

Beyond Education: Using Social Science to Promote Recycling



Jennifer Tabanico, President

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Research • Social Marketing • Results

changing behavior

for the public good by applying marketing and social science research to outreach programs that promote **clean, healthy, + sustainable communities.**



clean	healthy	sustainable
community	workplace	environment
research	implement	evaluate

Behavior Matters

- ❑ Environmental Issues have Origins in Human Behavior
- ❑ Technology + Policy Solutions
 - ❑ Barriers: technical, institutional, societal
 - ❑ Time to penetrate market
 - ❑ Time to implement policy
- ❑ Behavioral Solutions
 - ❑ Voluntary action
 - ❑ Guidance from social sciences



THE Behavior Matters

- ❑ **One-Time**
 - ❑ (e.g., purchase reusable bottle)

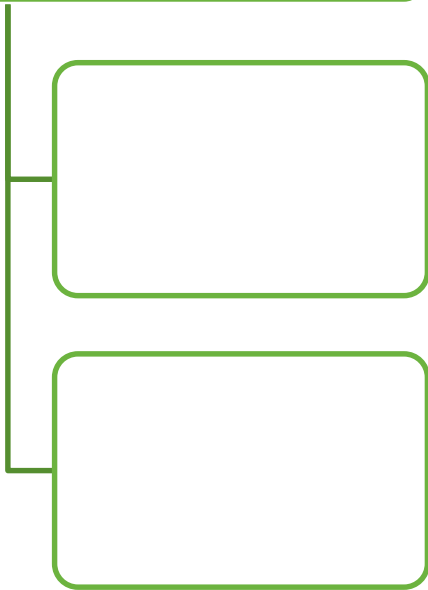
- ❑ **Repetitive**
 - ❑ (e.g., use reusable bottle instead of single use)

- ❑ **Diverse Barriers**
 - ❑ Cost
 - ❑ Difficulty
 - ❑ Other Obstacles

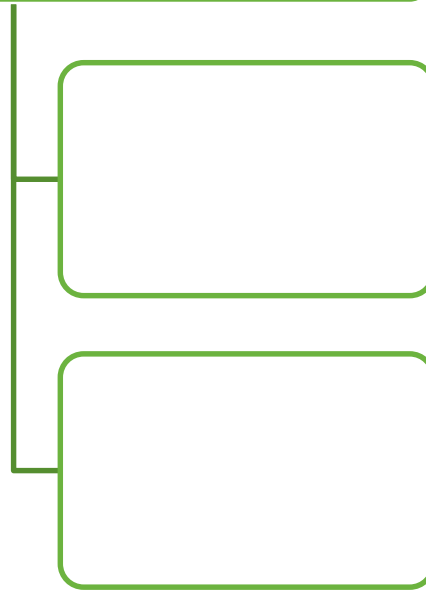


Traditional Approaches

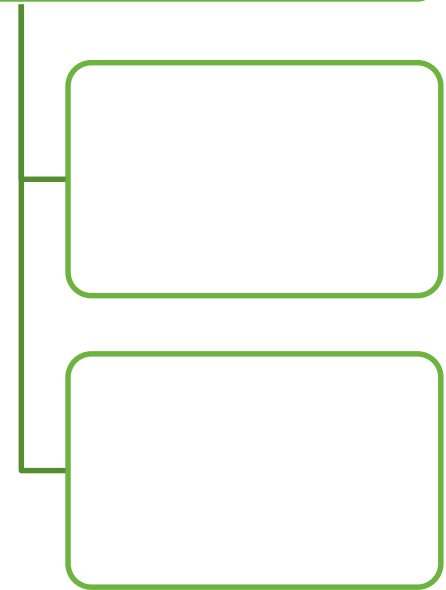
Knowledge



Awareness



Economic



Traditional Approaches

Knowledge

*If people know
what to do, they
will do it.*

*Knowledge ≠
Behavior Change*

Awareness

Economic

Traditional Approaches

Knowledge

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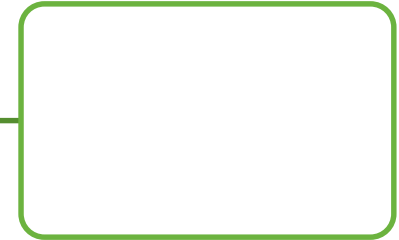
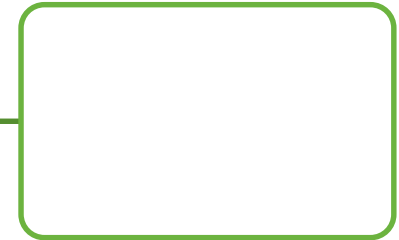
*Knowledge ≠
Behavior Change*

Awareness

*If people know the
severity of it, they
will change.*

*Attitude ≠
Behavior Change*

Economic



Traditional Approaches

Knowledge

If people know what to do, they will do it.

Knowledge ≠ Behavior Change

Awareness

If people know the severity of it, they will change.

Attitude ≠ Behavior Change

Economic

If it is in their financial best interest, they will do it

Self-Interest ≠ Behavior Change

State and National Campaign Effects



- National effort in Canada to reduce CO2
- Heavy media advertising
- 51% knew program
- Few changed behavior



- 2001-2010
- \$200 million advertising campaign
- One-time and repetitive actions
- Little impact behavior change

Community-Based Social Marketing

- ❑ origins in 100 years of social science
 - ❑ psychology, sociology, anthropology, etc.
- ❑ community-based
 - ❑ delivered at local-level
- ❑ removes barriers to action
 - ❑ motivational and structural
- ❑ behavior-based
 - ❑ outcomes (behavior change) not outputs (# of impressions)



Community-Based Social Marketing

Select Behavior

```
graph TD; A[Select Behavior] --> B[ ]; B --> C[ ]; C --> D[ ]; D --> E[ ]
```

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers. See also www.cbsm.com

Community-Based Social Marketing

Select Behavior



```
graph TD; A[Select Behavior] --> B[Barriers & Benefits]; B --> C[ ]; C --> D[ ]; D --> E[ ]
```

Barriers & Benefits

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers. See also www.cbsm.com

Community-Based Social Marketing

Select Behavior



```
graph TD; A[Select Behavior] --> B[Barriers & Benefits]; B --> C[Develop Strategy]; C --> D[ ]; D --> E[ ]
```

