



Aiming upstream: Waste Prevention Campaigns

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NewDream

MORE OF WHAT MATTERS

New Dream empowers individuals, communities, and organizations to transform their consumption habits to improve well-being for people and the planet.



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Simplify the Holidays is New Dream's popular campaign providing inspiration and practical tools to help individuals and families enjoy “what matters most” and prioritize meaning and fun over consumption and stuff during the holidays.



By the Numbers: Holiday Stats Fact Sheet

- 2018 holiday retail sales are expected to total around \$720 billion, about a **4.5%** rise over 2017 (compared to a 3.9% average annual rise over the previous five years)
- In 2018, 9 out of 10 Americans report that they will spend as much or more this holiday season than last season, with expected average spending of **\$658**
- According to a 2013 survey, **46%** of consumers admit that they are likely to overspend their holiday budget.

Meanwhile...



More Encouraging Holiday Facts

According to a New Dream national poll:

- More than 3 in 4 Americans wish that holidays were less materialistic
- Nearly 9 in 10 believe that holidays should be more about family and caring for others, not giving and receiving gifts
- An overwhelming majority of Americans feel that we will need to make major changes in the way we live to counterbalance the results of our high consumption lifestyle

Your Holidays: Why Simplify?

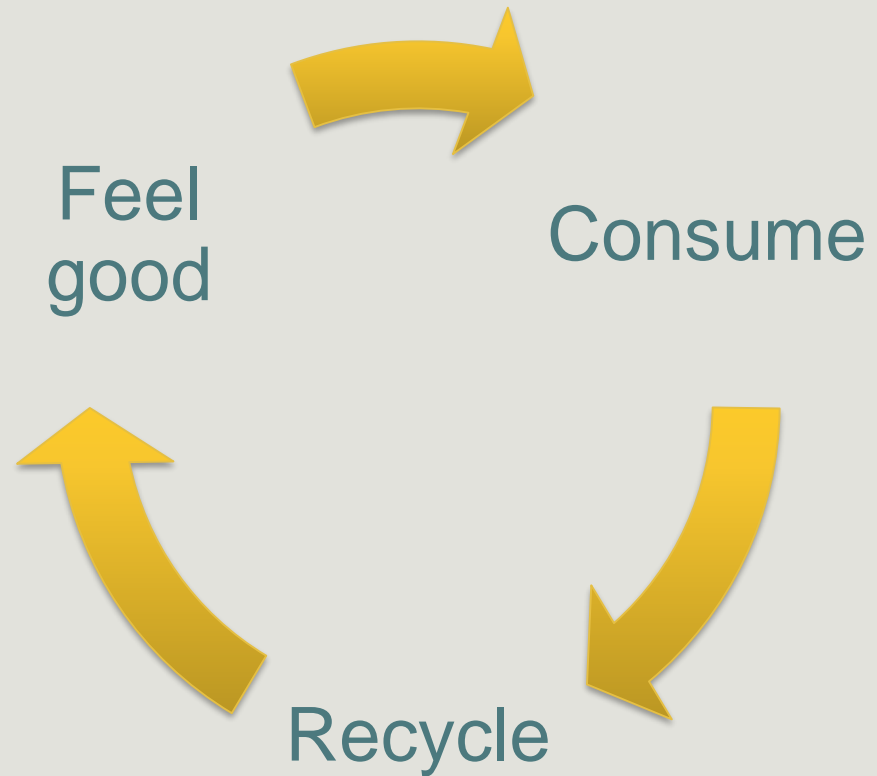
Prioritizing what matters most to us during the holidays is a win-win (for people and the planet!)

The real “stuff” (intrinsic values) that contributes to well-being any time of year:

- Fostering relationships
- Helpfulness/service (like volunteering)
- Spending time in nature
- Being engaged in one's community
- Personal growth (like learning a new skill)
- Self-acceptance

Current status

- Poor markets
- Recycling rates
- Feedback loop
- Climate change



Move beyond the current status

- Markets -> Opportunity
- Rates -> Better metrics
- Loop -> Move upstream
- Climate change -> Tie to health

There is an often quoted parable that tells of a man and woman fishing downstream.

