

Stimulating recycling behaviour in Australia

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About ISF

ISF conducts solutions-focused, transdisciplinary research in areas that address the most pressing sustainability challenges of our time.



CLIMATE CHANGE & ADAPTATION

Helping partners adapt to the challenges of a changing climate



CITIES & BUILDINGS

Improving the liveability of urban environments with holistic and net-positive social, infrastructure and resource solutions



ENERGY FUTURES

Accelerating the transition to more decentralised energy systems that are clean, affordable, reliable and empower communities



LANDSCAPES & ECOSYSTEMS

Enhancing ecosystem integrity and livelihoods by incorporating perceptions, values and practices into decision-making

INTERNATIONAL DEVELOPMENT

Working in partnerships to end poverty and ensure sustainable development for all



FOOD SYSTEMS

Transforming food systems to ensure healthy, thriving and food secure communities and businesses



RESOURCE FUTURES

Advancing responsible and efficient production and consumption by fostering stewardship and circular resource flows



WATER FUTURES

Developing restorative, sustainable and resilient water management solutions



TRANSPORT

Providing solutions for quality transport services that maximise productivity at least cost and lowest impact



LEARNING & CHANGE

Facilitating individual, social and organisational transformation, learning and change



Creating change towards sustainable futures

Overview

**What
behaviours
we need to
change**

**Why its hard
to change
(recycling)
habits**

**Tested ways
to stimulate
change**

What behaviours
we need to
change

What behaviours do we need to change?

Uh, recycling ?!

What behaviours do we need to change?



- Purchase (procure)
- Salvage
- Receive

- Use
- Store

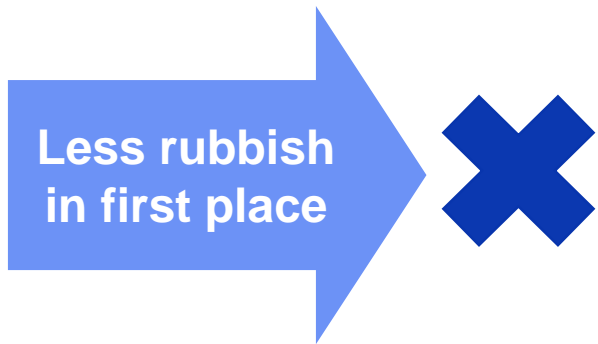
- Treasure
- Repair

- Donate
- Sell

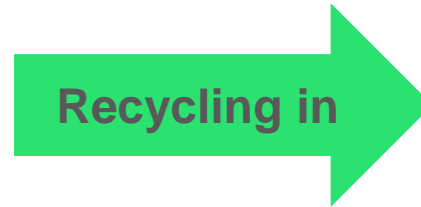
- **Recycle**
- Rubbish
- Litter/dump

What behaviours do we need to change?

Less rubbish
in first place



Recycling in



Rubbish out
Contamination



Why its hard
to change habits

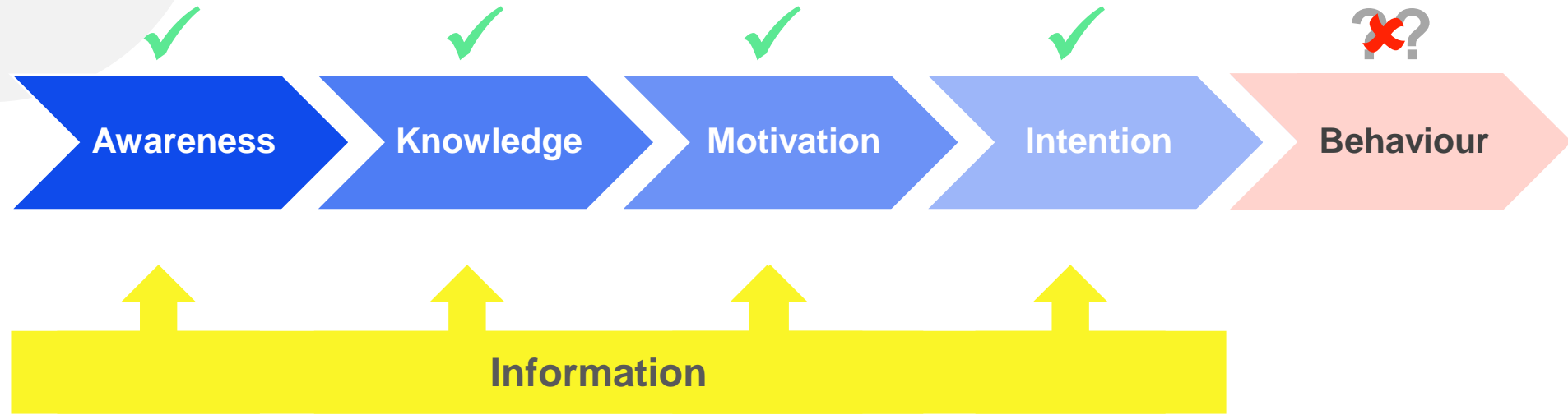
Barriers to effective recycling

Laziness? (#1 reason cited by others)

