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Promoting positive social change through conservation programs

Presented by
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Threatened Amphibian Programme



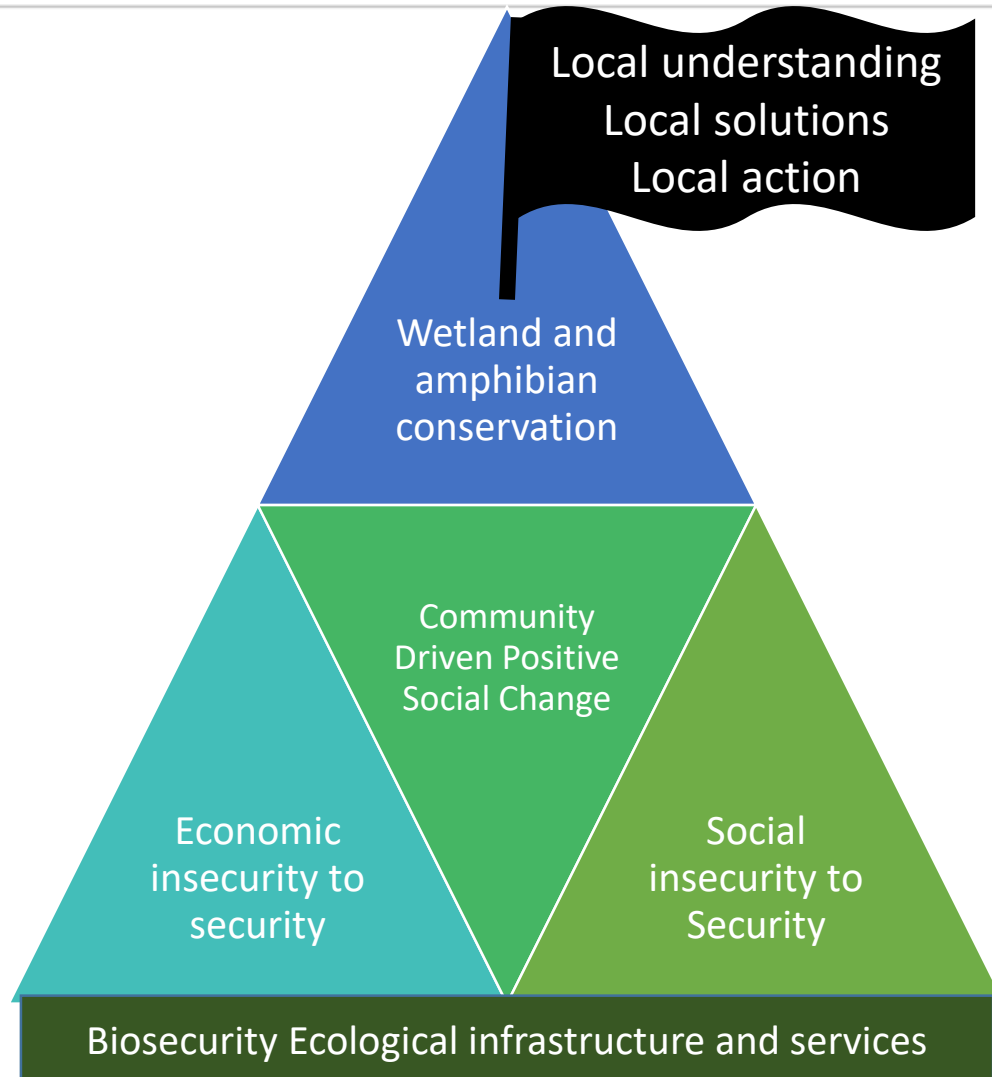
- **Elevate** the conservation **importance of frogs** and their freshwater and associated terrestrial habitats within southern Africa;
- Bridge the gap between **research** and **on-the-ground** conservation action by supporting and implementing relevant research projects;
- Implement conservation actions that **align with global** amphibian conservation goals;
- **Drive social change** to promote behaviours that support sustainable natural resource use to the benefit of amphibians and their habitats.

Why social change?



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Study area



NRM - Project

- ~70 team members
- 7 teams
- 6 sites
- Invasive alien plant clearing in CBA
- Municipal

Biodiversity Stewardship

- 4 Nature site guides
- 2 Biodiversity officers
- ~9500 community members
- Traditional Authority

Ilembe Project

- 14 Biodiversity officers
- Ecological goods and services quality assessment
- Municipal