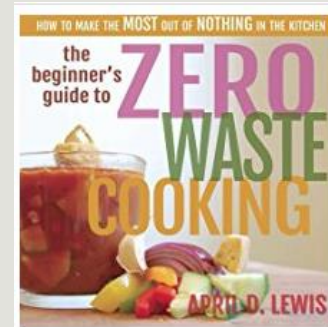
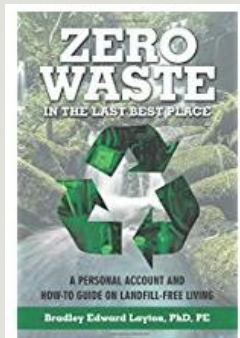
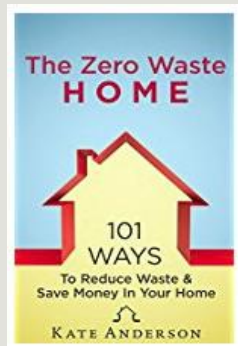
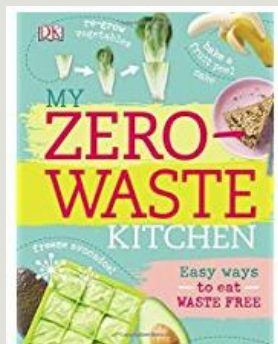
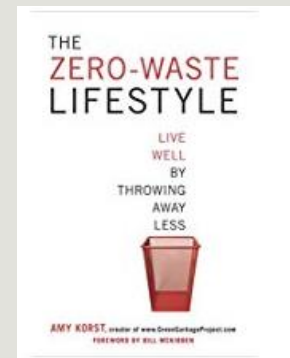
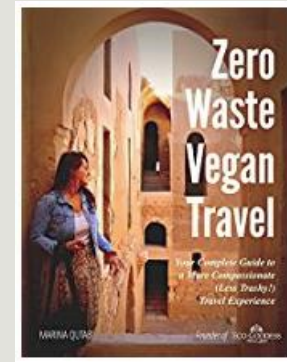
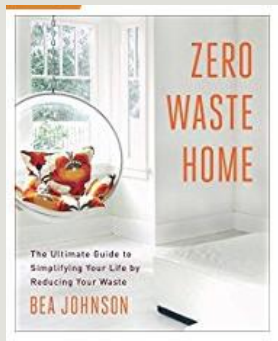


<https://youtu.be/xYeAmafTGCA>

Tie to health



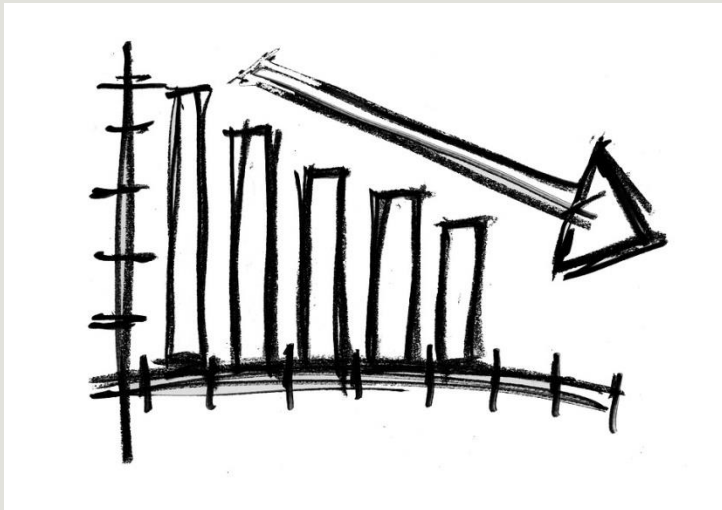
Zero Waste has gone Main Stream



Behavior Change Approaches



Project goal



Behavior Change Project Steps

Behavior – give experiential gift



```
graph TD; A[Behavior – give experiential gift] --> B[Barriers & Benefits - see other slides]; B --> C[Strategy—commitment, norms, heuristics]; C --> D[Pilot Test – pledge & 3 weekly emails]; D --> E[Evaluate – follow-up survey];
```

Barriers & Benefits - see other slides

Strategy—commitment, norms, heuristics

Pilot Test – pledge & 3 weekly emails

Evaluate – follow-up survey

What is an experiential gift?

- Going someplace with friends or family like to a winery, museum, concert, sporting event
- Getting out in nature by camping, picnicking, skiing, boating, or traveling to a nearby town
- Doing a class together like cooking, painting, improv, wildflower identification, geocaching

Survey Participant Demographics

- 42% male, 57% female
- Some form of college credit or higher ed (88%)
- 47% between 35-54 years old
- 31% have \$75K+ annual income
- 77% were non-Hispanic white
- Additional segments based on responses
 - Do outdoor activities
 - “Greenminded”
 - Happiness level

Waste Prevention Activities

Activity	Frequency
Carry a refillable bottle/mug	Often/Always (3.89)
Use a reusable bag	Often (3.48)
Use cloth napkins vs. paper towels	Often (3.36)
Use products in concentrated	Often (3.26)
Pack a no-waste meal	Often (3.17)
Avoid over-packaged goods	Often (3.04)
Wear clothing from thrift stores	Sometimes (2.85)
Borrow or lease goods	Sometimes (2.62)
Never = 0-1, Rarely = 1-2, Sometimes = 2-3, Often = 3-4, Always = 4-5	

Activities done with friends & family

Top 3:

- Eat out
- Take a trip
- Go to movies

Bottom 3:

- Dancing
- Spa day
- Attend a class



Comparison between friends & family

Question	Friends	Family
Have given an experiential gift	52%	55%
Top benefit of experiential gift	They are more unique, different or special (41%)	Provide lasting memories (46%)
Top barrier of experiential gift	Hard to schedule a joint activity if in different town (20%) and due to limited schedules (20%)	Hard to schedule a joint activity if in different town (21%)