Lack of knowledge? (traditional target for programs)

- Habit
- Inconvenience
- Confusing/complex products
- Broken window syndrome

Traditional behaviour change



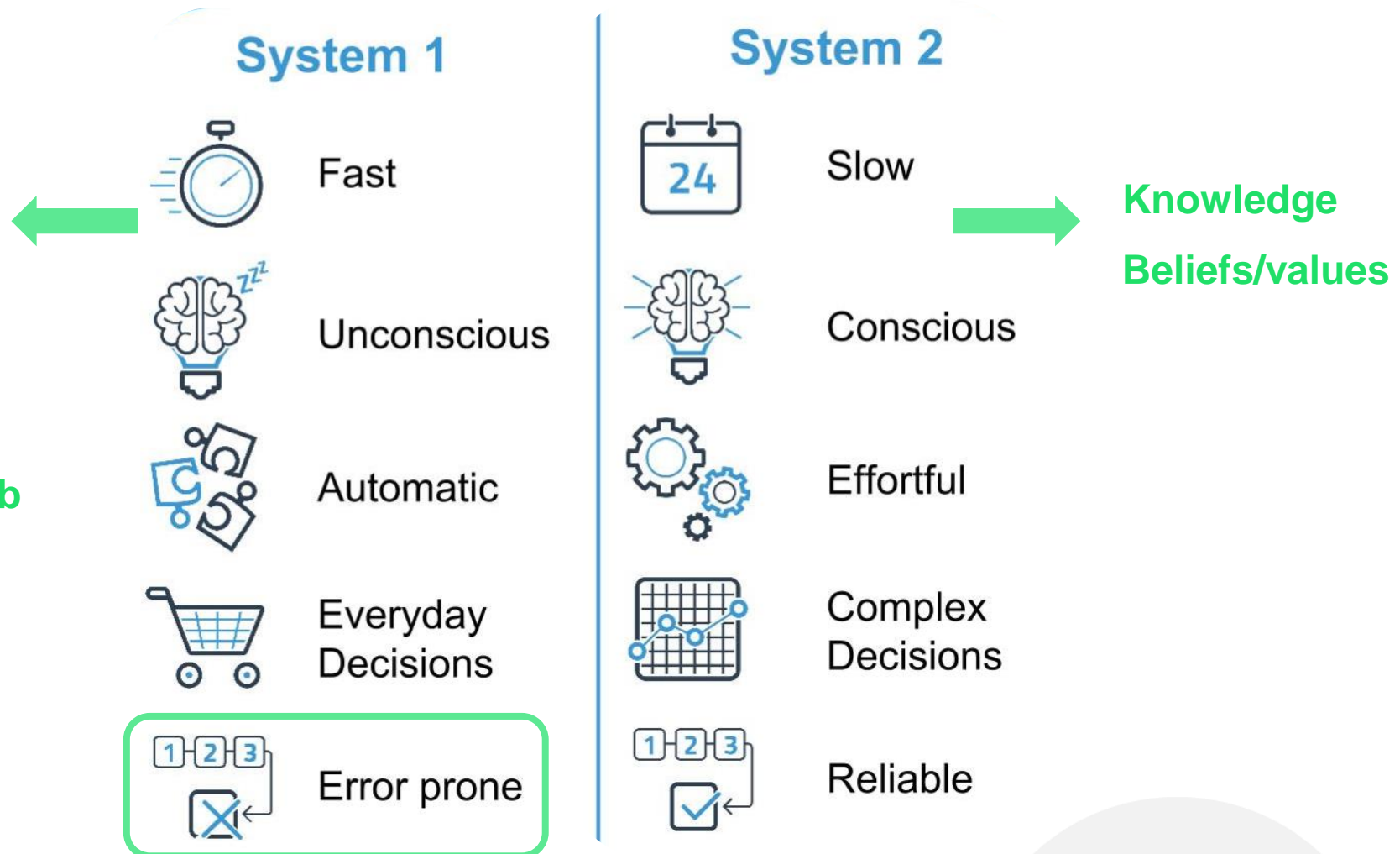
Habitual behaviour / fast brain

What's been done before

What's top of mind

What you see around you

Rules of thumb (heuristics)



→ Fast brain quiz

\$100



20min

\$50



Would you
drive 20min
to save \$50?

