

Arrival – Changing Behaviour through Communication



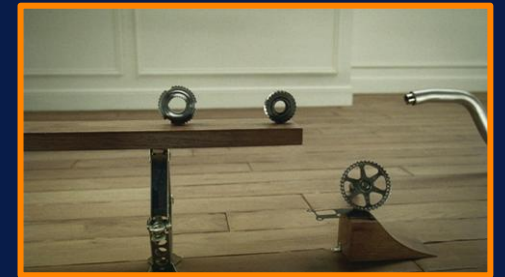
What's the most memorable advert you've ever seen?

TV. Radio. Online. Print.

How did it change your perception of the brand?

No forced networking 🍷 Be ready to share your thoughts 🗣️

The session will begin shortly





Defence
Infrastructure
Organisation



Designing Behaviour through Communication

Spencer George – Campaigns and Marketing Manager (DIO)

Rachel Shaw – Strategic Partnerships Executive (Leave No Trace)

Behaviour Change Communication

The strategic use of communication to positively influence people's knowledge, attitudes and practices.

Audience



Communicator





<https://www.youtube.com/watch?v=S0DmZtSgjq4>

The Challenge

Every year, thousands of public incursions occur on the UK military training estate, interrupting vital military training and putting both the public and military at risk of injury or fatality.

MOD has a legal responsibility to keep the public safe.

The Response (2020 – ongoing)

- Multi-channel behavioural change campaign that educates and informs the public about the dangers associated with accessing MOD land (Coastal and in-land)
- Reinforces message about **primary use** of land for critical military training – training has increased significantly in last year in response to global uncertainties
- Encourages the public to make informed decisions about their actions
- Promotes access to the Defence Estate only ***when and where it is safe to do so***
- Educates about safety mechanisms inc. signage, red flags etc

Audiences: 2020 YouGov Research



Deliberately Dangerous
Those who know and understand the dangers, and access the training estate anyway

Justifiers
Those who deny risk, or believe it be low to justify their actions

Good Behaviour
Those who generally understand the rules and obey them

Varied motivations, wants and needs = no 'one size fits all' message

Messaging

Evolution

2020

Shared Space. Dual Respect.
Stay Safe. Inc How (NB. Covid)

2025

Support vital military training.
Don't Interrupt them and stay safe.

Distil complex access messaging into quick take-aways

- Adhere to flags, lights, signage
- Stick to PROW (footpaths, bridleways, Byways etc)
- Check firing times before visiting
- Keep dogs under control and pick up after them
- Never touch UXO – report it
- *Respect other land users and follow safety guidance*

Mike Tindall jokes about his children and wears military gear as he embraces MOD campaign

Mike Tindall has joined forces with the Ministry of Defence (MOD) to ask members of the public to be careful when accessing MOD areas open to civilians but also used by the Armed Forces for training purposes.

By ALICE SCARSI

00:01, Thu, Mar 30, 2023 | UPDATED: 06:54, Thu, Mar 30, 2023



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Mike Tindall trains with army on Salisbury Plain



Communicating our Message

Paid for activity

Hyper-local targeted digital advertising (social media) – aligned to major school holidays when footfall on estate increases

2 x regional PR ‘moments’ each year to launch campaign:

- Sand art at Branton Burrows
- Drone Display in Pembrokeshire
- Standing with Giants art installation at SPTA
- Mike Tindal – influencer

