

Unlocking Recycling's Potential: About Connected Recyclability

February 22, 2024



**The Recycling
Partnership**
Solving for Circularity



**CENTER FOR
BEHAVIOR & THE
ENVIRONMENT**

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?

Digital Solutions to Support People



Younger citizens have unmet needs

Question	18 -44	44+
I'm confused about recycling information on packaging	More	Less
I don't know how or where to learn about local recycling	More	Less
I don't get recycling information from my local service often enough	More	Less
I want to learn more about recycling	More	Less

Younger citizens expressed a **greater gap** in knowledge as well as a **desire** to fill that gap

BIPOC citizens have unmet needs

Question	Hispanic/Black/Asian	White
I'm confused about recycling information on packaging	More	Same
I don't know how or where to learn about local recycling	More	Same
I don't get recycling information from my local service often enough	More	Same
I want to learn more about recycling	More	Less

BIPOC citizens expressed a **greater gap** in knowledge as well as a **desire** to fill that gap

How Can We Reach Our Audience?

Younger citizens and BIPOC populations can be best reached through digital means

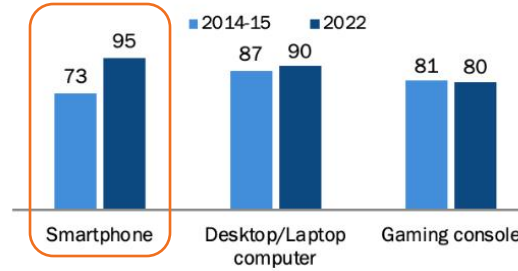


Younger citizens are largely dependent on digital devices, like smartphones.

Young BIPOC citizens live in an especially digital world.

Nearly all teens in 2022 have access to a smartphone, up from 73% in 2014-15

% of U.S. teens who say they have access to the following devices



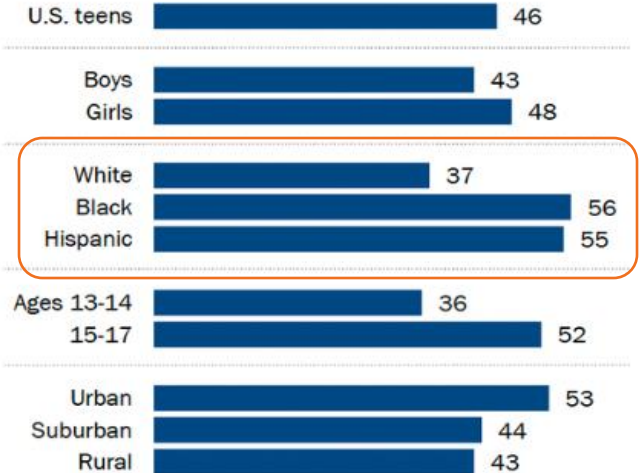
Note: Teens refer to those ages 13 to 17. Those who did not give an answer are not shown. The 2022 question wording further clarified access at home.

Source: Survey conducted April 14-May 4, 2022.
"Teens, Social Media and Technology 2022"

PEW RESEARCH CENTER

Black, Hispanic teens more likely than White teens to say they are online almost constantly

% of U.S. teens who say they use the internet **almost constantly** either on a computer or a cellphone



Note: Teens refer to those ages 13 to 17. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race. Those who did not give an answer or gave other responses are not shown.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

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Address the requirements of **younger and BIPOC** demographics through methods that successfully **reach** and **engage** them

A reasonable strategy to address population needs is to provide them with information, such as a mailer



Can we do more?

Behavior Change Journey

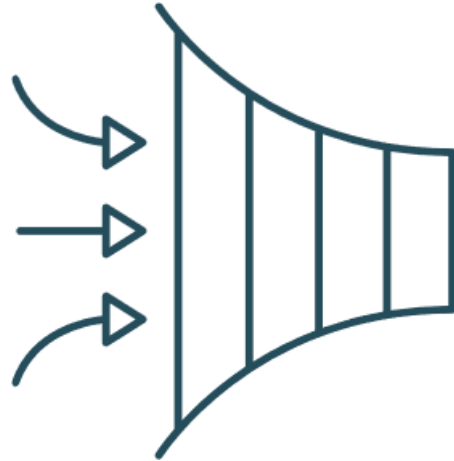
Recycling is a continual journey; information may only help in one part of it.



A behaviorally designed approach allows for effective engagement and habit formation.