→ Fast brain quiz

\$3,000



20min

\$2,950



Would you
drive 20min
to save \$50?

Why not??

Habitual behaviour / fast brain

COGNITIVE BIAS CHEAT SHEET BECAUSE THINKING IS HARD



1 TOO MUCH INFO

SO ONLY NOTICE...

- CHANGES
- BIZARRENESS
- REPETITION
- CONFIRMATION



2 NOT ENOUGH MEANING

SO FILL IN GAPS WITH...

- PATTERNS
- GENERALITIES
- BENEFIT OF DOUBT
- EASIER PROBLEMS
- OUR CURRENT MINDSET



3 NOT ENOUGH TIME

SO ASSUME...

- WE'RE RIGHT
- WE CAN DO THIS
- NEAREST THING IS BEST
- FINISH WHAT'S STARTED
- KEEP OPTIONS OPEN
- EASIER IS BETTER



4 NOT ENOUGH MEMORY

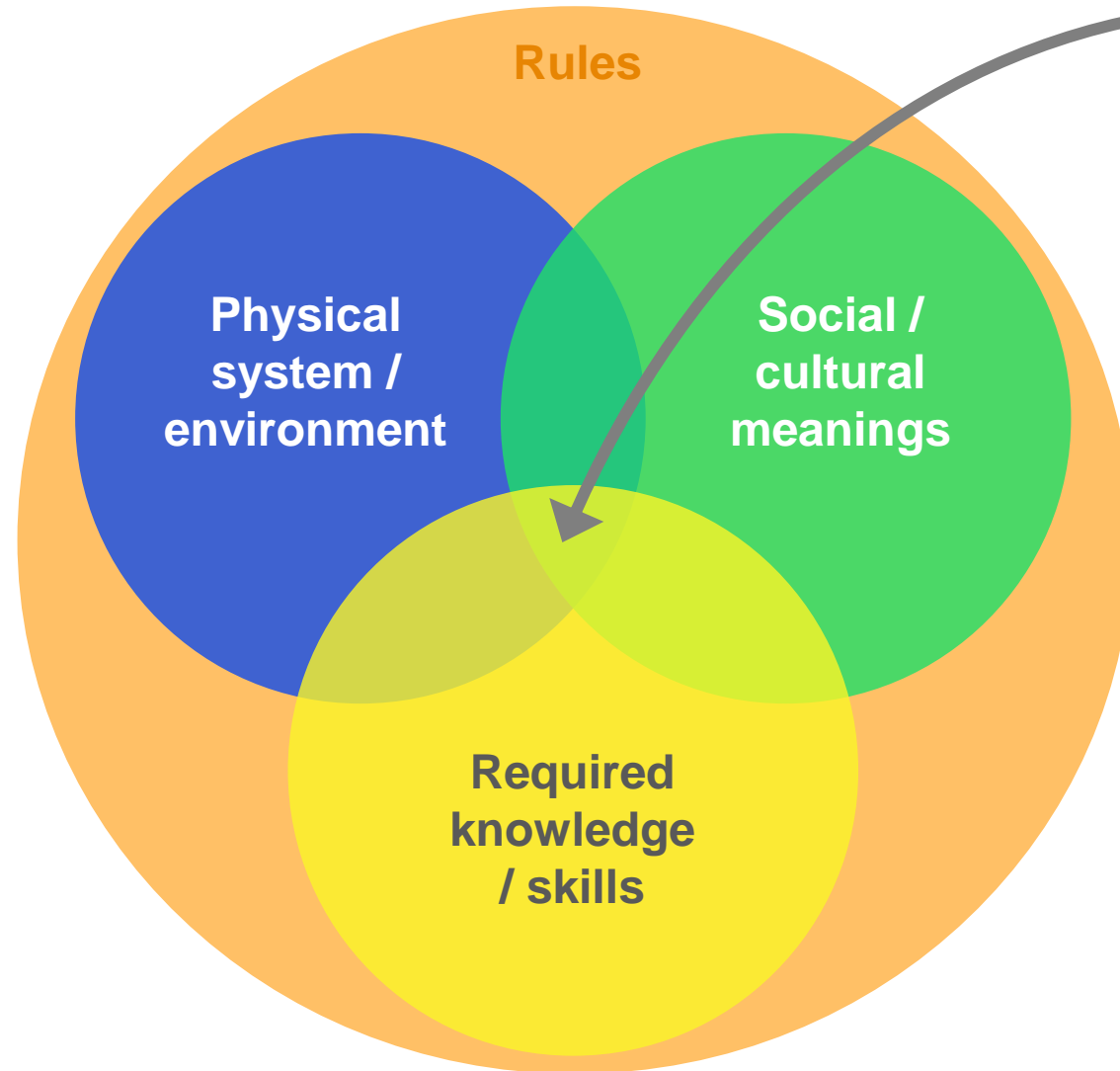
SO SAVE SPACE BY...