Barriers & Benefits

Develop Strategy

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers. See also www.cbsm.com

Community-Based Social Marketing

Select Behavior



```
graph TD; A[Select Behavior] --> B[Barriers & Benefits]; B --> C[Develop Strategy]; C --> D[Pilot Test]; D --> E[ ];
```

Barriers & Benefits

Develop Strategy

Pilot Test

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers. See also www.cbsm.com

Community-Based Social Marketing

Select Behavior

```
graph TD; A[Select Behavior] --> B[Barriers & Benefits]; B --> C[Develop Strategy]; C --> D[Pilot Test]; D --> E[Implement Broadly & Evaluate];
```

Barriers & Benefits

Develop Strategy

Pilot Test

Implement Broadly & Evaluate

McKenzie-Mohr, D. (1999, 2011). Fostering sustainable behavior. Canada: New Society Publishers. See also www.cbsm.com

Step 1: Selecting Behaviors

- ❑ Strategic selection
 - ❑ Desired outcome?
 - ❑ Sectors? Audiences?
 - ❑ Behavior linked to outcome?
- ❑ Informed choices
 - ❑ Hunches often disconfirmed
 - ❑ Technical and survey data



Create a List of Behaviors

End State

- **Action Causes the Outcome**
 - *Place scrap paper in deskside recycling bin*
 - *Use a reusable water bottle*

Non-divisible

- **Cannot be Broken Down into Smaller Actions**
 - *Recycle properly*

Avoid Strategies

- **Not Directly Linked to Outcome**
 - *Sign a pledge*
 - *Attend a workshop*

Prioritize Behaviors

Impact

How much is change linked to outcome?

Probability

How difficult is change?

Penetration

How many already engaged?

Step 2: Identify Barriers and Benefits

- ❑ Why aren't people engaging in the desired behavior?
 - ❑ Internal: motivation, knowledge, convenience, attitudes, time
 - ❑ Structural: program changes, convenience, difficulty, access
- ❑ Multiple barriers can exist simultaneously
 - ❑ Prioritize
 - ❑ Multivariate statistics
- ❑ Barriers can vary by:
 - ❑ Behavior
 - ❑ Audience
 - ❑ Season

Step 2: Identify Barriers and Benefits

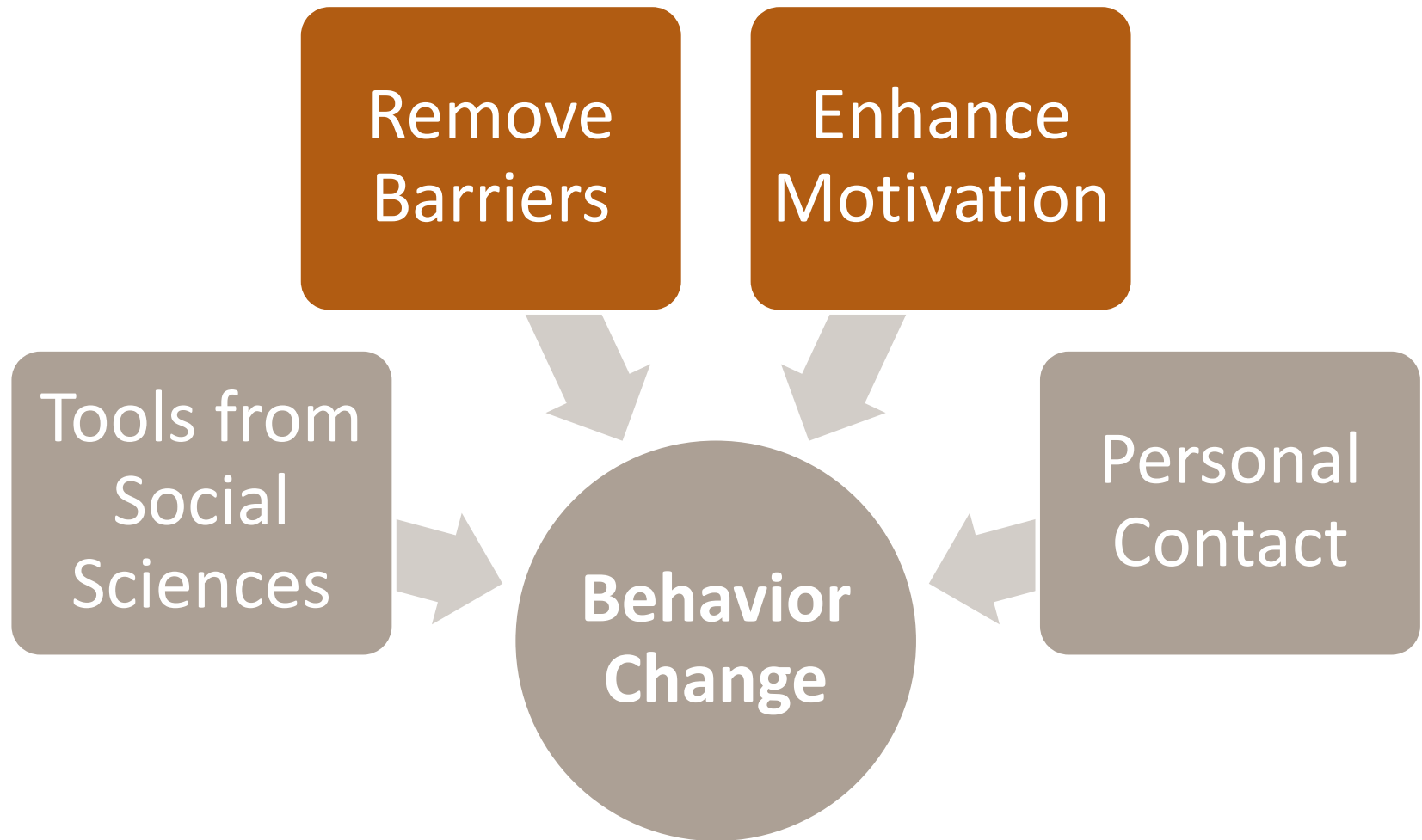
- ❑ NOT based on a hunch!
 - ❑ Find target population