Methodology



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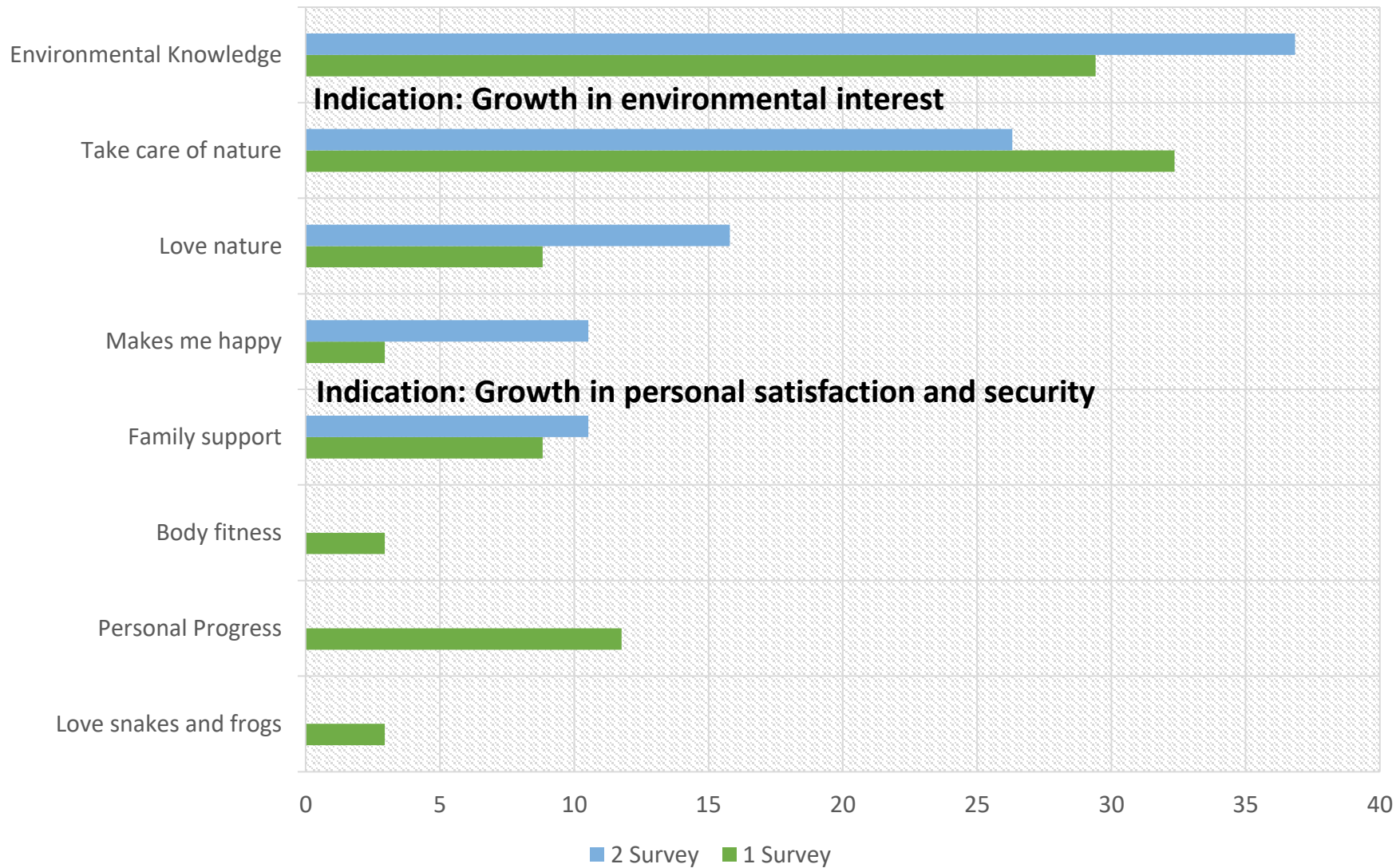
Measuring social change through social-environmental engagement

- **Work satisfaction surveys – Questionnaire**
- **Before and after Attitude surveys – Questionnaire**
- **Social media – WhatsApp**

Ongoing data collection

Results – Work Satisfaction

What do team members appreciated about the work they do?
Shift towards environmental knowledge