Segmentation Differences

- Millennials
 - Create on-line wish-list
 - Happier if they could buy more things
 - Less likely to carry reusable bag
- Income
 - Less income = less likely to travel
 - More income = more likely to give gift, less likely to wear thrift store clothes and use cloth towels



Segmentation Differences

- Non-white
 - Less likely to eat out
 - Less likely to carry refillable bottle
 - More likely to use cloth towels
 - Top benefit (friend) - provides lasting memories
 - Top challenge (family) - hard to think of appropriate gift



Segmentation Differences

- Happiness
 - High happiness rank = Less need for material things
- Outdoor activities
 - Don't do outdoor activities = Less likely to eat out, take a trip, go to the movies
- Greenminded
 - 61% of responses were statistically different for this group, but room for improvement

Behavior Change Project Steps

Behavior – give experiential gift



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graph TD; A[Behavior – give experiential gift] --> B[Barriers & Benefits – informs strategy]; B --> C[Strategy - commitment, norms, heuristics]; C --> D[Pilot Test – pledge & 3 weekly emails]; D --> E[Evaluate – follow-up survey];
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Barriers & Benefits – informs strategy

Strategy - commitment, norms, heuristics

Pilot Test – pledge & 3 weekly emails

Evaluate – follow-up survey

Pilot Campaign

New Dream Simplify the Holidays Pledge 2017

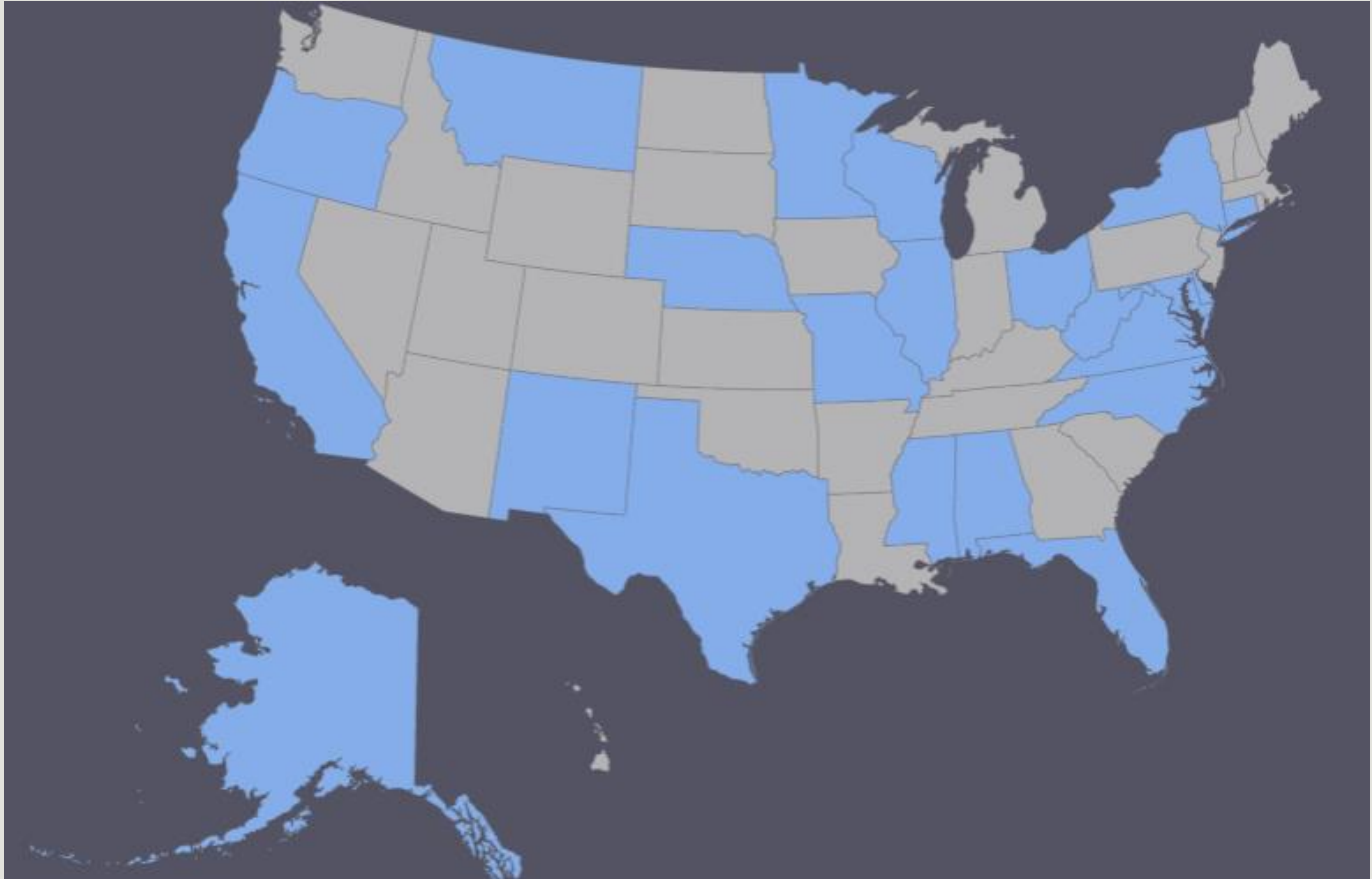
During my 2017 winter holiday celebrations, I pledge to give at least one experiential gift to a friend or family member. An experience is a fun and memorable gift (anything from taking a bird identification class to attending a comedy show with friends). By choosing to give an experiential gift instead of a material gift, I will increase the happiness and well-being of someone I care about and, protect the environment through decreased consumption.