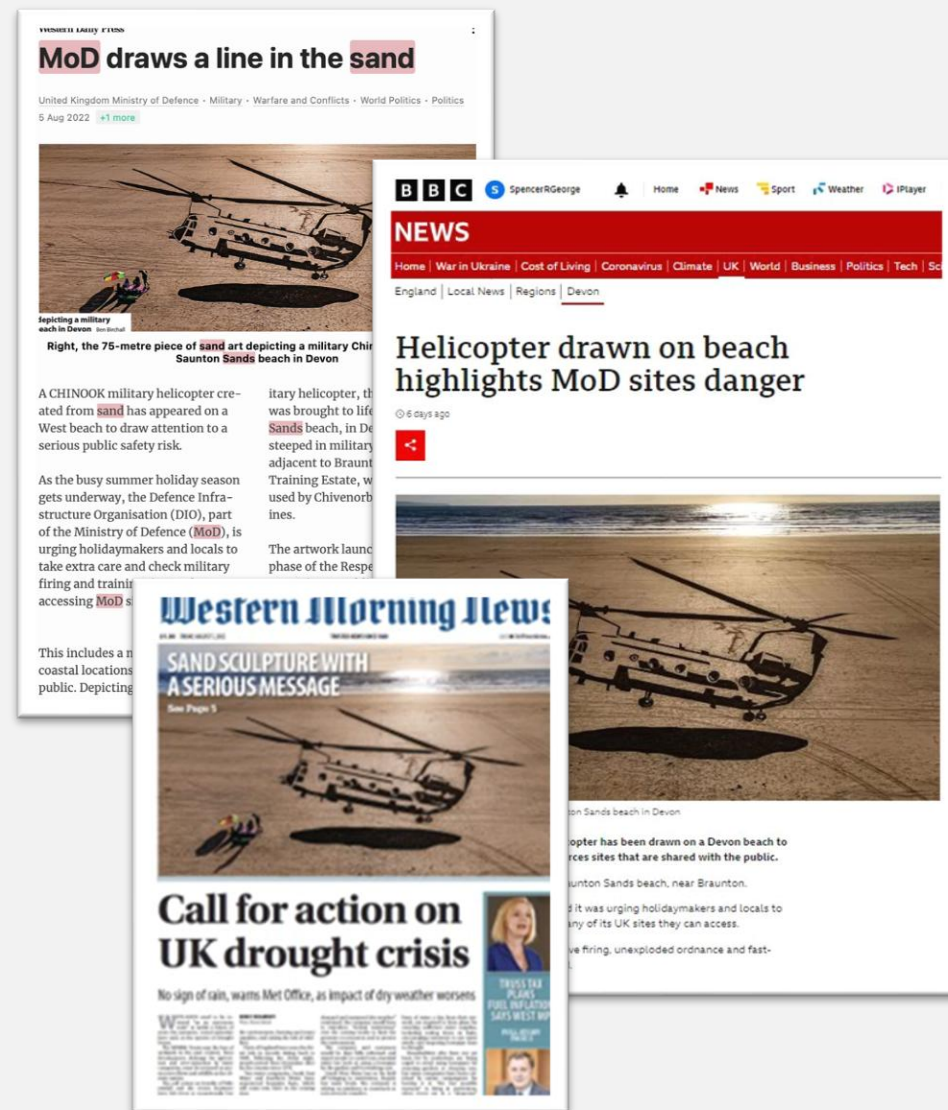
No cost activity

On-the-ground signage, fences, flags et al

Partnerships – acting as trusted voices within specific communities

Owned channels – BAU comms via social media channels

Local PR – Press releases at peak times/reactive responses to issues





Challenges



- Behavioural change takes many years – no quick fix
- **Budget, budget, budget (78% reduction from peak)**
- Internal resource inc. wider Defence
- **Crowded online space – cut through**
- Varied audiences (demographics + motivations)
- **Geography of UK and training estate – local issues, differing types of incursion activities**
- Political landscape – shifting and competing priorities
- **Adhering with legal compliance and standards (AAA accessibility, Advertising Standards Authority)**
- Only 2/3 of our audience being directly targeted
- **Evaluation – small audience sample sizes difficult to measure ‘success’. Rely on Reach and Engagement metrics**



How Do We Change Behaviour Before People Reach the Outdoors?

Love This Place · Leave No Trace

Rachel Shawe

Strategic Partnerships Executive, Leave No Trace Ireland

ORN Masterclass 2026 — Designing Behaviour Through Communication, Lab 2

Co-presented with Spencer George, Defence Infrastructure Organisation



The Growing Pressure

More of us are outdoors than ever and behaviour hasn't kept pace



● More people outdoors than ever

- Since COVID pushed unprecedented numbers outdoors in 2020, participation hasn't receded, 84% of Irish adults now engage in some outdoor activity weekly
- Nearly 3 in 4 adults walk or hike weekly, our most common, most habitual outdoor behaviour
- 2.7 million overseas visitors were already taking part in outdoor activities in Ireland before that surge
- More feet on more trails, every year, that's the pressure this campaign exists to answer



● But behaviour is slipping

- “Fine to take a natural souvenir”: 48% agree (up from 42% in 2024)
- “Fine to light a fire outdoors”: 39% agree (up from 31%) the sharpest single-year jump tracked
- “Fine to make noise in nature”: 36% agree (up from 31%)
- Trail-trampling harm awareness: just 41% (down from 45%)

Lab prompt: *What message was needed?*

Sources: Ipsos B&A Love This Place Survey, Wave 4, 2025 vs. 2024; National Outdoor Recreation Strategy 2023–2027

Outdoor Recreation Network

The Visitor Journey



BEFORE THEY EVER LEAVE HOME

● Audience targeting

who we speak to; terrain, age, need

● Visual messaging

Nature's Way, Anam na Háite

● Social media influence

the pre-arrival channel itself

● Behavioural nudges

one hero action, "here's how"

ON-SITE

Signage

the last opportunity, by the time someone reads a sign, their behaviour is already mid-action

"On-site signage is the last opportunity to influence behaviour with many other opportunities existing earlier in the visitor journey."

Only 14% of visitor-safety managers say they know a lot about their own visitors' journey; just 16.7% think their signage works most of the time.

Source: Visitor Safety Group, Guidance on Behaviour Change & Signage. Framing also consistent with the COM-B model (Capability, Opportunity, Motivation).