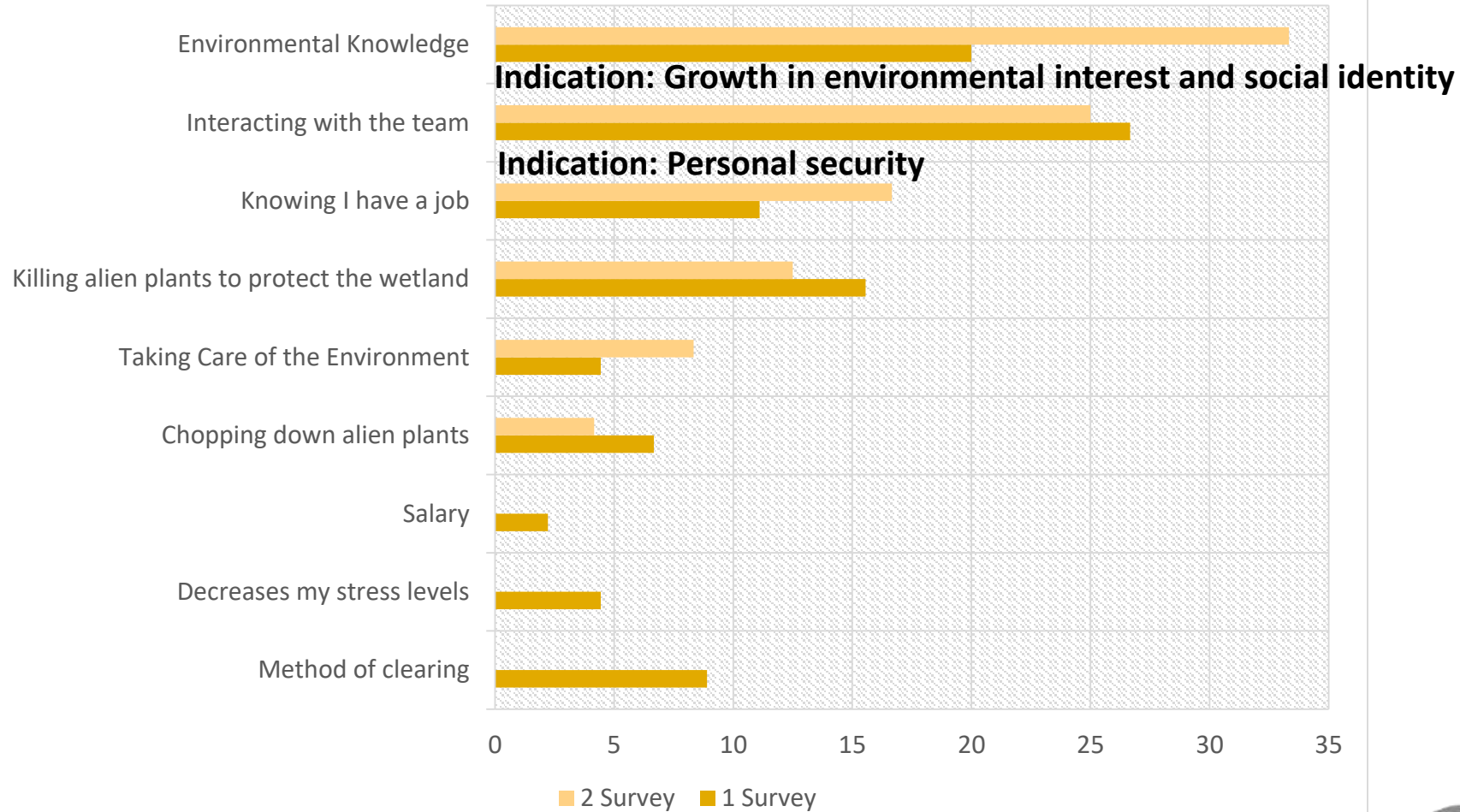


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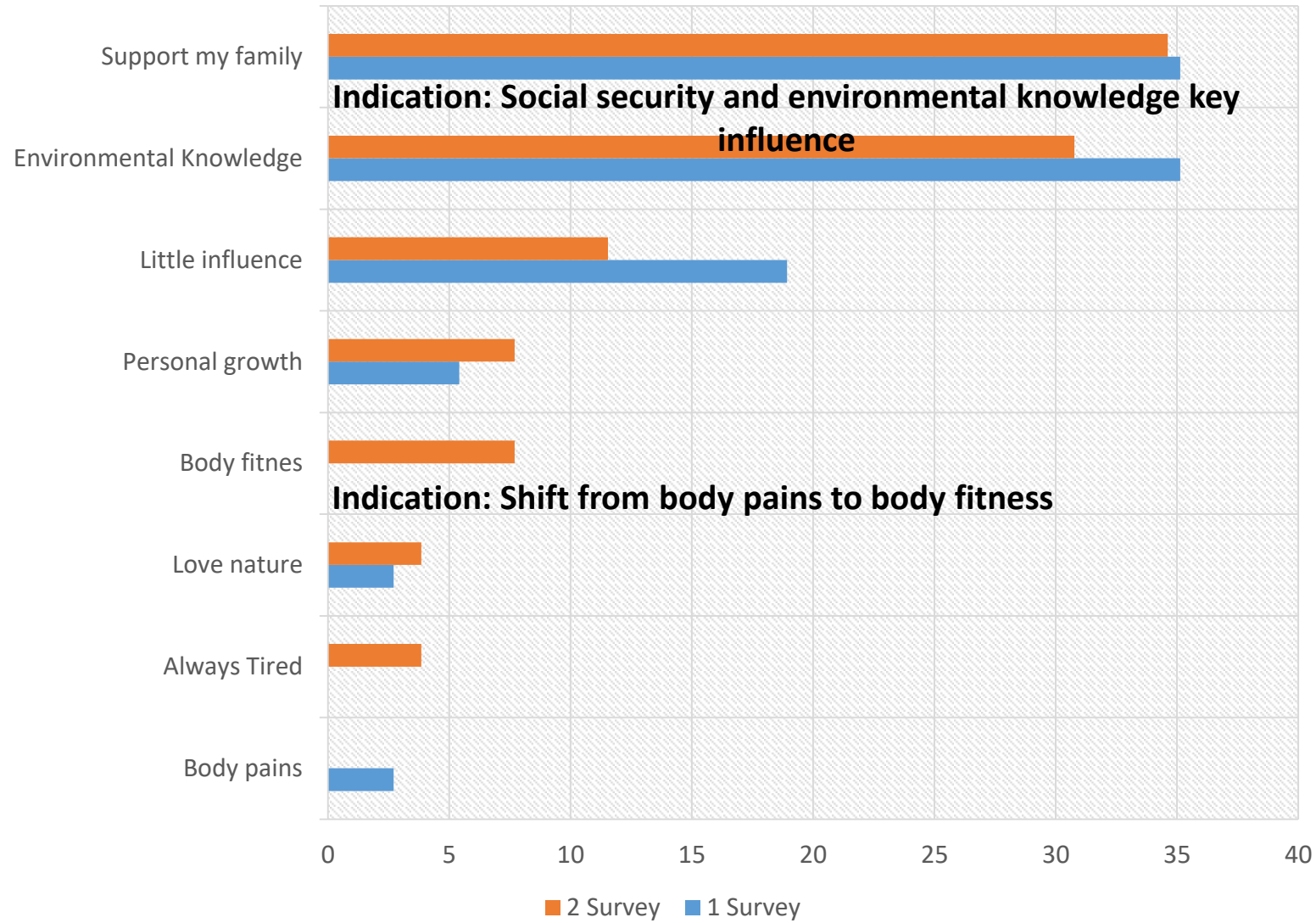
Results – Work Satisfaction

Job Enjoyment Comparison between 1st and 2nd Surveys Key value shifts towards Environmental Knowledge and Job security



Results – Work Satisfaction

How has the work influenced team members lives? Comparison between 1st and 2nd surveys



