation message to the public, and to get the public to act on this message. This conference will give scientists practitioners the opportunity to discuss effective ways to “market” and publicize conservation problems and needs, and to better engage the public in conservation efforts.

### WELCOME from the Conference Chair!

Dear all,

Welcome to the first International Conservation Marketing and Engagement Congress. This is the first meeting of its type to explore the new field of “conservation marketing”, that is to say the use of marketing and community engagement methods towards achieving global conservation goals.

I'd like to thank the Smithsonian-Mason school of Conservation for kindly sponsoring us so that we could use this venue, so close to the heart of the U.S. Capital, yet surrounded by hotels and bars that are more favorable to those of us on a small budget.

We have a packed meeting with everything from trying to “sell” the conservation of frequently overlooked, threatened invertebrates to trying to address the grave problem of the bushmeat crisis by influencing market demand. The meeting will start with a series of interactive workshops and end with a comedy act and a few drinks before a live recording of a podcast, summarizing the highlights of the meeting and some key lessons that we have learnt.

One of the most important parts of a productive meeting is that everyone feels that they are safe and welcome, to this aim we have a [code of conduct](#) for participants. Please read the code and take it to heart – we want this meeting to provoke debate and discussion, but in an atmosphere of inclusion, respect and acceptance for all delegates.

Also, don't forget that this meeting is not just limited to this room, but people will be following the presentations and discussion online, so don't forget to share what you learnt on social media (the hashtag is #consmark2018).

But most importantly enjoy the meeting, we hope it to be a productive, fruitful and inspiring one.



Dr. Chris Parsons

Chair: 1st International Conservation Marketing & Engagement Congress

## Welcome from the Working Group President!

Dear Delegates,

It is my sincerest pleasure to welcome you all to the first International Conservation Marketing & Engagement Congress (ICMEC)! Thanks to the contributions from you all, this congress is going to be something quite unique on the conference circuit. With sessions based in natural science, social science, psychology, art, design, and marketing, we have a truly awe-inspiring and trans-disciplinary line-up. We really could not have done this without you all! Thank you!

Although such a gathering has been a long time in coming, the Conservation Marketing and Engagement Working Group (ConsMark) is still quite young. Past-President Diogo Veríssimo and I only met in Baltimore in 2013 at SCB's International Congress of Conservation Biology making back-to-back presentations on conservation outreach on social media and website design to boost interactions. We then spent a considerable amount of time lamenting the fact that there was no real forum for sharing ideas in the use of marketing in conservation.

We gathered a few like-minded souls, including Vice President Kathleen Norman, Conference Chair Chris Parsons and previous Secretary Mel Cosentino, and we ran a workshop and action group on 'competitive outreach' at the International Marine Conservation Congress in Glasgow the following year. A proceedings paper and fledgling Working Group followed, launching the term 'Conservation Marketing,' and putting the concept on the map.

Despite the fact that the origins of ConsMark are largely (but not exclusively) based in biological science and science communication, it is clear that we have achieved our initial goal: to connect more with those from marketing, design, and art, and facilitate conversations and networking that will foster creative outreach for the benefit of conservation goals. I hope you are all ready to rise to the next challenge of taking these developing tools to the wider conservation community, many of whom still consider them to be the "Dark Arts." I look forward to hearing your ideas on how we might do this at the Congress.

Finally, I hope you will also join me in thanking the [Conference Organising Committee](#), and all the volunteers who have put this Congress together, under the leadership of Chris Parsons and Chelsea Gray. This small team has worked very hard and overcome a number of challenges to bring this event to life, especially Lori Strong and her team at Burk & Associates. If you see any of these amazing people around ICMEC, please let them know what you think about the Congress. I know they would all appreciate hearing about how much you are enjoying the meeting.

Sincerely,



Andrew J. Wright, MS.c., Ph.D.,  
President, ConsMark

# SCHEDULE OVERVIEW

## Thursday, October 25

Details on Thursday's workshops can be found on [page 11](#).

	Gallery Foyer	Room 310	MP 1	MP 2	Off-site
8:00	Registration opens.	Participant arrivals and registration.			
8:30 – 10:00	Registration remains open until 14:00.	<u>ALL-DAY WORKSHOP</u> Reframing and Designing Human-Centered Conservation Solutions	<u>MORNING WORKSHOP</u> Want Engagement? Use This Approach.	<u>MORNING WORKSHOP</u> Research, Listen, Write: User-Centered Storytelling Techniques.	<u>MORNING WORKSHOP</u> Inspiring tomorrow's conservation heroes.
10:00 – 10:30		Coffee & Tea Break in MP1 (30 minutes)			
10:30 – 12:00		<u>ALL-DAY WORKSHOP</u> Reframing and Designing Human-Centered Conservation Solutions, <i>cont'd.</i>	<u>MORNING WORKSHOP</u> Want Engagement? Use This Approach, <i>cont'd.</i>	<u>MORNING WORKSHOP</u> Research, Listen, Write: User-Centered Storytelling Techniques, <i>cont'd.</i>	
12:00 – 13:30		Lunch Break (90 minutes)			
13:30 – 15:00		<u>ALL-DAY WORKSHOP</u> Reframing and Designing Human-Centered Conservation Solutions, <i>cont'd.</i>	<u>AFTERNOON WORKSHOP</u> Aligning conservation messages with audience insights to motivate action.	<u>AFTERNOON WORKSHOP</u> Invertebrates, the backbone of biodiversity: Building ways to increase public awareness in invertebrate conservation.	--
15:00 – 15:30	Afternoon Break <i>*at the discretion of the workshop organizer.</i>				
15:30 – 17:00	--	<u>ALL-DAY WORKSHOP</u> Reframing and Designing Human-Centered Conservation Solutions, <i>cont'd.</i>	<u>AFTERNOON WORKSHOP</u> Aligning conservation messages with audience insights to motivate action, <i>cont'd.</i>	<u>AFTERNOON WORKSHOP</u> Invertebrates, the backbone of biodiversity: Building ways to increase public awareness in invertebrate conservation, <i>cont'd.</i>	--
18:00	Evening Icebreaker @ the Heavy Seas Alehouse				

[Heavy Seas Alehouse](#) is located at 1501 Wilson Blvd, Arlington, VA 22209.



# SCHEDULE OVERVIEW

## Friday, October 26

Details on Friday's sessions can be found on [page 16](#).

	Gallery Foyer	Auditorium	MP 1	MP 2
8:00	Registration opens.	Participant arrivals and registration.		
8:30 – 10:00	Registration open until 16:00	Official opening & presentation by Rod Schoonover.		
10:00 – 10:30		Coffee & Tea Break		
10:30 – 12:00		<u>CONTRIBUTED SESSION</u> Innovative Conservation Marketing and Engagement.	<u>CONTRIBUTED SESSION</u> Citizen Science: Engagement and Ownership.	<u>SYMPOSIUM</u> The Intersection of Science and Art for Conservation.
12:00 – 13:30		Lunch runs from 12:00 to 13:30. Poster viewing open from 13:00 to 13:30 in the Art Gallery.		<u>ACTION GROUP (Invite only)</u> The Intersection of Science and Art for Conservation. (12:00 – 13:00)
13:30 – 15:00		<u>CONTRIBUTED SESSION</u> Evaluating Success in Conservation Marketing and Engagement.	<u>DAILY WORKSHOP</u> Innovating with People: Discovering Actionable Insights and Designing For Sustainable Behavior Change.	<u>CONTRIBUTED SESSION</u> Engaging Local Communities and Partners in Conservation.
15:00 – 15:30		Afternoon Break		
15:30 – 17:00		<u>CONTRIBUTED SESSION</u> Conservation Marketing Online.	<u>DAILY WORKSHOP</u> Innovating with People: Discovering Actionable Insights and Designing For Sustainable Behavior Change, <i>cont'd.</i>	<u>CONTRIBUTED SESSION</u> Audience-focused Messaging.
17:30- 20:30		<u>EVENING FUN!</u> <b>Chasing Coral:</b> Film Screening and Panel Discussion.		

