

Peri-Urban Incentives Platform

Designer Carrots 2006

Reconnecting the Fragmented Landscapes of SE Qld

Investigating the Feasibility and Impact of
Incentives

Shaping Natural Resource Management
Practices in Peri-Urban Landscapes



Cooperative Research Centre
for Coastal Zone, Estuary
and Waterway Management



Outline of Research Project

Project Title: Reconnecting the Fragmented Landscapes of South East Queensland

1. Stakeholder analysis and social profile of landholders and residents in coastal peri-urban areas
 - Interests, values, attitudes and context of stakeholders
2. Devising a targeted suite of incentives and tools to shape natural resource management practices in peri-urban landscapes



What is Peri-Urban?

“The transitional zone between between rural and urban landscapes that mediates between the competing pressures of agriculture and urbanisation, development and conservation, settlement and production, growth and sustainability.”



Research Questions

1. Who is at the peri-urban fringe?
2. How are they interacting with their landscape?
3. Which incentives will work best to encourage the uptake of sustainable NR&EM practices?
4. What barriers exist to the uptake of these practices?
5. How can these barriers be overcome?



Matching Stakeholders, Issues and Incentives

Incentives (coercive (regulatory); cooperative (relating to values and knowledge); and reward-based (relating to rationally motivated self-interest))

Stakeholder typology
(derived from stakeholder and context analysis)

Natural resource or environmental management issues

Matching a 'stakeholder type' and a particular issue with an appropriate incentive



Project Methodology

1. Literature review
2. Explore and map demographics of peri-urban SEQ
3. Determine priority case-study areas
4. Audit of available and feasible incentives
5. Stakeholder analysis and social profiling
6. Plan a suite of incentives based on findings
7. Develop a monitoring and evaluation strategy based on findings
8. Develop learning strategy for ongoing implementation