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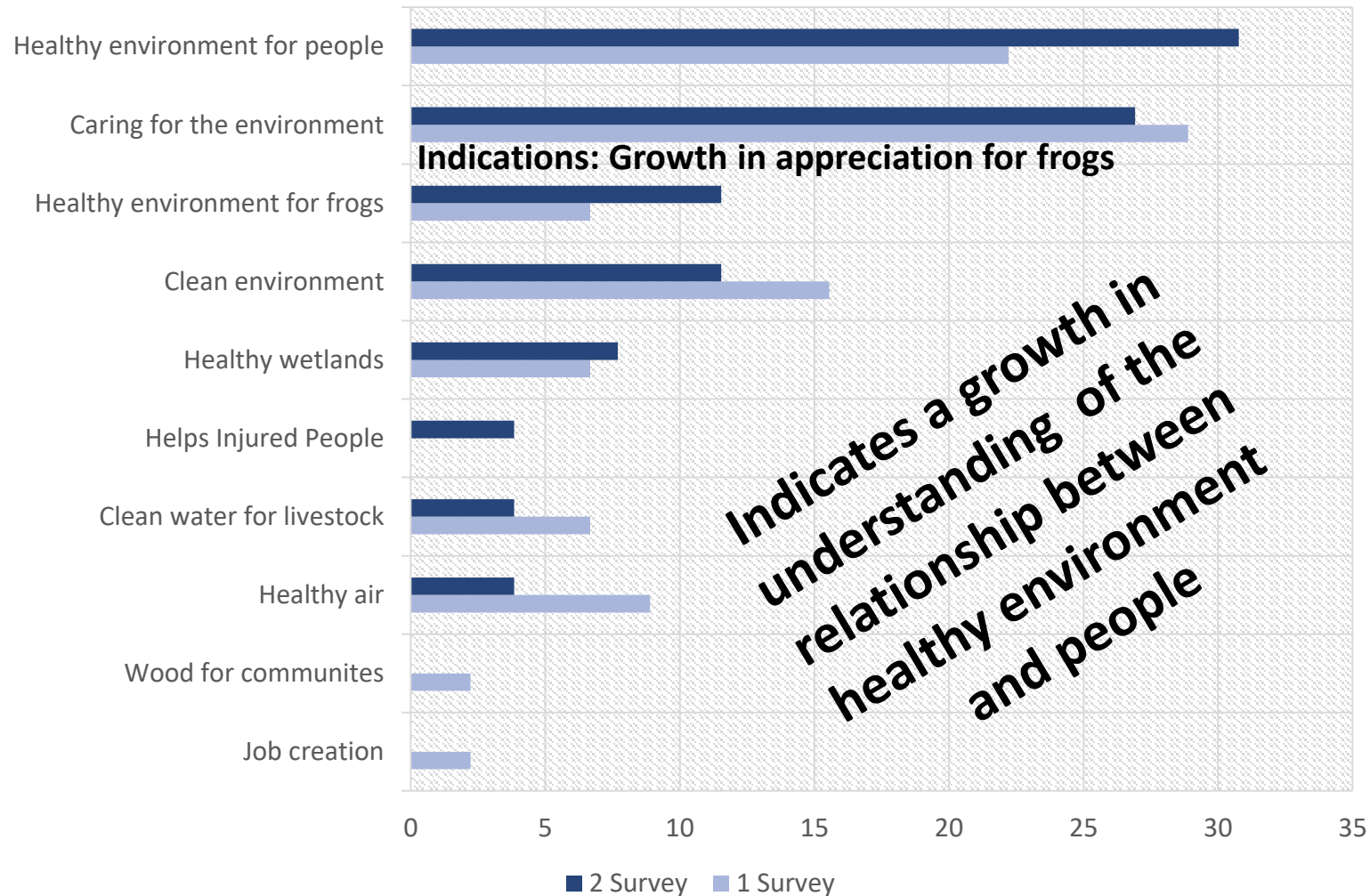
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Results – Work Satisfaction

How do the environment and people benefit from the work that is being done?

Comparison between 1st and 2nd Survey



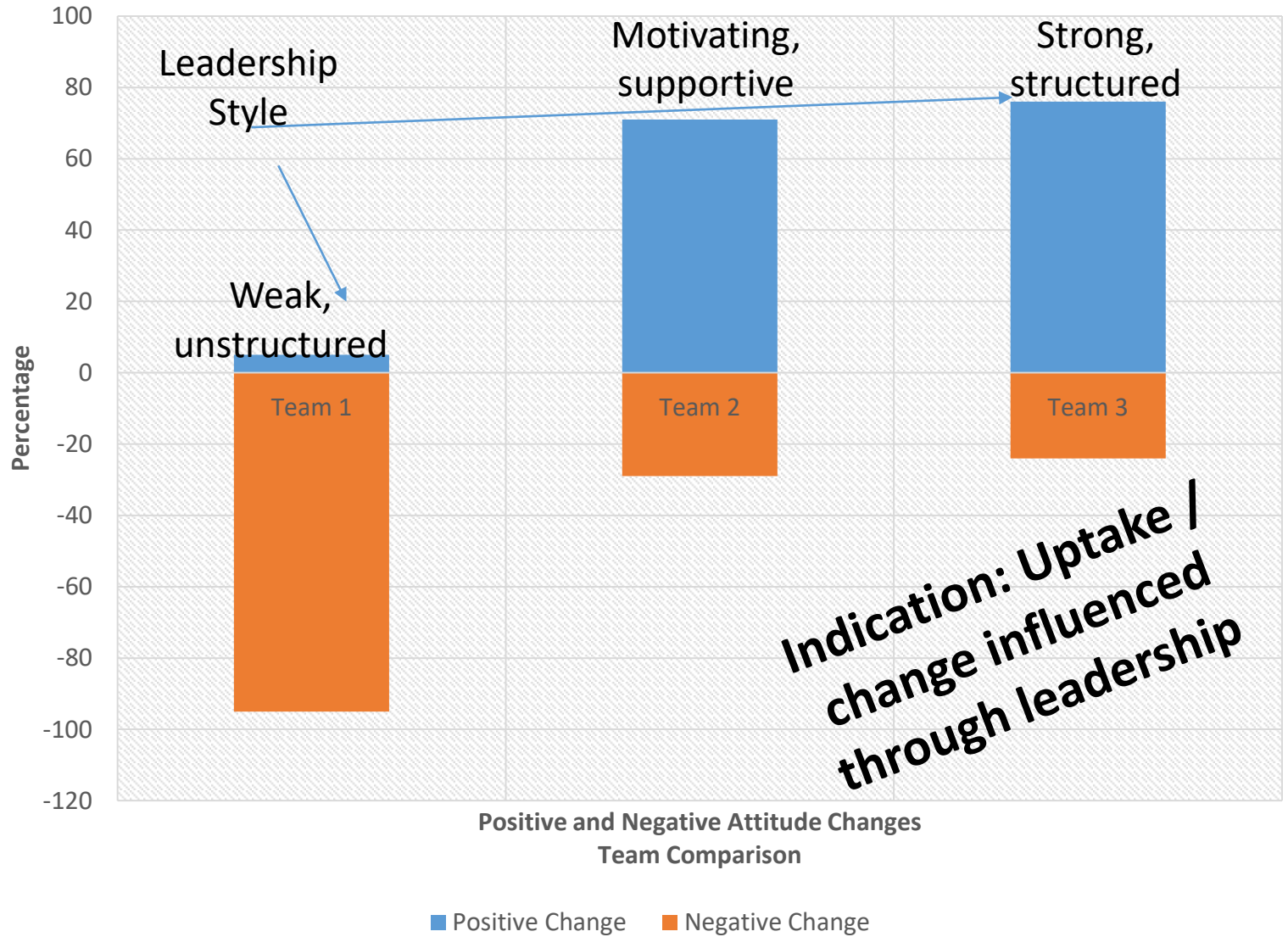
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Results – Attitude Survey

