

Fighting climate change through behaviour change

Learnings from Scotland

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Today's Topics

1

Why we can't solve the climate crisis without changing behaviour

2

Four factors to affect behaviour

3

ZWS Case-studies: an evidence-led approach to changing behaviour

Intro to Zero Waste Scotland

We exist to lead Scotland towards a more circular and sustainable future.

- A non-profit company funded by the Scottish Government
- **We provide expert research and police advice** to Scottish Government across a range of portfolios (waste, energy, agriculture etc.)
- **We help businesses and public bodies innovate** towards a low carbon future with advice, support and funding



Techno vs. Behaviour Change

You can't change a lightbulb without someone to screw it in

Low carbon technological innovation is great!

- Swap-in solutions with minimal disruption
- Requires relatively few actors
- Can achieve big impacts

But

- It can be very expensive and time-consuming
- Constant improvement -> constant consumption
- Better performance \neq better outcomes...
 - Jhevon's paradox
 - Absolute vs relative decoupling



Techno vs. Behaviour Change

You can't change a lightbulb without someone to screw it in

Behaviour change is also essential...

- Can have huge, immediate impacts at little or no cost
- Including in areas with few technological solutions
- An essential part of technology adoption...

Hundreds of millions of people started remote working in 2020. The relevant technology has existed for a decades; the behaviour did not.

But

- Changing behaviours is disruptive.
- If people do not like it, it can be politically risky.
- Good behaviour change is objective and subjective:
 - does it work, and do people accept it?



4 Factors Affecting Environmental Behaviour

Weak Levers

1) Environmental Awareness

Issue: Do people know? Do they care?

Method: communication and education

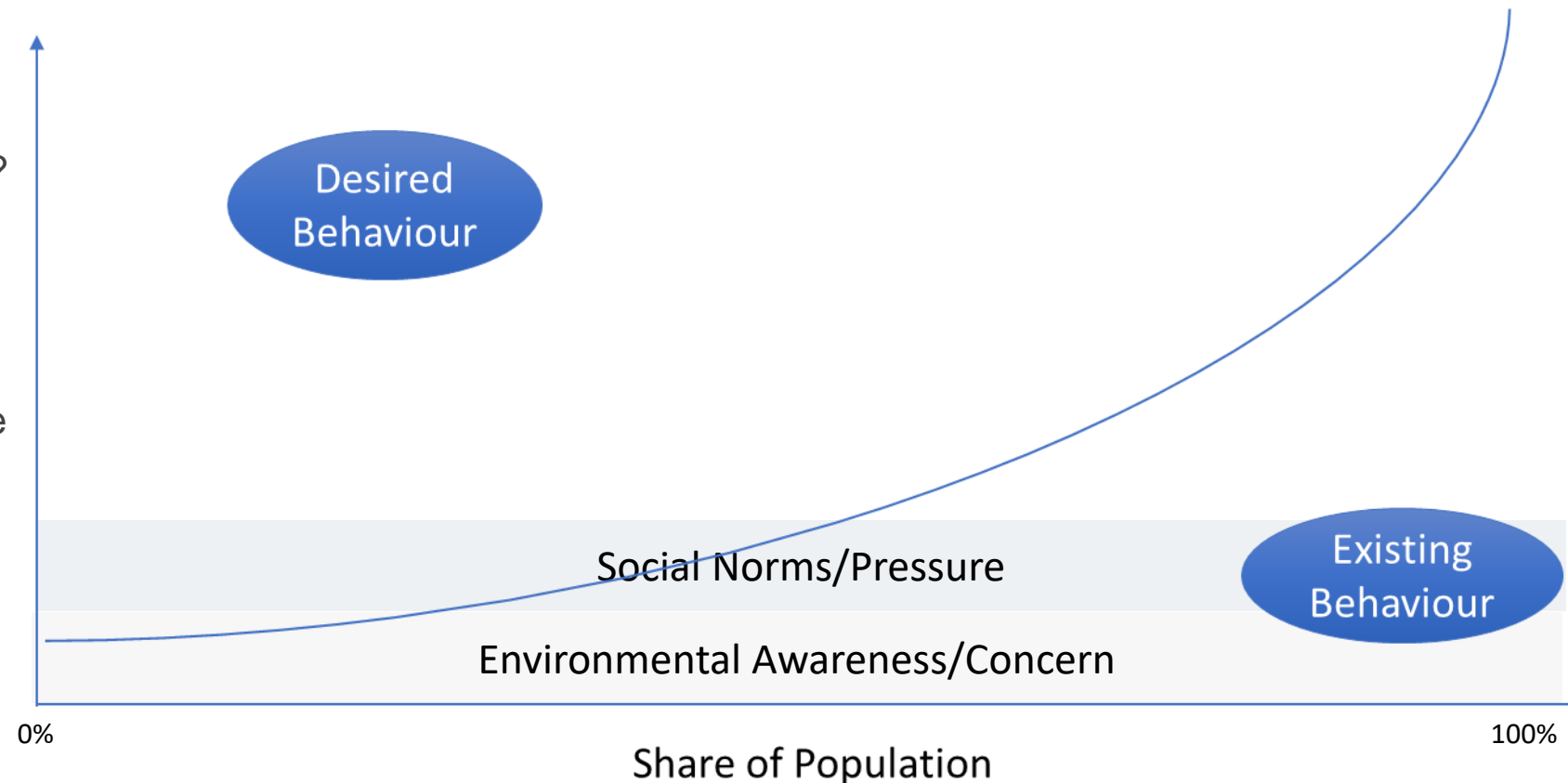
2) Social Norms/Pressure

Issue: Will I be judged?

Method: communication, peer pressure

Common traits:

- unpredictable
- limited susceptibility
- often requires continuous input



4 Factors Affecting Environmental Behaviour

Strong Levers

3) Convenience

Issue: What is easiest?