# SCHEDULE OVERVIEW

## Saturday, October 27

Details on Saturday's sessions can be found on [page 23](#).

	Gallery Foyer	Auditorium	MP 1	MP 2
8:00	Registration opens.	Participant arrivals and registration.		
8:30 – 10:00	Registration open until 14:00	Plenary presentation by Kelley Dennings & Brandy award winner presentation		
10:00 – 10:30		Coffee & Tea Break		
10:30 – 12:00		<u>CONTRIBUTED SESSION</u> Guests and Hosts: Engagement Across Different Audiences.	<u>CONTRIBUTED SESSION</u> Social Science and Marketing in Conservation.	<u>CONTRIBUTED SESSION</u> Conservation Policy through Techs, Training and Targeting.
12:00 – 13:30		<u>PANEL DISCUSSION</u> NOAA Targeted Outreach Strategies to Promote Marine Conservation Behaviors. (12:00 – 13:00)	Lunch runs from 12:00 to 13:30. Poster viewing open from 13:00 to 13:30 in the Art Gallery.	
13:30 – 15:00		<u>SYMPOSIUM</u> New Directions in the Impact Evaluation of Behaviour Change Interventions.	<u>DAILY WORKSHOP</u> Break Out of Your Inner Circle: Expand Your Impact with Ally Acquisition.	<u>DAILY WORKSHOP</u> Dear Researchers: Some Unsolicited Advice from the Community.
15:00 – 15:30		Afternoon Break		
15:30 – 17:00		<u>SYMPOSIUM</u> Reducing Demand for Bushmeat in Central African Cities.	<u>DAILY WORKSHOP</u> Break Out of Your Inner Circle: Expand Your Impact with Ally Acquisition, <i>cont'd.</i>	<u>DAILY WORKSHOP</u> Dear Researchers: Some Unsolicited Advice from the Community, <i>cont'd.</i>
17:30-20:30		<u>CLOSING AND EVENING FUN!</u> Closing ceremony, followed by Stand-up Comedy & Marine Conservation Happy Hour: Live Podcast Recording		

Registration hours • 8:00 - 14:00 • Gallery Foyer

8:30 - 17:00 • FULL-DAY WORKSHOP

## Re-framing and Designing Human-Centered Conservation Solutions. 310

» **Randolph, Shannon**, *The Rick and Susan Sontag Center for Collaborative Creativity* (aka, 'the Hive').

**Description:** For successful conservation, there is a need to go beyond biological research. Indeed, beyond social science research. This short course will offer participants hands-on human-centered design (HCD) training to learn how to reframe conservation problems from a human perspective and design locally suited interventions to persistent conservation challenges. HCD is a savvy tool used in Silicon Valley to empathize with users to design technologies and programs that directly respond to and meet needs of their key user population. In the conservation realm, HCD can be used to empathize deeply with natural resource users and ultimately design interventions that meet their needs and address the overuse or extraction of natural resources. It can equally be applied to climate change, wildlife trade, government capacity building or any problem. There are three main phases to the HCD process: empathy for users, rapid prototyping and testing of solutions, and iteration to design salient solutions based on user feedback.

Prior to the workshop, all participants will be asked to do interviews and observations with participants of a current conservation project. We will use the design process to unpack these interviews and brainstorm, select and prototype new solutions to these stubborn conservation issue that we will test in the workshop and afterwards with the participants of your conservation project when you return to your work.

## Want Engagement? Use This Approach. **MP1**

- » **Shah, Mimi**, *Amplify for Change*.
- » **Lipson, Betsy**, *Amplify for Change*.

**Description:** For a long time, environmental organizations operated under the premise that if experts pushed conservation information with photos of cuddly animals, that would be enough to drive people to action. We have learned over time, however, that motivating people into action in environmental conservation is difficult. With our busy lifestyles, competing social causes, and limited budgets, it can be hard to see the value in conservation when we may not see the direct impact or tangible benefits of our contribution.

Today, a shift is occurring in the field of conservation as more organizations are applying principles of social marketing to inspire and motivate people into action on environmental issues. This highly interactive workshop will provide an overview of social and behavior change communication (SBCC); introduce information-gathering methods (i.e., environmental scan, stakeholder analysis); and apply SBCC principles in the development of a communication strategy. We will discuss SBCC application to: written communication, interactive websites, social media, and ways to measure impact.

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## Research, Listen, Write: User-Centered Storytelling Techniques. **MP2**

- » **Krikstan, Catherine**, *University of Maryland Center for Environmental Science*.
- » **Smith, Stephanie**, *National Academies of Sciences, Engineering, and Medicine*.

**Description:** Accountability, transparency and reliability are critical to the success of any organization. As part of its own work to strengthen its transparency with stakeholders, the Chesapeake Bay Program's partnership of government agencies, academic institutions and nonprofit organizations that leads the protection and restoration of the Chesapeake Bay has taken a forward-thinking, user-centered approach toward communicating the results of its work to restore the nation's largest estuary. In this workshop, two web content strategists will show how their small team defined target audiences, conducted user research and crafted effective web content to tell the story of Bay health and restoration to two very different audiences: students, teachers and the interested public; and federal, public and internal oversight groups. Attendees will learn how targeted communications can help them work smarter, gain confidence in telling only those stories their audience wants to hear and be exposed to leading research, writing and testing techniques.

## 8:30 - 12:00 • MORNING WORKSHOPS cont'd

**Inspiring Tomorrow's Conservation Heroes.** **Off-site**

- » **Wright, Andrew J.**, *Conservation Marketing & Engagement Working Group.*
- » **Jones, Barbara**, *Arlington Science Focus School.*

**Description:** Conservation outreach efforts generally focus on those capable of quickly making the behavioural adjustments needed to securing desired outcomes, who are typically adults. Yet evidence suggests that views on nature are largely immutable in adulthood, being rooted in exposure to family views and direct experiences of nature (either positive or negative) in early life. Marketing techniques can influence adults without altering their underlying connection to nature, but exposure to nature may encourage children to be more enduring interested in conservation. It is possible that even single encounters may become self-reinforcing as parents attempt to please their children's desires (e.g., to visit dinosaurs at a museum). Even if just a few children become inspired on each occasion, this will help create a more environmentally informed and sympathetic population in the future. Although a long-term approach, the occasional investment of a morning spent with a school class must be considered as time well spent.

Reaching young children is very different from engaging with adults. Yet scientists can develop techniques, tricks and games to convey complicated ideas in engaging ways. This morning workshop at Arlington Science Focus School will allow scientists can share tips or try their hand at teaching young children. Children from the classes can attend a morning plenary to tell all the conference delegates what they liked best, so all can benefit from their direct experience.

## Invertebrates, the Backbone of Biodiversity: Building Ways to Increase Public Awareness in Invertebrate Conservation. **MP2**

- » Bayer, Skylar R., *Sea Grant*.
- » Walsh, Leslie A., *Museum of New Zealand Te Papa Tongarewa (previously)*.

**Description:** Invertebrates comprise 80% of the earth's species and are found in every habitat around the globe. Their sheer biomass alone makes them major players in every ecosystem. It is therefore worrying that invertebrates are following the same trends of extinction as vertebrates, often without public knowledge or concern. Is it simply a matter of marketing or does it stem from human psychology? Are cute and cuddly vertebrates the only animals people can rally behind or wish to save? In this symposium, we welcome speakers to prepare talks on both the success stories of marketing invertebrates, as well as the difficulties in engaging the public. Enrollment is open to anyone interested in advancing invertebrate conservation with outreach, education or science backgrounds.direct experience.