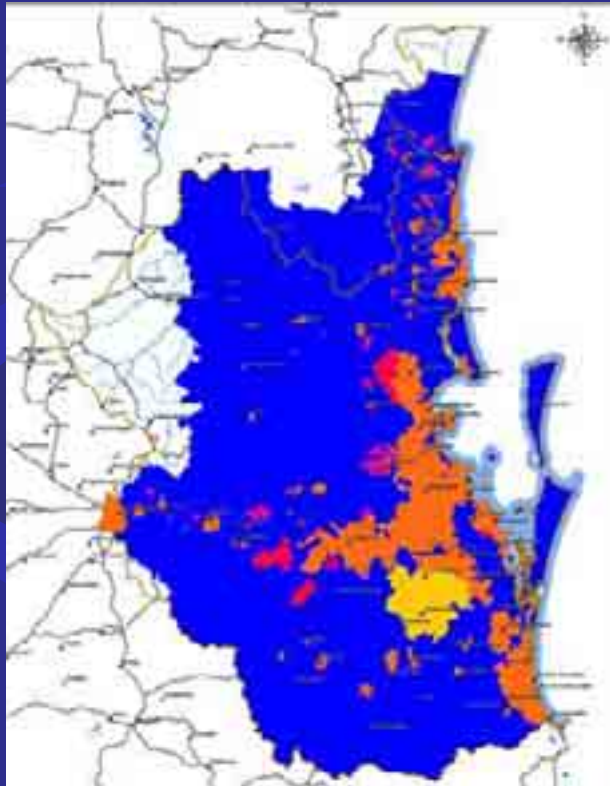


Literature Review and Context Study

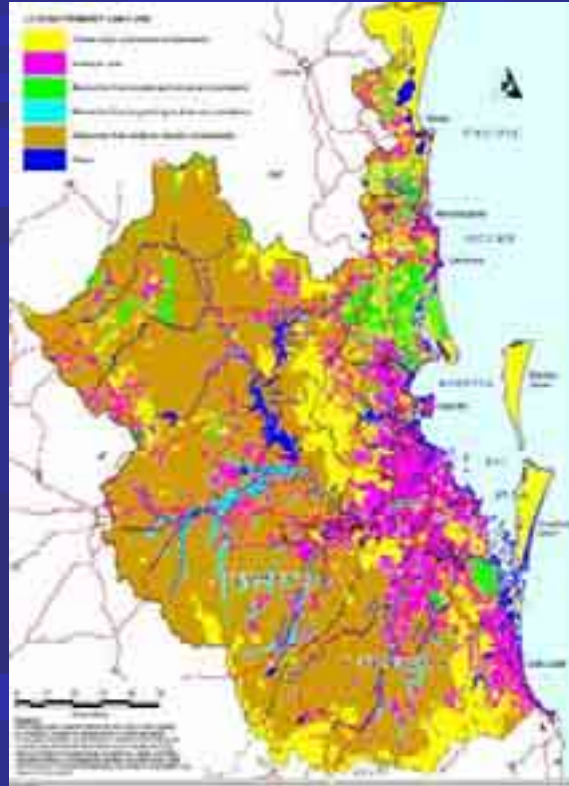
- Scoping study: Reconnecting Fragmented Landscapes
 - Review of existing literature on peri-urban NRM, incentives, stakeholder analysis and M&E framework
- GIS mapping of peri-urban zone
 - Confluence map of SEQ using identified peri-urban indicators
- Context analysis
 - Interviews with SEQC field staff
 - Media analysis
 - Photo-essay
 - Symposium: “Who, Where and What is Peri-Urban”
- Auditing of available and feasible peri-urban incentives



Confluence Mapping



Urban Footprint



SEQ Land Use



Catchment Boundaries



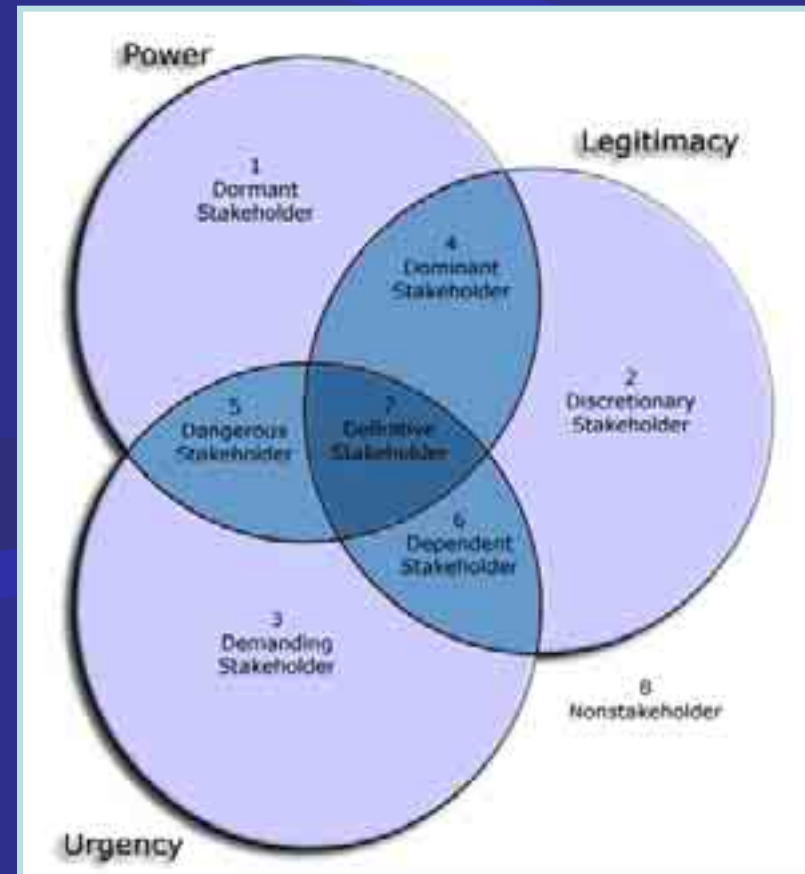
Typology of Incentives

Education info support (suasive)	Self regulation	Grants and subsidies	New markets	Regulation
Whole farm plan	Land for Wildlife	Grants	EMS	Native veg clearing controls
Land for Wildlife	Covenants	Fixed rate subsidies	Land purchase	Weed and pests control
Short courses/ Traineeships	Voluntary Conserv. Agreements	Auctions	Tax (works and revenue)	Duty of care
Voluntary Labour support		Rate rebates	Eco Label	
Technical information/ advice/support		Tax (covenants and gifts)	Revolving funds	
Awards/praise		Revolving funds	Tradeable credits	
After sales service		Offsets		
Maps / photographs		VCA		



