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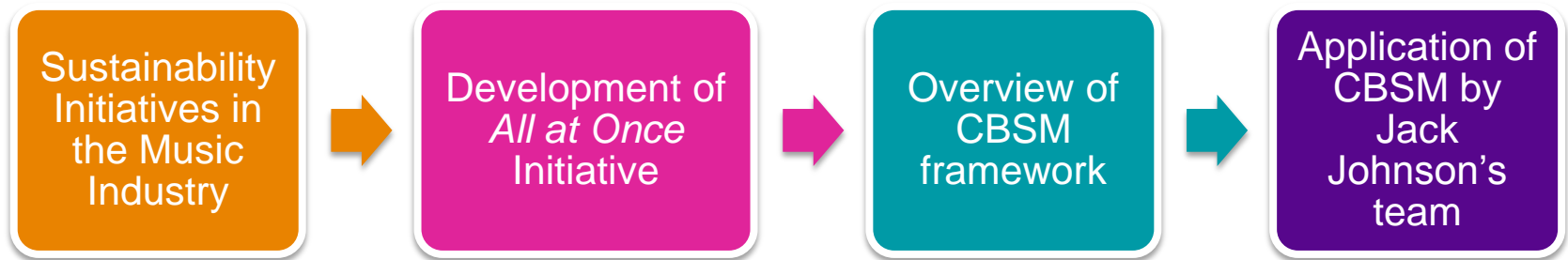
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Prof. Jennifer Lynes & Stephanie Whitney
University of Waterloo

April 24, 2013
Leading Social Change

Presentation Overview



Billboard's Top 10 “Greenest Musicians”



10. The
Roots

9. Missy
Higgins

8.
Radiohead

7. Serj
Tankian

6. Pearl
Jam

5. KT Tunstall

4. Dave
Matthews Band

3. Mana

2. Willie Nelson

1. ???

Who is Jack Johnson?

Surfer turned musician

Married college sweetheart
Kim Johnson

Lives in Hawai'i

Many of his songs lyrics deal with
environmental/social issues

2010 Billboard Music Awards
Humanitarian Award

2012 National Wildlife Award for National
Conservation Achievement Award in
Communications

“Do as I do, not as I sing...”

Buddha

All at Once

Crying
shame

Sleep
through the
static

The 3Rs

Symbol in
my driveway

The Horizon
has been
defeated

Traffic in the
Sky

???

Sustainability Strategy



Venue

- Green Rider
- Refillable water stations
- Recycling and composting onsite
- Concession food sourced from locally grown food
- Eco-friendly concert merchandise

Fans

- Sustainable transportation – partnership with Zimride
- Commitment to an environmental issue (e.g. plastic-free water; bringing reusable shopping bags...)

Tour

- Biodiesel tour bus
- No single use water bottles for crew
- Giving back – all proceeds from concerts go to Kokua Hawai'i Foundation
- Catering from local/organic sources

Production

- Solar-powered recording studio
- No plastic jewel cases

All At Once

PURPOSE:

- Motivate fans to take action (individually and in their communities)

COMPONENTS:

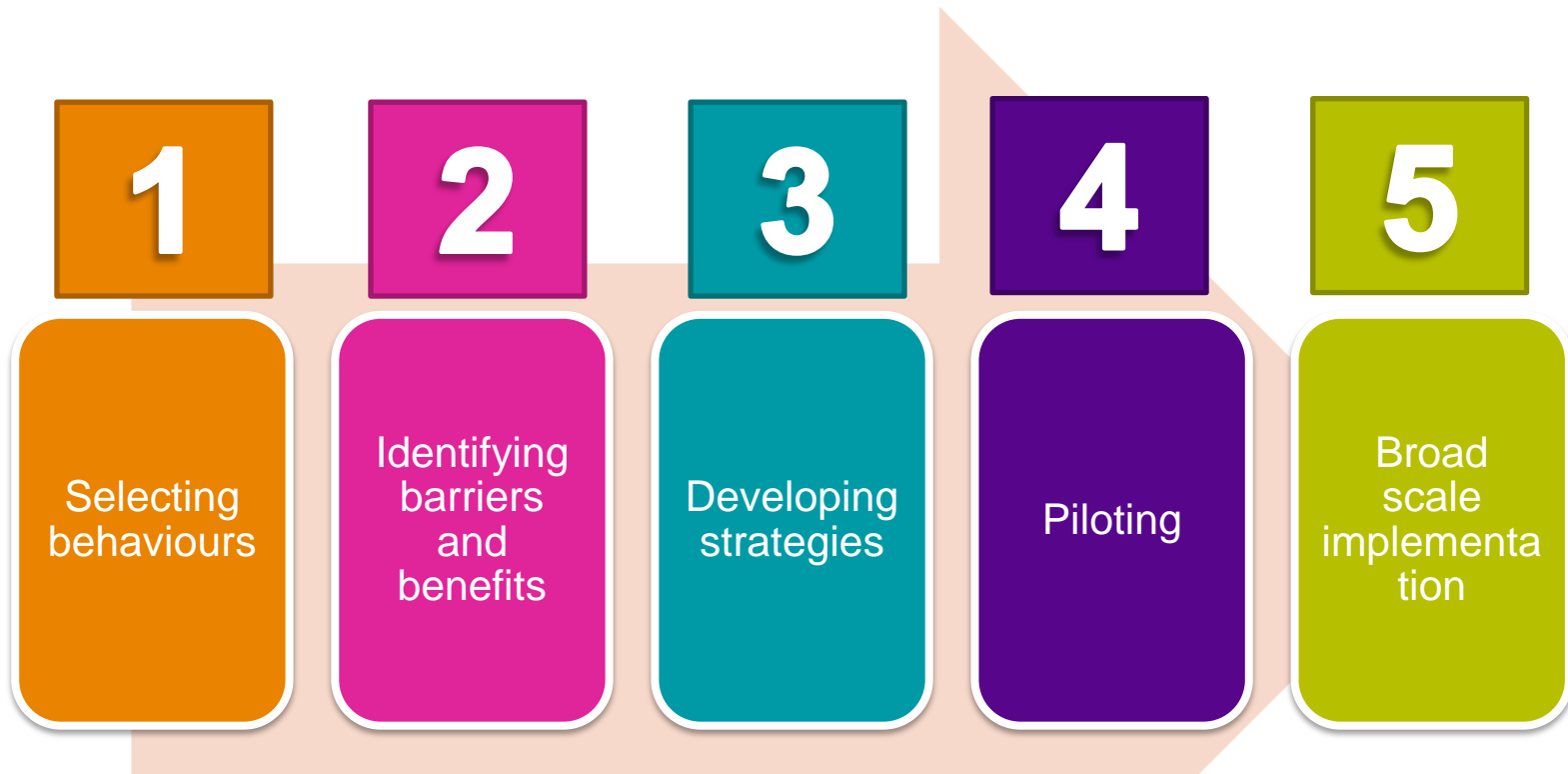
- Partnership with Reverb
- Pre- and post-concert engagement and outreach
- Johnson Ohana Charitable Foundation – matched funds

PARTNERS:

- Hand-picked local non-profits organizations



The CBSM Framework



Source: McKenzie-Mohr, 2011

1. Selecting Behavior(s)

Reducing Plastic Use

- Use reusable shopping bags
- Refill water bottles instead of buying bottled water