*After pledging, we will send you three e-tips between now and the end of the year with tools, hacks, and gift ideas to help make experiential gift giving and receiving easier and more fun.

* Required

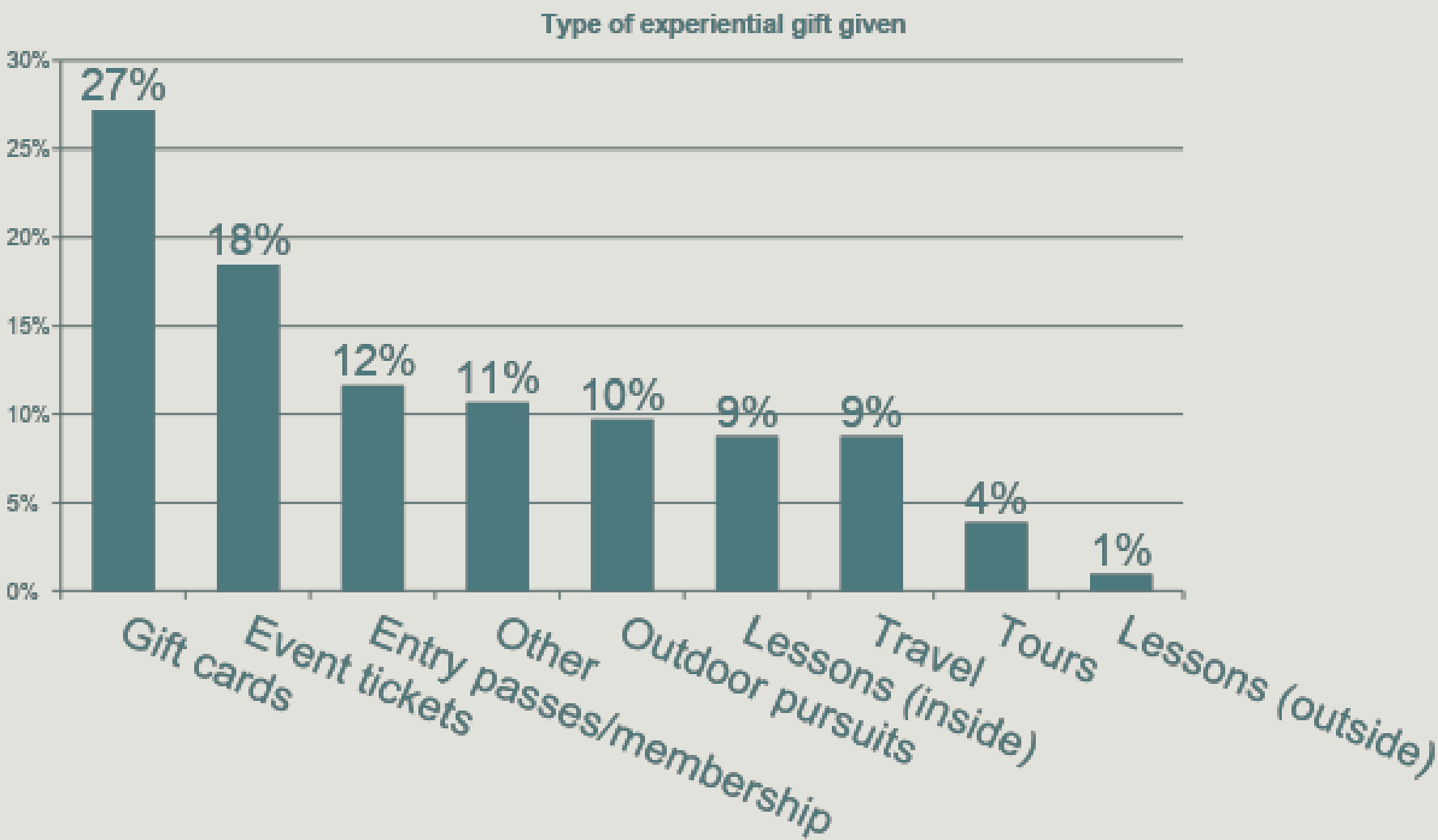
Email address *

Evaluation: Post-Pledge Respondents



241 pledge takers, 69 post-pledge surveys (29% response rate)
23 states represented