### Presentations

1. Where have all the invertebrates gone?
  - » Bayer, Skylar R., *Sea Grant*.
2. More than just an ugly face: the use of imagery in invertebrate conservation.
  - » Walsh, Leslie A., *Museum of New Zealand Te Papa Tongarewa (previously)*.
3. So what if they were tasty? How to get journalists and general audiences to care about giant marine snails that are easily mistaken for rocks.
  - » Aquilino, Kristin M., *University of California, Davis*.
4. Introducing Insects to Their Adoring Public.
  - » Henry, Shasta C., *University of Tasmania*.
5. On the half shell: Leveraging our appetite for oysters to resurrect reefs and revitalize coastal communities.
  - » Hettinger, Annaliese, *University of California Davis, Bodega Marine Laboratory*.
6. Bringing Bugs to Life.
  - » Pollard, Simon D., *College of Science, University of Canterbury, Christchurch, New Zealand*.

## 13:30 - 17:00 • AFTERNOON WORKSHOPS cont'd

### Aligning Conservation Messages with Audience Insights to Motivate Action. [MP1](#)

» Tully, Brooke

**Description:** The goal of Conservation Marketing is to use effective marketing techniques to motivate people to act in more conservation-oriented ways, but it's a real challenge to blend the art and science in a way that gets messages seen, heard, and acted upon. This half-day workshop will focus on helping conservation practitioners and scientists craft more compelling messages and identify better ways of getting those messages to their audience.

This workshop includes a multi-disciplinary approach for the tools and content provided; using best practices from commercial marketing, the behavioral sciences, and behavior change communications for conservation.

Participants will work independently and in small groups to clarify behavioral goals for communication efforts and related audience segments to be reached; identify methods for reducing barriers and motivating audiences to take action; crafting tailored messages for various audience segments; and developing creative ways to use media to reach the intended audiences.

This workshop is best suited for those who already have some experience with communicating conservation messages to different audiences, and are looking for fresh, fun, and new insights that create even greater impact.

## 18:00 • EVENING FUN!

### Conference Icebreaker @ [Heavy Seas Alehouse](#).

» Run in conjunction with the Nature Conservancy's OktoberForest event.

**Description:** It's our opening night icebreaker and mixer, located at the Heavy Seas Alehouse. Just 3 Metro stops away from the GMU campus (Rosslyn metro stop), this icebreaker is a chance to meet conference organizers, presenters, and attendees! Join us at 6pm and get a head start on creating familiar faces you will see over the next two days of the conference.

[Heavy Seas Alehouse](#) is located at 1501 Wilson Blvd, Arlington, VA 22209.

Registration hours • 8:00 - 16:00 • Gallery Foyer

8:30 • OPENING PLENARY • **Aud**

## Welcome and Opening Remarks.

- » Parsons, Chris, *Conference Chair for ConsMark2018.*
- » Wright, Andrew J., *President, Conservation Marketing & Engagement Working Group.*

## Guest presentation: Global Ecological Change from a National Security Perspective.

- » Schoonover, Rod, *State Department's Bureau of Intelligence and Research.*

Coffee & Tea Break • 10:00 - 10:30

10:30 - 12:00 • MORNING SESSIONS AND SYMPOSIA

## Quick Look

Room	Session/Symposia/Workshop
Auditorium	<b>Session:</b> Innovative Conservation Marketing & Engagement.
MP1	<b>Session:</b> Citizen Science: Engagement & Ownership.
MP2	<b>Symposium:</b> The Intersection of Science and Art for Conservation



**SESSION: Innovative Conservation Marketing & Engagement** Aud

- 10:30 Marketing and Community Engagement by Emerging Conservation Leaders: How Central Africa's Pangolins Found their Voice.  
 » **Ruffler, Heidi\***, *U.S. Fish and Wildlife Service*; **Gelman, N.**, *U.S. Fish and Wildlife Service*; **Tarla, FN**, *MENTOR-POP*; **Parker, K.**, *U.S. Fish and Wildlife Service*; **Kessler, D.**, *U.S. Fish and Wildlife Service*; **Novoy, L.**, *U.S. Fish and Wildlife Service*; **Hendrix, T.**, *U.S. Fish and Wildlife Service*; **Affana, Camille Nkoa\***, *Wildlife Conservation Society*.
- 10:45 An Innovative Campaign for Effective Marine Protected Areas - the Global Ocean Refuge System (GLORES).  
 » **Hameed, Sarah**, *Marine Conservation Institute*; **Gravitz, Michael\***, *Marine Conservation Institute*; **Morgan, Lance**, *President, Marine Conservation Institute*.
- 11:00 To Boldly Go: An Attempt to Reach a New Audience by Blending Conservation with Science Fiction.  
 » **Wright, A.J.\***, *Conservation Marketing & Engagement Working Group*; **Wurche, B.**, *meertext.eu*.
- 11:15 Inflatable Humpback Whale Inspiring Change!  
 » **McInnis, C.B.\***, *The Whalemobile*.
- 11:30 Do They Get Their Daily Blue? How Exposure to Blue Space Can be Used to Promote Water Stewardship Behaviors Among Residents.  
 » **Warner, L.A.\***, *University of Florida*; **Diaz, J.M.**, *University of Florida*.
- 11:45 Q&A

**SESSION: Citizen Science: Engagement and Ownership.** MP1

- 10:30 Citizen Science at the Cornell Lab of Ornithology: a diverse portfolio of conservation strategies.  
 » **Phillips, Tina\***, *Cornell Lab of Ornithology*; **Martin, Vicki**, *Cornell Lab of Ornithology*; **Bonter, David**, *Cornell Lab of Ornithology*; **Crain, Rhiannon**, *Cornell Lab of Ornithology*; **Bailey, Robyn**, *Cornell Lab of Ornithology*; **Greig, Emma**, *Cornell Lab of Ornithology*; **Purcell, Karen**, *Cornell Lab of Ornithology*; **Bonney, Rick**, *Cornell Lab of Ornithology*.
- 10:45 The Influence of Perceived Competence on Public Engagement in Conservation-focused Citizen Science.  
 » **Martin, Victoria\***, *Cornell Lab of Ornithology, Cornell University*.
- 11:00 Illustration of a Cooperative Research Effort Between a Local Environmental NGO and Local Fisher to Study Humpback Whales.  
 » **Askin, Nesime\***, *Oceanographic Environmental Research Society (OERS)*; **Belanger, Michael**, *Oceanographic Environmental Research Society (OERS)*; **Wittnich, Carin**, *University of Toronto*.
- 11:15 Fostering Social Identity in Online Citizen Science as a Mechanism for Increasing Conservation Action.  
 » **Crain, Rhiannon\***, *Cornell Lab of Ornithology*; **Dickinson, Janis**, *Cornell University*; **McLeod, Poppy**, *Cornell University*.
- 11:30 Planning to Conserve the Horto d'El Rey in Brazil: A Community-based Participatory Research Approach.  
 » **Wells, Jeremy C.\***, *University of Maryland, College Park*.
- 11:45 Q&A

## SYMPOSIUM: The Intersection of Science and Art for Conservation. **MP2**

» **Spence, Heather**, *GRACIASS*.

**Description:** Respect for natural systems can be fostered through mutual inspiration among disciplines. The emphasis of this session is to explore truly integrative projects combining art and science in all phases in which art perspectives not only explain and explore but also inform and lead the collaborations.

### **Presentations**

1. The Michelle's Earth Foundation Environmental Award: Small Actions = Big Changes.  
» **Spence, Heather**, *GRACIASS*.
2. #DASER: The D.C. Art Science Evening Rendezvous.  
» **Quinn, Alana**, *Cultural Programs of the National Academies of Sciences*.
3. Teaching Conservation in Children's and Young Adult Fiction.  
» **Fulmer, Andrew** *Hunter College, City University of New York*.
4. Nourishing Conservation and Theater: Alternative Funding Strategies to Engage and Sustain.  
» **Elftmann, Kurt**, *Tonic Theater Company*.
5. Musical Coral Reefs.  
» **Spence, Heather**, *GRACIASS*.
6. EcoScience+Art at George Mason University.  
» **Ahn, Changwoo**, *George Mason University*.