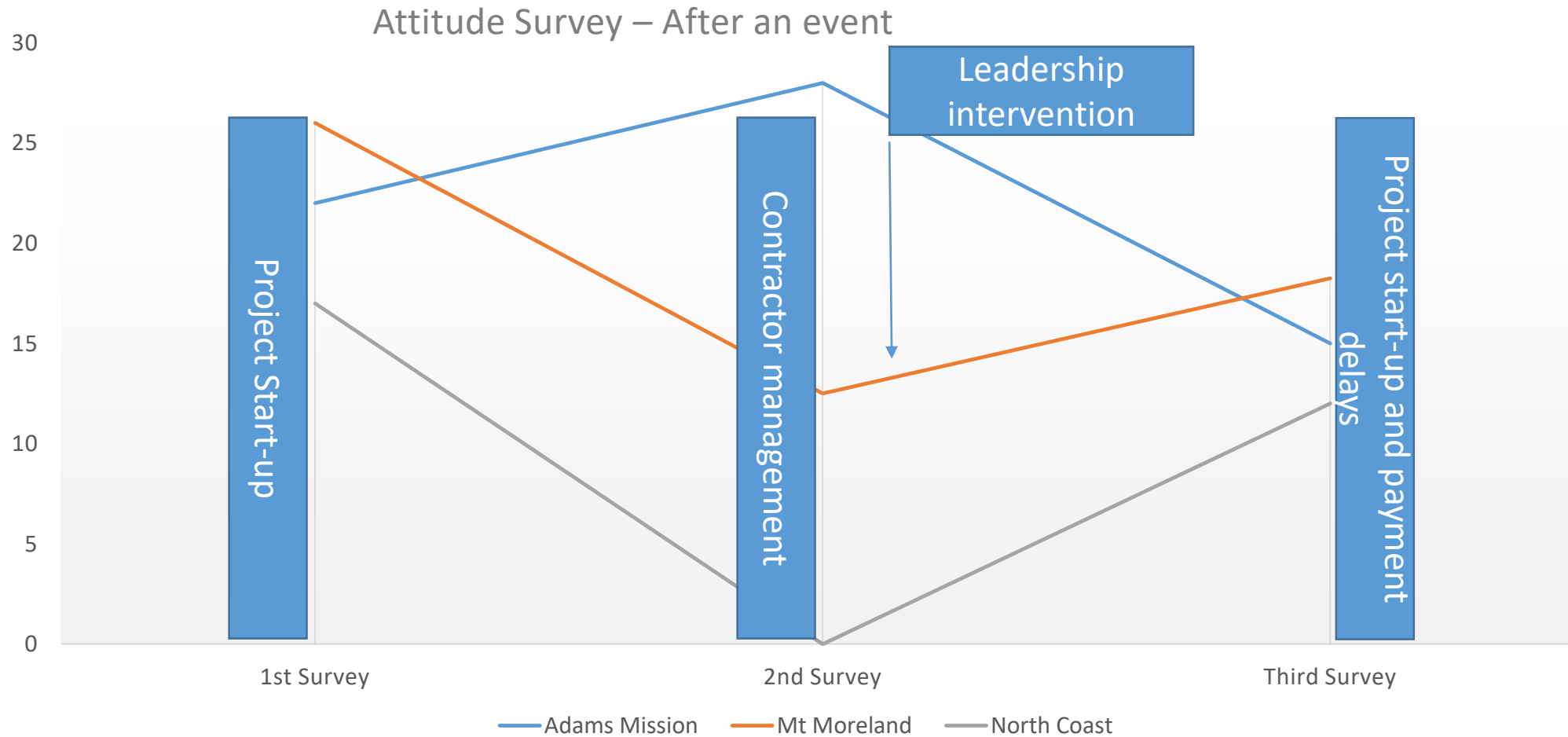
Attitude change - Site comparison for positive and negative changes between three teams