Behavior change journeys have two broad stages



Funnel

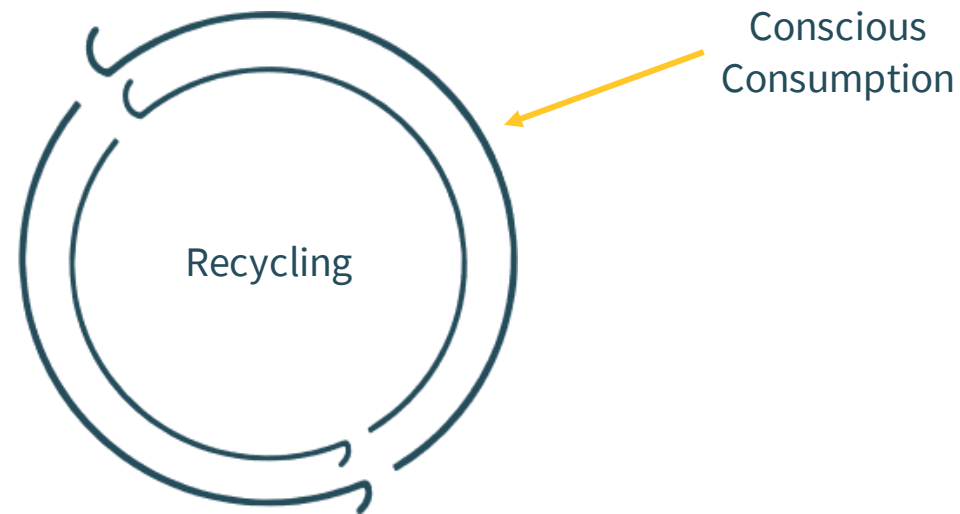
Raising awareness and curiosity to **spark** motivation to start, or restart



Loop

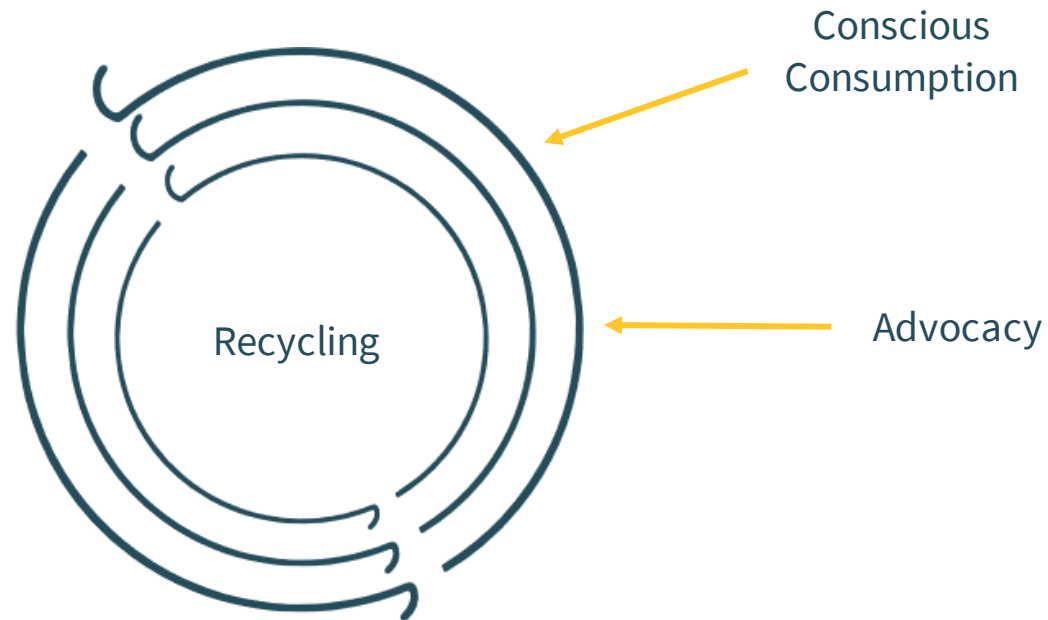
Sustaining motivation to continue, through reward, felt impact, and meaning

Core behaviors are supported by deeper levels of involvement and behavior change



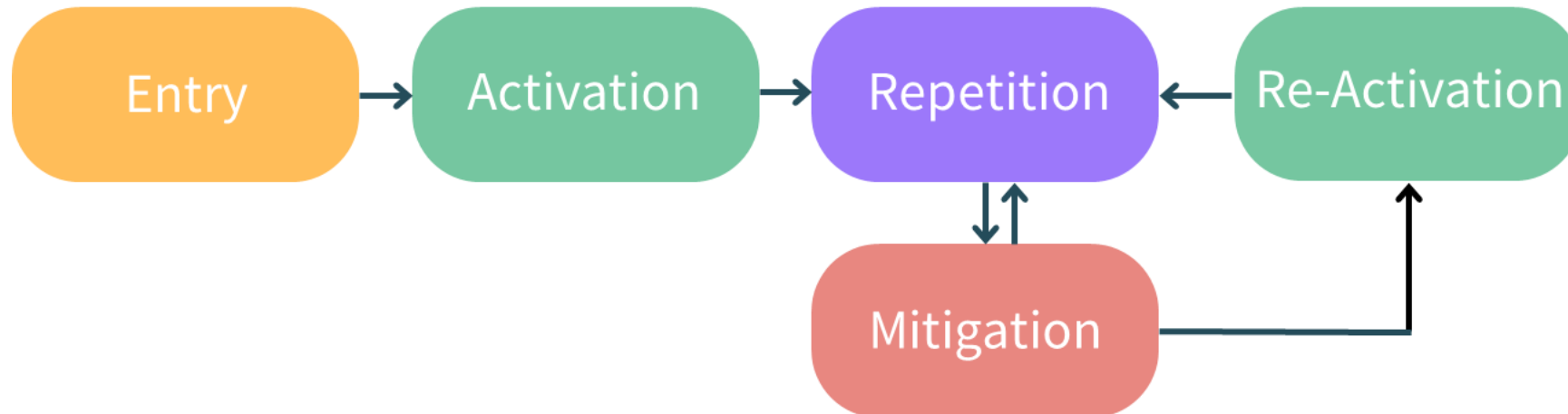
Loop

Core behaviors are supported by deeper levels of involvement and behavior change



Loop

Consider where your efforts are having an impact and where greater attention is needed along the behavior change journey



