

Unlocking Recycling's Potential: Levers of Behavior Change

February 22, 2024



**The Recycling
Partnership**
Solving for Circularity



rare

**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?

Levers of Behavior Change





Material Incentives



- ✓ Make it easy (or the alternative hard)
- ✓ Give rewards or penalties



Recycling is about to get easier!
¡Reciclar será mucho más fácil!

A free, in-home recycling basket and information on what's recyclable is on its way!

¡Un contenedor de reciclaje gratuito, una calcomanía e información sobre lo que puede reciclar están en camino!

Scan to learn more
 Escanee para más información

Sarasota County
 scgov.net | call 311

The Recycling Partnership
 SOLVING FOR CIRCULARITY

WARNING!

¡ADVERTENCIA!

THE FOLLOWING HAS BEEN FOUND IN YOUR BLUE RECYCLING CART

Los siguientes artículos fueron encontrados en su Bote de Reciclaje Azul

- _____ Plastic Bags (Bolsas Plásticas)
- _____ Styrofoam (Espuma de Poliestireno)
- _____ Food or Liquid (Comidas o líquidos)
- _____ Electronics (Electrónicos)
- _____ Housewares (Artículos para el Hogar)
- _____ Hazard or Chemical Waste (Residuos Químicos o Peligrosos)
- _____ Yard Waste (Residuos de la Yards)
- _____ Other (Otros)

Please make sure only recyclable materials are placed in your blue cart.
 Por favor asegúrese que solo materiales reciclables sean depositados en su bote de reciclaje azul.

Failure to do so may result in the removal of your blue cart.
 El fallo en no hacerlo puede resultar en que su bote de reciclaje azul pueda ser removido.

For a complete list of what can and can't be recycled, call 311 or visit:
 Para una lista completa de lo que debe o no debe reciclar, favor de llamar al 311 o visita:

www.chicagorecycles.org

Rules & Regulations (Policies & Mandates)



- ✓ Set standards
- ✓ Mandate behavior
- ✓ Prohibit behavior

	Pre-EPR	With EPR
British Columbia	50-57%	81%
Belgium	10%	89.8%
Spain	4.8%	80.7%
Netherlands	70%	82%
South Korea	64%	78%
Quebec	28%	64%
Portugal	38%	60.4%

Information



- ✓ Provide step-by-step instructions
- ✓ Build awareness and understanding

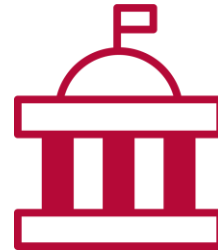


Source: Ethnographic research conducted by **Point Forward** and **The Recycling Partnership**.

These levers tend not to work on their own.



- Financial incentives can backfire.
- Payments can crowd-out other motivators.
- Incentives can drain limited resources.
- Fines can be seen as just the 'cost' for behavior.



- Rules often need enforcement.
- Rules do not work if norms are misaligned.



- Correcting an information-deficit rarely leads to lasting behavior change.
- Caring/knowing is not a pre-requisite to change.

Emotional Appeals



- ✓ Leverage emotions in specific contexts
- ✓ Personalize the message

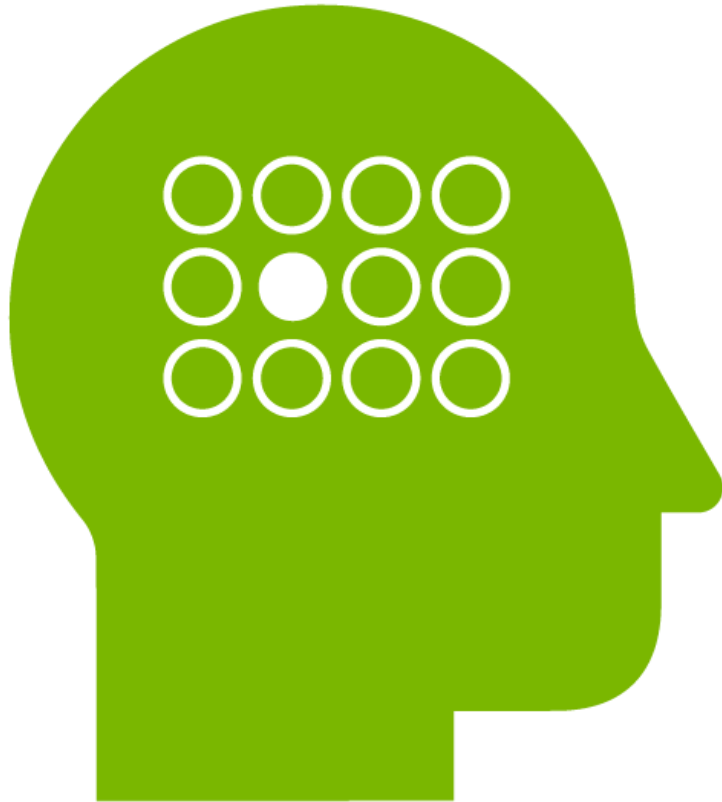
The Partnership has had success addressing confusion and frustration head on with an empathetic tone.



To bin or not to bin? We get it. Determining the right bin can be so confusing. We're here to help you.



Social Influences



- ✓ Make engagement in the desired behavior observable
- ✓ Highlight others who are performing the target behavior
- ✓ Eliminate excuses for not engaging in the target behavior



Choice Architecture



- ✓ Direct attention
- ✓ Simplify messages and decisions
- ✓ Use timely moments and prompts
- ✓ Facilitate planning and goal setting