- ❑ Starting point
 - ❑ Literature Reviews
 - ❑ Observations
 - ❑ Focus Groups

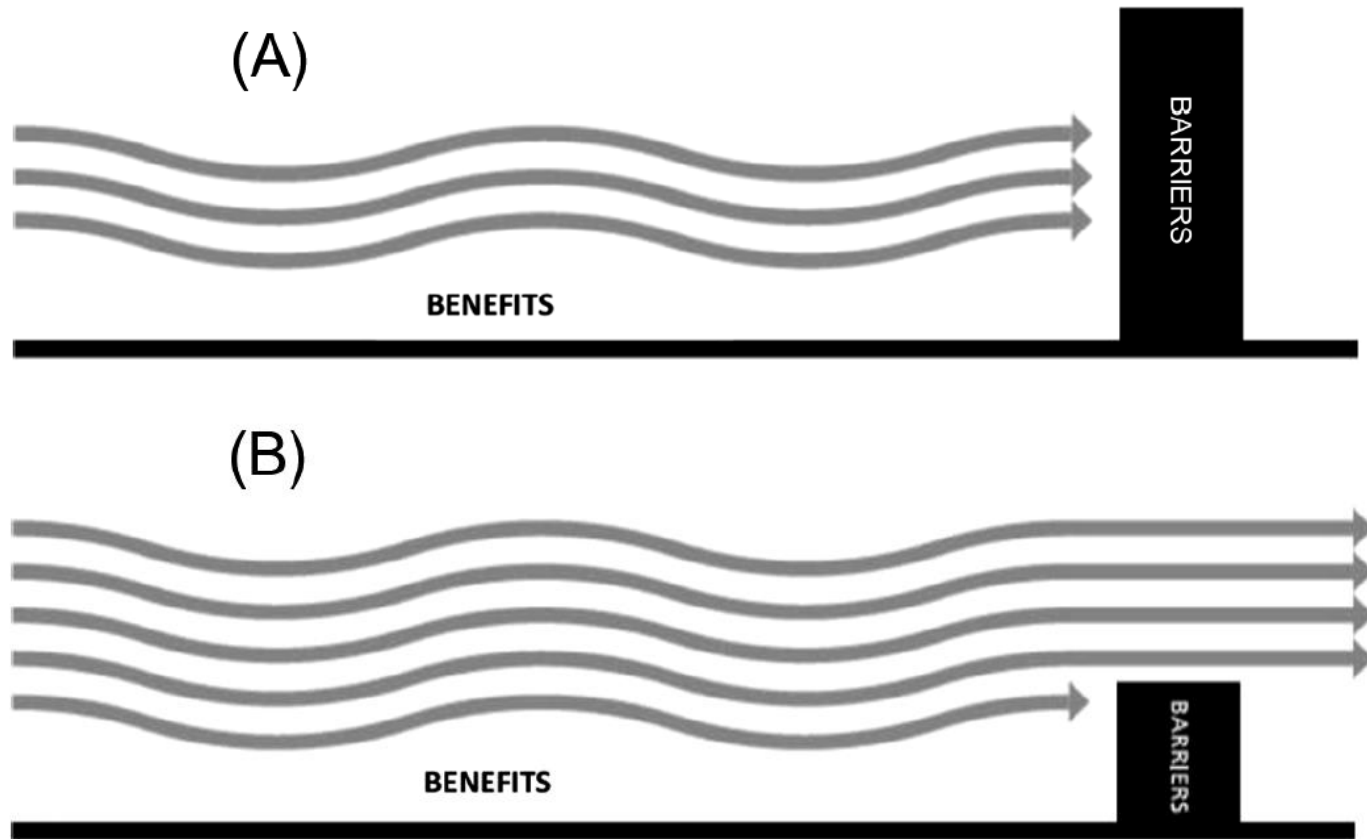
- ❑ Surveys
 - ❑ In-person
 - ❑ Telephone
 - ❑ Mail
 - ❑ Web-based