Behavioral User Journey: A framework for outlining desired user behaviors and the strategies to facilitate them

An ecosystem of solutions allows a comprehensive approach

Individual A

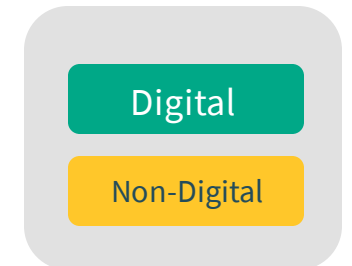
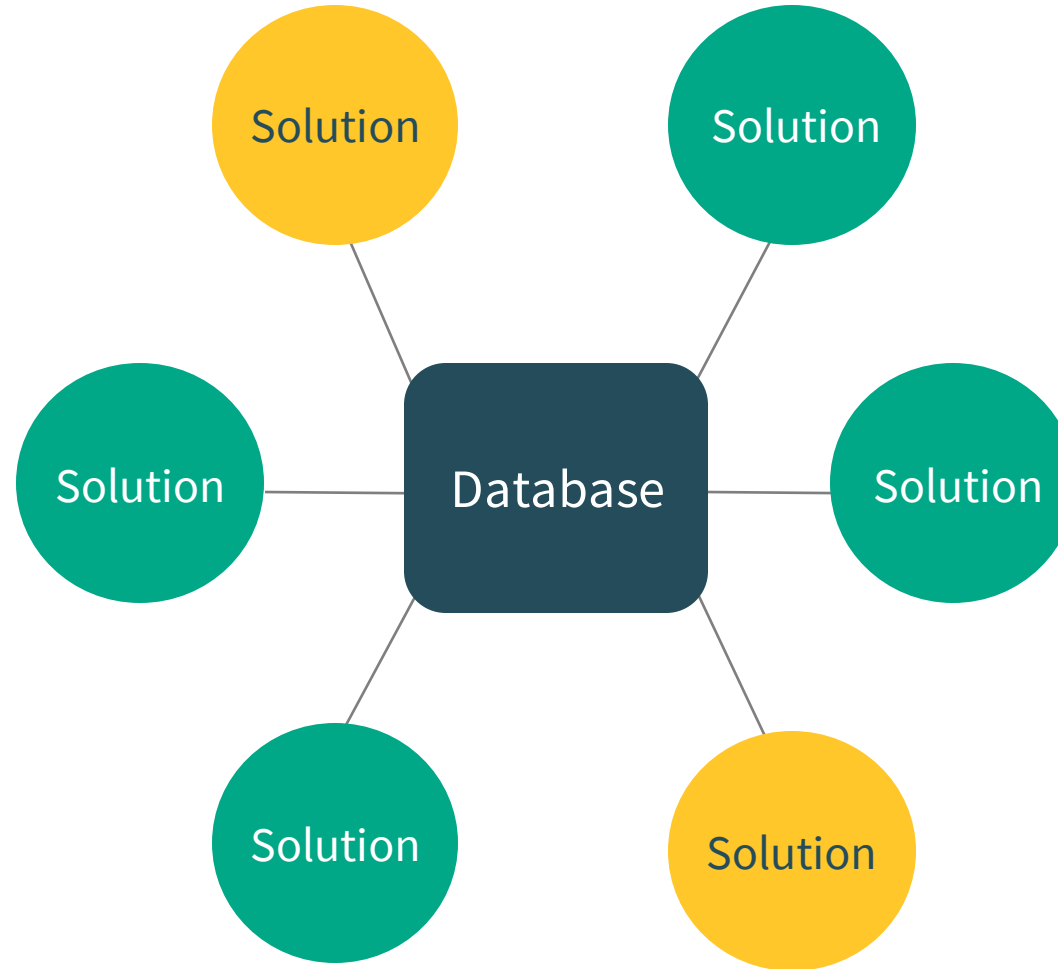