Stakeholder Analysis

- Three case study locations
 - North Maroochy Catchment, Moggill Creek Catchment, Tallebudgera Creek Catchment
 - Focus groups
 - Semi-structured interviews
 - Participant observation and immersion studies
- Regional phone survey
 - UQ Social Research Centre
 - Computer Aided Telephone Interview (CATI) Laboratory



www.seqcatchments.com.au/periUrban

The screenshot shows a web browser window displaying the website for the Peri-Urban Incentives Scheme. The browser's address bar shows the URL <http://www.seqcatchments.com.au/periUrban/index.html>. The website's header includes a navigation menu with links for Home, Toolkit, Partners, and About the project. The main content area is titled "Welcome to the Peri-Urban Incentives Scheme" and contains the following text:

The platform is an integrated incentive design and delivery tool for natural resource and environmental management agencies. It is based on a six-month intensive research project funded under the National Action Plan for Salinity and Water Quality. The research project used a stakeholder analysis methodology to gain a greater understanding of the specific needs, interests, motivations and goals of landholders and residents in coastal peri-urban areas, in order to devise a targeted suite of incentive packages for improved natural resource and environmental management practices.

Information included in the toolkit for incentives are the recommendations of the researchers to SEQ only, and do not reflect the current policy of the organisation. Information presented in the Toolkit incentives will be used to determine the best mix of incentives to be delivered in the peri-urban zone in the future.

As the major outcome from this project, the platform is intended to facilitate the design, delivery and continual improvement of community-based social marketing programs that target the stakeholders in peri-urban landscapes by natural resource and environmental management agencies.

The right side of the page features a "Project Partners" section with logos for the Natural Heritage Trust, action Salinity & Water QUALITY AUSTRALIA, SEQ Catchments, and The University.

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www.seqcatchments.com.au/periUrban

The screenshot shows a web browser window with the address bar displaying 'http://www.seqcatchments.com.au/periUrban/resources.htm'. The page content is organized into several sections:

- Resources**
 - Support materials**
 - [The Place and Spaces in Between: Where is the Peri-urban Zone?](#)
 - [Understanding the Drivers of Landscape Change: PUBLIC PERCEPTION OF WISSEM ISSUES IN THE Peri-Urban Zone](#)
 - [Barriers and Enablers in Peri-Urban Landscape Management](#)
 - [Peri-Urban Stakeholder Typologies](#)
 - [How to do Stakeholder Analysis: A Guide for Regional Bodies](#)
 - [Community based Social Marketing: An Approach for Regional Bodies](#)
 - [Selecting Peri-Urban Incentives](#)
 - [Monitoring and Evaluating Incentive Programs](#)
 - Links & online resources**
 - [National Action Plan for Salinity and Water Quality](#)
 - [State Investment Programs](#)
 - [Cooperative Government Incentive Database](#)
- Project Partners**
 - Natural Heritage Trust
 - action (Action on Water)
 - SEQ Catchments
 - The University of Queensland
 - Griffith University
 - Queensland Government (Natural Resources, Water and Wood)

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http://www.seqcatchments.com.au/perurban/pdf/Community%20Based%20Social%20Marketing.pdf - Microsoft Internet Explorer

File Edit Go To Favorites Help

http://www.seqcatchments.com.au/perurban/pdf/Community%20Based%20Social%20Marketing.pdf

Save a Copy Search Select 75% Zoom

Want to create online forms?

Peri-Urban Incentives Scheme

Community-Based Social Marketing

A Guide for Regional Bodies

The Peri-Urban Incentives Platform is an integrated tool for SEQCC to use to develop, implement and monitor a community-based social marketing (CBSM) strategy. CBSM is an alternative and potentially more effective strategy to influence the environmental behaviour of people managing land and water in South East Queensland. In contrast to mass communication, CBSM offers techniques to motivate voluntary behavioural changes in targeted ways to help SEQCC achieve the resource condition targets specified in the SEQ Regional NRM Plan.

CBSM is an integrated strategy for the design, delivery and continual improvement of programs designed to influence behaviour and social change. What it draws on-techniques of commercial marketing (such as seeking consumer demands and needs, developing products, and promotion) the overarching objective of CBSM is to build long-term relationships and social learning between SEQCC and its different stakeholder target-groups. To do this, CBSM shifts the focus away from an expert-driven, top-down program planning approach to one based on the perspective and needs of the target audience.

CBSM is based on the recognition that attitude change and economic self-interest of themselves do not necessarily lead to behavioural change. A systematic CBSM approach may provide SEQCC with greater accountability for management actions, with greater uptake and community ownership of programs, and with a better understanding of barriers and benefits of a proposed action and of the community.