Evaluation: Post-Pledge Respondents

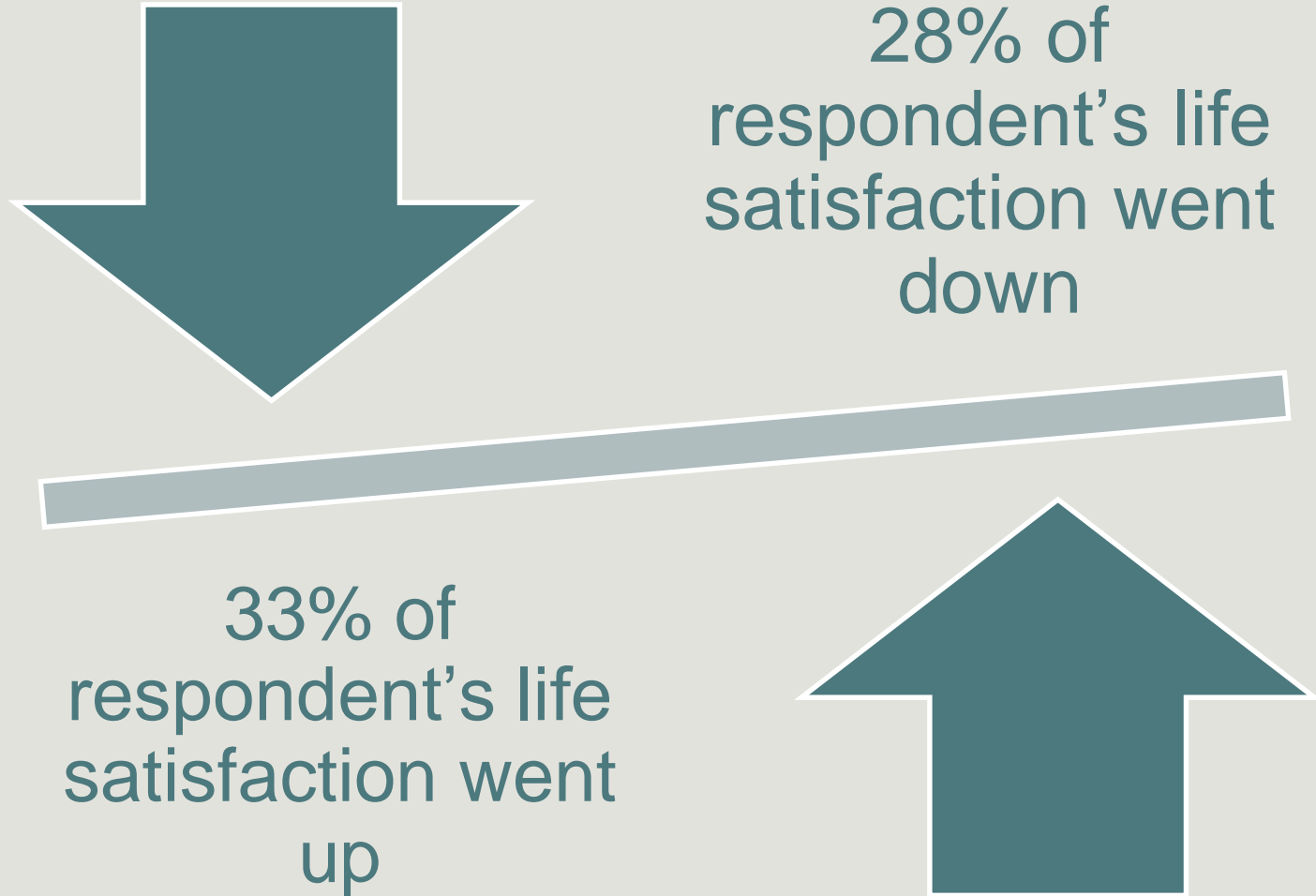


Evaluation: Post-Pledge Respondents

- 83% gave an experiential gift after pledging
- 59% of gifts given to family
- 42% of experiences were done within 2 weeks of giving



Evaluation: Post-Pledge Respondents



Conclusions

- Happier with less things
- Differences between segments
- Greenminded can improve
- Brainstorm around scheduling
- Need inexpensive experiential gifts
- Go beyond reusable bags & mugs



DISCUSSION

Simplify the Holidays Resources



SoKind Gift Registry



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[create](#) | [find](#) | [how it works](#) | [gift ideas](#) | [sample registries](#) | [resources](#) | [blog](#) | [help](#)

The **alternative**
gift registry

 **CREATE** a registry >

 **FIND** a registry >

or **LOG IN** if you're already registered.