**Lunch • 12:00 - 13:30**  
**Poster viewing in the Art Gallery • 13:00 - 13:30**

## Quick Look

Room	Session/Symposia/Workshop
Auditorium	<b>Session:</b> Evaluating Success in Conservation Marketing & Engagement.
MP1	<b>Workshop:</b> Innovating with People: Discovering Actionable Insights and Designing for Sustainable Behavior Change. (runs until 17:00)
MP2	<b>Session:</b> Engaging Local Communities and Partners in Conservation.

## SESSION: Evaluating Success in Conservation Marketing and Engagement. **Aud**

- 13:30 How Far Can Scientists Go to Save Rhinos with Human Research Ethics Committee Guidelines?  
 » **Litchfield, C.A.\***, *Conservation Psychology and Applied Animal Behaviour Centre, University of South Australia.*
- 13:45 Sometimes the Best Relationship is a Long-distance Relationship: Promoting the National Park Visitor Experience to Encourage Safe Wildlife Watching.  
 » **Abrams, K.M.\***, *Colorado State University*; **Melena, S.**, *National Park Service*; **Leong, K.**, *National Oceanic and Atmospheric Administration.*
- 14:00 What Conservation Messaging Strategies Work Best for Zoos? A Comparison of Outcomes from Two Conservation-education Campaigns.  
 » **Mellish, S.\***, *Conservation Psychology and Applied Animal Behaviour Centre*; **Ryan, J.**, *Conservation Psychology and Applied Animal Behaviour Centre*; **Tuckey, M.**, *Asia Pacific Centre for Work Health and Safety*; **Pearson, E.**, *Conservation Psychology and Applied Animal Behaviour Centre.*
- 14:15 Digital Victory! Social Media Success Factors for the U.S. Fish and Wildlife Service's International Affairs Program.  
 » **Novey, Levi\***, *U.S. Fish and Wildlife Service*; **Kessler, Danielle**, *U.S. Fish and Wildlife Service*; **Ruffler, Heidi**, *U.S. Fish and Wildlife Service.*
- 14:30 Inspiring and Measuring Positive Conservation Behavior Change in Zoos and Aquariums.  
 » **Ruppert, K.A.\***, *San Diego Zoo Global*; **Gibson, L.**, *NOAA*; **Kutina, K.A.**, *San Diego Zoo Global*; **Glikman, J.A.**, *San Diego Zoo Global.*
- 14:45 Q&A

13:30 - 15:00 • AFTERNOON SESSIONS AND WORKSHOPS cont'd

## WORKSHOP: Innovating with People: Discovering Actionable Insights and Designing for Sustainable Behavior Change. **MP1** (runs until 17:00)

- » **Clanin, Amy**, *Design Pathways*.
- » **Suthram, Pradeep**, *Design Pathways*.

**Description:** Human behavior is the most significant driver to conservation. To help conservationists tackle this challenge through innovation, design is a powerful tool to understand behavior and identify root causes of the world's most pressing conservation threats. This interactive workshop will provide real-world examples of how conservationists, Silicon Valley startups, and social enterprises in developing countries are leveraging design methods to change behavior. The facilitators will lead participants through creative exercises to learn and practice proven design methods for discovering deep insights and engaging and motivating target audiences. At the end of this workshop, participants will walk away with new skills, tools, and confidence they can apply immediately to understand, gain trust, and design for their target audience to drive sustainable behavior change.

## SESSION: Engaging Local Communities and Partners in Conservation. **MP2**

- 13:30 Envision the Choptank: Engaging Chesapeake Bay Coastal Communities Through a Collective Impact Framework.  
» **Taneyhill, Lauren\***
- 13:45 Traditional Fishers Driving Community-based Research and Engagement for Shark Conservation.  
» **Graham, R.T.\***, *MarAlliance*; **Salazar, H.**, *MarAlliance*; **Castellanos, D.**, *MarAlliance*; **Monteiro, Z.L.**, *MarAlliance*; **Ochoa, G.**, *MarAlliance*; **Seymour, A.**, *MarAlliance*; **Lima, C.**, *MarAlliance*; **Xiu, C.**, *MarAlliance*.
- 14:00 Fishadelphia: Strengths and Challenges of a School-based Community Seafood Program.  
» **Young, Talia\***, *Princeton University / Fishadelphia*; **Palacio, Tasha**, *Fishadelphia*; **Cumming, Gabriel**, *Working Landscapes, Inc. / Community Voice Consulting*; **Hunter-Thomson, Kristin**, *Rutgers University*.
- 14:15 OctoberForest - Like Beer for Forests.  
» **Schwedler, Jon**, *The Nature Conservancy*; **Smith, Severn\*** *The Nature Conservancy*; **Novak, Alex\***, *The Nature Conservancy*.
- 14:30 A Traditional Taboo Saves and Protect Giant Pangolins of Africa (*Manis gigantea*).  
» **Keboy Mov Linkey, Claude\***, *Synergie Rurale - Action Paysanne*.
- 14:35 Fairfax County's Fight Against Litter  
» **Raasch, Sam\***, *Clean Fairfax Council*.
- 14:40 Q&A

## Afternoon Break • 15:00 - 15:30

## 15:30 - 17:00 • LATE AFTERNOON SESSIONS

## Quick Look

Room	Session/Symposia/Workshop
Auditorium	<b>Session:</b> Conservation Marketing Online.
MP1	<b>Workshop:</b> Innovating with People: Discovering Actionable Insights and Designing for Sustainable Behavior Change. (cont'd)
MP2	<b>Session:</b> Audience-focused Messaging.

**SESSION: Conservation Marketing Online.** [Aud](#)

- 15:30 How Not to Get Ahead in Advertising - What Many Conservation NGOs are Doing Wrong.  
 » **Parsons, E.C.M.\***, *Glasgow University*; **Cosentino, M.**, *University of Strathclyde*; **Wright, A.J.**, *George Mason University*.
- 15:45 Growth Hacking for Conservation: Digital Tools for your Marketing Arsenal.  
 » **Quigley, T.\***, *Conservation X Labs*.
- 16:00 Social Media: An Outreach and Enforcement Tool for the Marine Mammal Protection Act.  
 » **Munday, Cheryl\***, *NOAA Fisheries Southeast Regional Office*; **Horstman, Stacey**, *NOAA Fisheries Southeast Regional Office*; **Engleby, Laura**, *NOAA Fisheries Southeast Regional Office*; **Swanson, Dusty**, *University of South Florida St. Pete*.
- 16:15 Gamifying Data with Art and Technology to Build Awareness - Lessons Learned.  
 » **Hall, Lucas\***, *Long Live the Kings*.
- 16:30 Shark Portrayals on Facebook: A Media Analysis of Australian News and Current Affairs Program Coverages of Sharks and Conservation Implications.  
 » **Le Busque, Brianna\***, *Conservation Psychology and Applied Animal Behaviour Centre, University of South Australia*; **Roetman, Philip**, *Discovery Circle, School of Natural and Built Environments, University of South Australia*; **Litchfield, Carla**, *Conservation Psychology and Applied Animal Behaviour Centre, University of South Australia*.
- 16:35 Mentoring for Millennials: Wild Tiger's Youth Council Develops the Next Generation of Conservation Leaders.  
 » **Khanwilkar, Sarika\***, *Columbia University*; **Wight, Felicity**, *Wild Tiger*.
- 16:40 Q&A

## 15:30 - 17:00 • LATE AFTERNOON SESSIONS cont'd

**SESSION: Audience-focused Messaging. MP2**

- 15:30 Communicating in Different Ways Effectively Promotes Changes in the Behavior of Tourists Visiting Endangered Mountain Gorillas.  
 » **Gessa, S.\***, *Dept of Communication and Journalism, Makerere University & Uganda Wildlife Authority*;  
**Rothman, J.M.**, *Dept of Anthropology, Hunter College of the City University of New York*.
- 15:45 Persuasive Message Framing for Biodiversity Conservation: What Can We Learn from Cognitive Psychology?  
 » **Ryan, J.C.\***, *Conservation Psychology and Applied Animal Behaviour Centre, University of South Australia*;  
**Litchfield, C.**, *Conservation Psychology & Applied Animal Behaviour Centre, University of South Australia*.
- 16:00 Making Climate Change Relevant to Multiple Levels of US Air Force Installations Management.  
 » **Clarke, Melinda M.\***, *Colorado State University*; **Caldwell, Elizabeth**, *Colorado State University*;  
**Carlson, Kenneth**, *Colorado State University*; **Ojima, Dennis**, *Colorado State University*.
- 16:15 Effectiveness of Green Commercials.  
 » **Sitar, Ashley Scarlett M.\***; **Parsons, E.C.M.**, *Glasgow University*.
- 16:30 The Psychology of Behavior Change.  
 » **Brown, Shane\***
- 16:45 Q&A

## 17:30 • EVENING FUN!

**FILM NIGHT & PANEL DISCUSSION: Chasing Coral. Aud**

- » **Bayer, Skylar**, *2018 Knauss Fellow, Sea Grant*.  
 » **Walsh, Leslie A.**, *Museum of New Zealand Te Papa Tongarewa (previously)*.