- EDITING MEMORIES DOWN
- GENERALIZING
- KEEPING AN EXAMPLE
- USING EXTERNAL MEMORY

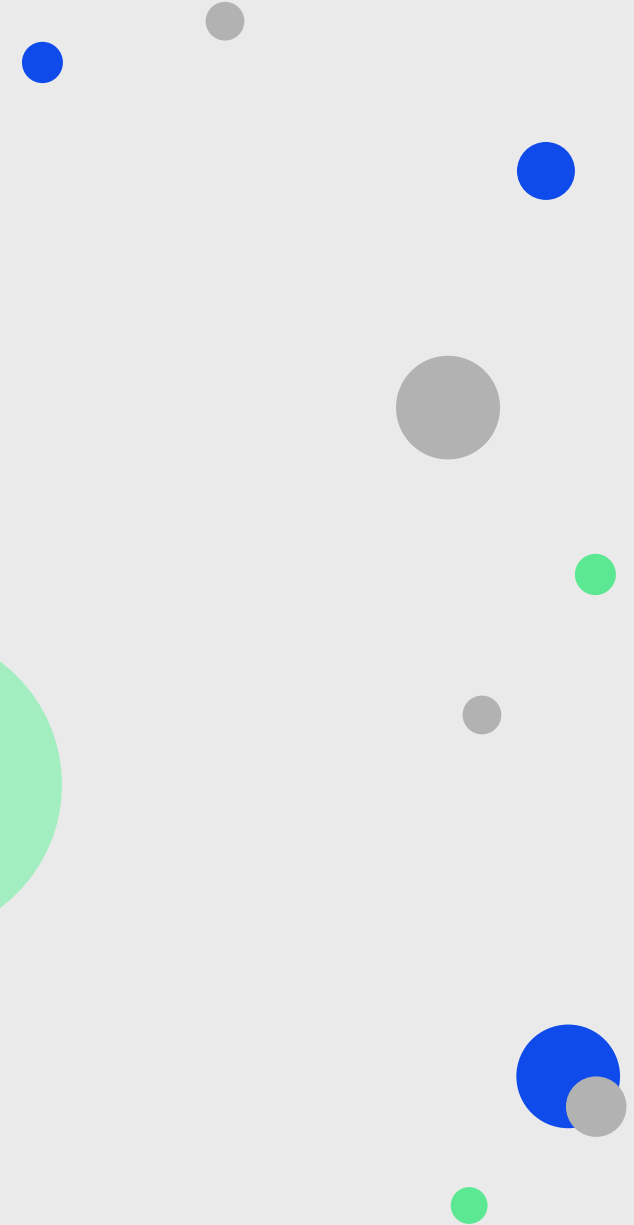
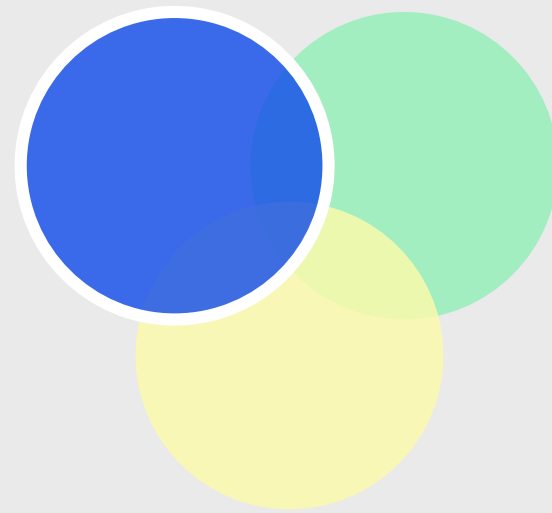
BY @BUSTER
[HTTP://BIT.LY/THINKING-IS-HARD](http://bit.ly/thinking-is-hard)

Ways to stimulate change

Behaviour 'system'