Want to plan a joyful and meaningful event that reflects your lifestyle and values? SoKind is a registry and wishlist service that encourages the giving of homemade gifts, charitable donations, secondhand goods, experiences, time, day-of-event help, and more. Here's to **more fun** and **less stuff**!



how it works

SoKind is completely customizable, allowing you to think outside the (big) box and request gifts that are truly meaningful to you.



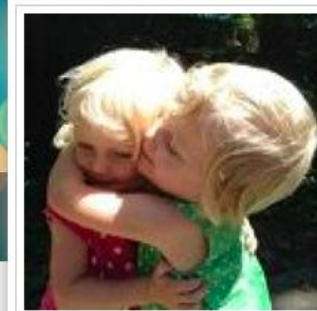
from the
SoKind blog

Real Celebration: Nature Brings

Holiday WishLists

Sample Holiday Wishlist

December 25, 2016 | Smith Family



Hi, Friends and Family. We are pledging to have a simpler holiday season this year -- one with more fun and less stuff, more joy and less stress, and more love and less waste. Rather than presents, what we really want more than anything is time with you. That being said, if it would make you happy to give the kids a gift, we understand. We've created this registry to make it easy for you to find gifts that the kids will really enjoy. Thanks! And happy holidays!

Virginia Discovery Museum Family Membership



We love spending time at our local children's museum. It's the perfect place to spend an afternoon, especially when the weather's not cooperating. A family membership to the museum would definitely be the gift that keeps on giving!

To purchase the family membership, go to
www.vadm.org/membership.html

TYPE OF GIFT
Experience

QUANTITY REQUESTED	QUANTITY GIVEN
1	1



The Gift of Music

We've heard nothing but good things about a local music class called Mainly Music. I would love to sign the kids up! Each child costs \$45, and the class lasts for the entire school year. There is no gift card or online payment available, so you have to use the old-fashioned check or cash option. Just be sure to let us know that it's for the music class.

TYPE OF GIFT
Gift Card/Funds

AMOUNT REQUESTED	AMOUNT GIVEN
\$ 90	\$ 0

GIVE
this gift!

Holiday GiveLists

Sample Holiday Family GiveList

December 25, 2017 | The Esteban Family



Welcome to our SoKind Holiday GiveList! We are determined to give thoughtful, useful, and fun gifts this year. More fun, less stuff! This website compiles the list of gifts that we would love to give this holiday season. If you would like to 'claim' a gift, click on the 'Receive' button. Then, we'll follow up with you to work out the details. Thank you!

[NOTE: This is a SAMPLE registry, not an actual registry.]



Dog Sitting

We are not ready to own a dog of our own, but we would happily do some practice runs with yours. If you choose this gift, we'll be in touch with you to figure out which dates work best.

TYPE OF GIFT
Time

QUANTITY OFFERED
5

REQUESTED
0

Receive



Camping Buddies

We love camping, and we feel like we've becoming an expert camping family over the last several years. If you've always wanted to camp but are hesitant to go out for the first time alone, this is the gift for you!

TYPE OF GIFT
Experience

QUANTITY OFFERED
Unlimited

REQUESTED
1

Receive



\$25 Donation to Your Favorite Charity

Pick a charity, any charity! We will donate \$25 to the charity of your choice in your honor. And, on top of that, we'll commit to learning more about the charity you choose, so that we can have a deep and thoughtful discussion about the issue at the family Christmas party.

TYPE OF GIFT
Gift Card/Funds

AMOUNT OFFERED
\$ 250

REQUESTED
\$ 0

Receive



Exercise Partner

Simplify the Holidays Guide

Time and Stress

List all of the holiday-related tasks that you were responsible for last year (e.g., buying gifts, making cards, decorating the house, guests, etc.).

Put a star next to the activities you truly enjoyed. Look at your list and consider the following questions:



Which activities could you scale back to reduce stress?



Where can you enlist help to make tasks easier and more fun?



Which activities could you cut out altogether?

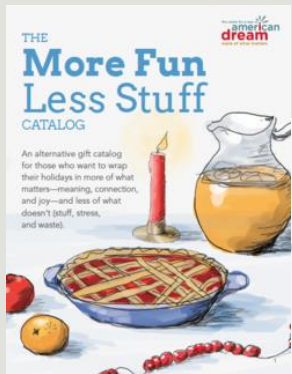


Which activities do you find particularly enriching, and worthy of more time and effort?