**Description:** The health of coral ecosystems around the world is under threat from a changing environment. The causes are many but the bleaching effects from climate change pose the most dramatic. The film *Chasing Coral*, through use of time-lapse footage, depicts how rapid and severe of an impact the warming ocean has on our reef ecosystems. This film is the creation of more than three year of work, 500+ hours of underwater footage and the assistance of hundreds of volunteers and individuals from more than 30 countries. Following the film a panel of coral experts from academia, non-profits and the U.S. government, will discuss what scientists are doing to mitigate damage and what the public can do to assist the situation.

Registration hours • 8:00 - 14:00 • Gallery Foyer

8:30 • OPENING PLENARY • Aud

## Welcome & Guest Speaker Introductions.

- » Parsons, Chris, *Conference Chair for ConsMark2018.*
- » Tully, Brooke, *Treasurer, Conservation Marketing & Engagement Working Group.*

## Guest presentation: Working at the Intersections for Improved Social and Behavior Change.

- » Dennings, Kelley, *Social Marketing Association of North America, Past-President.*

## Brandy Award Winner: The Role of Pride in Conserving Nature.

- » Butler, Paul, *Rare.*

Coffee & Tea Break • 10:00 - 10:30

10:30 - 12:00 • MORNING SESSIONS

## Quick Look

Room	Session/Symposia/Workshop
Auditorium	<b>Session:</b> Guests and Hosts: Engagement Across Different Audiences.
MP1	<b>Session:</b> Social Science and Marketing in Conservation.
MP2	<b>Session:</b> Conservation Policy through Techs, Training and Targeting.

## 10:30 - 12:00 • MORNING SESSIONS cont'd

### SESSION: Guests and Hosts: Engagement Across Different Audiences. **Aud**

- 10:30 Blue Star: Partnering with Charter Dive and Fishing Operators to Encourage Responsible Tourism in Florida Keys National Marine Sanctuary.  
 » **Uibel, Nicole\***, *National Marine Sanctuary Foundation, Florida Keys National Marine Sanctuary*; **Raslich, Eric**, *Florida Keys National Marine Sanctuary*; **Tumolo, Marlies**, *Florida Keys National Marine Sanctuary*; **Parsons, Gena**, *National Marine Sanctuary Foundation; Florida Keys National Marine Sanctuary*; **Fangman, Sarah**, *Florida Keys National Marine Sanctuary*.
- 10:45 Blowing Bubbles to Save Seabirds: A Zoo-based Community Conservation Campaign.  
 » **Wilson, L.K.\***, *Zoos Victoria*; **Lang, M.\***, *Zoos Victoria*.
- 11:00 Engaging Citizens in Tracking and Preventing Plastic Pollution in New England.  
 » **Kennedy, Jennifer L.**, *Blue Ocean Society for Marine Conservation*; **Murillo, Rebeca**, *Blue Ocean Society for Marine Conservation*.
- 11:15 Marketing Responsible Whale Watching through Whale SENSE.  
 » **Rosner, Allison\***, *NOAA Fisheries Greater Atlantic Regional Fisheries Office*; **Asmutis-Silvia, R.**, *Whale and Dolphin Conservation*; **Pepe, M.**, *Whale and Dolphin Conservation*; **Jensen, A.**, *NOAA Fisheries Alaska Regional Office*; **Teerlink, S.**, *NOAA Fisheries Alaska Regional Office*; **Runfola, A.M.**, *Stellwagen Bank National Marine Sanctuary*.
- 11:30 Bringing Conservation Home: Wild about Saskatoon's NatureCity Festival.  
 » **Savage, Candace\***, *Wild About Saskatoon*.
- 11:45 Green Identities: Characterizing Environmental Identities.  
 » **Dewey, Amanda M.\***, *University of Maryland*.
- 11:50 Q&A

### SESSION: Social Science and Marketing in Conservation. **MP1**

- 10:30 Year of the Right Whale: Love Me, I'm Ugly.  
 » **McInnis, Cynde\***, *The Whalemobile*; **Kennedy, Jennifer**, *Blue Ocean Society for Marine Conservation*.
- 10:45 Comparing the Utility of Individual Versus Group Narratives for Engaging Audiences in Conservation Behaviors Concerning Marine Mammals.  
 » **Lilley, Malin K.\***, *The University of Southern Mississippi*; **de Vere, Amber J.**, *The University of Southern Mississippi*; **Keefer, Lucas A.**, *The University of Southern Mississippi*.
- 11:00 Communicating for Biodiversity Conservation: Some Frames Speak Louder than Others.  
 » **Kusmanoff, Alex\***, *ICON Science, RMIT University*; **Garrard, Georgia**, *ICON Science, RMIT University*; **Bekessy, Sarah**, *ICON Science, RMIT University*.
- 11:15 Visualizing the Issue & Encouraging Action: Washed Ashore at the National Zoo  
 » **Hill, Kirstin\***, *Friends of the National Zoo*.
- 11:30 Using Social Science to Inform a Social Marketing Campaign: Barriers and Benefits to Leashing Dogs on Beaches.  
 » **Comber, Carolyn\***, *Virginia Polytechnic Institute and State University*; **Dayer, Ashley A.**, *Virginia Polytechnic Institute and State University*.

session details continued on next page.



## 10:30 - 12:00 • MORNING SESSIONS cont'd

### SESSION: Social Science and Marketing in Conservation, cont'd.

- 11:35 Participatory Conservation Strategies and Public Perception in the Navado de Colima National Park, Jalisco, Mexico.  
» **Hoffman, C.\***, *Conservation X Labs*.
- 11:40 Q&A

### SESSION: Conservation Policy through Techs, Training and Targeting. **MP2**

- 10:30 Marketing for Greater Acceptance of a Large-scale Carnivore Monitoring Program.  
» **Golding, Jessie D.\***, *Rocky Mountain Research Station*; **Schwartz, Michael K.**, *Rocky Mountain Research Station*.
- 10:45 The Seascape of Compliance Needs for Western Pacific Fisheries.  
» **Leong, Kirsten\***, *NOAA Fisheries, Pacific Islands Fisheries Science Center*; **Ayers, Adam**, *NOAA Fisheries, Pacific Islands Fisheries Science Center*.
- 11:00 Engaging Global Audiences on Marine Protected Areas through a Webinar Series.  
» **Carr, Sarah**, *Coastal-Marine EBM Tools Network, Co-coordinated by OCTO and NatureServe*; **D'lorio, Mimi**, *NOAA National Marine Protected Areas Center*; **Flanders, Joanne\***, *NOAA Office of Ocean Exploration and Research*; **Wenzel, Lauren**, *NOAA National Marine Protected Areas Center*.
- 11:15 Special Challenge of Marine Conservation Mobilization.  
» **Johns, David\***, *Portland State University and Marine Conservation Institute*.
- 11:30 Q&A

Lunch • 12:00 - 13:30

Poster viewing in the Art Gallery • 13:00 - 13:30

## LUNCH-TIME PANEL DISCUSSION (12:00 - 13:00) **Aud** NOAA Targeted Outreach Strategies to Promote Marine Conservation Behaviors.

