Unlocking Recycling's Potential: Behavior Change & Behavior-Centered Design

February 21, 2024

The Recycling Partnership
Solving for Circularity

rare
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?

What is Behavior-Centered Design?

Behaviors

What you do

“I recycle.”

Beliefs

What you know or accept to be true

“Recycling is important.”

Attitudes

What you think is good or bad

“Recycling is good.”

Intentions

What you plan or intend to do

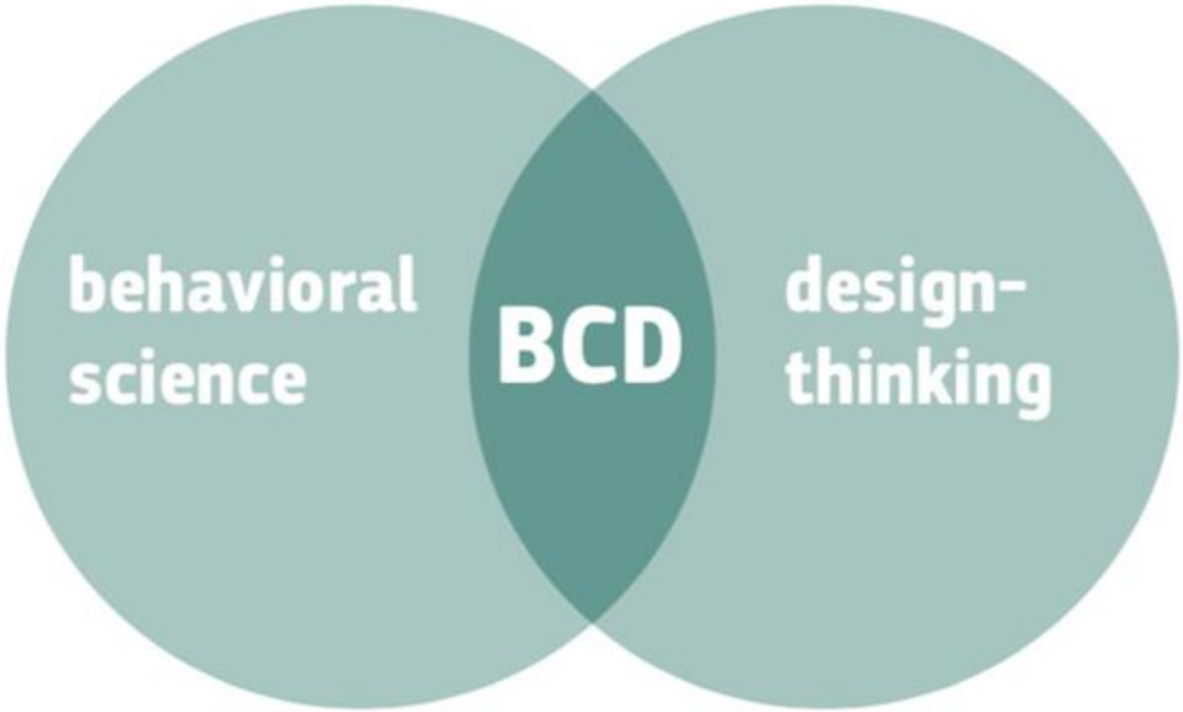
“I want to recycle.”