Simplify the Holidays Calendar

Simplify the Holidays					
The Big Picture	DAY 1	TIP Talking to Your Loved Ones	DAY 3	DAY 4	DAY 5
Living Within Your Means	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
Gift Giving & Receiving	DAY 11	DAY 12	DAY 13	DAY 14	DAY 15

More Fun, Less Stuff Gift Catalog



For Parents/Grandparents

Classes/Lessons

Gift them a class or share your own talents: art, photography, cooking, sports, yoga, dance, music, kayaking, surfing, paddle boarding, scuba diving, fly fishing, jewelry making, quilting, knitting, letterpress, floral design, pottery, glass blowing, writing/journaling, family ancestry

Entry Passes/Memberships

Museum, local/national park, zoo/aquarium, gym/pool/rec center, climbing gym, spa/hot springs, campground, running/bike race, local CSA (community supported agriculture), rail pass, AAA, national parks pass

Event Tickets

Movie, concert, opera, play, Broadway show, comedy show, music festival, lecture series, sporting event, car/boat show

Household Help

Organizing, cleaning, decluttering, gardening, yard work, errands, repair work, sewing/tailoring, resale/yard sale, catering, house sitting, interior design help, landscaping

Easy-Print Coupon Book

Find tons of gift ideas in the
[More Fun Less Stuff Gift Catalog:](#)



- Homemade dessert
- Music lessons
- Camping trip
- Date night
- Help with chores
- Babysitting
- Repair work
- Staying up 15 minutes past bedtime
- Stop everything and play a game with me (or read me a story)
- Trip to zoo or park
- *Many more, for friends and family of all ages!*

Guide to Family Celebrations

However you celebrate, you can design a holiday season focused on connection over consumption. It's a matter of prioritizing more of what matters—things like sharing, laughter, and rest—and less of what doesn't (stress, waste, and debt).

6 Top Tips:

1. *Set your intentions*
2. *Leave a margin*
3. *Go paperless*
4. *Use what you have*
5. *Cancel “The Show”*
6. *Skip the stores this year!*



15 Tips for Families

15 Tips for a Commercial-Free, Fun-Filled Family Holidays

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4. Opt for second-hand toys or Play Boxes

Many classic toys can be found at yard or garage sales, or on resale websites. With just a little clean-up, the toy may be as good as new! Or, instead of purchasing toys, consider creating Play Boxes—collections of small, familiar, inexpensive items organized by theme. [Teachers Resisting Unhealthy Children's Entertainment](#) (TRUCE) offers many creative ideas in their new [Play Boxes guide](#), and lots of other tips for healthy, creative play, and family fun in their [Toys and Play Guides](#).

5. Talk to kids about where our Stuff comes from and where it goes

Help kids understand that a toy's life doesn't start on the store shelf, nor end when it breaks and gets tossed in the trash. From the resources that it takes to make our Stuff to the landfills full of yesterday's toys, there are impacts on people and the planet both before and after Stuff comes into our homes. Great for starting conversations with older kids, [The Story of Stuff movie](#) takes a closer look at what toys and other Stuff are made from, where they end up, and the costs they impose on communities and the environment every step of the way.



6. Make a family plan for your best holiday yet

At dinner or another family meeting time, take this [five-minute assessment](#) from the University of Northern Iowa's [Reclaim Your Holidays](#). It will give you an opportunity to talk together about what you liked and didn't like about last year's holiday. Then, you can use what you learn to outline a holiday season that's just right for your family.

7. Set limits to preserve essential time and space to fully enjoy the holidays

Too often around the holidays, calendars become overbooked with events and to-dos, leaving little downtime to truly relax and recharge. And our homes end up overflowing with presents, adding to clutter instead of calm. Use New Dream's [Simplify the Holidays Calendar](#) to build free time into your holiday schedule, and try using

Last minute gift ideas!



Simplify the Holidays video

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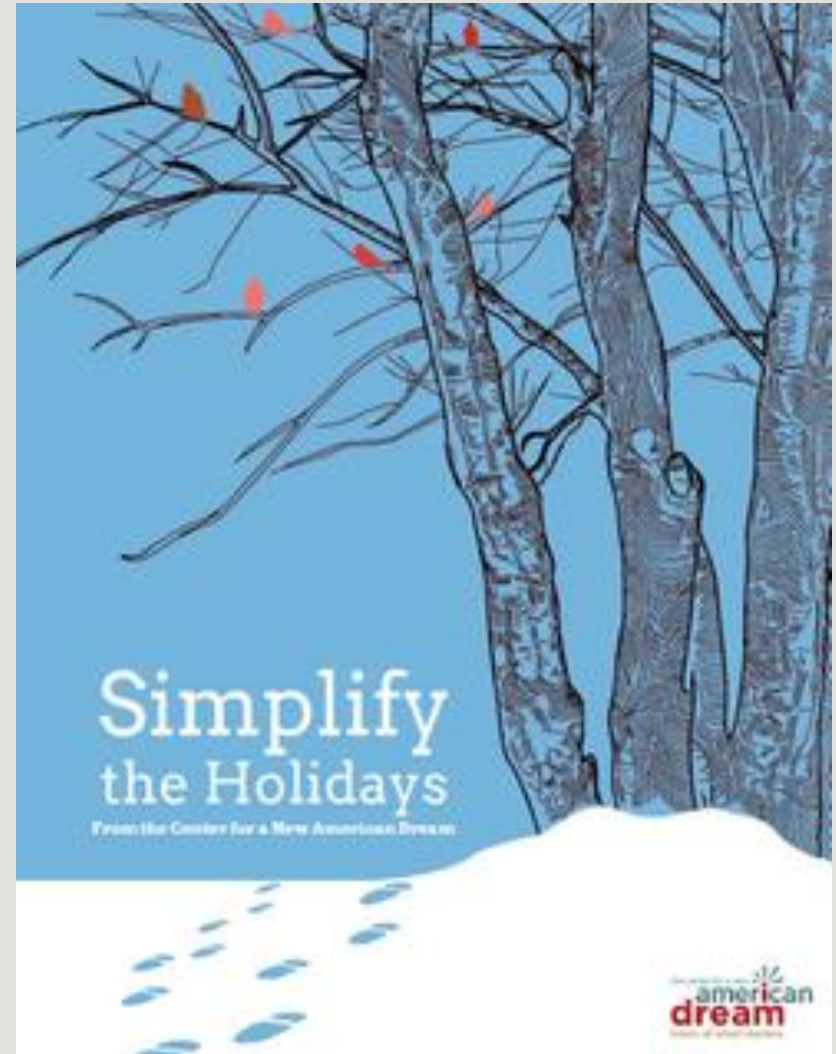
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Community Presentation

