

Unlocking Recycling's Potential: Welcome

February 21, 2024



**The Recycling
Partnership**
Solving for Circularity



**CENTER FOR
BEHAVIOR & THE
ENVIRONMENT**



CRRA
Ending waste.

Agenda

DAY 1

Welcome

Why Behavior Change Matters in this Moment?

Behavior Change & Behavior-Centered Design

Equity & Recycling

Interactive Adventures with Behavioral Insights

Framing, Empathizing, Mapping

DAY 2

Opening, Reflections, and Warm-Up

About Connected Recyclability

Levers of Behavior Change

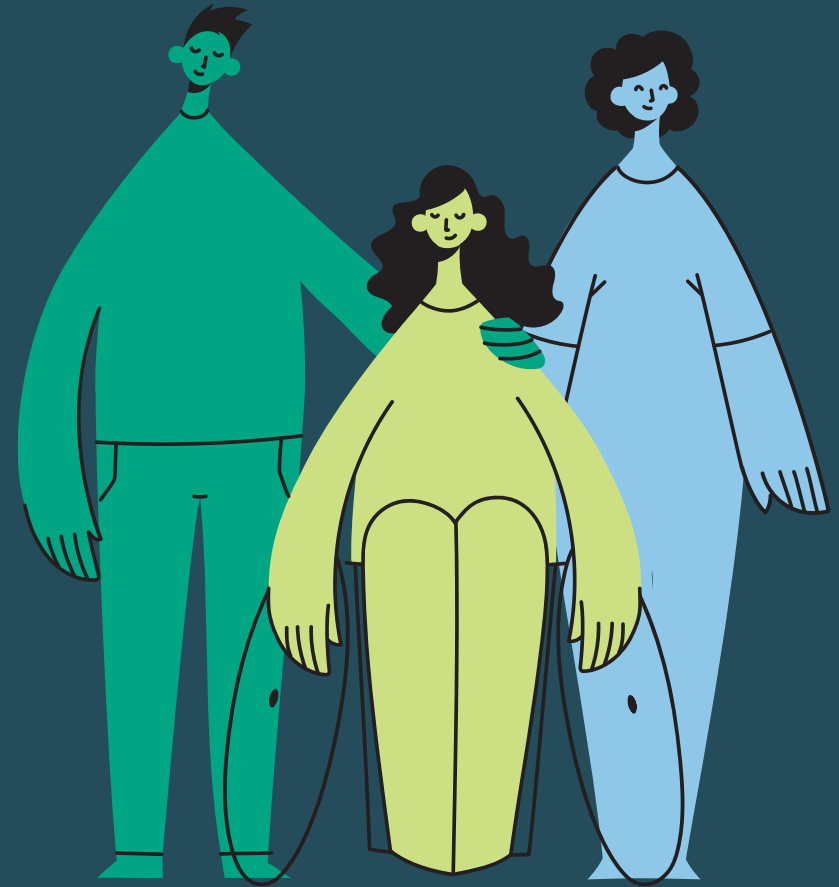
Ideate, Prioritize & Refine Solutions

Prototype, Test, Launch, Assess

Equity - What's next?

Welcome!

Louise Bruce
Managing Director, Center for Sustainable Behavior & Impact
The Recycling Partnership



All stakeholders contribute to the success of recycling.



- 1** All packaging needs to be designed for recyclability.
- 2** All households need access to recycling in their home.
- 3** Residents need to be supported effectively so they can fully engage.
- 4** Recycling facilities need to effectively process the material.
- 5** Recycling facilities need sufficient end markets.

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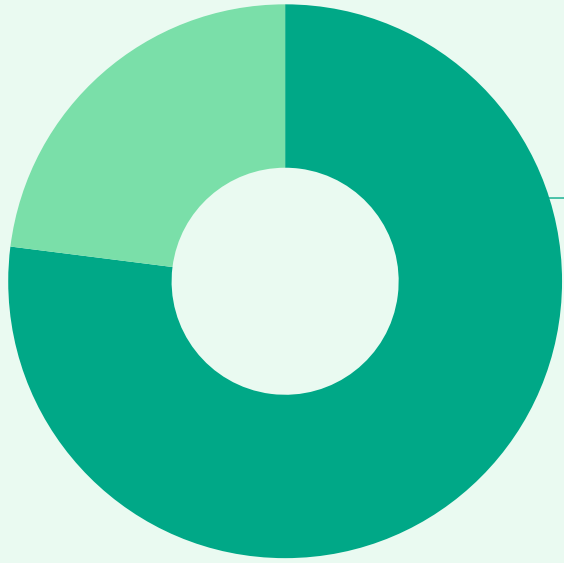
Leverage social and behavioral science to deliver innovative, human-centered solutions.

What's your role?