Individual B

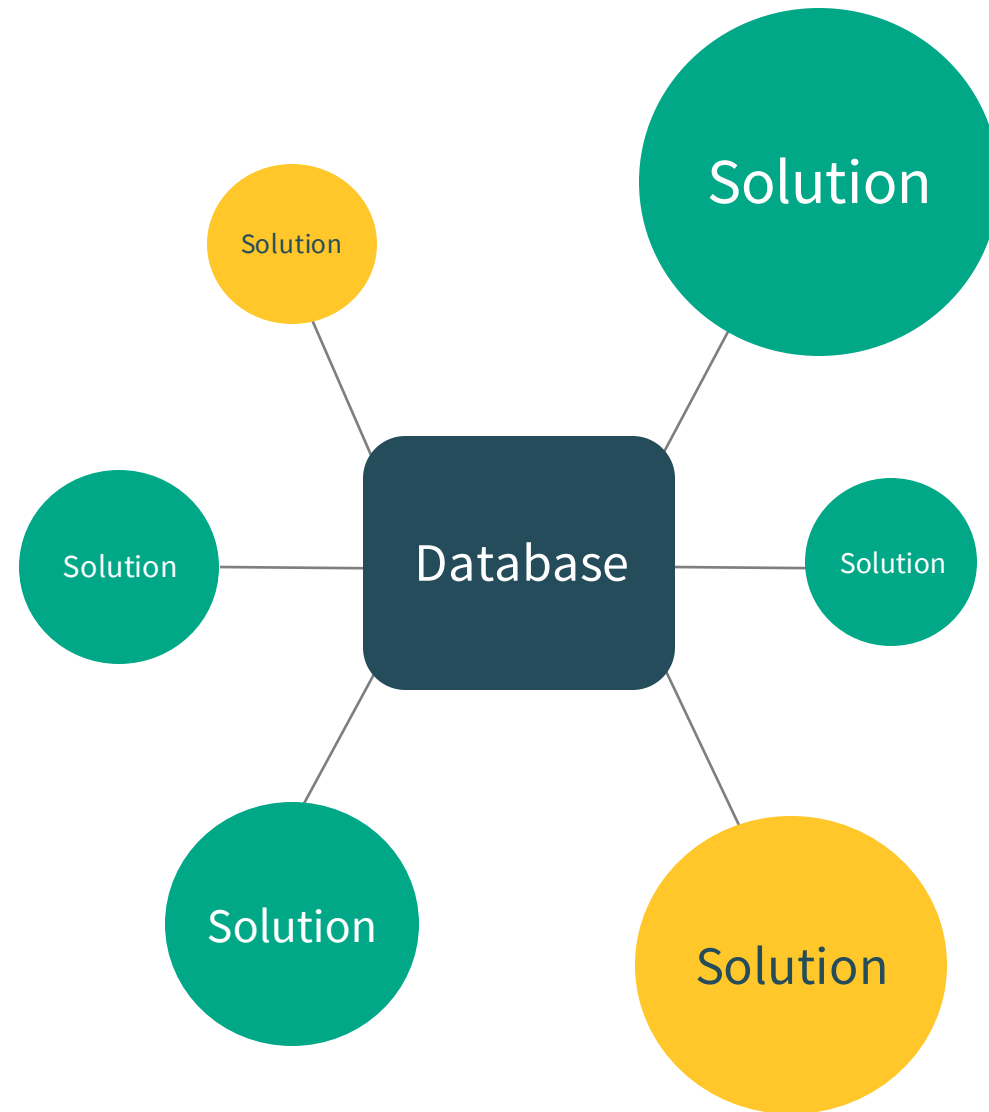


Target
Population

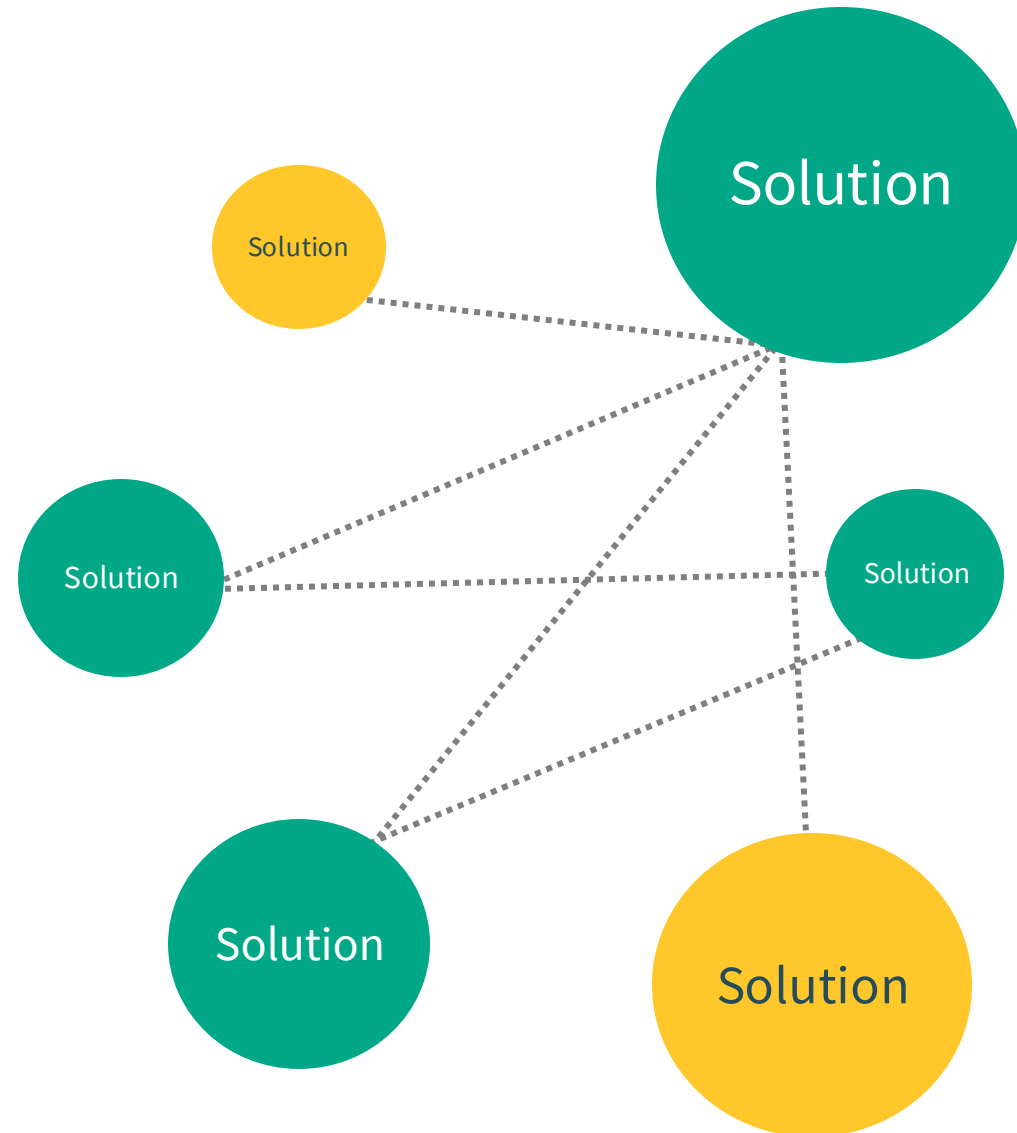
A **database** can connect an array of digital and non-digital solutions