The **Simplify the Holidays Community Presentation** is a pre-packaged slideshow that walks presenters through making the case for more meaningful holidays and highlights the hurdles--and solutions--for simplifying this year.



Simplify the Holidays Pledge

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so kind
registry
MORE FUN LESS STUFF

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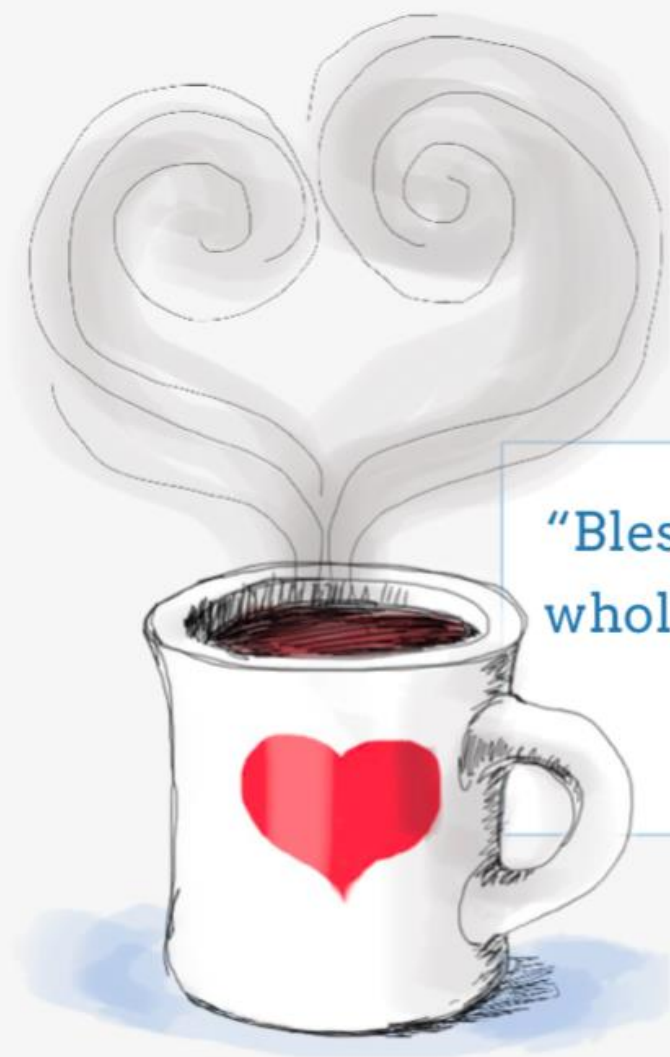
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Simplify the Holidays Pledge



"Blessed is the season which engages the whole world in a conspiracy of love."

—Hamilton Wright Mabie



DISCUSSION

How to help

- Opportunity to change narrative
 - New Dream resources
 - Equally mention waste prevention ideas
 - Junk Mail - <https://thedma.org/accountability/dma-choice/>
- Metrics
 - Environmental Impacts of Material Flow in OR
 - Retrac - <https://www.re-trac.com/>
 - SERDC - <http://www.measurementmatters.net/>
 - USDN-<http://sustainableconsumption.usdn.org/measurement-overview/>
 - <http://payasyouthrow.org/>
- Tie to health
 - Partner with the health department, local parks, continuing ed providers
 - Test health messages

How to help – Move upstream



**Public policy – PAYT; Bottle washing system;
Accessory dwellings; EPR; Bag tax; Disposal bans**

**Community – Thrift, Rental, & Bulk Stores;
Food gleaning; Repair café; Coops**

**Organizational – Industry; HOA, church &
PTA lending library, clothing swap &
preservation class**

**Interpersonal – Alternative gifts;
Low-waste lunch; Sharing app**

Individual - Chose less

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