Step 3: Develop Strategy

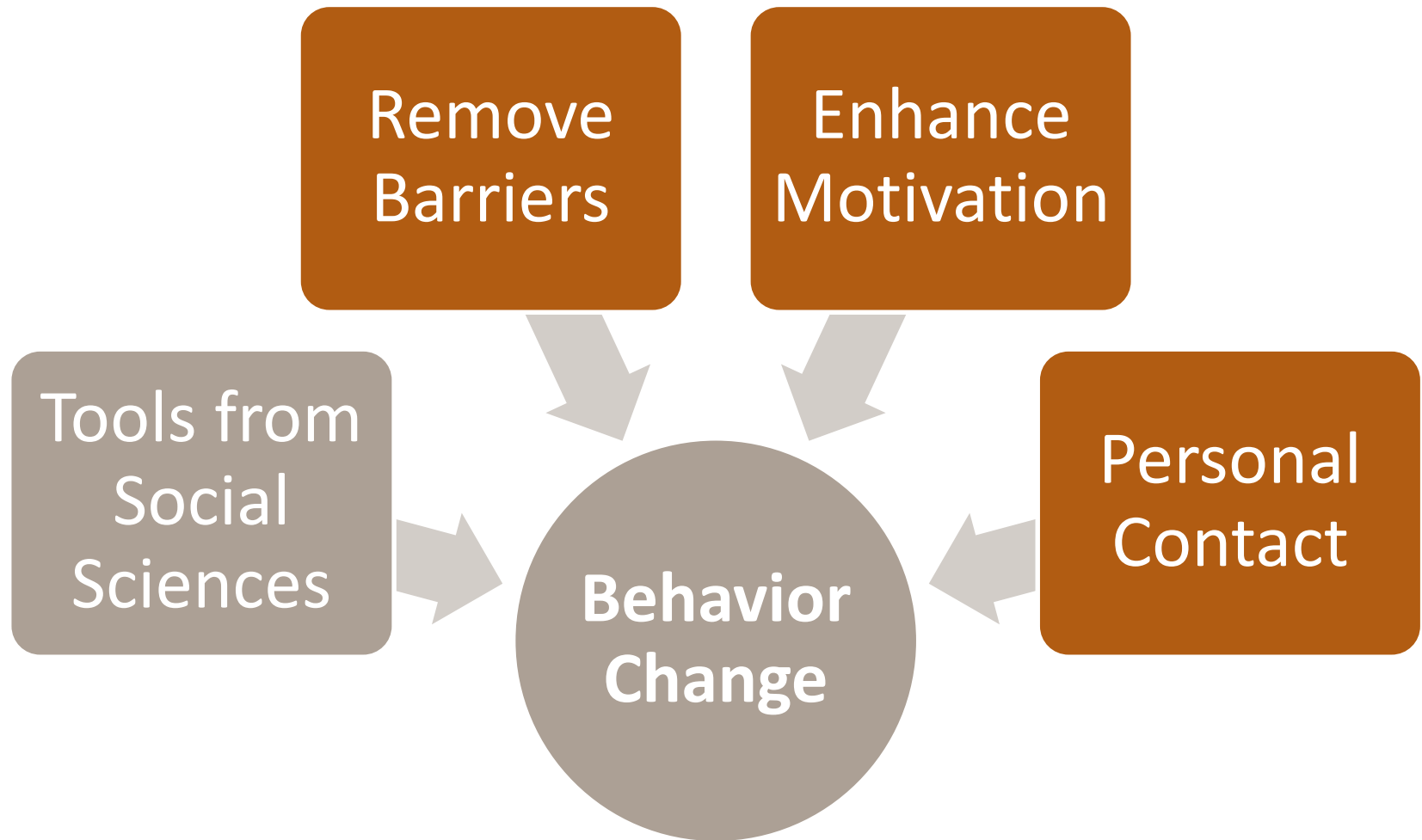


Remove Barriers & Enhance Benefits

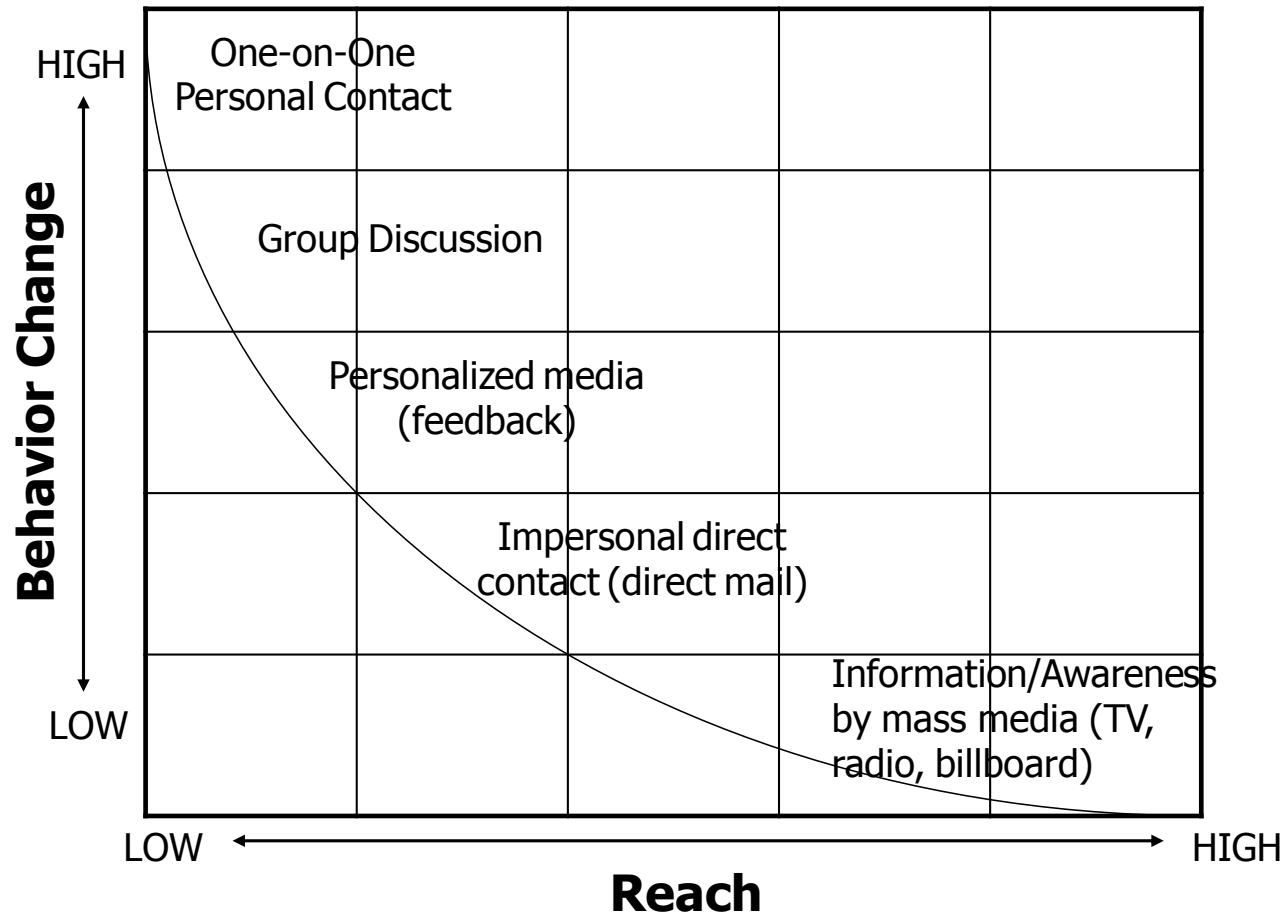


Graphic From: Schultz, P. W. (2013). Strategies for promoting proenvironmental behavior: Lots of tools but few instructions. *European Psychologist*.

Step 3: Develop Strategy

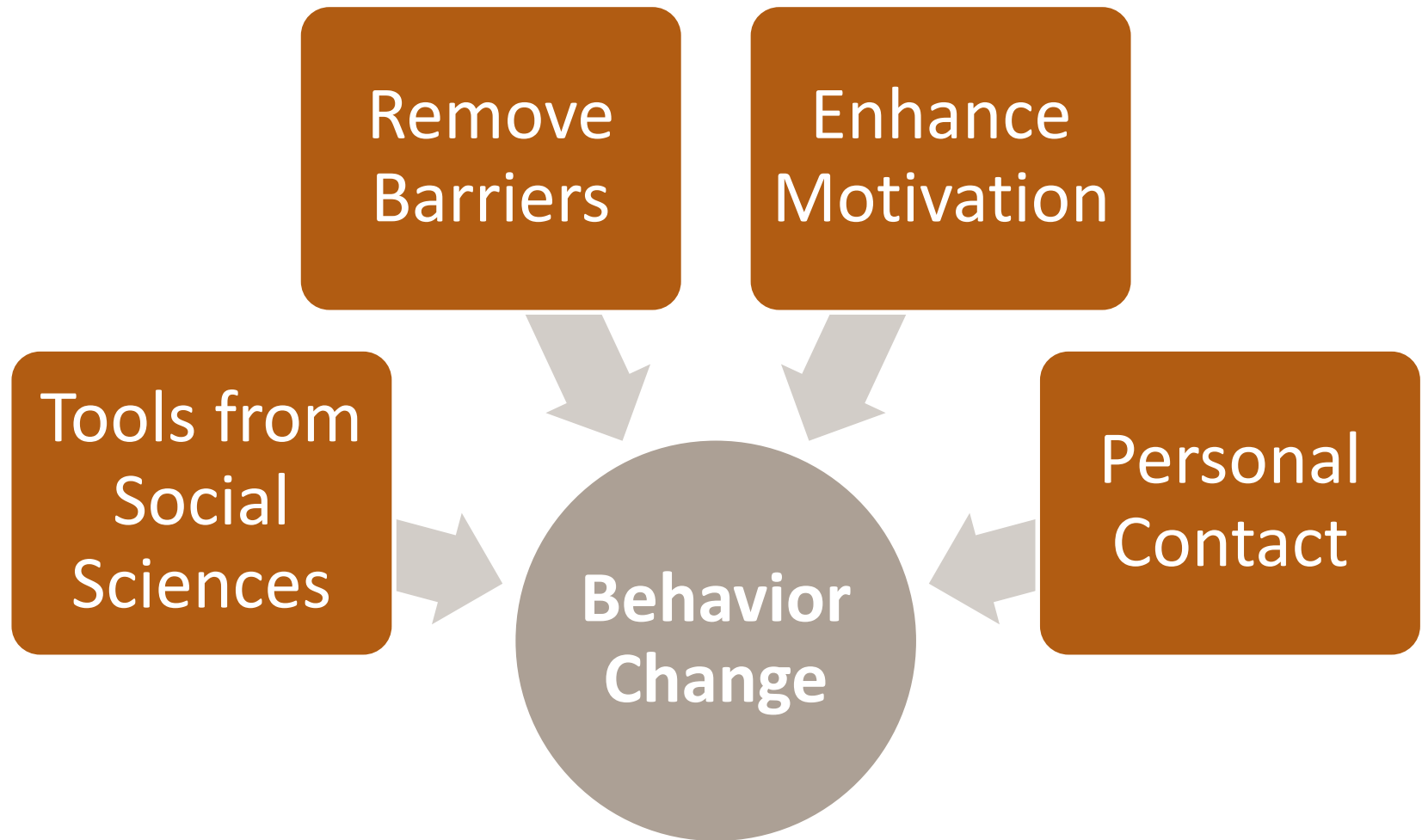


Personal Contact: Reach vs. Impact



Graphic from: Schultz, P.W., & Tabanico, J. (2007). Community-based social marketing and behavior change. In A. Cabaniss (Ed.), *Handbook on Household Hazardous Waste*. Lanham, MD: Rowan and Littlefield.

Step 3: Develop Strategy

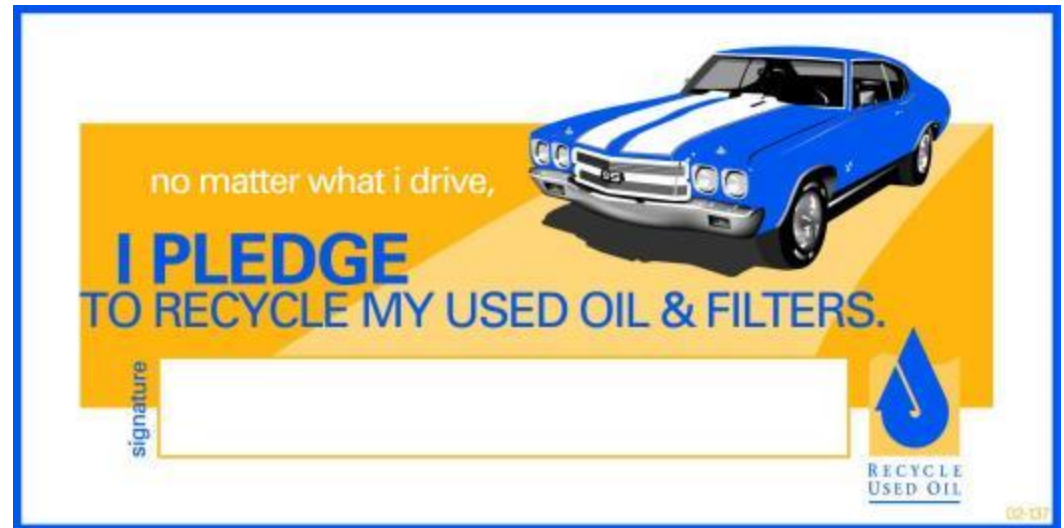


Tools: Convenience (Make it Easy)



Tools: Commitment

- ❑ Leverage self-perception
- ❑ Desire to be consistent
- ❑ Must be voluntary
- ❑ Most effective when:
 - ❑ Written
 - ❑ Public



Tools: Commitment



REGISTER YOUR EVENT	ORGANIZE AN EVENT	ATTEND AN EVENT	TAKE THE PLEDGE	FIND RECYCLING
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The national recycling rate has increased every year for the past 30 years.
The current recycling rate is 34.5%.
JOIN US IN RECYCLING MORE.
For America Recycles Day 2015, I pledge to:

Learn. I will find out what materials are collected for recycling in my community.

Act. Reduce my personal waste by recycling. Within the next month, I will recycle more.

Share. In the next month, I will encourage one family member or one friend to take the pledge.

Post. Take and post a photo of you recycling and enter the #Iwillrecycle sweepstakes.

Versión en Español

64,358 people have signed this pledge. Be the 64,359th!

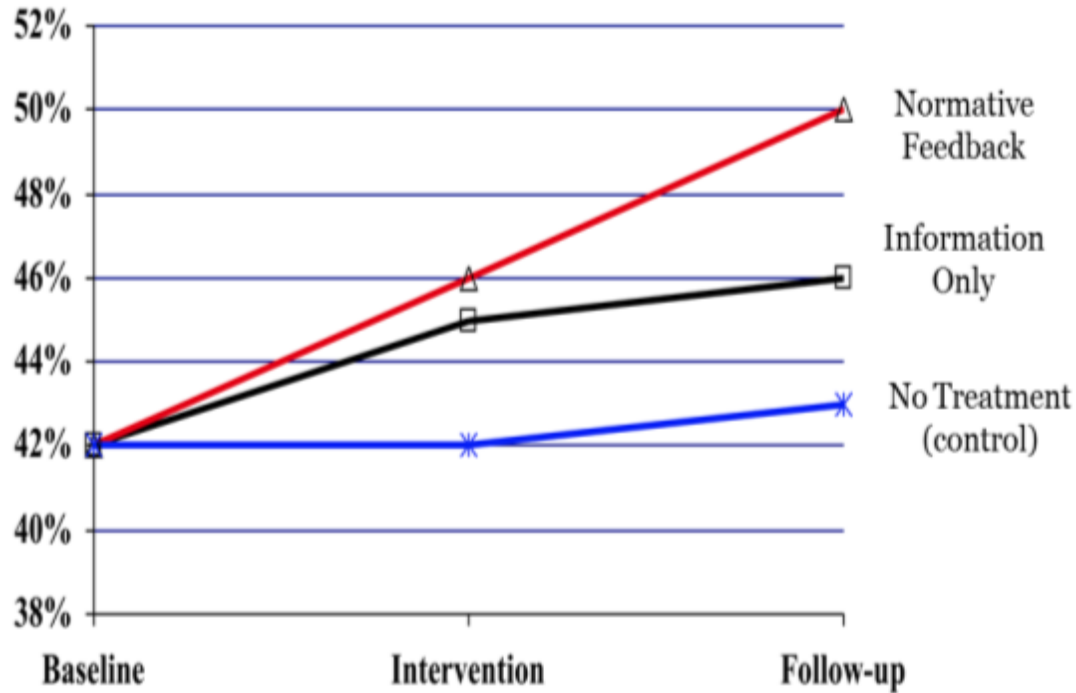
Tools: Social Norms

- ❑ **Distinguish between types of norms:**
 - ❑ **Injunctive:** what people approve of
 - ❑ **Descriptive:** what people are doing

- ❑ **Avoid boomerang effects**

- ❑ **Group commitments together**
 - ❑ Creates a social norm

Tools: Social Norms



Tools: Prompts

- ❑ Remembering to act
 - ❑ Barrier is forgetting
- ❑ Noticeable
 - ❑ Close in space and time
 - ❑ Combine with other tools
- ❑ Self-Explanatory and Explicit
 - ❑ Ineffective: “Please recycle”
 - ❑ Effective “Place plastic beverage containers here”



**Please note that these are some common items. For a more comprehensive list of recyclable and non-recyclable items, see your building manager, or your waste hauler's website.

Tools: Prompts

Recycling

Recyclable paper, cardboard and mixed containers go into your yellow-lid bin.

廢物回收 - 可回收的廢紙、硬紙板及混合包裝盒放入同一個箱 - 黃色蓋的回收箱

Daur ulang - Kertas daur ulang, karton, dan aneka wadah botol dan kaleng masuk ke satu tempat sampah - yang tutupnya berwarna kuning

재활용 - 재활용할 수 있는 종이, 판지와 그 외 여러 용기는 한 곳에 폐기해주시시오 - 뚜껑이 노란 쓰레기통입니다.



YES 可回收
BOLEH
폐기 허용

Glass bottles & jars
玻璃瓶及玻璃罇
Botol & toples kaca
유리로 된 병과 용기

Steel & aluminium cans, aerosols
鋼鐵及鋁罐
Aerosol dan kaleng dari besi & aluminium
알루미늄 및 철제 캔 용기, 스프레이 병

Disposable plastic bottles & containers
一次性塑料瓶及容器
Botol & wadah plastik sekali pakai
일회용 플라스틱 용기

Juice, milk & egg cartons
果汁盒、牛奶盒及雞蛋盒
Karton jus, susu, telur
주스, 우유갑 및 달걀 상자

Paper & cardboard
廢紙及硬紙板
Kertas & karton karton
종이 및 판지

Please remove all food scraps before recycling
Hapus sisa-sisa makanan sebelum memusnahkan
재활용하기 전에 모든 음식물 찌꺼기를 분리하여 주십시오.

NO 不可回收
TIDAK BOLEH
폐기 금지

Plastic bags
塑料袋
Kantong plastik
폐기 금지

Light globes, mirrors & window glass
燈泡、鏡子及窗台玻璃
Lampu bohlam, cermin & kaca jendela
전구, 거울 및 유리창

Polystyrene & containers with food
聚苯乙烯及有食物的包裝盒
Polistirena (wadah gabus) & wadah berisi makanan
스티로폼 구멍 및 음식물이 든 용기

Disposable nappies
一次性尿布
Popok sekali pakai
일회용 기저귀

Crockery
陶瓷
Barang pecah belah
사기그릇, 찻기, 밥그릇

Paper towels & tissues
紙巾巾及紙巾
Handuk kertas & tisu
종이 수건 및 휴지

Sharps (syringes, needles & lancets)
利器
Jarum suntik, jarum & jarum tusuk
주사기, 바늘, 구멍이름 스텐달
날카로운 지극 (주사기, 구멍이름 스텐달)

Call 9265 9333 to find out how to dispose of sharps safely. 查詢如何安全處理利器。 電話 9265 9333
Hubungi 9265 9333 untuk mengetahui cara memusnahkan tajam dengan selamat. 查詢如何安全處理利器。 電話 9265 9333

For more information on recycling: Visit www.cityofsydney.nsw.gov.au/waste or call 9265 9333
查詢更多關於廢物回收的資訊: 瀏覽 www.cityofsydney.nsw.gov.au/waste 或電 9265 9333
Untuk Informasi mengenai daur ulang: Kunjungi www.cityofsydney.nsw.gov.au/waste Telepon 9265 9333
재활용에 대한 더 자세한 정보는 홈페이지: www.cityofsydney.nsw.gov.au/waste 전화: 9265 9333

Zero Waste is a proud initiative by the City of Sydney. This sign is printed on recycled paper. May 2016.
"零廢物" 是悉尼市由可回收紙張印就之舉。此標誌印就於回收紙張。2016年5月。
Zero Waste means avoid, reuse, recycle and reduce. Some materials do not belong in your recycling bin.
Zero Waste means avoid, reuse, recycle and reduce. Some materials do not belong in your recycling bin.

