

CALL FOR PAPERS

Special Issue – March 2019

Social Marketing for Biodiversity Conservation

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Social Marketing Quarterly will investigate the use of social marketing to stimulate behavior change that helps preserve biodiversity. Human behavior is the key driver behind all major threats to the natural environment (Wright et al. 2015). Yet, changing behavior has proven difficult for those working to preserve biodiversity (Veríssimo 2013). Social marketing has been used to address broader environmental challenges such as energy consumption, recycling, and water consumption. But these efforts have not addressed key threats to biodiversity including pollution, invasive species, and overexploitation of natural resources.

Conservation professionals have been uneasy about relying on theory and principles similar to those used to sell products often seen as harmful, such as cigarettes and alcohol, leaving untapped the true potential for using marketing to increase the adoption of biodiversity-friendly behaviors. However, momentum for the use of marketing in biodiversity conservation is growing, with the emergence of a discipline of conservation marketing (Bennett et al. 2017; Veríssimo and McKinley 2016; Wright et al. 2015). This special issue will highlight biodiversity conservation projects and programs and further encourage the use of marketing theory, concepts, and tools.

Potential research questions and case studies can include, but are not limited to:

- How does conservation marketing promote social marketing theory and practice?
- How can social marketing as a strategic behavior change tool reduce demand for specific wildlife products and create demand for their alternatives?
- How can conservation marketing efforts work together with other type of interventions that aim to shape behaviour (such as enforcement and education) to deliver maximum impact?
- What are the ideal roles of upstream and downstream marketing to solve issues such as pollution?

- What considerations need to be taken into account when scaling up conservation marketing interventions? What are the potential impacts on both cost and effectiveness?
- What are the limitations of marketing-based approaches in the biodiversity conservation context, where, for example benefits are often more diffused than in areas such as public health or development?
- To what extent does the focus on individual versus group behavior change influence the strategies used by conservationists?
- What can we learn from the quantitative and/or qualitative studies that describe efforts to evaluate conservation marketing interventions?
- What ethical issues arise from the behavior change efforts in the context of natural resource management?

References:

Bennett N.J., Roth R., Klain S.C. *et al.* (2017) Conservation social science: Understanding and integrating human dimensions to improve conservation. *Biological Conservation* **205**, 93-108.

Veríssimo D. (2013) Influencing human behaviour: an underutilised tool for biodiversity management. *Conservation Evidence* **10**, 29-31.

Veríssimo D., McKinley E. (2016) Introducing conservation marketing: why should the devil have all the best tunes? *Oryx* **50**, 14-14.

Wright A.J., Veríssimo D., Pilfold K. *et al.* (2015) Competitive outreach in the 21st century: Why we need conservation marketing. *Ocean & Coastal Management* **115**, 41-48.

Submission Process: For additional instructions on manuscript submission, please visit: <http://www.sagepub.com/journals/Journal202072/manuscriptSubmission>. Manuscripts should be submitted through Manuscript Central (<http://mc.manuscriptcentral.com/usmq>), our online submission software. **Point of**

Contact: To discuss ideas not mentioned above, or for any questions, please contact Ryan Hollm (rhollm@fhi360.org), managing editor of SMQ.

Deadline: Manuscripts must be submitted by **June 30, 2018**. All manuscripts accepted ahead of the issue's publication date will be published online through OnlineFirst.