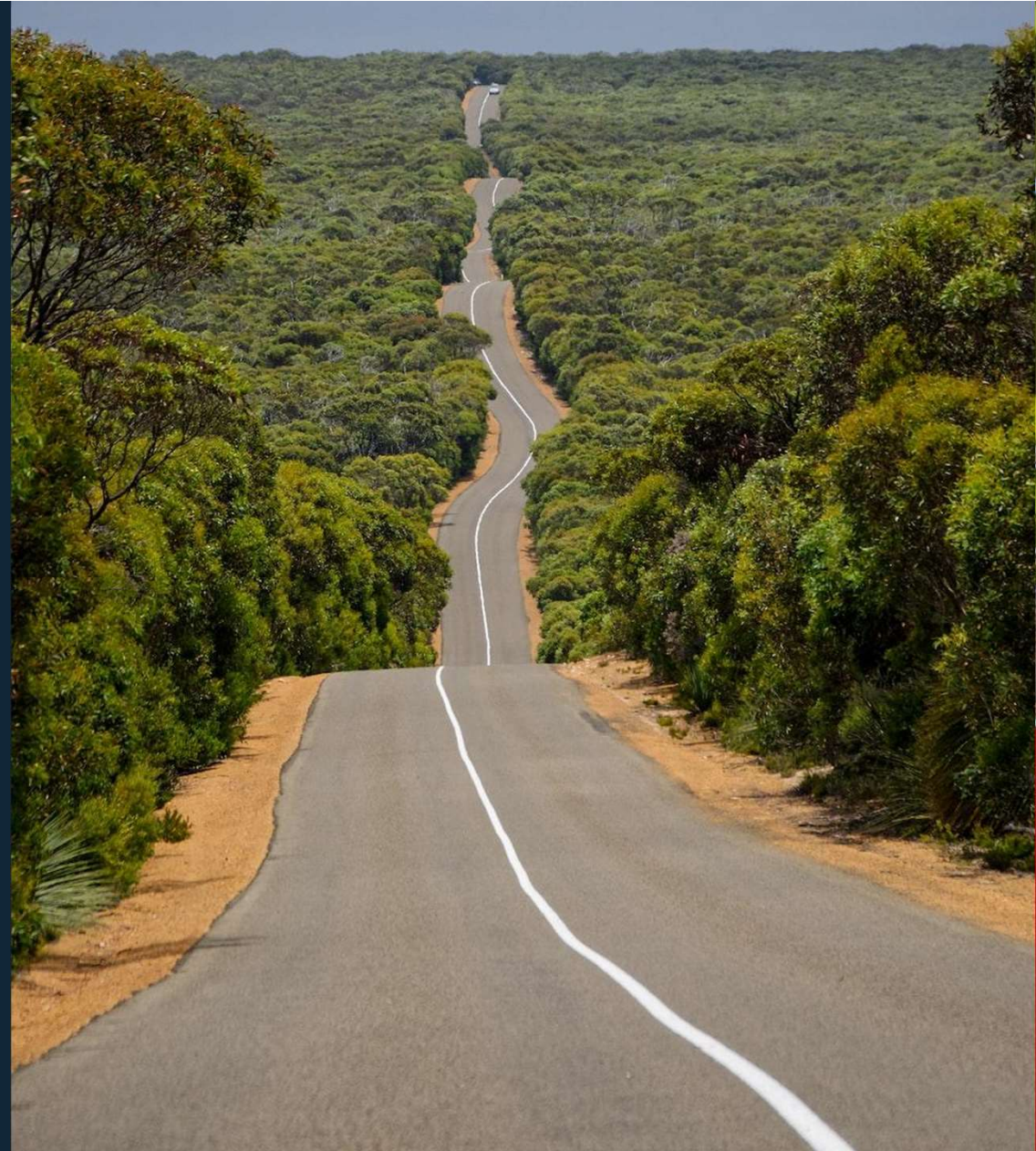# Activating Social Norms
to
Scale up Restoration

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Beyond a 'restoration economy'

- Landholders and communities make decisions about the need, costs, benefits and risks of restoration on private property and in the landscape

- *Regulation*, *suasion*, *incentivisation* and *public provision* are all potentially needed to overcome ecological decline and scale up restoration efforts

- Social norms can facilitate or hold back interest in restoration actions

- Social norms are held and influenced via relationships and information sharing and are in interaction with regulation and incentives

- A critical ingredient of influencing and activating pro-environmental social norms is autonomy and strong bonding social capital

- Civil society groups (e.g. Landcare, 'Corridor' groups) build *bonding*, and facilitate *bridging* social capital and have been shown to influence pro-environmental injunctive norms and pro-environmental behaviours

- Current restoration activities and inputs are relatively small and still constrained (e.g. native seed)

- Potential restoration risks from e.g. wildfire, increased feral and abundant native species

Look to Landcare model for grass roots norm activation

ON-GROUND REACH
Based on data from August 2022

2000+
registered members across
the 8 State & Territory
Landcare Organisations

Australia

160,000+
LANDCARERS ACROSS AUSTRALIA

6000+
LANDCARE GROUPS

National Landcare Network

- The current institutional supports (regional NRM, eNGOs and local groups) not optimised for activating social norms to increase scale – *procurement* efficient not *outcome* efficient

- 'Landcare', regen farming, grower, practice and local groups are critical to preparing the ground for scaling up

- Australia needs a renaissance of empowering local communities to develop and share stories and experience of overcoming barriers, reduce risks, maximise co-benefits and lower costs (particularly transaction costs)

- Investing in grass roots collective learning and governance will increase supply of critical resources (e.g. land, labour), build risk resilience, lower incentive costs and support ongoing restoration needs