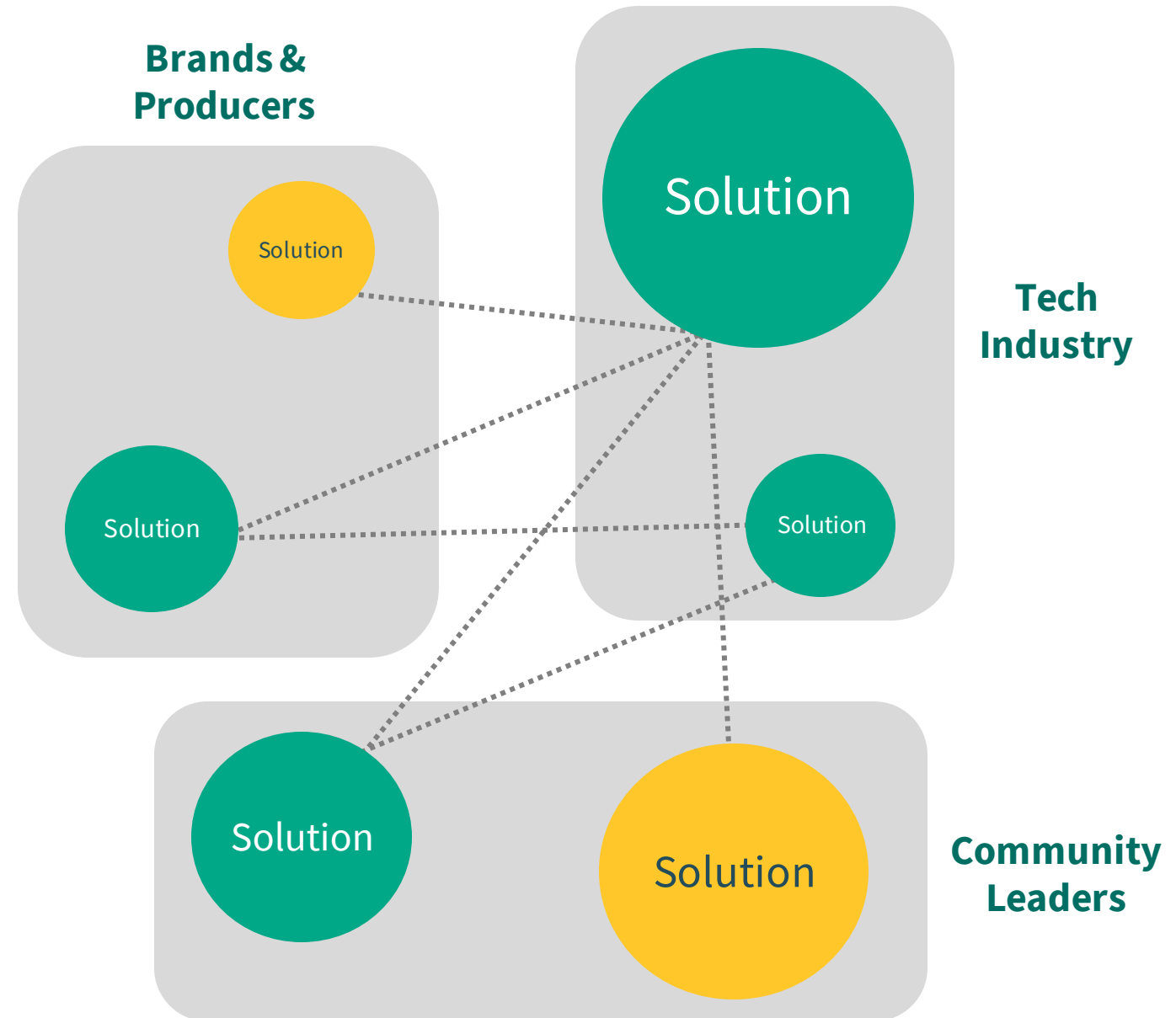
Each solution
can **adapt** its role and
capacity to the
community it serves



Solutions can **interconnect** with others, enhancing **overall functionality**



A **national database** has the potential to **unify** and serve as a collaborative platform for **shared innovation** and **sustainable progress**



Address the requirements of **younger** and **BIPOC** demographics through methods that successfully **reach** and **engage** them...