Supporting local non-profits

- Volunteer with a local non-profit at least three hours per month

Supporting Sustainable Food Systems

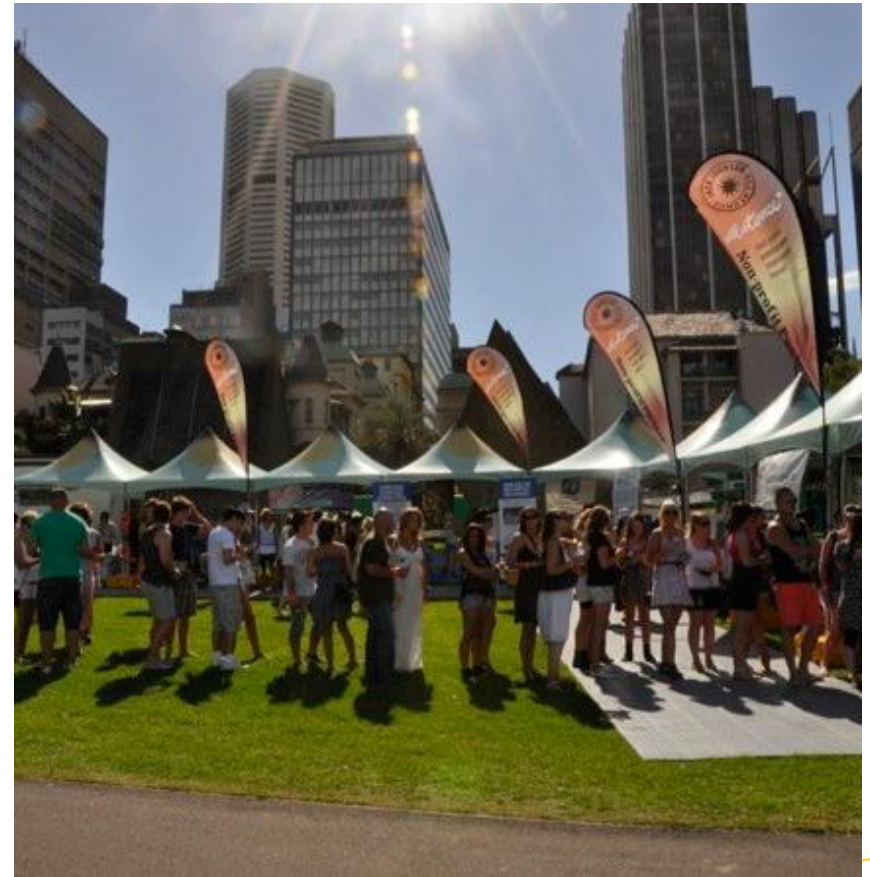
- Eat one locally grown meal a week

2. Barriers/Benefits

3. Developing Strategies

Village Green

- Training non-profits
- Passport system
- Zero-handout policy
- Water-filling stations
- Local food for purchase



3. Commitments



I will become a member of *All at Once*, invite a member to join and take at least one action on the *All at Once* website

I will reduce my plastic waste and use reusable shopping bags and refillable water bottles instead of buying bottled water

I will support a local non-profit group and become a member volunteer at least three hours a month

I will support sustainable food systems and eat one locally grown meal a week, with food from my own garden or local farms

3. Capturing Commitment

During Concert

CAPTURE YOUR COMMITMENT
An individual action multiplied by millions, creates global change.

The **All At Once** community encourages you to take individual action. Capture Your Commitment at the **All At Once** Photobooth in the Village Green or by [clicking here](#).

Our commitments, and the collective positive impacts that we create together, will be tracked on the **All At Once** website and [explore.org](#).

