

Social Campaigns for Community Participation in Environmental Management

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Photo: Ardena Saarinen

We examined social campaigns and community engagement initiatives used in place-based conservation. Using a community-based social marketing framework, we synthesize broad and place-based lessons learned from these sources.

Final Report available by Monday May 7th at:

<https://scholarspace.manoa.hawaii.edu/handle/10125/51991>

Key Themes:

Community Based Social Marketing (CBSM)

Interviews with Local Professionals

Trust Building—Consistency and Clarity

Collective Goals & Action

Communication & Messaging

Recommendations:

Identify strategic approach that begins with defining non-divisible objectives

Match budget to objectives

Spread the word! Clear and Consistent Communication

Build foundational relationships w/ community

Be attentive to community response

Mahalo to our Interviewees:

