

Unlocking Recycling's Potential: Ideate, Prioritize & Refine Solutions

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

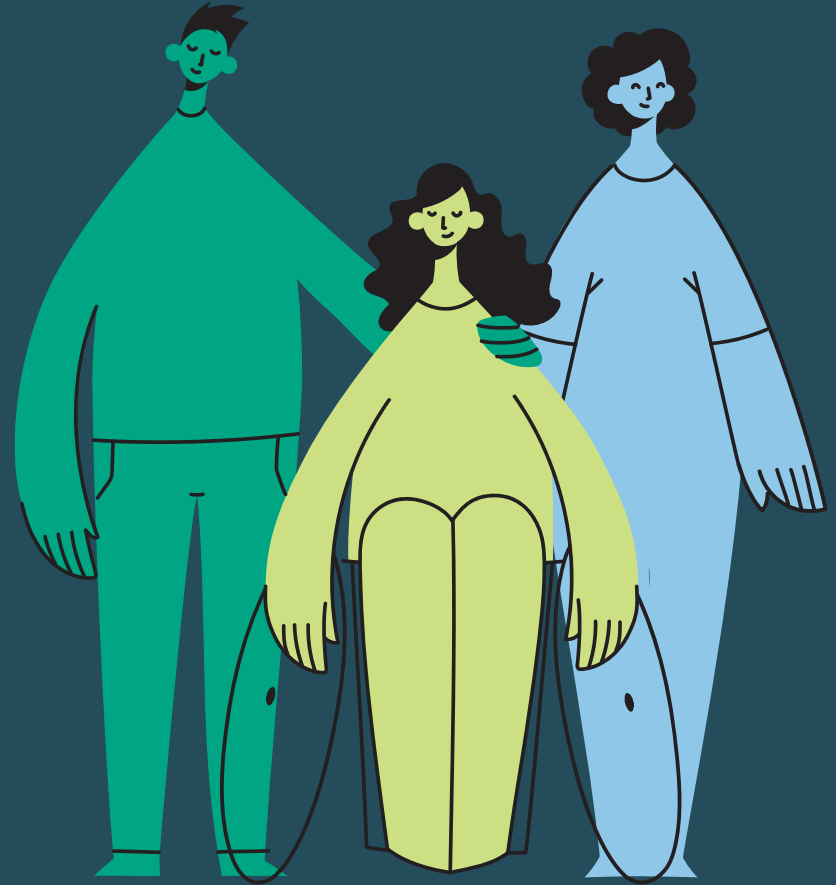
Levers of Behavior Change

Ideate, Prioritize & Refine Solutions

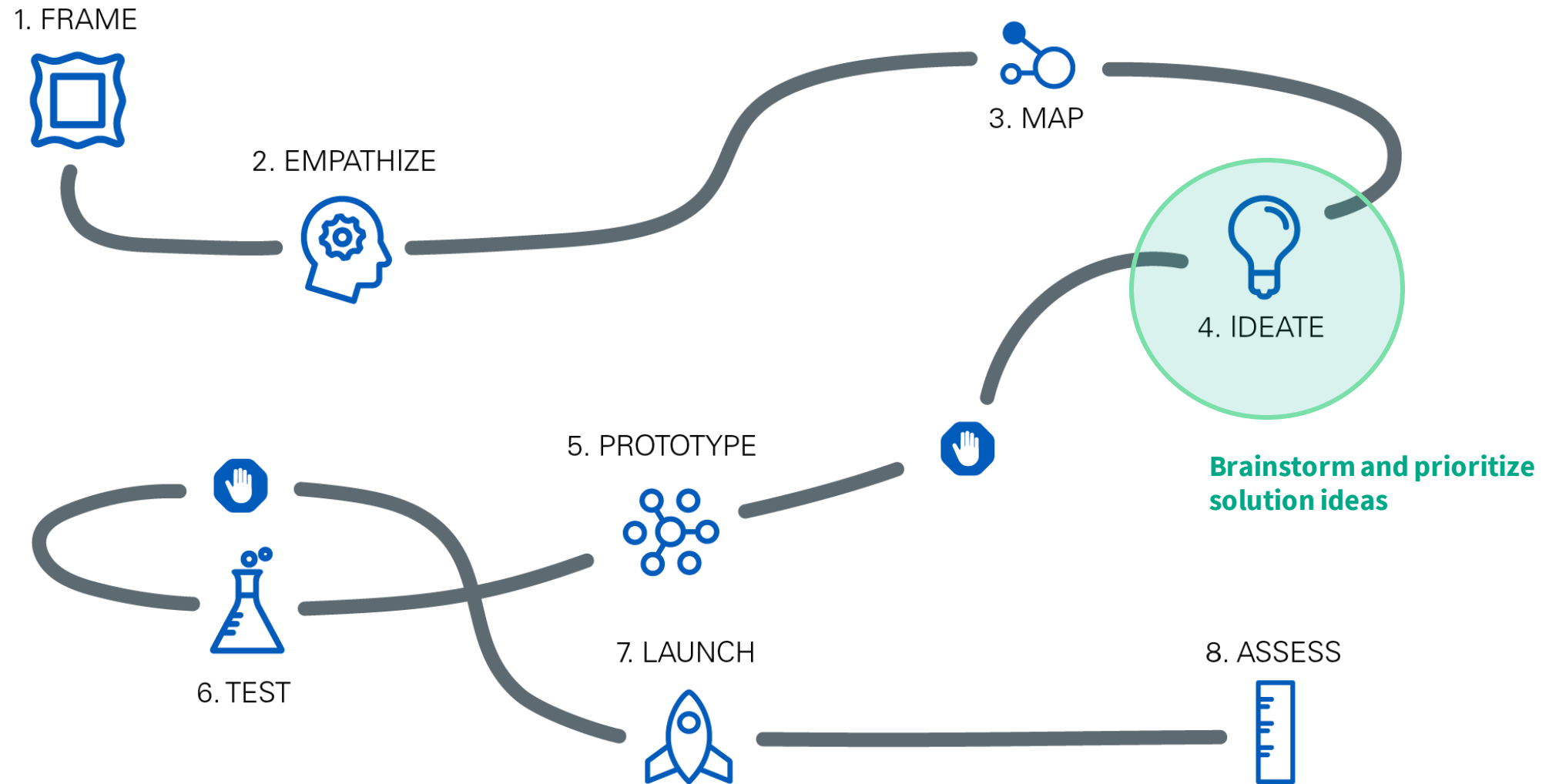
Prototype, Test, Launch, Assess

Equity - What's next?

Ideating Solutions



The Behavior-Centered Design Journey





Ideate

How? Brainstorm solutions

Key Principles:

- Aim for quantity > quality of ideas
- Think creatively and ‘outside of the box’

DEI considerations:

- Ideas support public interest and minimize harm
- Involve stakeholders and actors to increase transparency



Activity: Ideate Ideas!

1

Take 3 minutes to write down ideas on your own. Put one idea per sticky note.

2

Share ideas with your group.

3

Brainstorm more ideas together. Consider adding ideas that would increase equity in your case study.

Prioritizing and Preparing Your Solution Pitch



Activity Part 1: Prioritize and Revise Ideas

1

Prioritize ideas using the impact and feasibility matrix. Select 1-2 ideas you want to feature.

2

Talk with your group and table navigators about your ideas to strengthen them.

Activity Part 2: Prepare Your Pitch

3

Discuss how you could share your idea in a 2-minute pitch. How does it work? What does it look like? Who will receive it? What are the DEIB considerations?

4

Write/draw your behavior, actor, hypothesis, and final solution idea on your solution board.

You can also add questions or suggestions for future research on sticky notes.

Solution Share & Pitch



Activity: Solution Share & Pitch

1

Finalize your pitch in your group for 5 minutes.

2

Odd-numbered tables pitch while even-numbered tables explore and give feedback with sticky notes.

3

Even-numbered tables pitch while odd-numbered tables explore and give feedback with sticky notes.