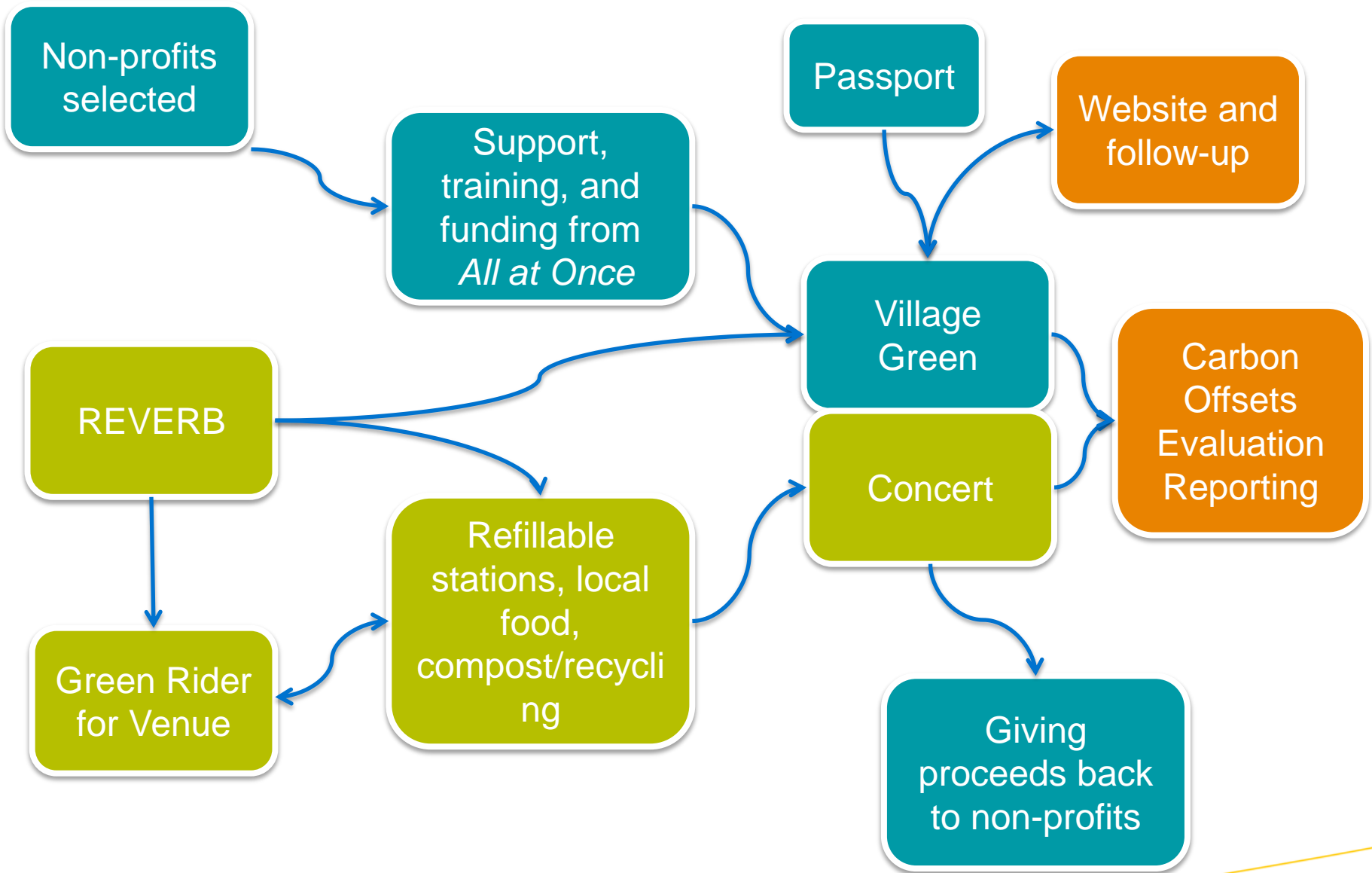


allatonce*



Follow-up (AAO Community)

The screenshot shows the All At Once website homepage. At the top, there's a navigation bar with "Sign up" and "Sign in" links. The main header features the "allatonce" logo and the tagline "An individual action, multiplied by millions, creates global change." Below the header is a navigation menu with links for "DISCUSS", "EXPLORE", "Share", "Volunteer", "Non-Profit", and "Members". The main content area is divided into two columns. The left column features a large "allatonce" logo and the tagline, with a welcome message: "Welcome to All At Once, Jack Johnson's social action network where you can make a positive change in your local and world community; connect with non-profit groups, take environmental action, and receive rewards." The right column has a "Village Green" section with a photo of a photobooth and a form to enter a passport code for a "FREE SONG". Below that is a "Refer between 1 and 3 friends to All At Once and receive a FREE DOWNLOAD!" section with a form to enter email addresses. A note at the bottom right says "* You must be signed in for your download to begin."