- » **Shannon, Jonathan**, *NOAA Fisheries Office of Protected Resources*.
- » **Smith, Courtney**, *Ocean Assoc. Inc supporting NOAA Fisheries*.

**Description:** Marine wildlife and habitats are highly sought after for their recreational and aesthetic value. Conservation efforts for beautiful places and charismatic marine species, like marine mammals, sea turtles, and coral reefs, can be negatively affected by disturbances from high levels of inappropriate interactions. NOAA is the federal agency mandated with the conservation, recovery, and preservation of the nation's living marine resources and habitats.

NOAA and partners have developed programs and communications campaigns to try to reduce negative effects by ocean users and inspire conservation of special marine places and species. We will present an overview of some of these programs, the conservation issues we face, and the audiences we are trying to reach. We will then hold a discussion session with the attendees around the following questions:

- How do we effectively target this outreach to meet the needs of and resonate with our target audiences?
- How do we tailor messages to promote responsible short term actions that build to long-term benefits for healthy habitats and species?
- How do we inspire people to care how their actions might affect species or habitats they may never see?
- What methods or partnerships could help us further meet our mandates and conservation objectives?

### Presentations

1. Introduction and Overview of NOAA Conservation Campaigns.
  - » **Shannon, Jonathan**, *NOAA Fisheries Office of Protected Resources*.
2. Blue Star Program.
  - » **Uibel, Nicole**, *NOAA National Marine Sanctuaries*.
3. Headquarters overview.
  - » **TBA**, *NOAA National Marine Sanctuaries*.
4. Targeting Audiences for Specific Conservation Needs.
  - » **TBA**, *NOAA Fisheries Regional Representatives*.
5. Communication and Compliance.
  - » **Leong, Kirsten**, *NOAA Fisheries Pacific Islands Fisheries Science Center*.

## Quick Look

Room	Session/Symposia/Workshop
Auditorium	<p><b>Symposium (13:30 - 15:00):</b> New Directions in the Impact Evaluation of Behaviour Change Interventions.</p> <p><b>Symposium (15:30 - 17:00):</b> Reducing Demand for Bushmeat in Central African Cities.</p>
MP1	<b>Workshop:</b> Break Out of your Inner Circle: Expand your Impact with Ally Acquisition. (runs until 17:00)
MP2	<b>Workshop:</b> Dear Researchers: Some Unsolicited Advice from the Community. (runs until 17:00)

## SYMPOSIUM: New Directions in the Impact Evaluation of Behaviour Change Interventions. **Aud (runs until 15:00)**

» **Veríssimo, Diogo**, *University of Oxford/San Diego Zoo*.

**Description:** With all major threats to biodiversity inextricable linked to human lifestyles and the decisions we make every day, changing human behaviour remains one of the key challenges for conservationists worldwide. Conservationists recognize this challenge and have trialed and tested a myriad of interventions, from social marketing to education, to tackle this issue. Yet, as with many areas of conservation practice, little effort has gone into both evaluating the impact these interventions on both people and wildlife, and developing lessons learned that can inform future conservation practice. This is problematic not only because it creates the possibility of investing limited resources in interventions that are not effective, but also because in contexts as complex as biodiversity conservation, there is possibility of interventions to worsen the threats they are trying to mitigate.

In that context, the need to ensure that conservation interventions “first, do no harm” creates an ethical imperative for robust impact evaluation of behaviour change interventions. In this Symposium, our goal is to showcase a diversity of challenges in impact evaluation as well as a diversity of methods and disciplinary perspectives around impact evaluation, to generate debate around ways to build a more robust evidence base for behaviour change in conservation.

### Presentations

1. Characterising the Efforts to Reduce Consumer Demand for Wildlife Products.
  - » **Veríssimo, Diogo**, *University of Oxford/San Diego Zoo*.
2. Are Communities Better Off? Leveraging Perceptions Data in an Impact Evaluation of Small-scale Fisheries Interventions in Brazil, Indonesia, and Philippines.
  - » **Cox, Courtney**, *Rare*.

*session details continued on next page.*

3. Parrots and People: Evaluating the Long-term Impacts of a Social Marketing Campaign for Conservation.
  - » Salazar, Gabby, *University of Florida*.
4. The Use of Specialised Questioning Techniques to Ask about Sensitive, Conservation-Negative Behaviours: A Country-wide Study of Illegal Bear Part Use in Cambodia.
  - » Davis, Elizabeth, *University of Bristol*

## 13:30 - 17:00 • AFTERNOON SYMPOSIUM & WORKSHOPS

### WORKSHOP: Break Out of your Inner Circle: Expand your Impact with Ally Acquisition. **MP1 (runs until 17:00)**

- » Isaac, Sara, *Marketing for Change*.
- » Ong, Karen, *Marketing for Change*.

**Description:** Echo chambers, bubbles, choirs. Whatever you call your inner circle, it's comfortable territory - but speaking only to true believers limits your universe of support. How can you bring new people to your cause? Join Senior Marketing Strategist Sara Isaac and Creative Director Karen Ong from Marketing for Change to learn the basics of the Ally Acquisition strategy.

Marketing for Change, a communications agency specializing in environmental and public health causes, will teach you to uncover the social narrative around your issue and identify new ways to frame key messages to expand your circles of influence. In this session, we will provide an overview of Ally Acquisition strategy using case studies from successful conservation initiatives, including an initiative that helped reduce a city's water use by 20% and an outreach strategy that engaged new affinity groups in municipal tree planting. We'll then lead you through a hands-on workshop to help you identify potential allies, think through their need-states, and map new frames of engagement that align your cause with their values.

### WORKSHOP: Dear Researchers: Some Unsolicited Advice from the Community. **MP2 (runs until 17:00)**

- » Purcell, Karen, *Cornell Lab of Ornithology*.
- » Lopez-Fretts, Marilu, *Cornell Lab of Ornithology*.
- » Wilson, Bobby, *Metro Atlanta Urban Farm*.

**Description:** Citizen science has the capacity to democratize science and promote conservation broadly. But broad participation in citizen science is not easy to achieve, particularly with audiences that have been historically excluded from the sciences.

*session details continued on next page.*

# SATURDAY

We share the work of thirty community-based organizations from culturally diverse communities across the U.S. focused on better understanding the role of partnerships between under-served communities and science institutions. We uncover barriers and opportunities for achieving more equitable collaborations with the goal of improving equity, diversity, and inclusion in citizen science and conservation initiatives.

## **Presentation**

Building equitable partnerships with underserved communities to implement environmental education.

- » **Purcell, Karen**, *Cornell Lab of Ornithology*; **Lopez-Fretts, Marilu**, *Cornell Lab of Ornithology*; **Wilson, Bobby**, *Metro Atlanta Urban Farm*.

## Afternoon Break • 15:00 - 15:30

## 15:30 - 17:00 • LATE AFTERNOON SYMPOSIUM

### **SYMPOSIUM: Reducing Demand for Bushmeat in Central African Cities. Aud (runs until 17:00)**

- » **Wright, Juliet**, *Wildlife Conservation Society*.
- » **Day, Brian**, *Environmental Communication & Training LLC*.

**Description:** In Central Africa, wildlife is hunted at an alarming rate to satisfy the consumption demands of large and growing urban centres. The harvesting of wild animals for bushmeat places enormous pressure on the survival of many species, including great apes and other threatened taxa. An estimated 5 million tonnes of bushmeat is extracted annually in the Congo Basin, and defaunation on this scale has far-reaching ecological and social effects. Attempts to mitigate the problem of overhunting have tended to focus on source areas, while tackling one of the main drivers of hunting - urban demand - has received much less attention.

