

ADDRESSING BEHAVIOURAL BARRIERS ASSOCIATED WITH TREE PROTECTION AND PLANTING (ABBAT)

Help us fight climate change and deforestation with this behaviour change project!

How can you help:

- 1) by funding (parts of) the implementation and upscaling phase
- 2) by recommending us promising grants or partners
- 3) by sharing this concept



The ABBAT initiative contributes to restoration and regeneration of the fragile woodland of northern Ghana. Degradation and deforestation are posing serious threats to nature conservation sites, particularly the Mole National Park (MNP). Conservation sites, especially forested ones, are essential for the ecosystem to keep providing livelihoods and to prevent climate change. This project identifies and tackles the main motivators, barriers, and challenges of three identified behaviours: tree protection, tree planting, and nurturing of tree seedlings. The innovative aspect of this climate change and landscape management project is the usage of systematic, evidence-based, and data-driven behaviour change communication. We have now completed the exploration phase and seek funding to continue.

FUNDING

The consortium now seeks co-funding for the research phase (baseline survey, campaign implementation) and the upscaling phase. Funding parts of our initiative is also highly welcomed.

PROJECT OUTLINE AND DURATION

Exploration phase: Jul-Dec 2022 (completed)

Exploring behaviours and contextual factors, stakeholder analysis, desk review and stakeholder forum.

Implementation phase: Jan 2023-Jun 2024 (current)

Develop and test different behaviour change campaigns in around 15 communities.

Upscaling phase: Jul 2024-Jun 2025 (planned)

Upscaling of the most effective campaign to all communities around MNP.

CONTACT

Dr. Silvie Palacios, Consortium Lead/Behaviour Change Expert, silvie.palacios@ranas.ch, www.ranas.ch

PROGRESS OF THE EXPLORATION PHASE

1. We secured funding from the Swiss Development Corporation (SDC) on 89.000 CHF for the pilot phase and parts of the baseline survey.
2. We identified three behaviours: tree protection, planting, and nurturing of seedlings. These were identified as most impactful in changing the current situation.
3. We explored challenges, barriers and motivators as well as influencing contextual factors related to the three behaviours.
4. A stakeholder mapping and an extensive desk review was carried out to understand the current status quo and explore existing lessons learnt.
5. We conducted 13 key informant interviews, 10 focus group discussions, 5 community meetings and one interdisciplinary expert workshop in Ghana with representatives of private and public sector institutions.
6. A visual analysis using pictures from the landscape is in progress.

METHOD

After identification of the three target behaviours, we conduct a baseline survey (Jan-Mar 2023). Based on the results, evidence-based behaviour change campaigns are developed. Our methodology identifies behavioural factors that steer behaviour and targets those with campaign activities. We will develop two different campaigns and compare them against each other and a standard intervention (May-Jul 2023). After an evaluation (early 2024), the most effective campaign will be upscaled (Jul 2024-Jun 2025). Finally, the campaigns are handed over to our local partners to ensure sustainability. Participation of stakeholders is a key aspect throughout the project.

THE PARTNERS

ABBAT is an initiative to change key behaviours towards forest protection and regeneration in the Northern region of Ghana, using systematic behaviour change. The initiative started in July 2022 and is led by a strong consortium of two partners.

RANAS Ltd. (consortium leader, Switzerland) is specialized in designing and evaluating data-driven and evidence-based behaviour change campaigns using the systematic RANAS (risks, attitudes, norms, abilities, and self-regulation) approach.

www.ranas.ch

Green for Change Ghana (implementation partner, Ghana) is a conservation-oriented organization committed to initiating programs that benefit both communities and the environment through landscape restoration activities and community-based natural resources management.

www.greenforchangeghana.org