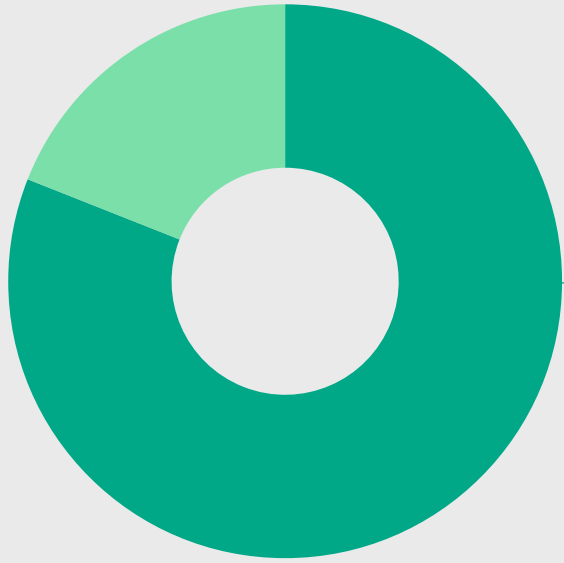
**When it comes
to recycling,
there is a belief-
behavior gap.**



77%

Believe recycling makes a difference and has a positive impact.



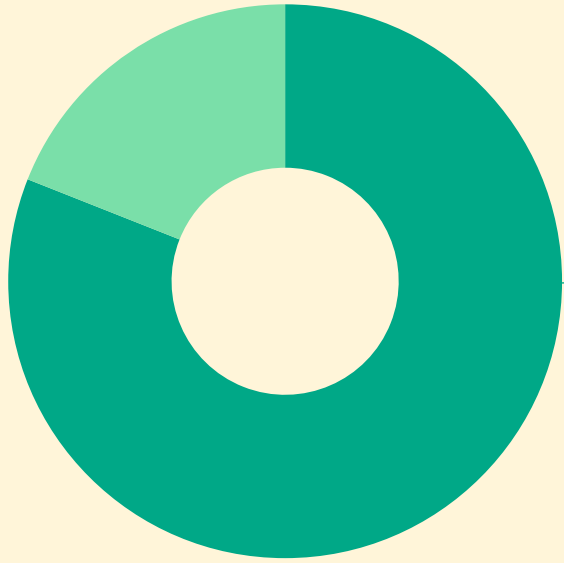


81%

Say we are not doing enough as a society to combat wastefulness.

More than half admitted they feel guilty when they do not recycle.

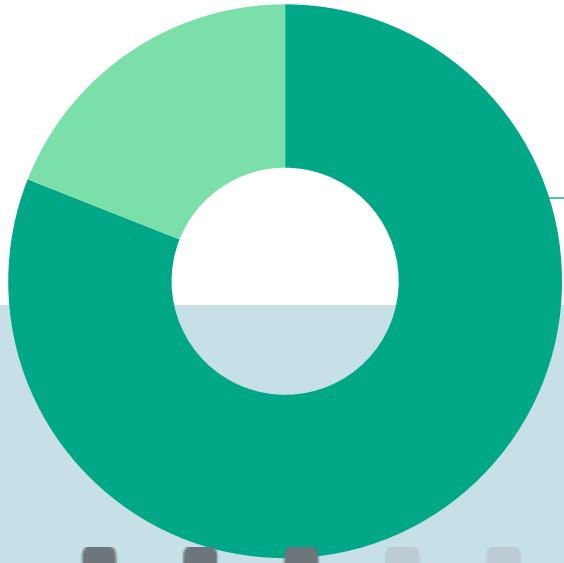




81%

Say they have the instructions they need to recycle.





