

Report - Raising public awareness: the role of influencers and companies

Key elements



The world of environmental influence - Katerina Kokkinaki (Elafonisos Eco)

Influencers are a channel of communication and promotion. They can be a real person or a digital one, built for the purpose.

What are the different types of influencers?

- **Mega celebrity** (over a million followers): the target is bigger but vaguer. This type of influencer is good for a big announcement, but it is more difficult to analyze the impact because the public identifies less with their lifestyles.
- **Macro influencers** (between 1M and 100k) have a large reach and generally good engagement
- **Micro and nano influencers** (between 100k and 10k, between 10k and 1k of followers): They have a more engaged community. They have exposure on a smaller scale, but the community will be more relevant because it shares the same values.

Here are some tips:

- To select which **type of influencer** you should reach, it is important to know the goal of your campaign. Find someone with specific content and high engagement.
- It is important **not only to contact sustainable influencers**, otherwise you will reach only people interested in sustainability. The goal is to bring awareness to other people too and amplify our community.
- **To clearly define the proposition and provide the right instructions** on the communication message (the message to share but also what not to share).
- Not only show the results but also **share why it is important to act**.
 - *For example, for a beach clean-up, you can start with a preliminary campaign to educate before the event and then you share the results.*
- **Let the influencer be the main character** because they will do more than what they are asked to do.
- **Humanizing your project** is the most important thing.
- **Identify the media the most used in your country**.
 - You can use this website: <https://datareportal.com/>

What are the different campaign types?

- **Sponsored posts:** In digital marketing, a sponsored post is a publication on social networks designed to promote a brand or organization.
- **Product review:** It can be done for free. The principle is for you to give products to the influencers, they will review them and share their feedback to their community.
 - They can then change to more sustainable habits.
- **Giveaways:** This is a competition in which professionals offer an example of their product free of charge in exchange for an email address and/or sharing on social networks. These professionals pool their networks to promote their products and services.
 - This is a good way to make your project known but it doesn't guarantee that people will stay engaged.
- **Brand Ambassadorship:** The same influencer promotes regularly your product/project with the same community. **It gives the target audience a sense of commitment and they keep it in mind all the time.** As we are constantly bombarded with information, we don't remember it. By repeatedly reminding its audience about the brand/project, the influencer makes sure his/her community thinks about it.

Collaboration with a blogger to raise awareness - Lucia Fanini (University of Salento)

Lucia partnered with a Greek blogger (Ionna, from "The paperboat") to raise awareness about plastic pollution. She's a nanoinfluencer and her audience are families.

- The challenge was to **slowly integrate content about plastic pollution** and to encourage the audience to reduce their plastic footprint.
- Scientific language or messages are sometimes not of interest or hard to understand for the general public. **Partnering with a blogger was a way to make it more attractive.**
- They changed the logo with a new message "*The Paper boat goes green*".
- The campaign strategy was based on a **small data approach**: its volume and format make it accessible, informative and usable by people.
- **Each post was structured in a similar way**: tailored information associated to one activity and with a proposition of challenge ([resource](#)).✳️
- To follow the impact, **statistics can provide interesting information**. In this specific case :
 - Women were more reached than men,
 - Older people lurked more and contributed more.
 - The post about tips for plastic free beach day was the one with the most reaches.
 - The one about clean-ups was the one with the least engagement.
- **Regarding, the giveaway campaign, they were disappointed with the effect that it attracts also "bargain hunters"** and not only to "reward" the community engaged in behavior changes through challenges.



How can we engage tourism businesses (business owners and managers) to do their part in reducing single-use plastic ?

- From the perspective of social media. Katerina would **work with a chef** for food waste, composting, and plastic pollution. Have a specific campaign for hoteliers and talk about numbers, who can reduce what by joining us.
- The **certification** is what works best. If you show that the hotel or beach bar can have a new certification, they will try to have it.
- Surfrider also has the [Ocean friendly restaurant Charter](#) ✳️ dedicated to restaurants engaged in reducing their environmental impacts. If you are interested, please write to this adress: ofr@surfrider.eu

How to engage with companies to reach a new public ? - Laura Gauvrit (Surfrider Foundation Europe)



Through the [program Act!](#) Surfrider offers companies packaged activities to train and raise awareness among employees on CSR issues and Ocean protection.

- They engage with companies because **behind every employee there is a citizen. It enables them to raise funds in addition to donations.**
 - "It only takes 10% of employees to change the entire company" Harvard study (2019).
- It allows Surfrider **to have access to citizens that are not interested in subjects related to climate change or plastic pollution.**
- They developed a range of activities for companies, **from a training** (on CSR for example) **to a team building activity** (escape game, waste collection through participatory science, DIY workshops, etc.)
- If you want to create that kind of activity for your organization, **You need to calculate the fixed costs and operating expenses.**
 - Even if you charge enough money, it's not easy to generate profit.
- **It's better to start small.** You can add activities later on.
- **They measure the impact through surveys sent out at 2 moments** (one after the activity and the other one month after the activity)
 - Almost 5.000 employees trained, 97% satisfaction, 84% became more aware and learned about environmental issues, etc.