Don't put your recycling in plastic bags, they jam the machinery.
請勿將您的回收廢物放入塑膠袋。阻礙機器回收。
Jangan letuh bahan daur ulang Anda dalam karung plastik, kerana dapat merusakan mesin.
請勿將您的回收廢物放入塑膠袋。阻礙機器回收。



Tools: Communication

Captivating

Credible

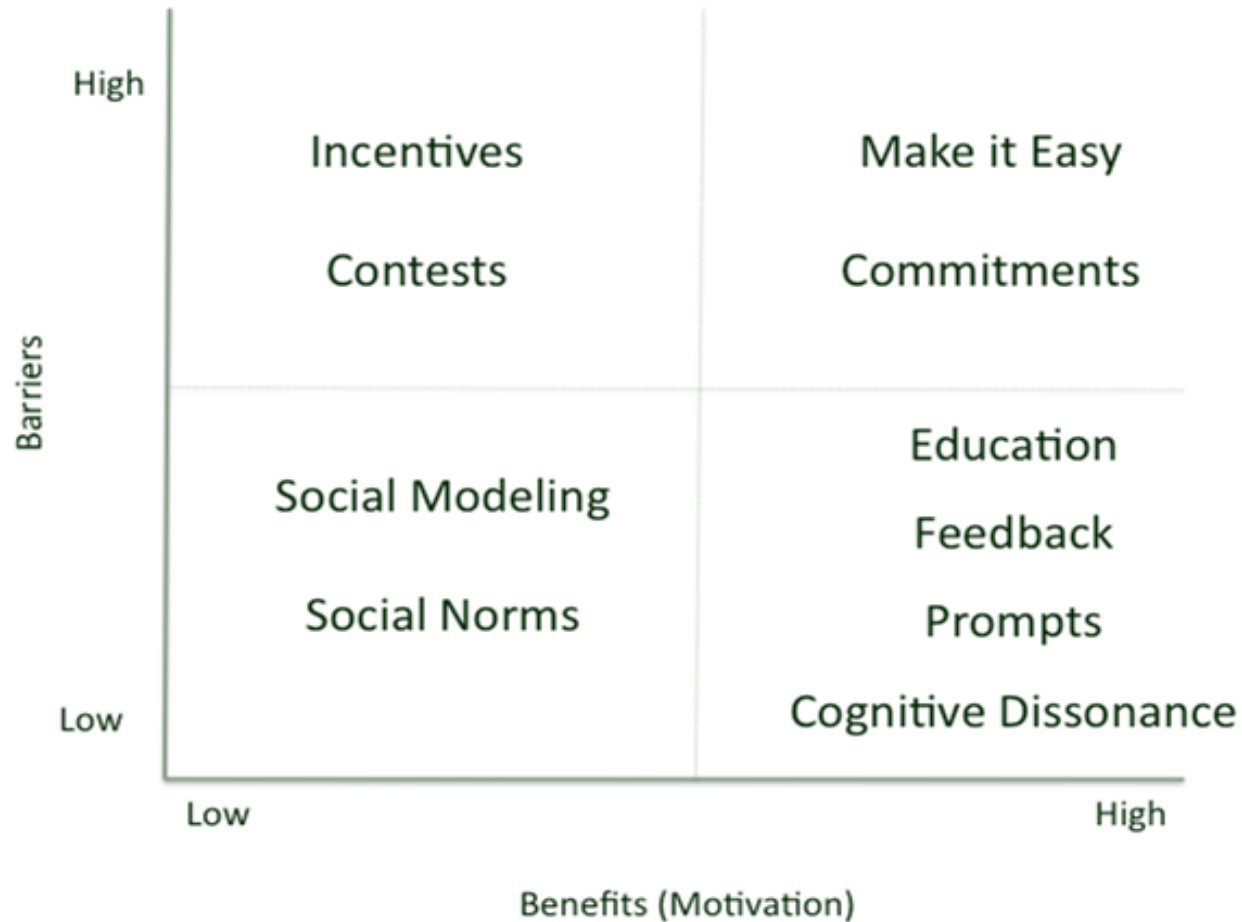
Positive

Memorable

Set Goals

Feedback

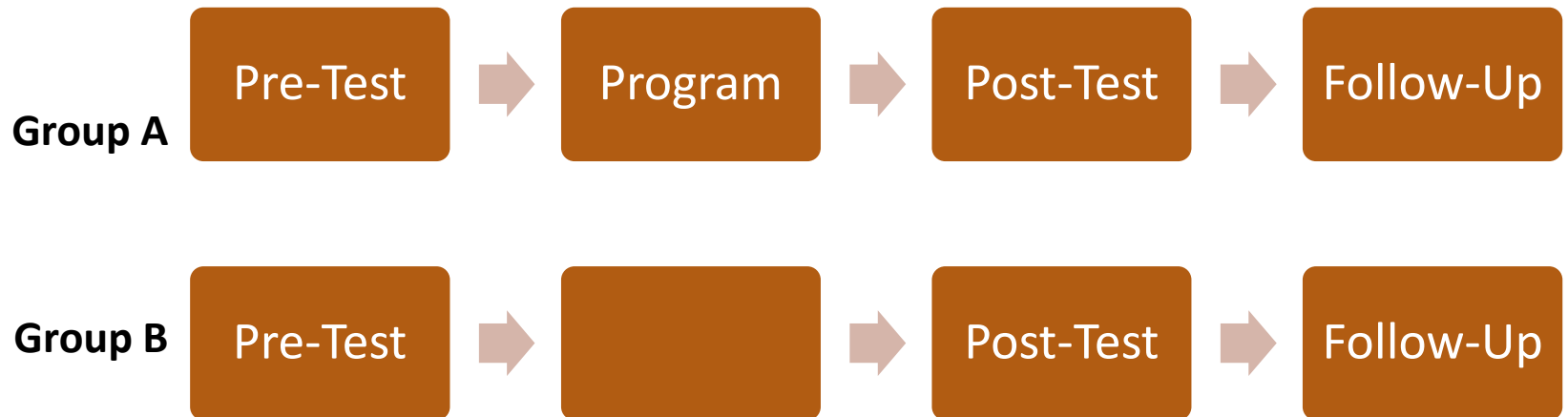
Tools: Guiding Framework



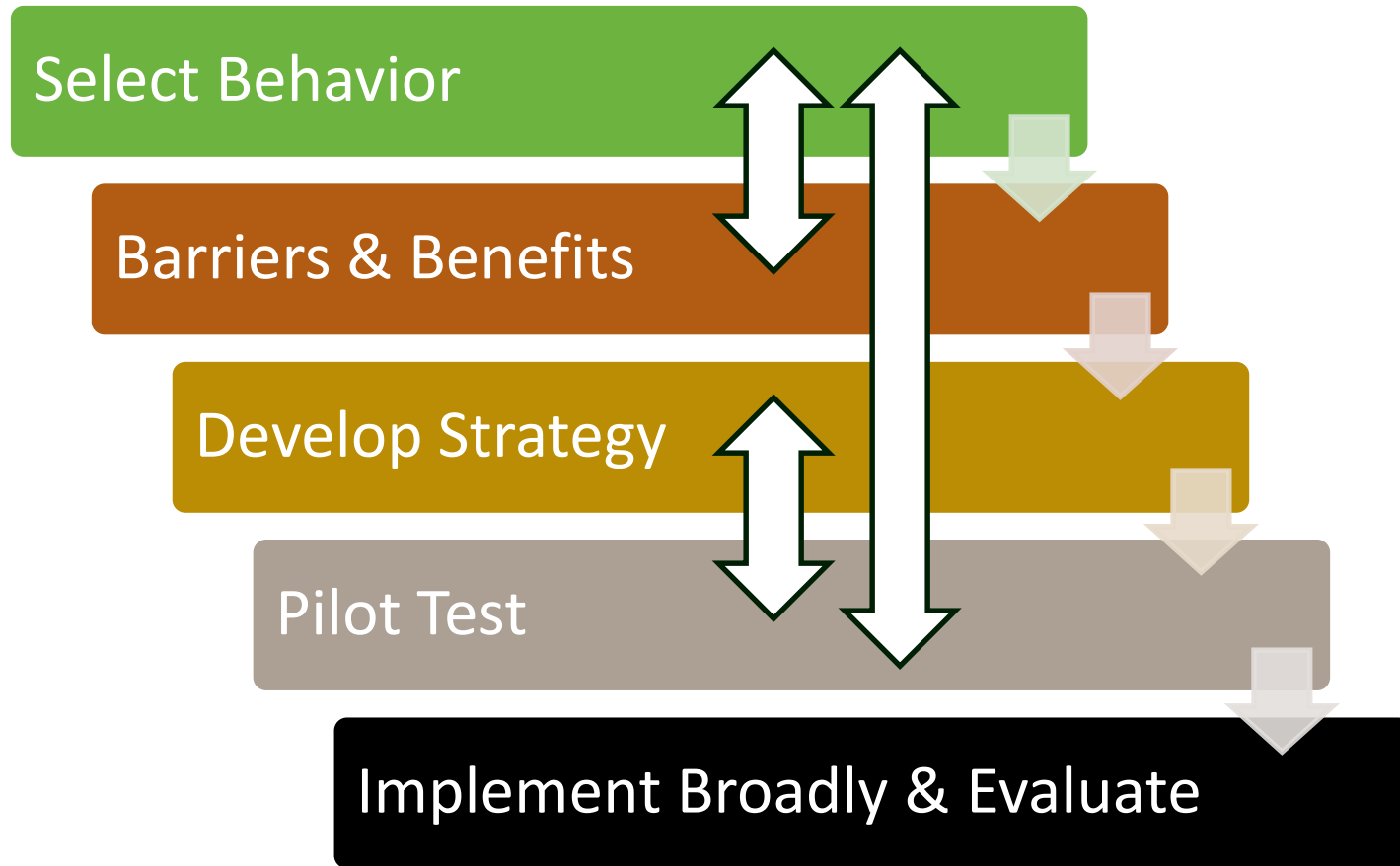
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Step 4: Pilot Testing

- Preliminary data about the efficacy of the intervention
 - Program variations
 - Cost-savings mechanism
 - Evaluate ROI