Method: system/product/experience design

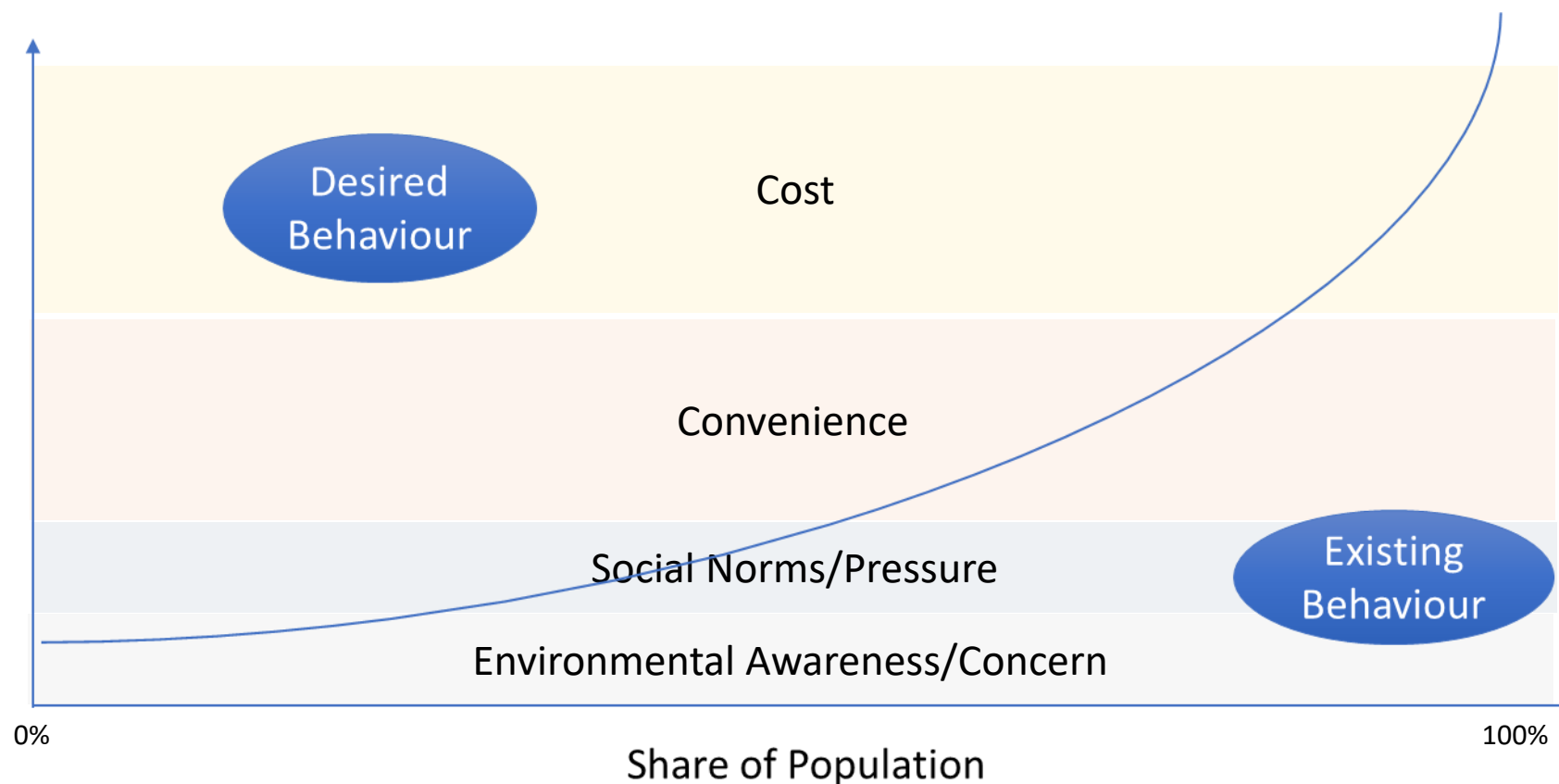
4) Cost

Issue: What is cheapest?

Method: incentives and penalties

Common traits:

- Universal impact
- Limited overt engagement
- User experience is key: right mix depends on target group



3 Steps to Effective Behaviour Change

1) *Develop the Evidence*

What is the scale and impact of the problem?

Everything has an opportunity cost. You'll need to convince people action is justified.

What behavioural factors contribute to this outcome?

If you don't understand why people act, you can't design a change environment. Things are often more complex than you think - assume nothing or you'll miss something.

What level of awareness/appetite for change is there?

The best solution is not always the right solution for the situation. Learn from what others are doing in this, or related areas, and don't let perfect be the enemy of good...

3 Steps to Effective Behaviour Change

2) Partner to pilot solution

Find a partner who can host/shape/support your intervention

The promise of improvement may be attractive; promoting your partner for their sustainability leadership will also be a motivator, so make sure you can deliver the PR.

Share and promote your findings

People are genuinely interested in behaviour change trials. Make use of surveys to gauge public acceptance for the measure. Sharing your results will build the initial base of support.

Rinse and Repeat

In most cases, you'll want to run multiple trials, building on the lessons learned from previous ones. Testing in different settings, with different users and variables, will help you design an optimal solution, based on solid evidence.

3 Steps to Effective Behaviour Change

3) Develop a supporting framework to scale/normalize your intervention

There are many ways to normalize/scale a well proven behaviour change solution

These include organisational commitments, industry best practice guidance, voluntary schemes, regulation and legislation, fiscal incentives etc.

Influencing others to act on your evidence is key

You probably won't control all, or even any, of the levers, so you'll need to convince others to act. Your evidence, media coverage, and survey data are key assets to build confidence.

ZWS Case Studies

Charges on single use cups

2 Behaviour Change Trials (2016), plus global lit review

“Simply replacing existing reusable cup discounts with an equivalent, charge on disposable coffee cups can significantly increase reusable cup use without impacting sales, and at no extra cost to consumers.”