How will you leverage digital solutions and behavioral design to meet the challenge?

Improving Systemwide Outcomes Through Data & Trust



Why the Need for Dynamic Solutions?



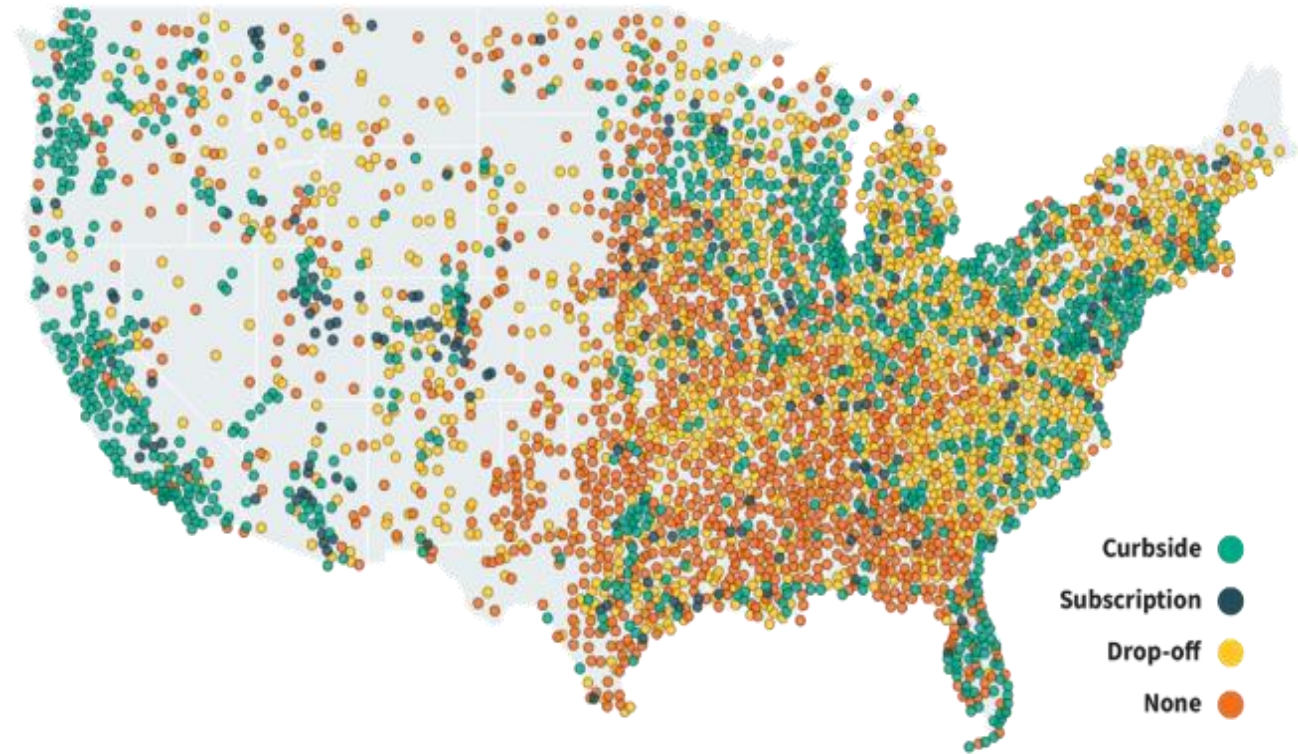
**Imagine if every time
you drove into a new
city or county, the rules
of the road changed...**