Step 4: Pilot Testing



CBSM Resources

❑ Websites

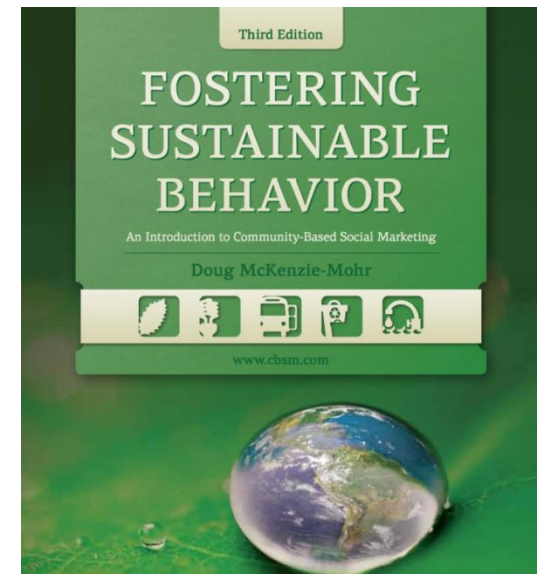
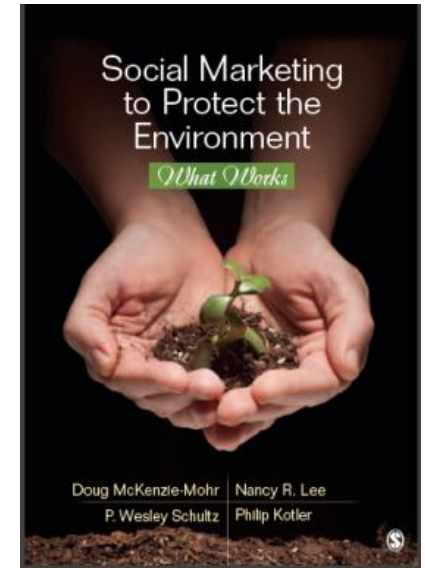
- ❑ www.cbsm.com
- ❑ www.toolsofchange.com

❑ Discussion Forums/List Serves

- ❑ Fostering Sustainable Behavior (www.cbsm.com)
- ❑ Georgetown Social Marketing Listserv

❑ Books

- ❑ Fostering Sustainable Behavior
- ❑ Social Marketing to Protect the Environment



Action Research

California: 3630 Ocean Ranch Blvd. | Oceanside, CA 92056

New York: 13 East 37th St., Suite 7F | New York, NY 10016

Jennifer Tabanico

phone: 760-722-4001 | email: tabanico@action3630.com

www.action3630.com