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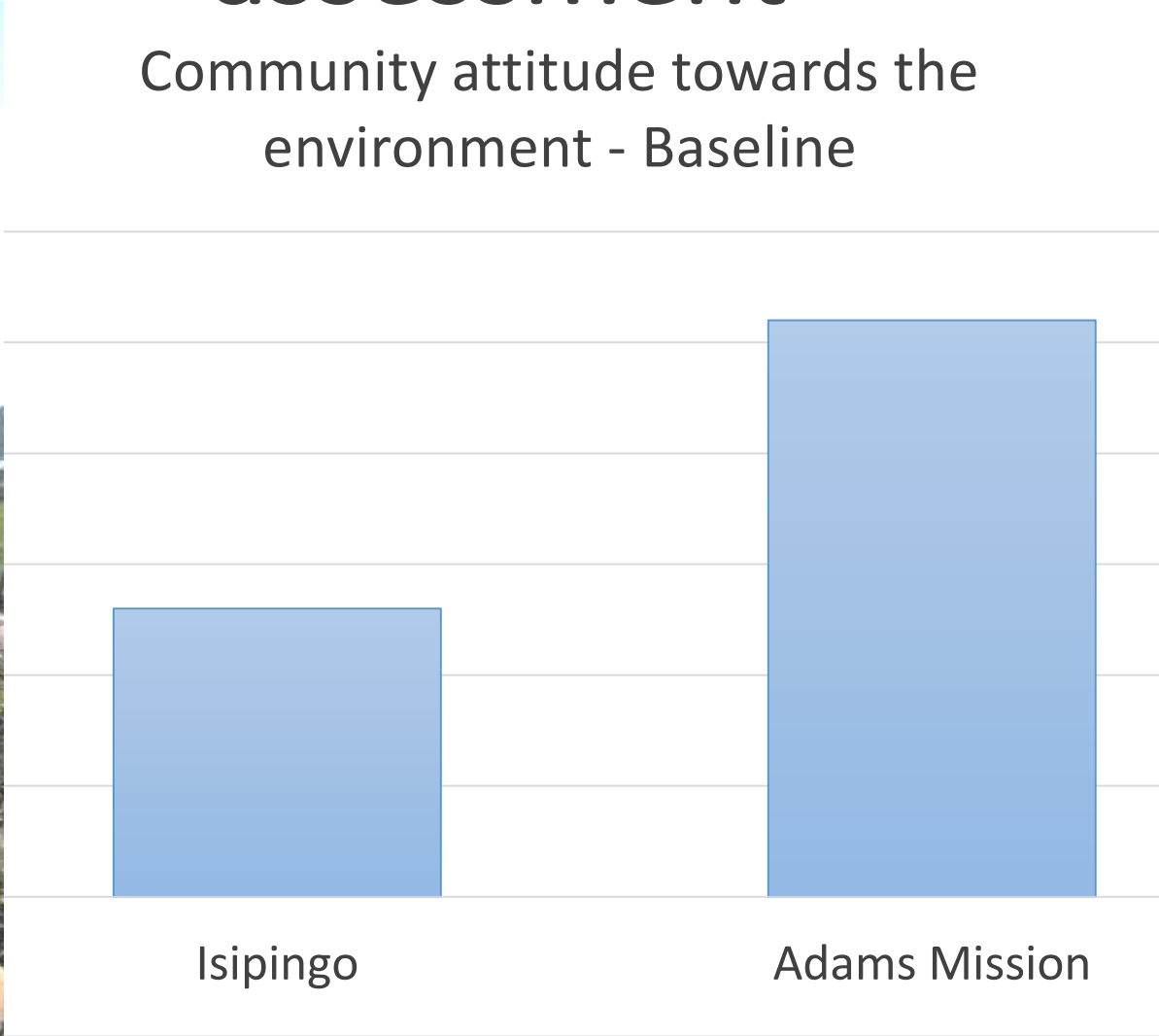
Attitude event analysis



Stewardship site community attitude assessment



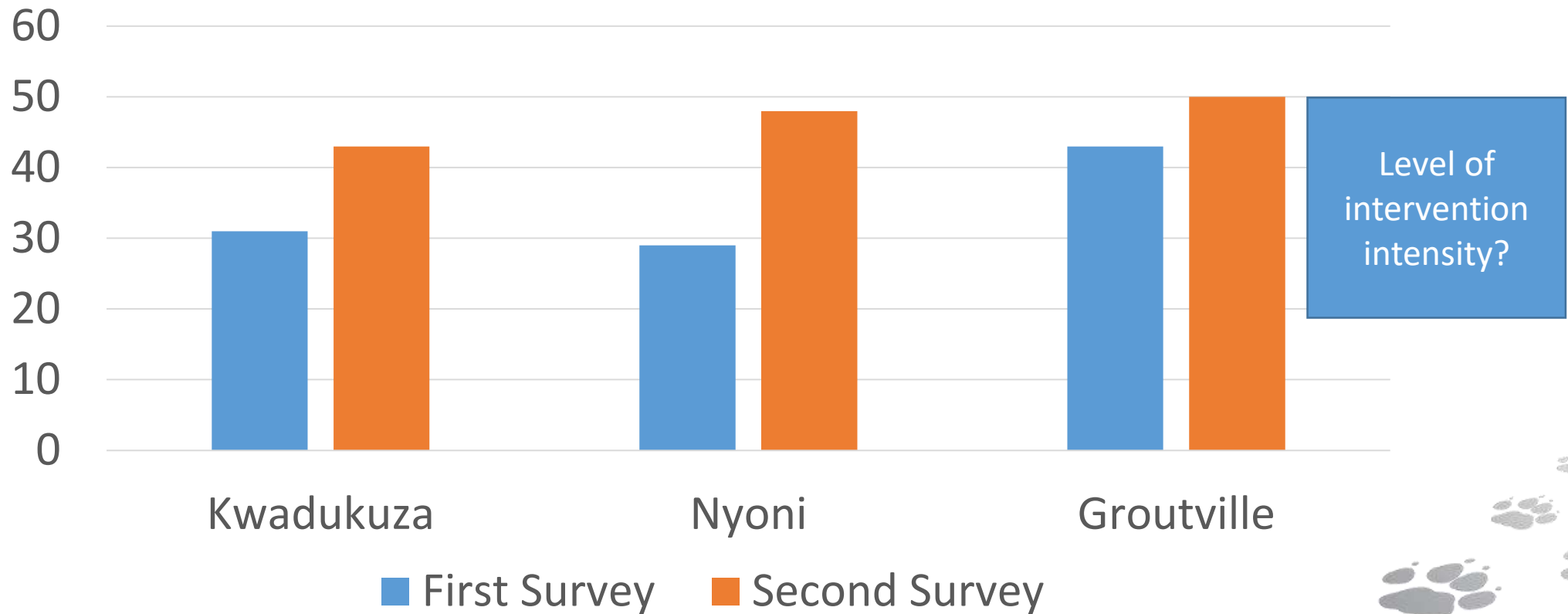
Community attitude towards the environment - Baseline



