

PARK PLEDGE

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ABOUT PARK PLEDGE

Park Pledge is a call-to-action campaign focused on using behaviour change to promote a stronger commitment towards protecting parks, in the wild and in our backyard.

Inspired by other global pledge initiatives such as the Palau Pledge and Icelandic Pledge, Park Pledge was created as a new approach to help motivate visitor responsibility in national and provincial parks of Canada.

PLEDGE STRATEGIES

We collectively established three main pillars for effective behaviour change.

Education – increasing visitor education and awareness of their relationship and impact on Canada's natural resources

Arts – highlighting, celebrating, and sharing the unique work of artists who are inspired by Canada's beauty

Community - becoming a platform and resource for visitors to become more involved and connected to the protection of parks



ROLES & ACHIEVEMENTS

- Completed background research and developed insights related to behaviour change interventions towards conservation efforts.
- Developed a strategic plan framework with clear language on pledge objectives, goals, and milestones
- Established short and long term measurements of success for campaign
- Created briefs and other supporting documents to present the campaign to future sponsors, stakeholders and various partners to be involved in the project

KEY TAKEAWAYS

Behaviour change for nature means shifting tactics from *threats* to *motivation*

- Climate change is perceived as an external threat and most people still do not see its impact on their every day lives. Effective change comes from creating a new sense of motivation for visitors

Strategy for behaviour change is multi-faceted.

- A strong approach to long-lasting change is to incorporate three aspects: *motivate* change in an individual, *socialize* change to increase reach, and *ease* the change to support people's desire to do better.

Personal Development

- Increased understanding of strategic planning for a new organization, project management skills, and knowledge of communication tools

VISITORS

Canada's National Parks and Historic Sites serve **25 million** visitors annually



PLEDGE SAMPLE LAYOUT