The conservation response has thus far been fragmented, with the impact of previous campaigns limited by insufficient understanding of urban bushmeat consumers and their motives. In this issue-based symposium we will discuss how the latest methods and approaches in behaviour change science can be applied to address urban demand for bushmeat in Central Africa. In particular, we will showcase the work of the Wildlife Conservation Society and a coalition of partners to develop a targeted demand-reduction strategy in the Republic of Congo and Democratic Republic of Congo. The results and lessons learnt from consumer profiling and campaign development activities will be presented followed by a discussion aimed at soliciting feedback and insight from the audience. This will help in our aim to develop a model approach for bushmeat-focused demand reduction efforts.

*session details continued on next page.*

## Presentations

1. Strategic Importance of Demand Reduction Work in Central Africa: From a Donor Perspective.  
» **Gelman, N.**, *US Fish & Wildlife Service*.
2. Lessons Learnt from a Pilot Behaviour Change Campaign to Reduce Bushmeat Consumption in Pointe Noire.  
» **Vanegas, L.**, *Wildlife Conservation Society*.
3. Profiling Bushmeat Consumers and their Motives: Population Segmentation in an African Megacity.  
» **Wright, J.**, *Wildlife Conservation Society*.
4. Behaviour Change Strategies for Reducing Urban Bushmeat Consumption in the Congos.  
» **Day, B.A.**, *Environmental Communication & Training LLC*.

## 17:30 • CLOSING PLENARY & EVENING FUN! • MP2

### Closing Remarks and Appreciations.

- » **Wright, Andrew J.** *President, Conservation Marketing & Engagement Working Group*.
- » **Parsons, Chris**, *Conference Chair for ConsMark2018*.

**Description:** The Conservation Marketing & Engagement Working Group would like to thank everyone for joining, hand out a few awards prizes, and solicit your feedback about the conference and the future of the working group in this closing. Topics to be covered include:

- Votes to approve summary of 2017 meeting and [bylaw changes](#).
- Call for nominations to fill the following roles in 2019: Vice-President, Treasurer and Communications Chair.
- The future of the Conservation Marketing & Engagement Working Group and what members would like from this SCB working group.
- Board member reports on membership, finances, and work done to-date.
- Awards and prizes!

### Stand-up Comedy.

#### » **Patel, Kasha**

**Description:** Kasha Patel is a stand-up comedienne, writer, and on-screen personality who focuses her jokes on her life as an Indian-American in the U.S and science. The founder of “DC Science Comedy,” she produces one of the nation’s only regularly occurring science shows where only science jokes, stories, songs, and bits are allowed. She has been featured in The Washington Post, BBC World News, hosted a mini series on NASA TV, and appeared on the Travel Channel’s “Mysteries at the Museum.” Recently, the BBC officially identified her as a “Science Comedian and journalist.” She’s done being productive in 2018 now.

18:30 • MORE EVENING FUN! • Aud

## “We Drink and We Know Things”: A Live Podcast Recording of the Marine Conservation Happy Hour.

- » **Parsons, Chris**, *Marine Conservation Happy Hour presenter & co-producer / ConsMark2018 Conference Chair.*
- » **Lewin, Andrew**, *host & producer Speak Up For Blue / Marine Conservation Happy Hour presenter & producer.*
- » **Sitar, Ashley**, *Marine Conservation Happy Hour presenter & co-producer / ConsMark2018 Conference Events Chair.*
- » **Wright, Andrew J.**, *President, Conservation Marketing & Engagement Working Group / Marine Conservation Happy Hour presenter & co-producer.*

**Description:** The Marine Conservation Happy Hour is a popular podcast produced as part of “Speak Up For Blue” podcast network, in which a panel of marine conservationists discuss hot topics in the marine conservation field. This panel discussion will be a live recording of a special episode of the podcast, involving some podcast regulars as well as guest panelists and audience participation. The panelists will each discuss their favourite sessions and presentations at the 1st International Conservation Marketing and Engagement Congress (ConsMark2018) as well responding to questions and comments from the audience.

As in all of the episodes of the Marine Conservation Happy Hour, the panelists will be celebrating the day with a few drinks. Drinks will be available for the audience from a cash bar outside of the Auditorium from 5:00-6:30 so that they can relax and kick back after several days of busy conferencing, and enjoy the discussions (NB food & drinks are not allowed in the auditorium).



## POSTERS

To speak directly with poster presenters, visit the poster display in the Art Gallery between 13:00 and 13:30 on Friday and Saturday. Posters will remain on display throughout the duration of the conference.

Decision Making Optimization and Income Distribution Mechanism of Stakeholders in Natural Gas Hydrate Resource Management.

» **Mingbao, Chen**, *Sun Yat-sen University*.

Warts and All: What May Help Communicate the Conservation Needs of Amphibian Species in a Competitively Marketed World.

» **Conduit, Hannah**, *University of the West of England*.

Enjoy Your Camping Experience or Avoid Black Bear Danger: Promotion vs. Prevention Message.

» **Abrams, Katie**, *Colorado State University*.

What Makes Crowdfunding Projects Successful in Environmental Conservation?

» **Kubo, Takahiro**, *National Institute for Environmental Studies, Japan*.

Engaging Audiences in Ocean Exploration.

» **Adrienne Copeland**, *NOAA Office of Ocean Exploration and Research*; **Matthew King**, *NOAA Office of Ocean Exploration and Research, on contract through Cherokee Nation Strategic Programs*.

“Booth in a Box”: An Innovative Tool to Educate About Right Whales.

» **Kennedy, Jennifer**, *Blue Ocean Society for Marine Conservation*.

Effective Communication with Stakeholders in the Whale SENSE Program.

» **Teerlink, Suzie**, *NOAA Fisheries, Alaska Region*.

#MissionGoliath: Protecting a Species in 280 Characters.

» **Penniman, Huntley**, *Irvine Science Communications*.



### Rod Schoonover - Plenary speaker, Friday morning.



Rod Schoonover is a Senior Analyst in the State Department's Bureau of Intelligence and Research. Acting also as the bureau's senior scientist, Dr. Schoonover oversees the portfolio on Environment, Science & Technology Issues, in particular the national security implications of climate change, ecological change, water security, strategic minerals, wildlife trafficking, emergent and disruptive technology, and space security.

From 2016-2018, Dr. Schoonover served as the Director of Environment and Natural Resources and the Director of Global Health Security at the National Intelligence Council in the Office of the Director of National Intelligence. Prior

to coming to the government as an American Association for the Advancement of Science (AAAS) Diplomacy Fellow in 2009, he was a tenured full Professor in the Department of Chemistry and Biochemistry at Cal Poly, San Luis Obispo and a Visiting Research Professor in the Department of Microbiology at the Scripps Research Institute in La Jolla, California. Dr. Schoonover earned his PhD in chemical physics at the University of Michigan where he studied complex systems and chaos theory.

### Kelley Dennings - Plenary speaker, Saturday morning.



After graduating from North Carolina State University with a degree in Natural Resources, Kelley Dennings worked in the recycling industry. During that time, she conducted various behavior change, social media and traditional advertising projects. Kelley then worked in the conservation field fostering landowner behavior change for goals such as building wildlife habitat, placing a conservation easement or climate change mitigation. This work allowed her to do formative research, use data analytics to segment audiences and build interventions.

Currently, Kelley works for Action Research, a community-based social marketing agency and is the Founding President of the Social Marketing Association of North America. In 2018 Kelley earned a Master of Public Health from the University of South Florida, along with a certificate in social marketing. She enjoys integrating her environmental background with public health issues to bring about social change. Kelley's case studies have been published or presented in *Resource Recycling*, *Social Marketing Quarterly*, *The Handbook of Persuasion and Social Marketing* and at various state and national conferences. In her spare time she enjoys taking pictures of water towers.

## Conference Guest Speakers

### Paul Butler - Brandy Award Winner



Paul Butler is a Senior Vice President and Board member of Rare. He joined Rare in 1988, responsible for directly training and mentoring each and every social marketing campaign manager. Paul was instrumental in creating Rare's curriculum that would train hundreds of conservation leaders around the globe in planning, designing, and implementing behavior change campaigns for conservation.

Paul continues to be heavily involved in sustainable agriculture programs in China and in leading Rare's Campaigning for Conservation program, a 10-day intensive workshop on social marketing.

Paul Butler is receiving the 2018 Brandy award for his extraordinary leadership in bringing marketing strategies to the field of biodiversity conservation and applying them on the ground to produce change in human behavior.

Paul Butler has been remarkable in his emphasis on local capacity building, placing diversity and inclusion at the heart of his work. Through Rare's Pride program, and now through the Campaigning for Conservation training program Paul developed, he plays an active role in the training of hundreds of local conservation practitioners in dozens of developing countries around the world. It is through this process he achieves local empowerment that ensures long term sustainability of behavior change efforts, something that is key in successful environmental conservation programs.

### About the Brandy Award

The "Building Nature's Brand" (a.k.a. The Brandy) award recognizes unique contributions made in using marketing tools to increase public engagement and achieve conservation goals. The award seeks to honor conservationists (e.g., scientists, practitioners), whose work furthers the mission of SCB—advancing the science and practice of conserving Earth's biological diversity—through the application of marketing tools.

The award is given to one or more individuals for a single conservation action or for an entire body of work (i.e., a series of linked contributions). Winners are decided by the ConsMark Award Committee, based on the following criteria:

- Significant contribution to conservation and public engagement with special focus on efforts that use the basic concepts and tools of marketing
- Contributions to the advancement and support of conservation marketing
- A track record of successfully developing and applying conservation marketing concepts to engagement
- Successes achieved through innovation and unconventional collaborations
- A professional conduct guided by inclusivity, diversity and respect

### Board Members of the Conservation Marketing & Engagement Working Group

<i>President</i>	Andrew Wright
<i>VP and President-Elect</i>	Kathleen Norman
<i>Secretary</i>	Chelsea Gray
<i>Treasurer</i>	Brooke Tully
<i>Past-President</i>	Diogo Veríssimo
<i>Conference Chair</i>	Chris Parsons
<i>Communications Officer</i>	Emma McKinley

### The Conference Organizing Committee

<i>Chair</i>	Chris Parsons
<i>Vice Chair</i>	Chelsea Gray
<i>Events Chair</i>	Ashley Sitar
<i>Content Chair</i>	Andrew Wright
<i>Vice Content Chair</i>	Brooke Tully
<i>Communications Chair</i>	Emma McKinley
<i>Webmasters</i>	Brooke Tully; Chelsea Gray
<i>Fundraising Chair</i>	Kathleen Norman
<i>Sponsorship Chair</i>	Ashley Sitar
<i>Meeting Management</i>	Lori Strong, Burk & Associates
<i>Correspondence Team</i>	Melissa Marquez & Chelsea Gray

### Content Committee Members

Emma McKinley  
Chris Parsons  
Melissa Marquez  
Courtney Smith  
Rebecca Jarvis  
Shannon Randolph

### Fundraising Committee Members

Megan Keirstead  
Ashley Sitar  
Leslie Walsh

### Communication Committee Members

Emma McKinley  
Francie Muraski-Stotz  
Kenny Wallen  
Wiebke Finkler  
Heather Spence

### Abstract Reviewers

**A big thank you to everyone for reviewing all the abstracts we received!**

Adam Barlow	Katie Abrams
Alexander Metcalf	Kirsten Leong
Alicia Amerson	Kirstie Ruppert
Andrew Wright	Kristin Aquilino
Annaliese Hettinger	Laura Thomas-Walters
Annalisa Bianchessi	Laura Warner
Arun Kanagavel	Leslie Walsh
Bob Smith	Liliana Vanegas
Brooke Tully	Lucas Hall
Cheryl Munday	Mark Ballora
Chris Parsons	Melissa Marquez
Courtney Smith	Rachel Graham
Diogo Verissimo	Rebecca Jarvis
Elizabeth Davis	Rhiannon Crain
Elizabeth Duthie	Sarah Mellish
Emma McKinley	Sarika Khanwilkar
Fel Ceasar Cadiz	Severn Smith
Gabrielle Salazar	Shannon Randolph
Gildas Andriamalala	Skylar Bayer
Heidi Ruffler	Takahiro Kubo
Jessie Golding	Tina Phillips
Jillian Ryan	Victoria Martin
Justin Angle	Yinan Wang

# ConsMark Conference Code of Conduct

The organizers of the Conservation Marketing & engagement Congress will work to promote a welcoming environment at the conference that is safe, collaborative, supportive, and productive for all attendees, including delegates, volunteers, exhibitors, invited speakers/stakeholders, members of the media, and service providers.

The Consmark values the diversity of views, expertise, opinions, backgrounds, and experiences reflected among all attendees.

A Code of Conduct is important to promoting diversity and creating a safe, productive environment. All ConsMark2018 delegates and guests are expected to adhere to the Code of Conduct.

## **ConsMark2018 Code of Conduct**

Those working for conservation are typically impassioned individuals who have many diverse ideas about how to enact conservation objectives. These diverse ideas may arouse debate, and disagreements may occur. We see this as an asset – it is our explicit mission to set up a space so that these discussions can happen. However, there is a line between debate and disrespect – and if that line is crossed, the space is no longer productive. We also value providing a safe, equitable, inspiring space for delegates from around the world. Our respectful dialogue policy asks that participants make every effort to maintain constructive discourse with other conference attendees at all times.

To that end, we expect everyone to abide by the following **Code of Conduct**:

### **Expected Behavior**

- Treat everyone with respect and consideration.
- Communicate openly and thoughtfully with others and be considerate of the multitude of views and opinions that are different than your own.
- Be respectful and mindful in your critique of ideas.
- Be mindful of your surroundings and of your fellow participants. Alert meeting staff if you notice a dangerous situation or someone in distress.
- Respect the rules and policies of the venue and all locations associated with ConsMark2018.

### **Unacceptable Behavior**

- Harassment and intimidation, including any verbal, written, or physical conduct designed to threaten, intimidate, or coerce another delegate, conference organizers, or staff;
- Discrimination based on gender or gender identity, sexual orientation, age, disability, physical appearance, body size, race, religion, national origin, or culture;
- Physical or verbal abuse of any attendee, speaker, volunteer, exhibitor, meeting staff member, service provider or other meeting guest;
- Examples of unacceptable behavior also include, but are not limited to: inappropriate use of nudity and/or sexual images in public spaces or in presentations; threatening or stalking any meeting participant; sexually harassing any meeting participant;
- Disrespectful disruption of presentations.

### Consequences

- Anyone requested to stop unacceptable behavior is expected to comply immediately.
- Meeting staff (or their designee) or security may take any action deemed necessary and appropriate, including immediate removal from the meeting without warning and potentially without refund.
- SCB and the SCB Conservation Marketing Working Group reserve the right to prohibit attendance at any future SCB meetings.

### Reporting Unacceptable Behavior

- If you are the subject of unacceptable behavior or have witnessed any such behavior, please immediately notify the meeting staff member, a volunteer in a leadership position, or a Conservation Marketing Working Group Board member. For delegates who wish to lodge a complaint of harassment please email the [Meeting Chair](#).
- You may also notify the [Board President](#), [Board Secretary](#) and/or [Meeting Planner](#) if the meeting Chair is unavailable. (Please be sure the subject line reflects the urgency of the situation.)
- For matters of immediate physical safety, you may also approach the onsite university security guard.
- Reporting should never be done via social media.

### For more on conference codes of conduct see:

Favaro, B., Oester, S., Cigliano, J.A., Cornick, L.A., Hind, E.J., Parsons, E.C.M., Woddbury, T.J. 2016. [Your science conference should have a code of conduct](#). *Frontiers in Marine Science* 3:103. doi: 10.3389/fmars.2016.00103

### Accessibility

The Consmark Conference is working to be as accessible as possible. Anyone who needs accessibility assistance—whether it's getting materials and forms in a different format, onsite accessibility, or a volunteer to help navigate participation--can contact us to make requests. Please [email](#) with requests.