Ilembe Biodiversity Officer assessment



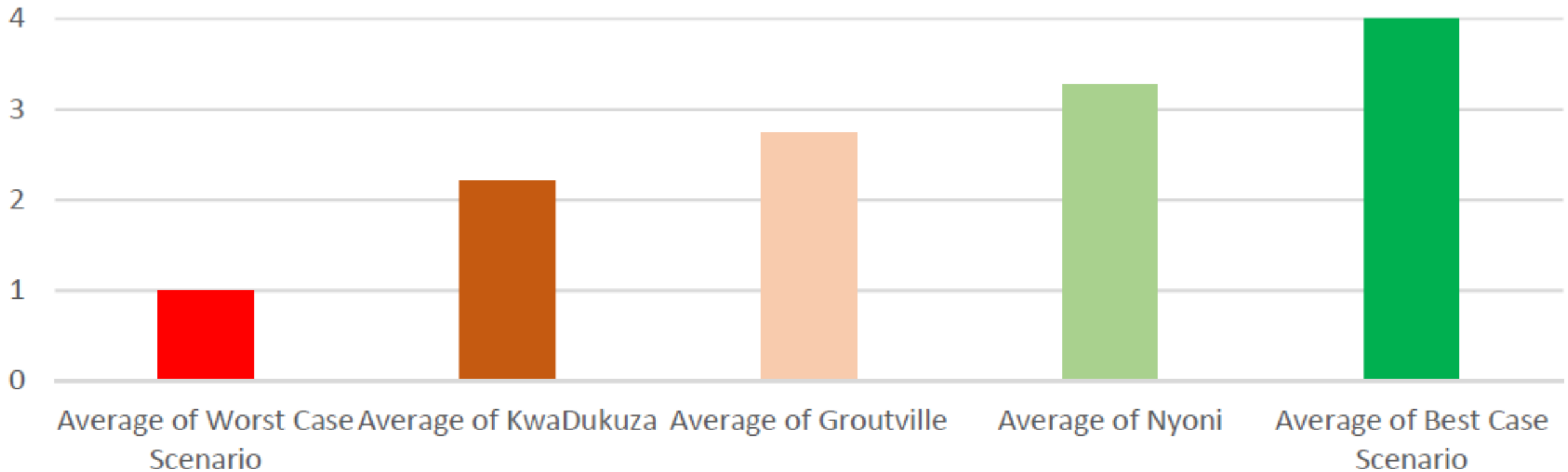
Ilembe Project Attitude Assessment



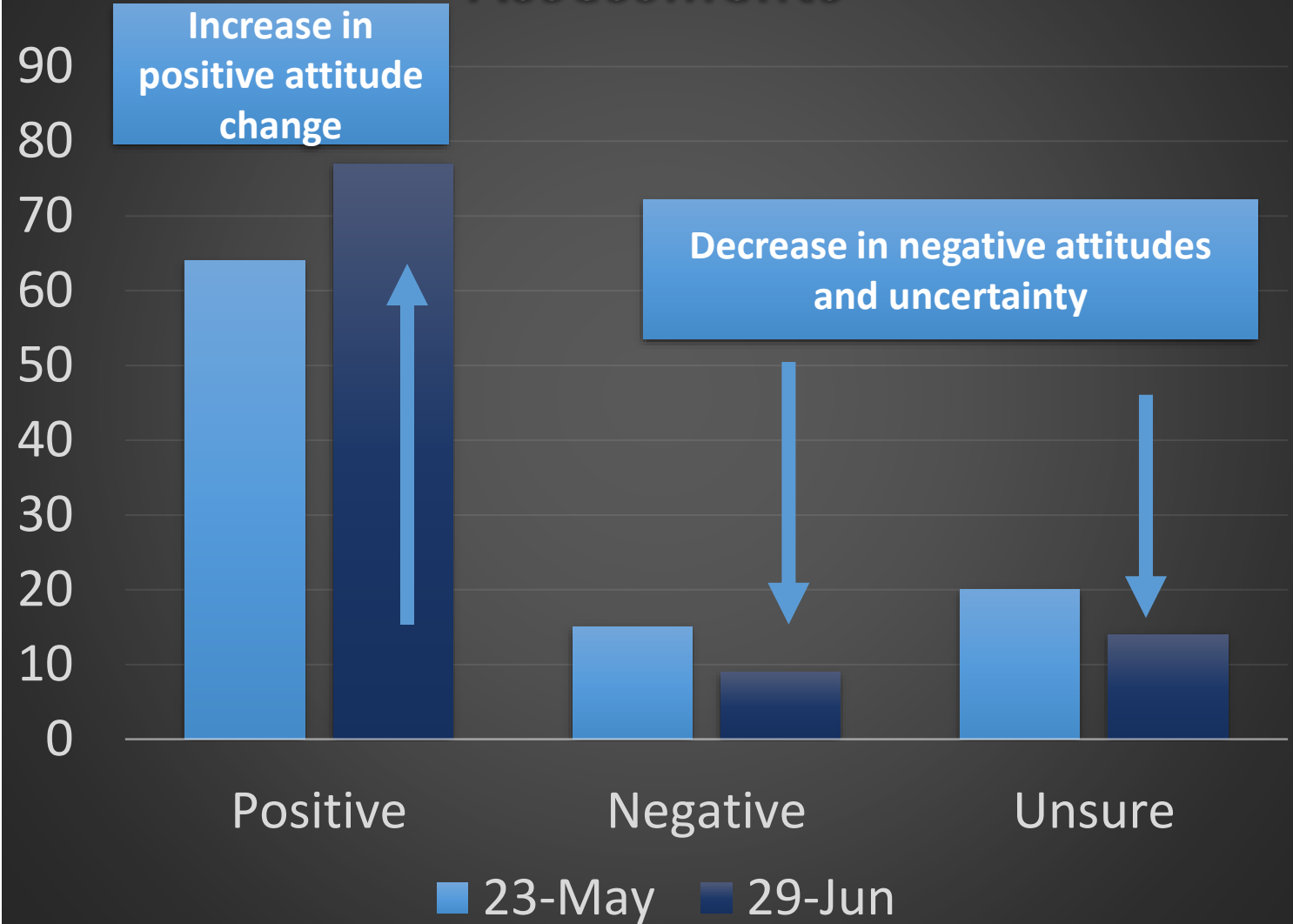
Ecological goods and services quality assessment