Context

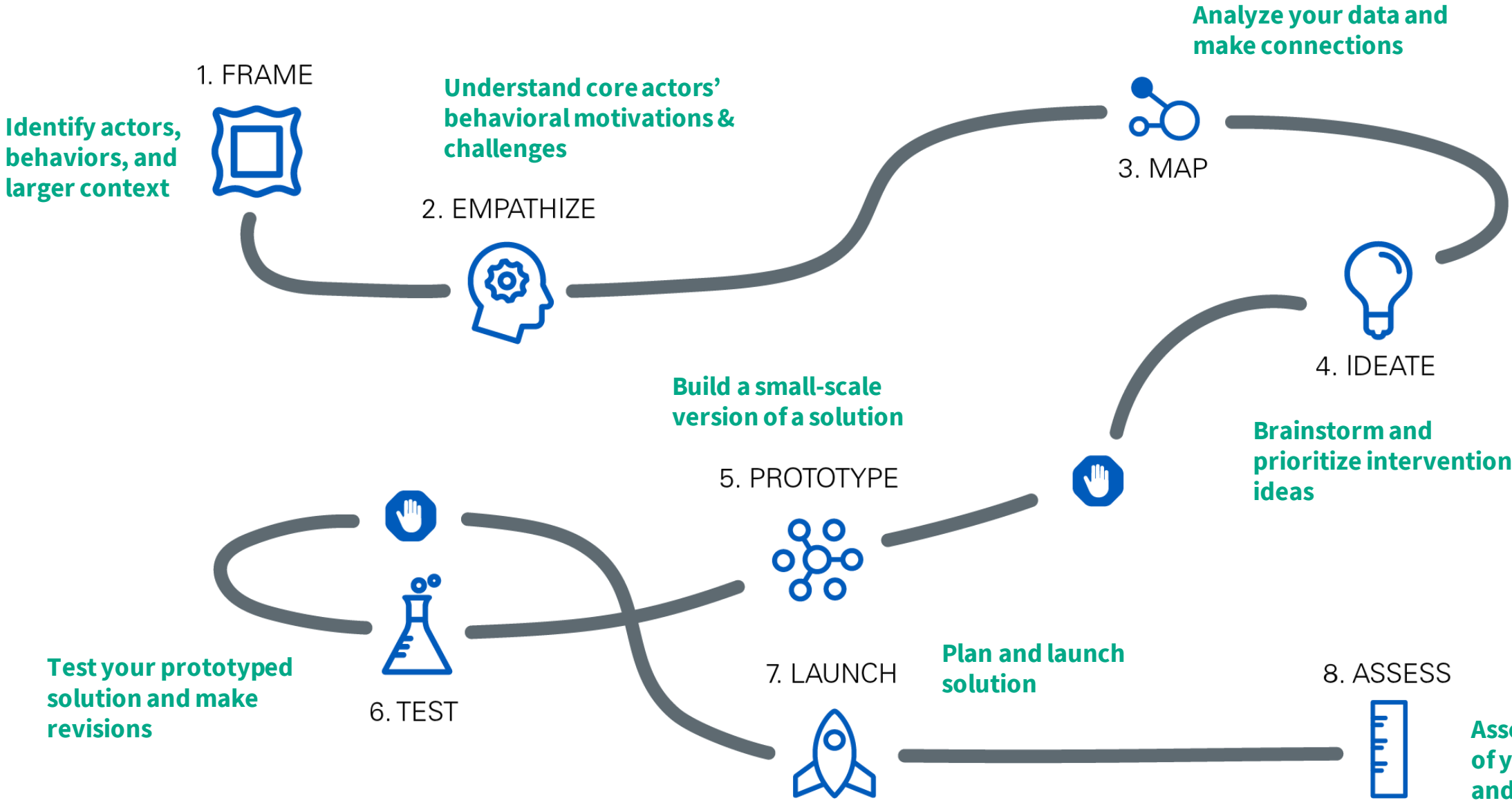
The environment for the behavior

“I have recycling bins in each room in my home.”

What is Behavior-Centered Design?



The Behavior-Centered Design Journey



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BCD x Diversity, Equity, and Inclusion

Diversity = Celebrating and recognizing all the ways that people differ and are unique: *representation*

Equity = Creating fair treatment, access, opportunity, and advancement for all people, while at the same time striving to identify and eliminate barriers that have prevented the full participation of some groups: *fairness, justice*

Inclusion = Creating environments in which any individual or group can be and feel welcomed, respected, supported, and valued to fully participate: *belonging*

BCD x Diversity, Equity, and Inclusion

Some examples of what this looks like:

- ✓ Inviting people to participate in framing the problem and solution design
- ✓ Considering enabling conditions and structural barriers for change
- ✓ Asking ‘whose perspective is not captured in this solution?’
- ✓ Conducting research with a diverse set of people
- ✓ Supporting people’s choices and agency
- ✓ Use data to design solutions, not assumptions