Physical system / environment



Physical system / environment

Number of waste streams



Physical system / environment

Number of waste streams



Physical system / environment

Number of waste streams

Rubbish



Paper



Food



Containers



Garden



Soft plastics



Physical system / environment

Number of waste streams



Physical system / environment

Location of bins: convenience



Physical system / environment

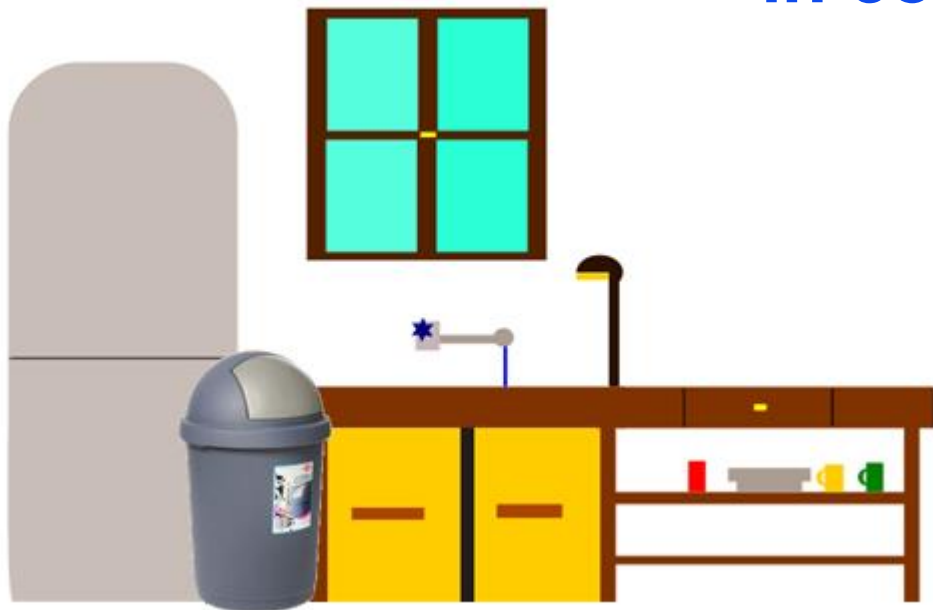
Location of bins: convenience



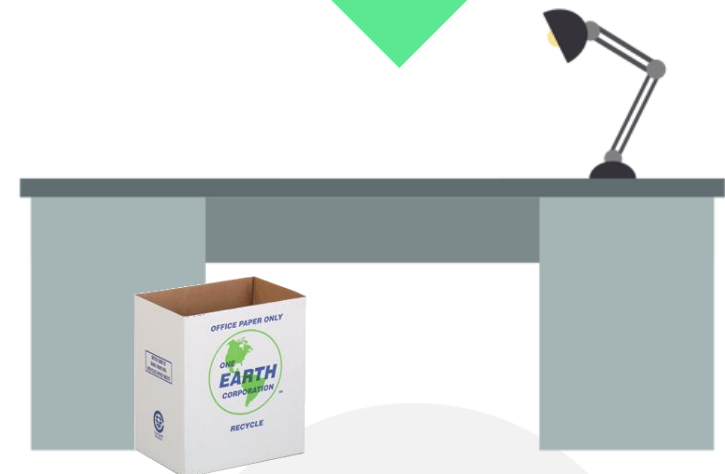
Physical system / environment

Location of bins: convenience

**Rubbish bins
in common areas**



**Recycling
bin at desk**



Physical system / environment

Location of bins: convenience

! But can increase
contamination

Recycling
bin at desk



Physical system / environment

Saliency (arresting, memorable)



don't forget to
recycle

Recycling just one aluminium can **saves** enough **energy** to run a television set for 3 hours.



do the right thing
and the RIGHT BIN



don't forget to
recycle

Recycling just one glass bottle **saves** enough **energy** to power a washing machine for 10 minutes.



do the right thing
and the RIGHT BIN



Physical system / environment
Salience (arresting, memorable)



vs



Physical system / environment

Salience (arresting, memorable)