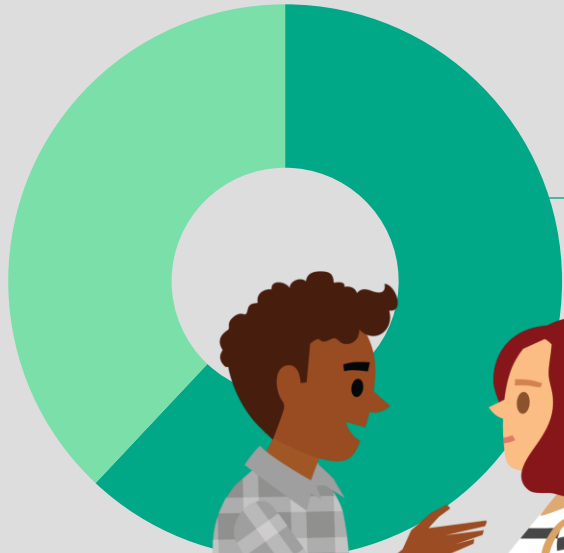
8/10

See a relationship
between recycling
and solving the
plastic pollution
problem

78% Louisiana

77% Texas



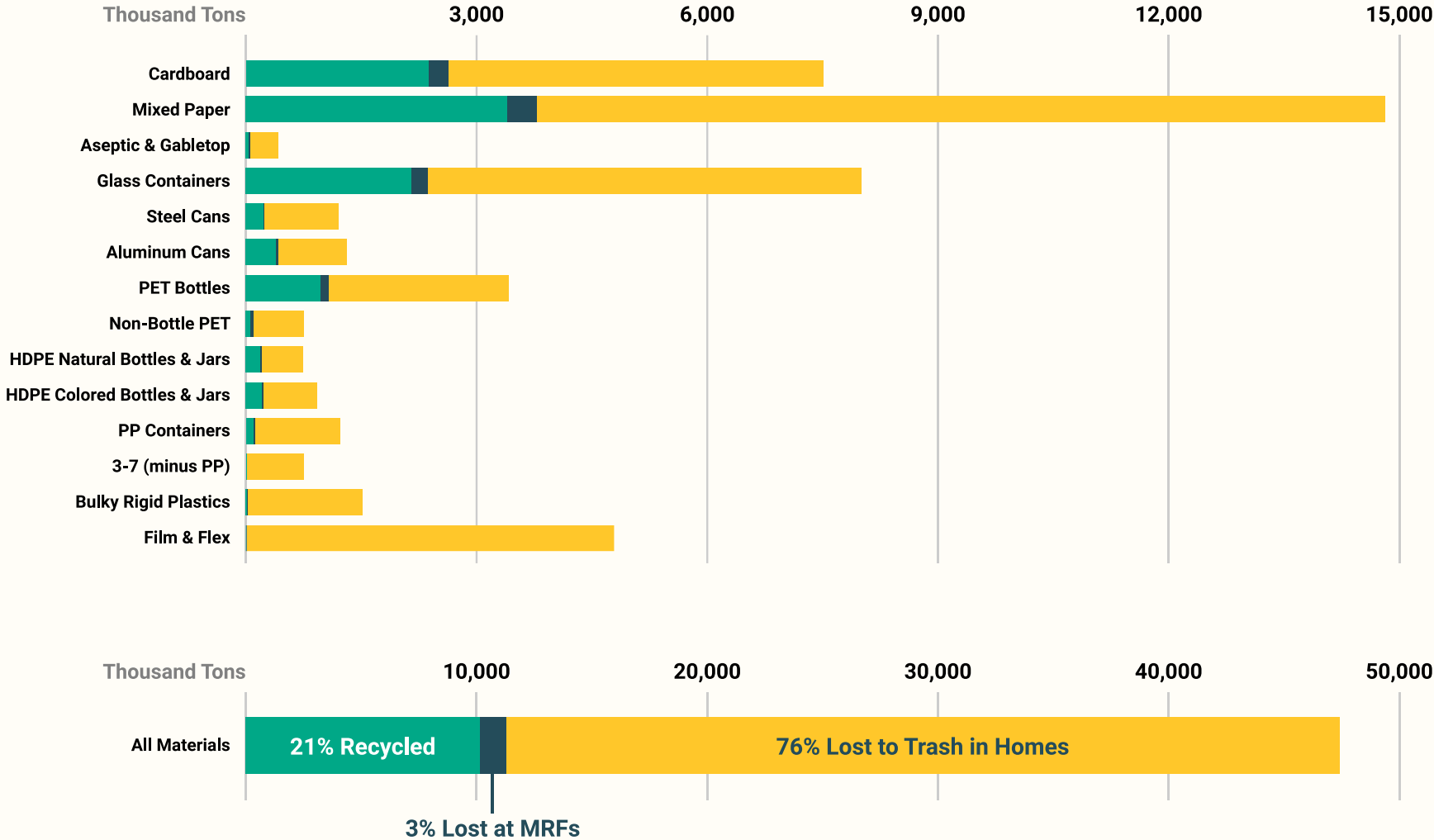


62%

Consider it a turn off if someone doesn't recycle



Yet, 76% of Residential Recyclables Are Lost





**50%+ lost from
households with access
to curbside collection.**

Please close your eyes.

Picture a household
that CAN recycle, but
does NOT participate.







Public education and information are part of the solution, but there is a significant base of research that shows **awareness and information alone do not change behaviors.**

Workshop Objectives

Understand how applying a behavioral lens can enhance the effectiveness of recycling programs, ensuring no one is left behind.

1

Behavioral Science

Explain the six behavioral levers and underlying principles with a specific focus on equity.

Identify key behavioral motivations and barriers residents face when it comes to recycling.

2

Diversity, Equity, Inclusion, Belonging

Define engagement and outreach with diversity, equity, inclusion, and belonging (DEIB) in mind.

3

Solutions

Explore real-world data that can lead to increasing resident recycling participation.

Get in Touch:

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**The Recycling
Partnership**
Solving for Circularity

We mobilize people, data, and solutions across the value chain to reduce waste and our impact on the environment while also unlocking economic benefits.