Current Condition of EGS within the Ilembe District Monitored Sites



Nature Site Guide Attitudinal Assessments



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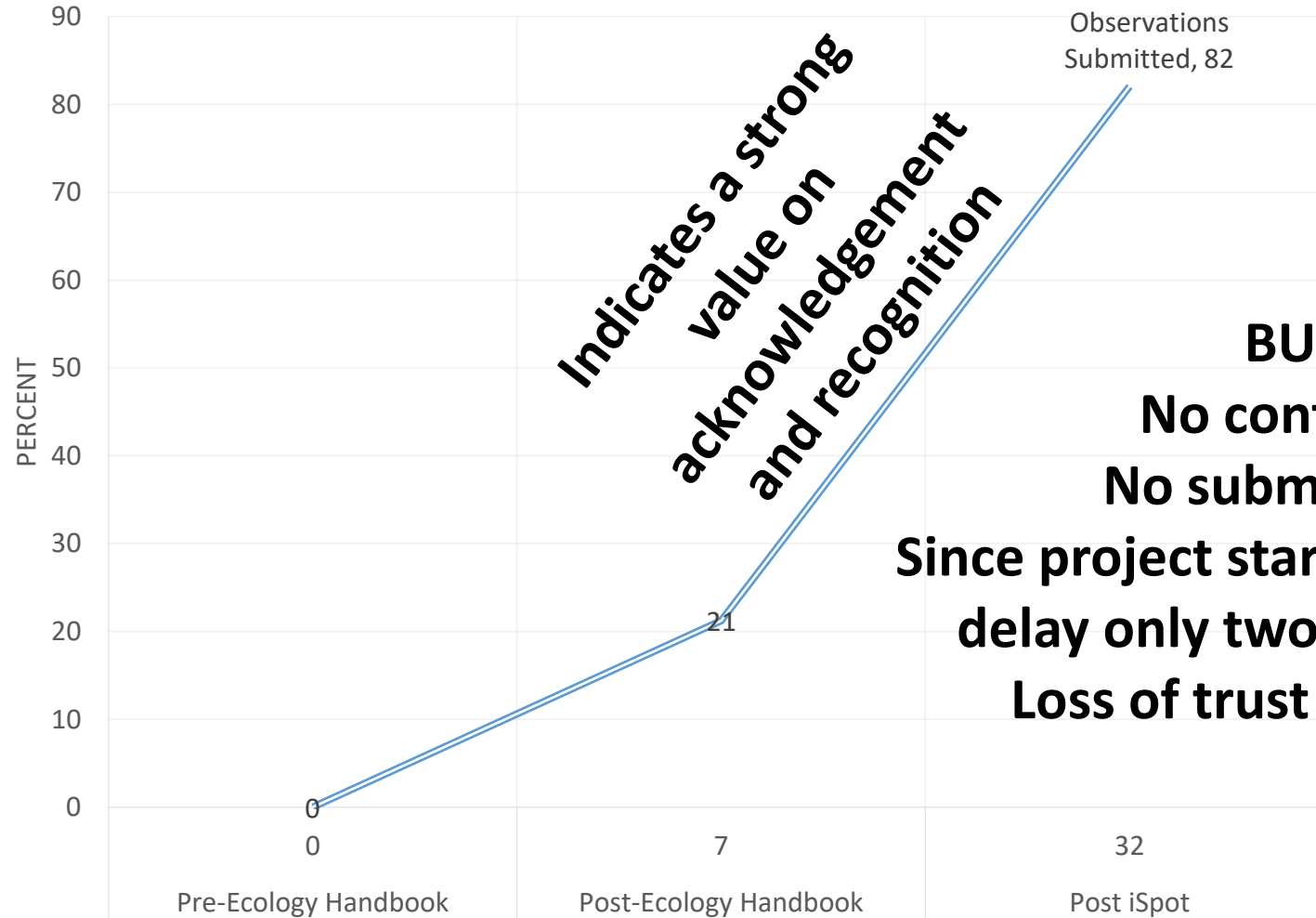


OBSERVATIONS SUBMITTED BY TEAMS ON WHATSAPP COMPARISON BETWEEN DIFFERENT INTERVENTIONS



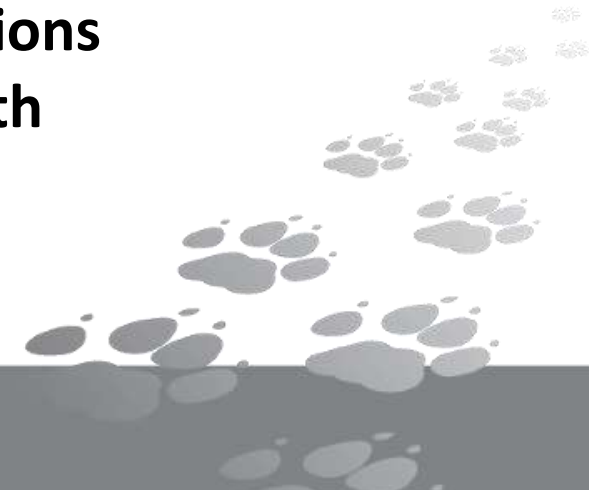
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*Indicates a strong
value on
acknowledgement
and recognition*

BUT
No contracts
No submissions
**Since project start after 5 month
delay only two submissions**
Loss of trust and worth



Conclusions



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- Strong value in **environmental knowledge** BUT does not bring about lasting social change
- **Social well being** determines environmental value
- **Healthy environments** indicates environmental value
- Indications of strong positive attitude change towards the environment under the right leadership



Conclusion

NGO conservation programmes have the potential to initiate positive social change through a socio-environmental focus



Environmental Programmes should:

- **BE CONSISTENT**
- Create a nurturing environment
- Provide recognition and acknowledgement
- Be multi-dimensional: co-construct social change and environmental strategies



Threatened Amphibian Programme Application

Environmental programs have the opportunity to be initiators of positive social change through understanding and careful planning



- **Social change and engagement strategy** integrated with environmental programs
- It is **not just about education and awareness**, education and awareness is a step or tool towards social change
- Integral in **project planning and decision making**.

Acknowledgements





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Thank You

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