Phase One: Identify the Target Behavioural Goal

Phase Two: Identifying the Barriers and Enablers

Identify what factors must be addressed to change the behaviour. To do this, you need to understand the factors that influence the current behaviour. Some of these will be internal to the targeted stakeholder group (such knowledge, beliefs, fears, motivation, skills, perceived self-efficacy, values and norms) and others will be external (access to products or services, social support, social pressure, or the policy environment). Try and gauge which of the barriers have a greater priority with the targeted stakeholder groups.

Next, identify what enabling forces exist that can be harnessed. Some of these forces can be used to overcome the identified barriers. This process also includes identifying what benefits the program will provide to the targeted stakeholder group. The Barriers and Enablers checklist may help to identify some of the key forces and factors in peri-urban landscapes.

Phase Three: Piloting the Strategy

Design the a pilot program using the identified tools. The range of tools provided on the Peri-Urban Platform are categorised by stakeholder groups, barriers and enablers, scope and budget. You can also use the Selecting Tools guide as well to assist in determining the most effective means of achieving the program's goals. In the design of the program, consider incorporating some of the following social learning techniques:

- Commitment:** means to obtain personal agreement or pledges from people to commit to the program.
- Prompts:** cues and signals that remind people about the program and the desired behavioural outcome.
- Norms:** visible and reinforcing mechanisms that make community standards more apparent.
- Communication:** a tailored strategy that effectively and accurately conveys the program objectives.
- Incentives:** emphasise the benefits of the behaviour and reward positive behaviour.

Next, test the pilot program with the stakeholder group you wish to influence. You might like to use focus groups with a random selection of the targeted population. Feedback from these focus groups will enable you to evaluate if the program will work, and how to redesign the program if necessary.

You are now ready to pilot the program. Use an initial trial with a discrete budget and scope to evaluate the program.

Phase Four: Evaluation

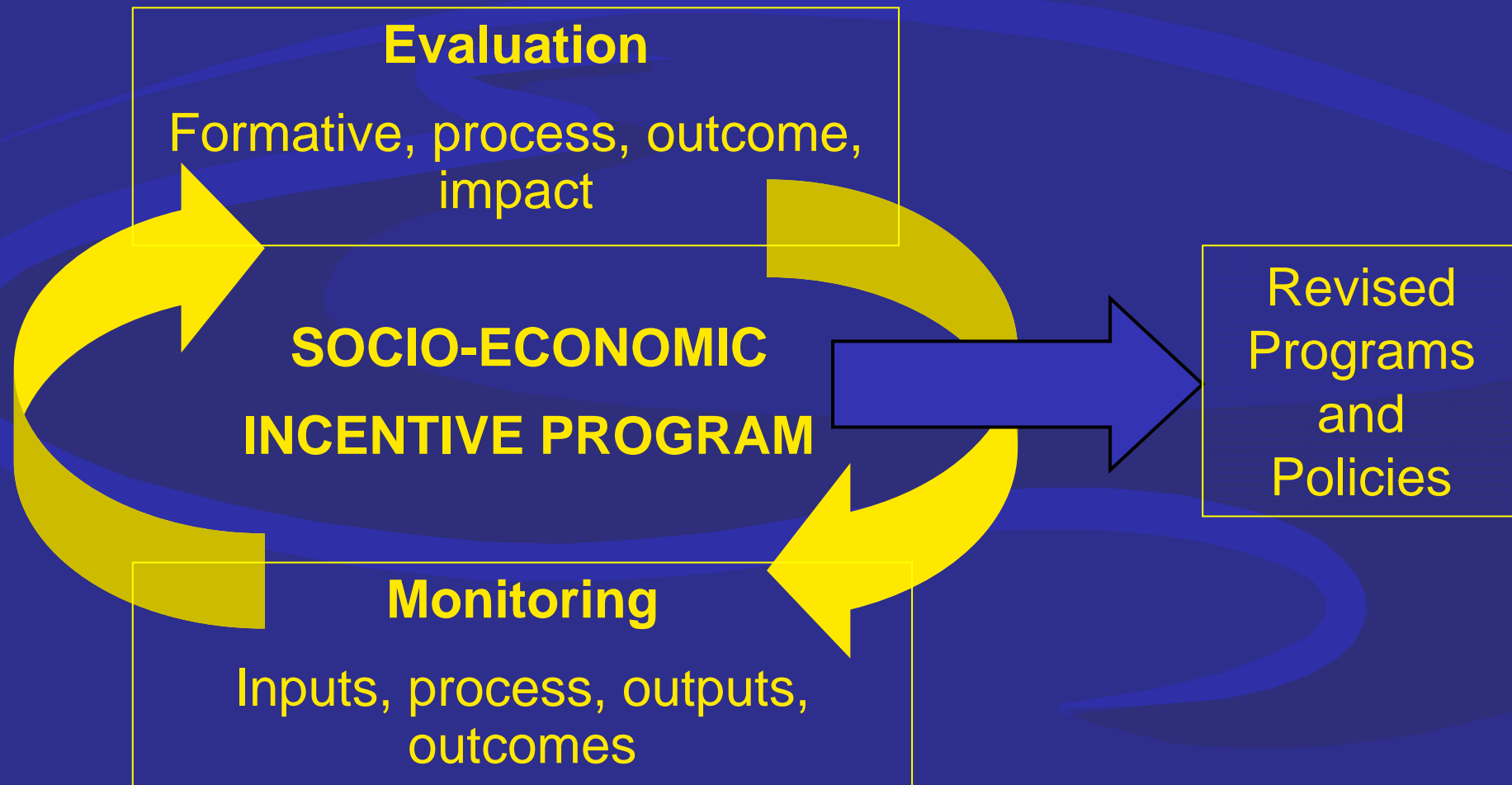
Evaluate the process of the pilot. Monitor and examine the procedures and tasks involved for SEQCC and the participants in the implementation of the program. This information should be used to make mid-course revisions in the activities implemented.