Physical system / environment

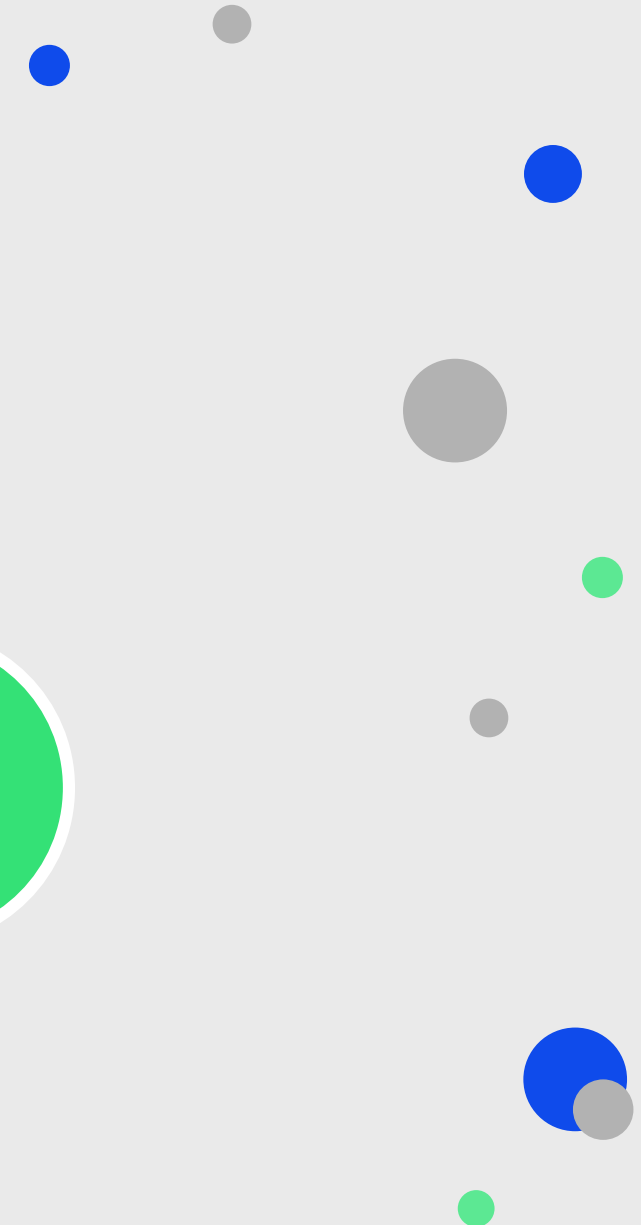
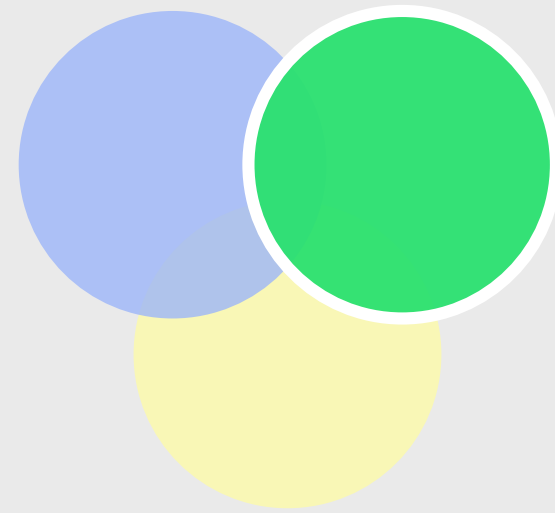
Nudging (subconscious cues)



Physical system / environment
Nudging (subconscious cues)



Social / cultural meanings



Social / cultural meanings

Social proof (desire to conform)



Social / cultural meanings
Social proof (desire to conform)