4. Piloting the Strategy

5. Evaluation



Non-profit impacts

- A total of 3767 new members joined, resulting in an average of 22 new members per group (n=165)

Tour Impacts

- 26,200 L water saved
- 380 tonnes of waste diverted from landfill
- 951 million food miles by eating locally grown food
- Full carbon offset

Commitments from fans

- 29,300 concert goers participated in *All at Once* passport
- Completed 105,000 individual actions

2010
To the Sea Tour:

800,000 people
50 shows
10 countries

Feedback from non-profits

IOBY was invited to be a small group of non-profits to table at the Jack Johnson concert at Madison Square Gardens...it was incredibly well planned, we were given months of advance notice and funding that supported our time and creation of outreach materials, and the non-profits were made a prominent part of the concert, placed front and center in the arena...fans were incentivized to learn about the non-profits with the chance to win concert tickets, a passport system, the list went on...

Erin Barnes, co-founder and Executive Director, IOBY



Non-profit partners cont'd



Tangaroa Blue was absolutely thrilled to be part of the Village Green at Jack Johnson's concerts, and thankful for the opportunity to showcase our non-profit organisation around the country. We were able to fundraise vital donations and sign up over 568 volunteers to help out with our beach cleanup events, but mostly we were able to spread the message of protecting our oceans to thousands of people who will hopefully spread this message further.

Heidi Taylor, co-founder, Tangaroa Blue

CBSM - All at Once

CBSM Framework	✓	✗
1. Select Behavior	Selected several specific behaviours	Could have made them more 'non-divisible'
2. Identify Barriers and Benefits		Did not specifically conduct research on this prior to implementing
3. Develop Strategy	Focused on public commitments and following up afterwards	Further prompts
4. Pilot	Based on work done on previous tours	Did not officially complete this component; could conduct message trials
5. Implementation and Evaluation	Well-documented metrics related to commitments captured and impact of initiatives	Try to increase % of concert-goers that participate

Putting it together

AAO aimed to:

- Promote many sustainable behaviours
- Have large-scale impact through community engagement
- Foster long-lasting change through commitment and follow-up
- Engage Jack Johnson fans, inspiring them to action

Developing a case study for teaching purposes and to get the message out there.



Developing recommendations for the next tour



Dreaming about interventions we could test at future concerts!



The Spirit of 'Why Not'

Think outside of the box when considering *where* and *how* social marketing can be applied



Be inspired by existing frameworks and use them as best you can.

Evaluate,
Evaluate,
Evaluate!!!



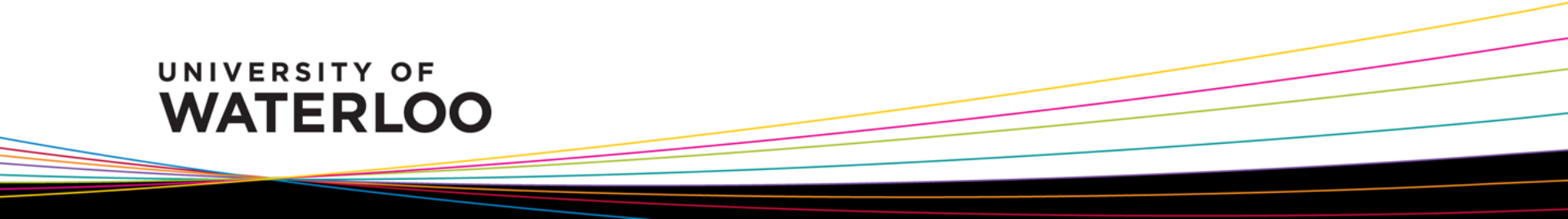
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