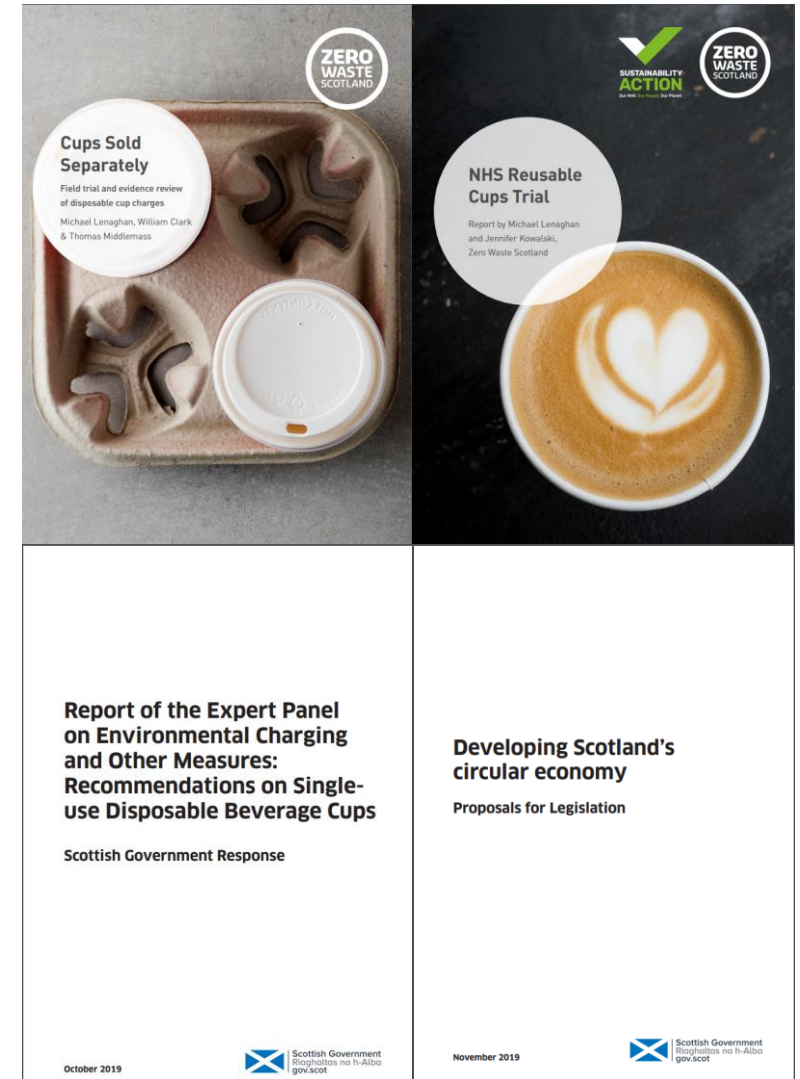
Fees for disposable coffee cups

CHARGING FOR DISPOSABLE CUPS ENCOURAGES

SWIT Charging for throwaway coffee cups 'increases use of reusable cups'

By Tansy Da

Charging for throwaway coffee cups separately increases the likelihood of customers switching to reusable cups, according to a new study.



ZWS Case Studies

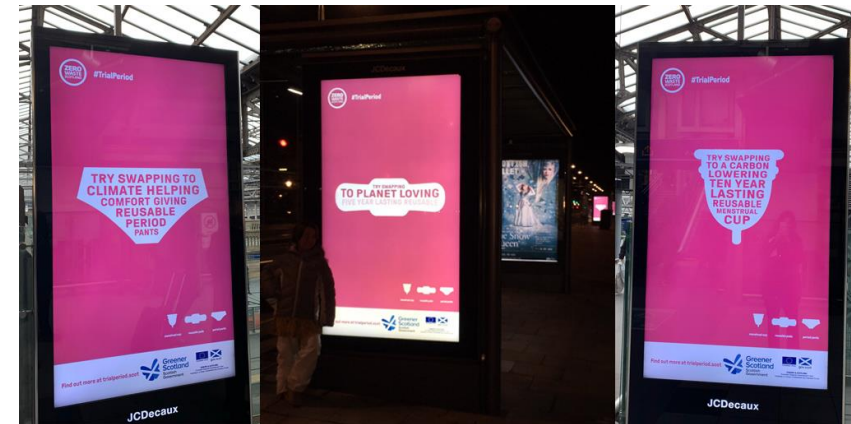
Trial Period

Initial research revealed:

- Significant single-use waste item, source of ocean plastic
- 10% used reusable menstrual product, 80% have never tried, but 76% were willing.


Trial Period Comms Campaign

- Extensive message testing with target audience (25-35 years)
- Partnered with Hey Girls, supermarkets, major employers to provide 2000+ samples.




Why not have a #TrialPeriod
by swapping to reusable period products?