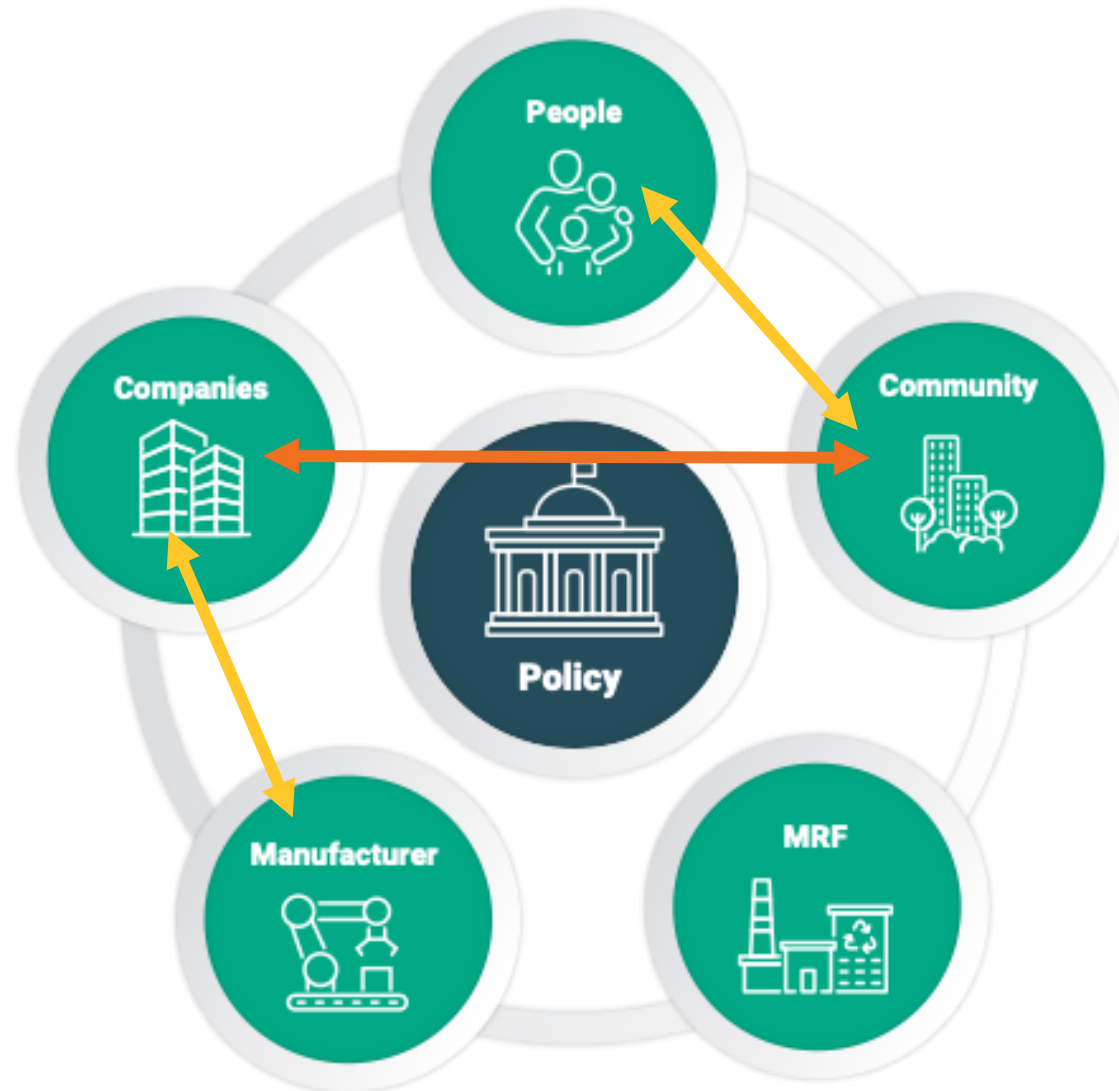
Disjointed Landscape of Local Recycling Programs



9,000+ Programs
30,000+ Communities



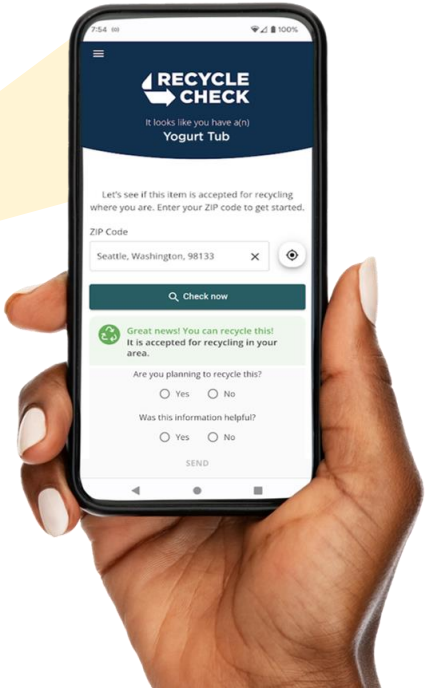
All Stakeholders Contribute to the Success of Recycling





Designed in collaboration with [Yerecic Label](#).

