

Change 4 Life - Sustainable Development Goals

The objective of this social marketing campaign is to train the students at La Trobe University to influence action and change behaviour of society towards the agenda of United Nation's Sustainable Development Goals (SDGs). The campaign was limited to the postgraduate students who have already completed or doing the BUS5SMM (Sustainable Management & Marketing) as the pilot initiative.

Project Facilitators: Dr. Malliga Marimuthu and Dr. Tanvir Ahmed

Collaboration with Mr. Andrew Jennings, Director Carbon Neutral Strategy

Project 1 - Crisis Sustainability

Team member: YU REN EUGENE TAN

SDG 12: Responsible consumption and production (Recycling Paper, Plastic, Glass and Aluminium).

Project Aim

- Identified Problem/Social Issues:** The concern is that the current era is motivated by a change in consumerism towards businesses and manufacturers aiming to increase revenues by manufacturing single-use goods without prioritising the re-usage, recycle or use of environmentally sustainable materials. Following this, this project identified that increased consumption of goods at home, such as Alcohol causes more waste products in that nature.
 - Desired Behavioural Action:** The project indicates that the target audience has a positive desire to engage, given that individuals can sufficiently plan the opportunities, services and information on waste management at home by following social marketing actions. Incorporating the Theory of Planned Behaviour (TPB) and Behavioural Reasoning Theory (BRT) shows a systematic behavioural change. It accepts that desired behaviour significantly improve "reasons for" recycling and reusing materials to positively impact Australian long-term sustainable goals via less waste entering landfill and more permanent products entering recycling or reusing stages.
- Benefits to Society:** According to the World Bank report, the average production of urban solid waste (MSW) per person per day is approximately 1.2 kg and is projected to increase to



1.5 kg by 2025. However, it implies that any state and local authority suffers significantly from the issue of productive disposal of waste due to the production of so much waste. This project aims to affect viewer perceptions of recycling waste products positively.

Audience: Australians, Age: 18+

Campaign Activities and Outcomes: By using an online social marketing awareness video in a social media platform, the study tried to unpack the answer for the following questions using online survey:

1. To what extent did you find the video helpful in informing the importance of recycling?
2. To what extent did you find the video informative on how Alcohol Consumption contributes towards landfill?
3. To what extent did you find the video to be encouraging towards recycling your own alcohol waste products at home?
4. As a result of watching the video, to what extent do you agree that recycling waste products can make a positive impact on reducing landfill?
5. As a result of watching the video, to what extent would you be willing to recycle items in your daily life?

As of 15/01/2021; 12 responses from SurveyMonkey, which is four more than initially planned. YouTube video views; 30. One email for a contest on reusing alcohol materials, expecting one more to be sent. The findings show that the video helps inform the importance of recycling which satisfies challenge in a lack of information or knowledge of recycling initiatives which is a positive indicator.

[Read more about the project](#) and think about the intervention into community.

Project 2 - Smash the Glass

Team member: CHANDALY MAO, MARY BECOS & ABRAHAM PULIMOOTTIL JOHN

SDG 5: Gender Equality

Project Aim

- **Identified Problem/Social Issues:** This social marketing project analyses gender inequity in wages by reflecting on the evolution of male-female pay disparities in various parts of the world mainly focusing on the Australian business sector and breaking gaps in understanding trends.
- **Desired Behavioural Action:** It is appropriate to acknowledge that wage inequality is one of the critical indicators of institutional racism that requires urgent attention. Bridge the gap between women and men and to increase women's participation in leadership roles in the workplace through behavioural changes on gender stereotypes
- **Benefits to Society:** While Australia has gone a long way to resolve the problem of pay equality, there is a lot more to be achieved. The idea of fair pay for equal jobs must be firmly supported and encouraged by the government, beginning with itself! It can also be accompanied by robust pay policies and the stringent enforcement of current anti-disparity regulations such as including more paid maternity time, funding for child care, and other pro-family policies.



Audience:

'Smash the Glass' is a small-scale nationwide campaign in Australia; however, it is also be shared to some other countries as well for wider reach. Age groups of 18-24, 25-34, and 35-44 participated. Women and men who are employers and employees across all industries supported this campaign.

Campaign Activities and Outcomes: The campaign was launched on social media platforms such as Facebook, Instagram, and YouTube. Through the campaign, women are calling for equal pay regardless of their positions. It has used various data collection approaches (e.g., storytelling challenge, quotes, fun quizzes, role model challenge and short video clip) and these have been selected to reach a larger audience on socials by creating engaging content, to give women the opportunity to share their thoughts and be heard to break down the barriers through our platform. At the same time, women's concerns are heard and discussed among employers and policymakers.

[Read more about the project](#) and think about the intervention into community.

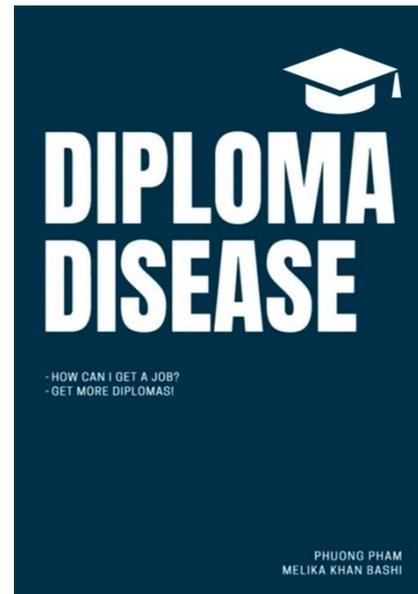
Project 3 - Diploma Disease

Team member: MINH PHUONG PHAM & MELIKA KHAN BASHI

SDG 8: Decent work and economic growth

Project Aim

- **Identified Problem/Social Issues:** The disparity in education and training standards is a significant factor that distinguishes industrialised and emerging countries. While other considerations, such as geography and accessible infrastructure, are undoubtedly at risk, better-trained employees generate spillovers throughout the economy and positive externalities. Interestingly, this project shows the existing social perception of degrees and industry standards of selecting or recruiting graduates.
- **Desired Behavioural Action:** Diploma disease refers to two behaviours: pursuing qualifications without career orientation and assessing candidates solely based on the level of degrees. These are not aligned to develop sustainable economic growth and reduce inequalities in employment. First, if individuals become mindful about the educational outcome, they will collect useful knowledge and skills applicable to their jobs. This investment in human capital is positive for economic growth and reduce educated unemployment. Second, an innovative candidate evaluation system that combines different factors other than qualifications will allow recruiters to hire qualified talents. Raising awareness about the inability to overcome the two behaviours due to diploma disease helps motivate behavioural changes.
- **Benefits to Society:** Following the proposed social marketing strategies, this group offers the project to correct the existing misconception and drive behaviour change.



Audience: Employees (fresh graduates, one or two- year experienced) at all ages, nationalities or backgrounds. Regarding recruiters and managers, the campaign promotes candidates' evaluation based on skills and experience rather than qualifications or degrees.



Campaign Activities and Outcomes: Based on the video and survey launched, the project found that the respondents support the campaign's idea when prioritising other factors such as skills and knowledge than qualifications while assessing candidates.

[Read more about the project](#) and think about the intervention into community.