

## Rational

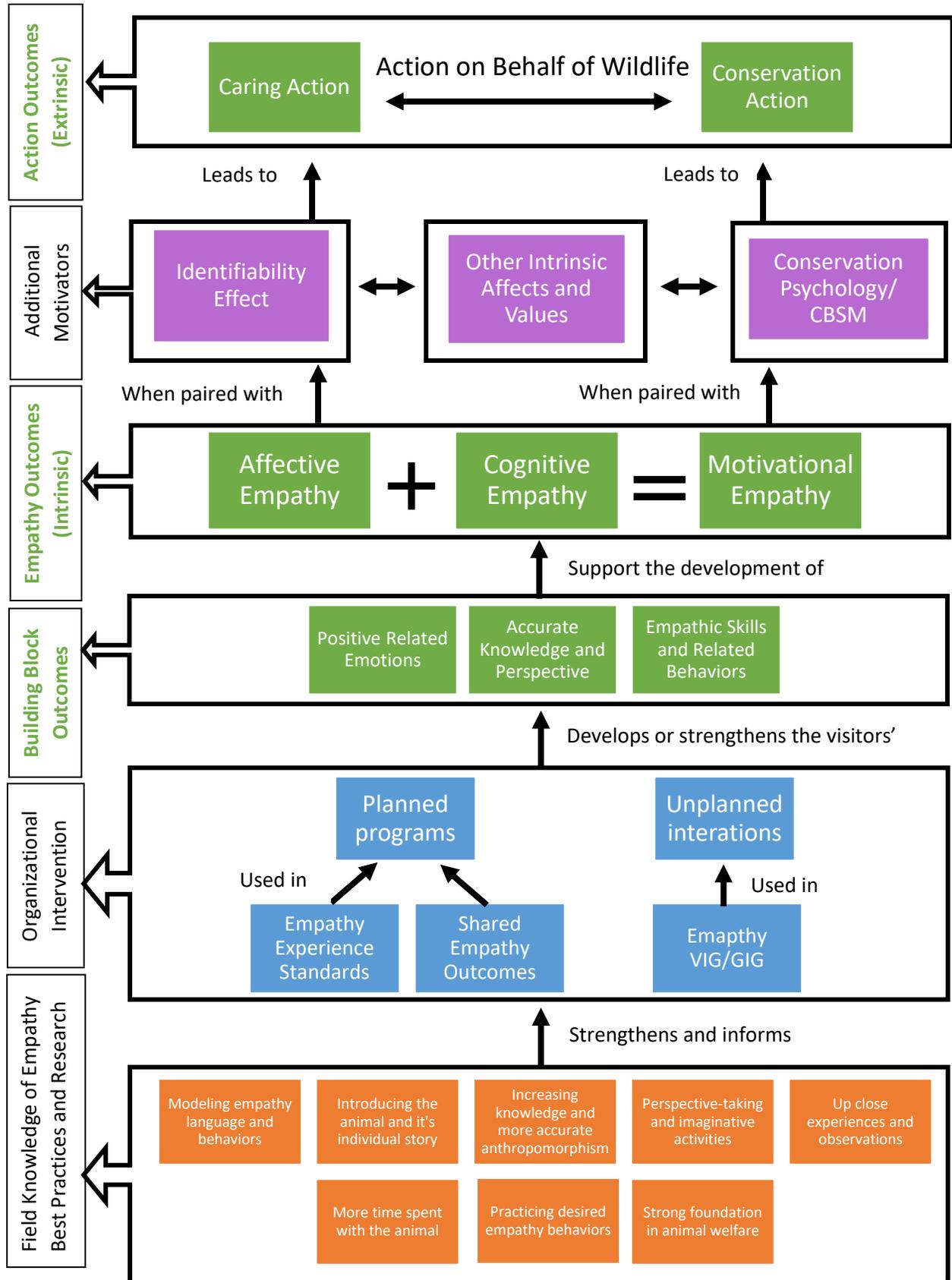
We want this Theory of Change to inform the development of our empathy-based ROADMAP resources. In addition, when developing program outcomes, we want to use this Theory of Change to consider what is achievable for different audiences, programs, and experiences.

1. For some audiences or programs, it might be appropriate to focus just on **Building Block Outcomes** which are known to support the development of empathy. These might be intrinsic or extrinsic changes we want to see as a result of a program or experience.
2. For others, we might want to additionally and specifically target **Empathy Outcomes** (the three types of empathy) which are solely intrinsic changes within an individual.
3. In some cases, we could target additional motivators to be more likely to achieve extrinsic **Caring Action Outcomes** which include an outward commitment to act or the behavior of caring action.
4. And in certain circumstances, we might be able to target many additional motivators (and remove barriers) to be more likely to achieve specific extrinsic **Conservation Action Outcomes**, which include an outward commitment to act or the behavior of conservation action.

We want to acknowledge that few of our empathy-based programs will be able to single-handedly achieve our institutions' goal of conservation action on behalf of wildlife. We also want to emphasize that every outcome level on this Theory of Change (green) is as valuable as the next and all our empathy-based programs support guests on the path to empathy and action.

(As you review the Theory of Change, please refer to page 3 for definitions of the terms found in the top two tiers)

# Theory of Change: ROADMAP to Empathy Project



## **Definitions:**

Caring Action: A person shows positive behavior towards or engages in direct action to help a specific, individual animal/plant. For example, self-regulates behavior to make the animal feel safe or provides direct care for the animal/plant.

Conservation Action: A person takes action to help species/ecosystems/the environment. For example, donates to a conservation organization or makes an “eco-friendly” life-style choice.

Identifiability Effect: A person is much more likely to have and act on empathic feelings with a specific, identifiable individual, compared to larger, vaguer groups. This is strongest when the individual is in their presence or is known to them. However, this can also apply to a story of an individual *if* the helping action can be taken while the person is still engaged with the story.

Intrinsic Affects and Values: There are many affects and values, besides empathy, that correlate to an increase in beneficial action on behalf of wildlife. These include emotional affinity towards nature, feeling a part of nature, environmental self-efficacy, positive experiences in nature, and personal values.

Community-Based Social Marketing (CBSM): One of the strong branches of conservation psychology is community-based social marketing (CBSM), which applies research in social psychology to promote sustainable behaviors at the individual and community level. High-level, CBSM focuses on increasing motivations and reducing barriers.