The Story So Far

From one-message to a national voice for nature



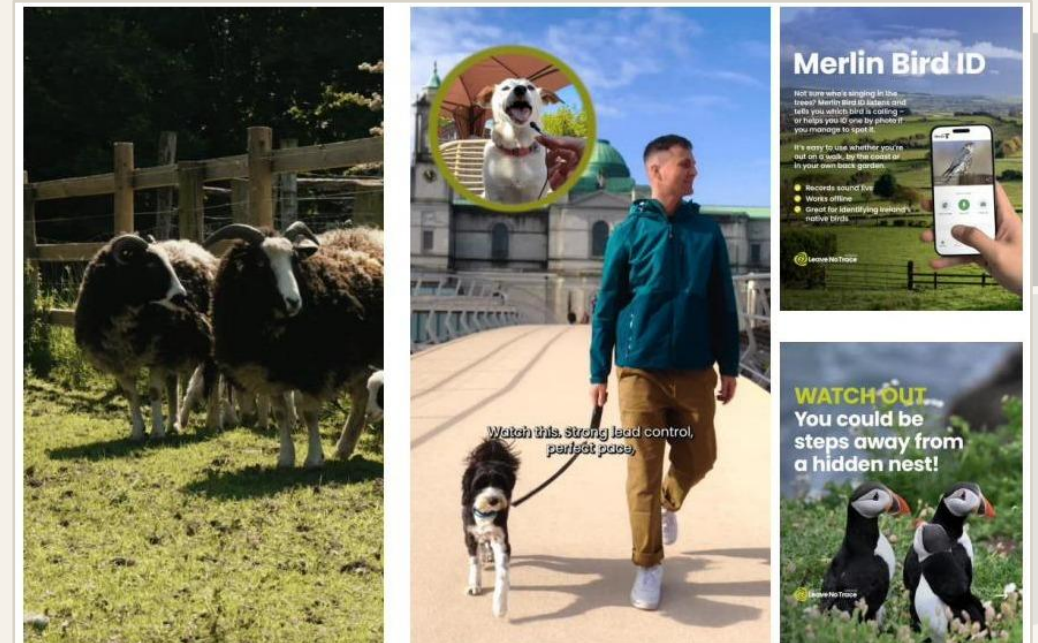
● Five years, one campaign

2020 COVID pushes record numbers outdoors. No campaign officer, just 9 partners and one message: “Love This Place, Leave No Trace.”

2021–2022 Learned fast: one message beats five. First full-time Communications Officer. Strategy shifts from “don't” to “here's how.”

2023–2025 Creative agency on board. “Nature's Way” hands the mic to real animals and landscapes, not actors, not rules.

2026 Same idea, sharper voice: Anam na Háite, tailored to five distinct terrains.



Where it landed: 2025's “Nature's Way” creative

How Do We Reach People Before They Arrive?



1

Meet them before they leave home

Pre-arrival digital nudges reach people while they're still packing, before they're at the trailhead, when it's too late to change their plan.

1.24M reach · 77% video completion (2025)

2

Say one thing, positively

Five different audience messages didn't land in the 2021 campaign. One clear, positive message "Love This Place, Leave No Trace" has stuck, along with repetition of desired behaviours.

Recall up to 34% in 2025, rising fastest under 35

3

Let nature do the talking

Animals and landscapes as narrators outperform rulebooks and "don't" signage, real locals, not actors, not lectures.

2025's "Nature's Way" creative

4

Make a Start - you don't need a big budget first

2020 launched with no campaign officer at all and a very modest budget. 2025 still beat industry benchmarks on €600 of paid spend and 2026 was only organic but increased engagement.

77% completion vs. 30–50% benchmark

5

Measure it, and change it every year

Every year's honest "what we learned" fed directly into the next, that's the whole reason this still works even on a diminishing budget.

5 years, 5 real course-corrections

Lab prompt: *What intervention was tested? What changed?*

Challenges

● Resourcing arc

2020 No Communications Officer → **2023 (peak)** Communications Officer, full multi-channel campaign, agency support, events → **2025** multi-channel campaign, agency support but reduced spend, €600 paid spend, still beat benchmarks → **2026** Zero campaign budget, in-house only

● Proving change, not just reach

- Recall is up across every key age group
- But several tracked behaviours including fires, noise, souvenir-taking are trending the wrong way year-on-year
- Behaviour change is a long-term process; a 13-week summer burst can only move so far

● Capacity & measurement

- No dedicated campaign role delivered alongside other communications and fundraising work
- Reduced budget means fewer paid boosts to reach beyond existing followers

Keeping Decision-Makers Invested

As resources diminish, how do we keep making the case?

1

Momentum took five years to build

2025's reach and recall are the payoff of five years of consistent presence, plus events and creator partnerships that extended it further, not a single campaign. The loss of funding, is not just this year's spend at risk but the accumulated recognition. This is why we ran this organically in 2026.

2

Recognition compounds

Four national awards in 2025, including Charities Institute Ireland's Small Charity Big Impact Award plus ORN's own UK/Ireland Award for Outstanding Contribution from a Small Organisation.

3

Diversify the ask

4 staff / €346k budget (2020) → 19 staff / €908k (2025) — 183% growth built on five income streams and a 52% grant success rate, not one campaign line.

“This isn't proof we can do more with less, it's proof of what five years of consistent investment builds. Losing that funding now doesn't reset the clock to zero, but it does slow down recognition right when it's finally paying off.”