! But negative
proof backfires



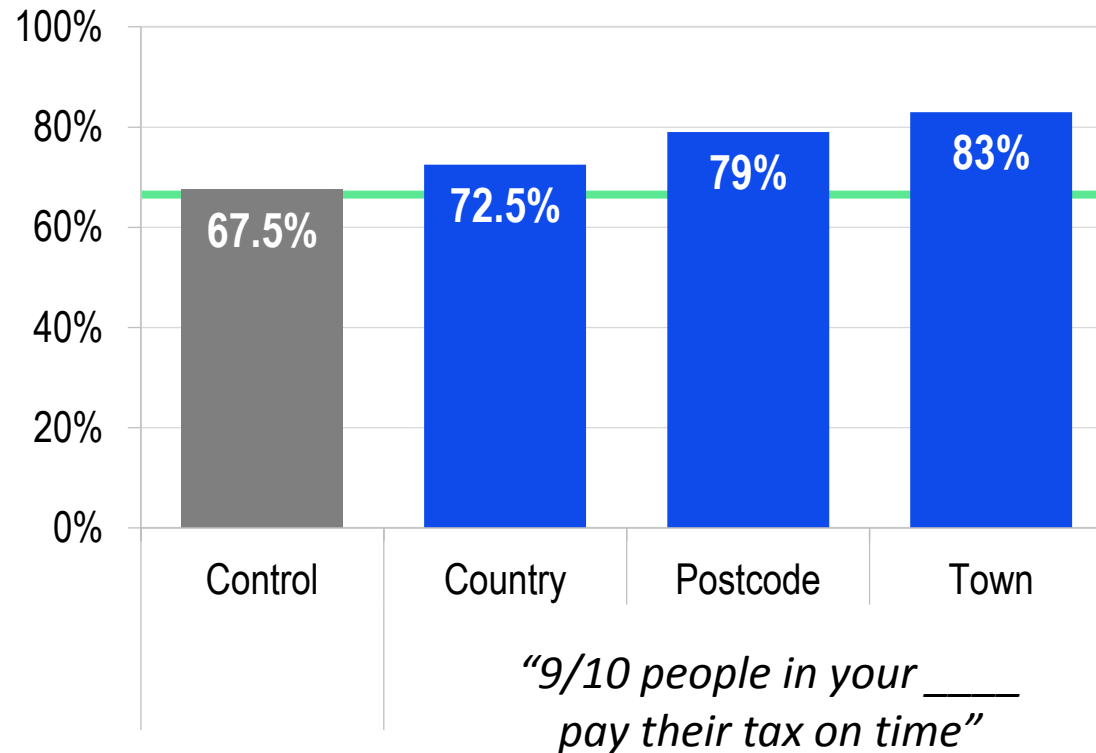
Social / cultural meanings

Social norms (perceived expectations)



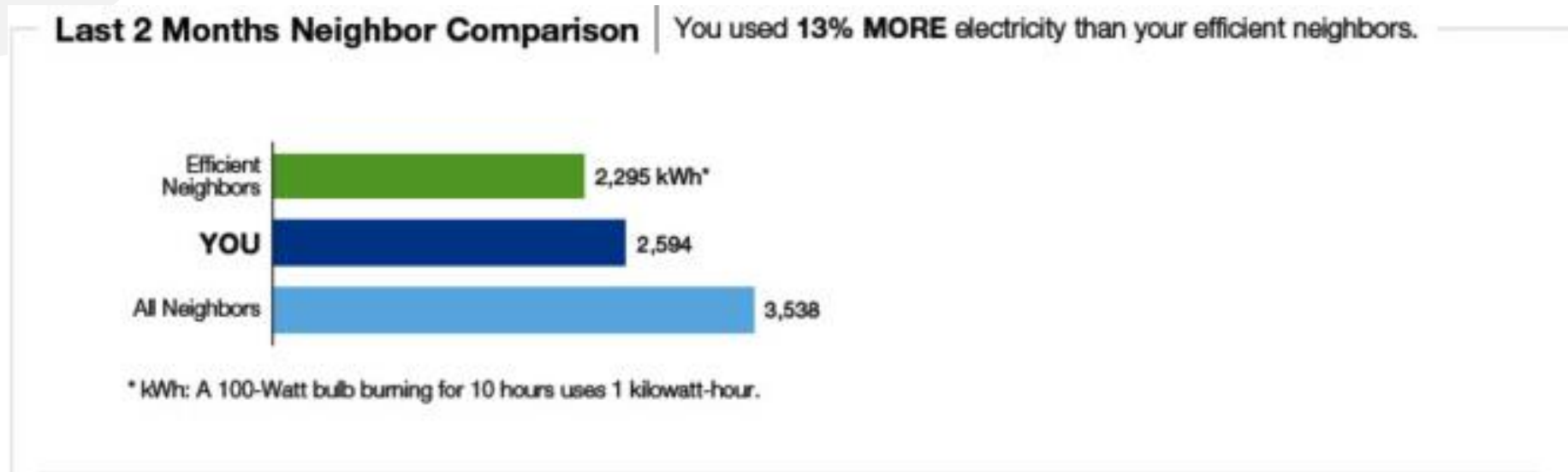
Social / cultural meanings

Social norms (perceived expectations)



Social / cultural meanings

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Social / cultural meanings

Social norms (perceived expectations)

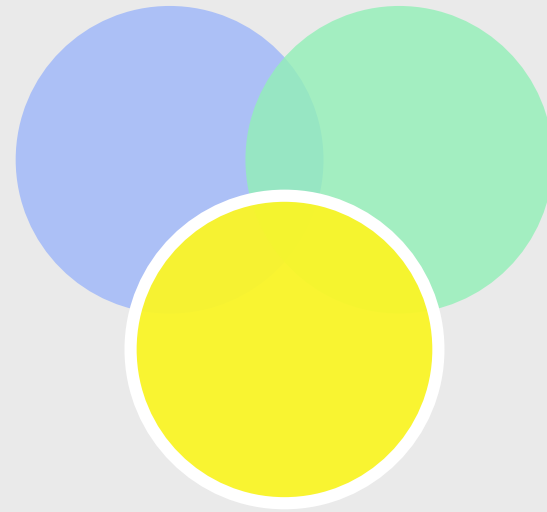


Social / cultural meanings

Social norms (perceived expectations)



Required knowledge



Required knowledge Signage



Required knowledge Signage

YES **RECYCLING ONLY**

Put these items in your recycling cart.