Scan the QR code
for local recycling
information

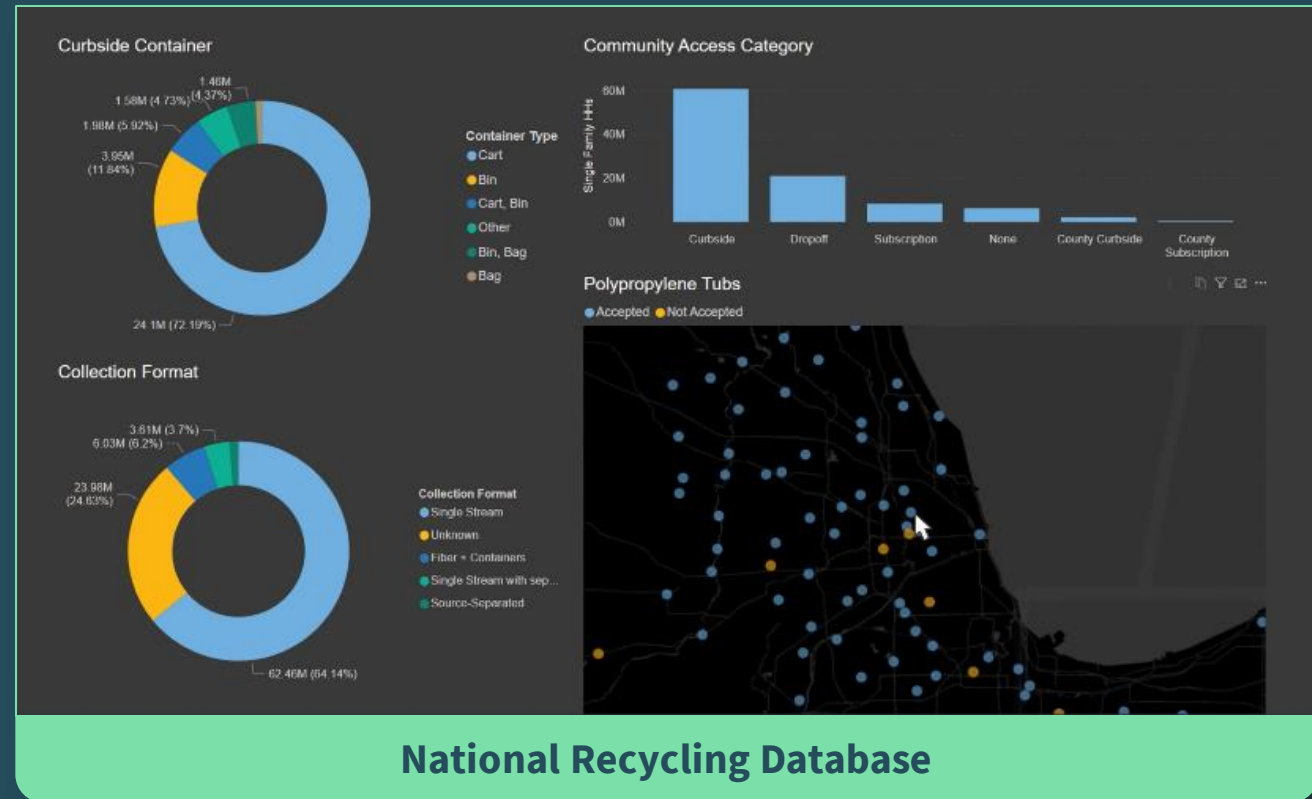




Resident-facing tools are powered by the

National Recycling Database

Providing accurate, local, dynamic, recycling data that connects the entire recycling system



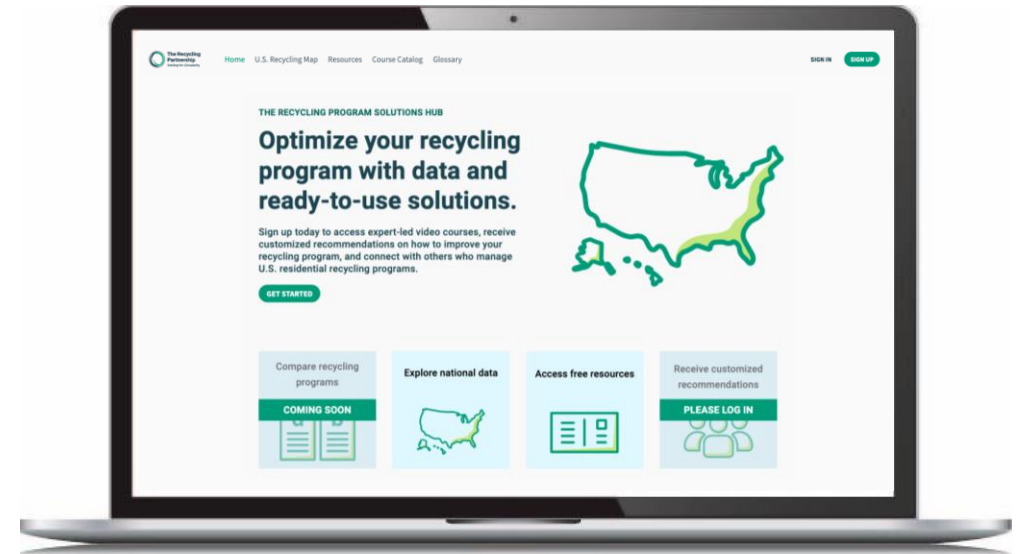


The **Recycling Program Solutions Hub** is an open-access, free tool for recycling program managers to control the accuracy of critical recycling program data.

The **National Recycling Database** is the underlying structure for the Hub.

It becomes **more accurate and thorough** as recycling staff verify and update local data in the Hub.

community.recyclingpartnership.org



Key Features

- Interactive Map
- Learning Hub & Resources
- Custom Recommendations
- Peer-to-Peer Networking

Who knows what's recyclable? You do!

We need your knowledge to help ensure the information is accurate.



Materials accepted

- ☒ Brown glass beverage bottles
- ☒ Brown glass jars
- ☒ Clear glass beverage bottles
- ☒ Clear glass jars
- ☒ Green glass beverage bottles



Bertie can take all the guesswork out of recycling.

Do envelopes count as recycling?

...



- 78%** Think a QR code would make recycling less confusing
- 74%** Would scan a QR code to **find out if** a package can be recycled
- 73%** Said the QR code would **help them trust** it will be recycled into something else
- 73%** Would **feel better about a brand's commitment** to recycling with a QR code



All Stakeholders Contribute to the Success of Recycling



Consider how your solutions will support:



PEOPLE: to ensure they are supported and motivated to recycle mindfully



COMMUNITIES: tools are specific to and celebratory of local conditions



COMPANIES: can advance recyclability solutions at scale and adhere to policy requirements

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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.