Evaluate the outcomes of the pilot. Examine the effect of the intervention immediately following implementation. Information that can result from an outcome evaluation includes: knowledge and attitude changes, expressed intentions of the target audience, short-term or intermediate behaviour shifts, actions initiated or other institutional

Downloaded (0 B) Unknown Zone



Project Outputs: M&E Framework





Staff member or contact: John Mackenzie Date of entry: 25/06/2006

Purpose for using NRM incentive

Incentive employed: Land management and stewardship payments
RIS program
Subcatchment
Matters for target: MT3 Native vegetation
Resource Condition Targets
Management Action Target

Assets [enter in fields below; separate with comma if multiple assets]:
landscapes; nature conservation and biodiversity; water; coastal and marine;
atmosphere; social capital; cultural heritage; natural resource industries.
Asset (primary priority): Conservation and Biodiversity
Asset (secondary priority): Natural Resource Industries

Details of NRM incentive implementation

Description of action/s taken

stakeholder categories [enter in fields below; separate with comma if multiple categories]
SP=power but little legitimacy or urgency
SU=urgency but little power or legitimacy
SPU=power and urgency but little legitimacy
SPUL=power, urgency and legitimacy
SL=legitimacy but little power or urgency
SPL=power and legitimacy but little urgency
SLU=legitimacy and urgency but little power
NS=nonstakeholder

NB There will be links here to documents that provide more detailed guidance on stakeholder analysis

Stakeholders engaged (primary category): Farmer SU

Stakeholders engaged (secondary category): Rural industries

SEQC investment (time and money)
Outcomes of NRM incentive imp
Impact (describe)
Output category: Conservation by agreements (OG)
Output codes: OG3 Native vegetation enhanced/rehabilitated

Stakeholders engaged (list groups)

Barriers

Enablers

NB: Rather than add the extensive set of output measures for Onground (OG) outputs to this pull-down menu, we suggest staff instead simply enter the relevant codes for measures used. This needs clarification.

Output measures: ICB3.2(i) formally doc'd collaborative arrangements dev'd

Description of outcomes
Recommended follow-up

Communication and Learning Strategy

To identify and optimise learning opportunities from the project, a communication and learning strategy is being developed.

Learning strategy will combine active and passive forms of communication tailored to specific audiences with an interest in peri-urban incentive programs:

- IT Development and training
- Publications including articles, discussion papers and summary papers
- Seminars and participatory think-tanks



Use of the Platform to Date

- **Consortium for Peri-Urban Agriculture**
 - A systems approach to Planning, Policy, Research, Development and Extension to achieve a sustainable future for Peri-Urban Agriculture in SEQ organised by DPI&F
- **Living in the Landscape Expo**
 - A sustainable living and lifestyles expo drawing together a wide variety of cultural heritage displays and information, exhibits, demonstrations, artworks and performance organised by Maroochy Landcare, Maroochy Shire Council and SEQC
- **THECA Conference**
 - Sustaining Biodiversity Conference in November

