

Pledge to Stop Invasive Species

Climate Communications Case Story



Accessibility



Behavioural Contracts and Goal Setting



Positive Framing



Social Norms and Prompts

PROJECT AT-A-GLANCE

Project Title: PlayCleanGo: Pledge to Stop Invasive Species

Location: Various locations across North America

Project Partners: PlayCleanGo, The North American Invasive Species Management Association (NAISMA), Extreme Terrain Clean Train Project, U.S. Fish & Wildlife Service, U.S. Department of Agriculture (USDA), CD3, Solitude Float Trips

Date: 2012

Climate Issue: Prevention of invasive species spread

Action Area: Educating and engaging the public to prevent the spread of invasive species

Behavioural Theme(s): Accessibility, Behavioural Contracts and Goal Setting, Positive Framing, Social Norms and Prompts

Audience: Outdoor enthusiasts, conservationists, individuals using parks



Arrive clean and leave clean.

— PlayCleanGo²⁴

IMPACT STORY

PlayCleanGo is an initiative designed to address the spread of invasive species through accessible education and proactive public engagement. This initiative encourages outdoor enthusiasts to take simple, actionable steps to protect natural habitats from invasive species. The approach taken highlights the importance of individual responsibility and collective action in preserving ecosystem health.

PROJECT OBJECTIVES INCLUDE...

- Raising awareness about the impact of invasive species; and
- Encouraging responsible outdoor behaviour to prevent the spread of invasive species.

COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Pledge Campaign:** Individuals are invited to sign a document pledging to clean their gear and stay on designated trails.
- **Educational Resources:** Information on the spread of invasive species and prevention is provided both online and in parks through well-placed signage.
- **Community Outreach:** Local communities are engaged through events and social media campaigns.



BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Accessibility:** Signage and tools are located at the entry and exit points of parks to remind individuals to take action and remove barriers to doing so.
- **Behaviour Contracts & Goal Setting:** Individuals are asked to take a pledge to clean their gear, vehicles, and pets before and after outings. The pledge is used to encourage accountability and motivate personal action.
- **Positive Framing:** Informational campaigns frame the importance of action in a positive light while presenting preventative actions as easy and impactful.
- **Social Norms and Prompts:** Community members are prompted to share their pledge and preventative actions on social media to encourage others to align their actions with their peers.

CONCLUSION

PlayCleanGo showcases the power of education and community engagement to achieve environmental protection goals, demonstrating how small, mindful changes in behaviour can have a significant impact. This project also underscores the importance of both personal responsibility and social connection in safeguarding natural environments for future generations.

SOURCE

PlayCleanGo. (n.d.). Pledge to stop invasive species. <https://playcleango.org/take-action/pledge-to-stop-invasive-species/>

MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

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CLIMATE COMMUNICATIONS TOOLKIT