Find out more at trialperiod.scot



menstrual cup reusable pads period pants



ZERO WASTE SCOTLAND

ZWS Case Studies

Deposit Return Scheme

Bakground:

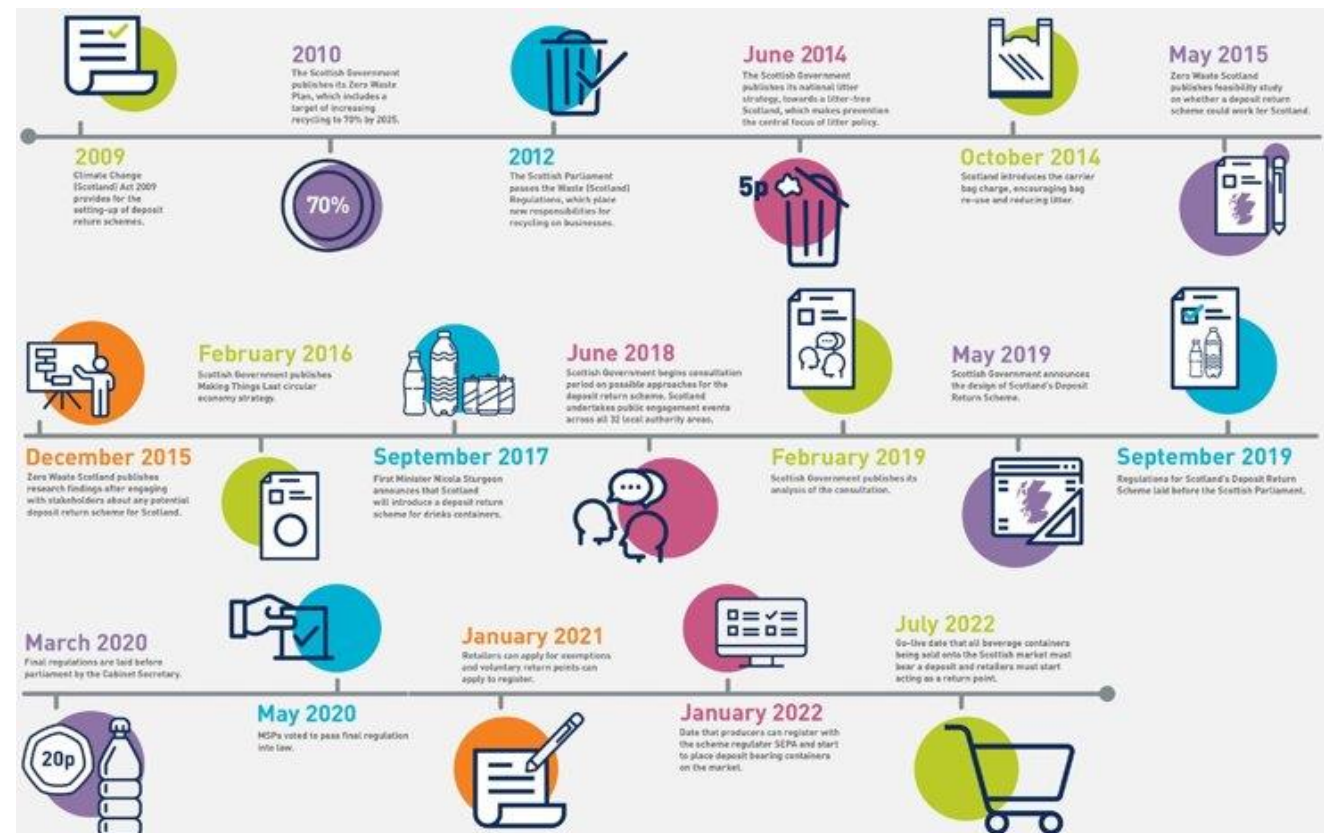
- 2010 – SG sets 70% national recycle target for 2025
- 2015 – ZWS publishes DRS feasibility study
- 2015-2017 - Extensive stakeholder engagement
- 2017 – MSPs see DRS schemes across Europe
- 2017 – SG announces DRS will be implemented

Designing DRS (2017-2019)

- ZWS conducts extensive design modelling
 - Key variables are cost and convenience
 - Informed by stakeholder engagement
- Public consultation to build awareness and buy-in
- May 2020 – Scottish Parliament approves DRS

Implementation (July 2022)

- The first DRS in the UK



Conclusion

1 Changing behavior is essential to solving the climate crisis

- It can be complex, and difficult, but can also deliver huge impacts, often at relatively low costs

2 Four factors to affect behavior change

- **2 Weak:** Environmental values and social norms
- **2 Strong:** Cost and convenience

The best is not always the strongest – you need to be practical, and play the long game

3 Three steps to effective behavior change

1. **Develop the evidence**
2. **Partner to pilot solutions**
3. **Develop a supporting framework** to support/normalize your intervention



Funded by the
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Thank You 