- Plastic jugs
- Plastic bottles (necks smaller than base)
- Plastic tubs
- Shredded paper
- Wax-coated paper containers and juice boxes.
- Phone books
- Magazines
- Newspaper & inserts
- Take out pizza boxes
- Glass jars & bottles
- Clean metal food cans
- Aluminum cans
- Clean aluminum foil wrap and pans
- Aerosol cans
- Plastic bags
- Corrugated cardboard (flattened)
- Boxboard, cereal boxes, frozen food boxes
- Pots & pans, scrap metal, ceramics

Required knowledge

Signage

What's Recyclable:

- Plastics marked #1 through #7 (look on the bottom - red plastic cups are #6, so they're ok)
- Newspaper
- Cardboard (corrugated boxes, cereal & cracker boxes, etc)
- Paper grocery bags
- Magazines, junk mail, stationery and envelopes (even window envelopes are ok)
- Glass bottles & jars (empty & rinsed)
- Aluminum/tin cans, foil, trays (again, rinse them out first)
- All plastic food containers marked #1 & #2
- Microwave food trays

What's Not:

- Plastic wrap
- Plastic grocery bags
- Pizza boxes (because of the grease)
- All wax laminated cartons/containers (milk and juice cartons)
- Styrofoam (including disposable coffee cups)
- Frozen/microwave food boxes (trays are ok)
- Wax cereal/cracker box liners
- Paper towels, napkins, tissue paper
- Paper plates, soiled paper
- Aluminum foil boxes
- Fast food wrappers
- Food waste

Remember, if an item is covered in food, it is not recyclable. Food is one of the worst contaminants in the recycling process, and some estimates put the costs of irresponsible contamination in the neighborhood of \$700 million per year industry-wide*. So please be sure to rinse out cups, cans, jars, etc before throwing them in the bin. Thank you!

Brought to you by **WPROVIDE**
W.PROMOTE CHARITY

* Source: <http://wpro.me/wprovide1>

WHAT GOES IN EACH BIN?

FOOD WASTE

- ✓ Coffee grounds
- ✓ Tea bags
- ✓ Bread
- ✓ Meat
- ✓ Cheese
- ✓ Rice
- ✓ Vegetable and fruit scraps
- ✓ Indoor plant leaves
- ✓ Flowers
- X NO food containers
- X NO plastic bags
- X NO packaging
- X NO coffee cups
- X NO tissues or wet paper towels.

If you can't eat it then don't put it in the food bin.

GENERAL WASTE

General waste and recyclable containers in this bin, to be sorted for recycling.

- ✓ Plastic, metal and glass containers and bottles
- ✓ Milk cartons and poppers
- ✓ Coffee cups and lids
- ✓ Packaging, such as chip packets or food wrapping
- ✓ Stationery, such as pens, ring binders or CDs
- ✓ Wet or soiled paper
- ✓ Tissues and paper towels
- ✓ Pizza boxes.

PAPER RECYCLING

- ✓ Plain and coloured paper
- ✓ Gloss paper
- ✓ Shredded paper
- ✓ Envelopes
- ✓ Paper folders
- ✓ Dividers and document wallets
- ✓ Cardboard boxes
- ✓ Magazines
- ✓ Newspapers
- ✓ Books
- ✓ Cardboard and paper bags
- X NO coffee cups
- X NO dirty food wrappings
- X NO tissues or wet paper towels
- X NO pizza boxes.

There are separate bins for specialist items such as **batteries, e-waste, Styrofoam, cartridges and construction waste** around the University. Visit www.uts cleans up.uts.edu.au for more information.

Required knowledge Signage

Simple terms

Clear, real pictures

Limited text

Common mistakes

Colour coded

Greensboro Recycling Guide | Recycle First. It Matters.

Recycle the items below. They should be clean and dry. Rinse only if needed.

PAPER	PLASTIC	METAL	GLASS
<p>All Paper</p>	<p>TOP ON</p> <p>All Bottles</p>	<p>TOP OFF</p> <p>Aluminum, Steel, Tin Cans, Aerosol Cans</p>	<p>LID OFF</p> <p>All Jars</p>
<p>All Cardboard</p> <p>All Cartons</p>	<p>All Containers</p>	<p>Pots and Pans</p>	<p>All Bottles</p>
<p>Chipboard</p>	<p>All Jugs</p> <p>Large Plastic Items</p>	<p>Aluminum Foil, Pans, Trays</p>	
<p>NO</p> <p>Paper Towels, Tissues, Diapers</p>	<p>NO</p> <p>Bags, Sheets, Styrofoam, Hoses</p>	<p>NO</p> <p>Cords, Auto Parts, Electronics</p>	<p>NO</p> <p>Mirrors, Windows, Dishware</p>

Thank you



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