

Getting people on board

Behaviour centered design of the waste management system



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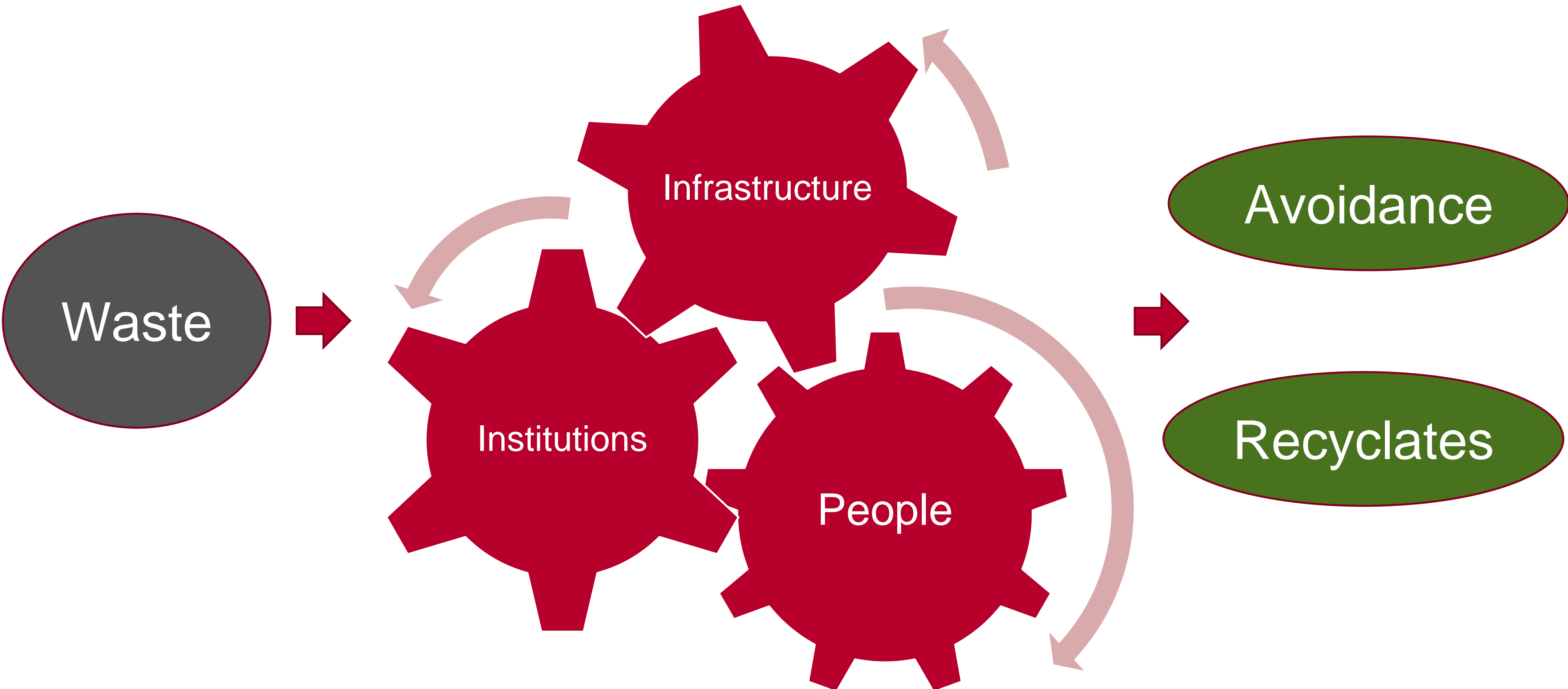
21/09/2022



IDOS

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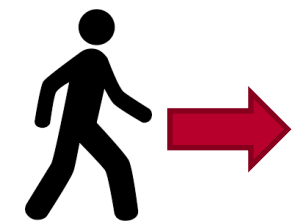
- IDOS: Formerly known as DIE (Deutsches Institut für Entwicklungspolitik), now German **I**nstitute of **D**evelopment and **S**ustainability
- Publicly funded research institute, mainly financed by German development cooperation (BMZ)
- Focus of my work: Sustainable behaviours, in particular waste separation by consumers



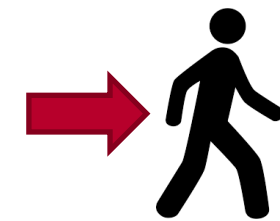
No silver bullet, but „silver process“



Define the **overarching aim** (e.g. closing the plastics loop in area X)



Understand the **status quo**: **Who** causes the issue, **what** do they currently do with their plastics, and **why**?



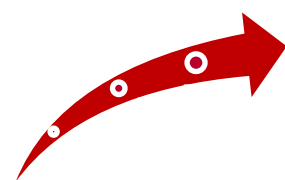
Understand the **target behavior**: **what** do we need them to do so we can close the plastics loop, and **why** would they do it?



Co-develop **targeted systems changes** to enable and incentivise shift from current to target behavior



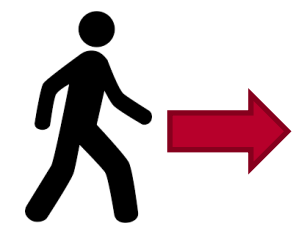
Test and improve elements of systems changes



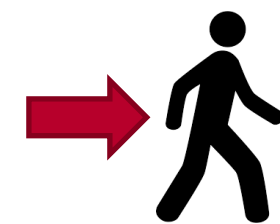
Scale tested and proven interventions



Overarching aim: Closing the plastics loop in Telaga Kahuripan, Bogor



Status quo: Mixed waste disposal



Target behavior: Separation at source into two categories (inorganics, organics/residuals), then separated disposal (or leave bin for inorganics empty)



4 targeted systems changes

Enable: Distribution of second bins



~0% → 35%

Create trust: Re-design of truck





4 targeted systems changes

Motivate: Collaboration game and community prize

The flyer is titled "Telaga Kahuripan Resident Contest in Goodness" and "waste4 change". It includes a call to action: "Show your support by pasting the sticker on the Blue Waste Bin". The text explains the contest's purpose: "To improve service and keep the environment in our clusters clean, we want to hold a contest to sort waste with prize, starting from the absence of sorting at the source at the end of 2021, now the participation of Telaga Kahuripan residents in sorting waste at the source has increased to 34% (293 HH). Let's accelerate the trend. If the number of residents who sort waste can increase to 60% (517 HH) on October then you can win an exciting event with the entire community of Telaga Kahuripan on November!!!". It details how to win: "Separate Organic and Inorganic waste in your house", "Put organic waste into the house waste bin", "Put inorganic waste into the blue bin or deposit inorganic waste at the Ganesha Lestari 13 Waste Bank", and "Waste4Change transport Organic and Inorganic waste separately and recycle Inorganic waste". A progress bar shows the goal: "Ayo, Menangkan Hadiah Event Seru!" with a target of 60% and current status of 34%. Prizes include Entertainment, Doorprize, Band, Games, and Bazar on November. Contact: Khairunisa 0859-5917-3939.

Self-commit and **signal** to peers: Sticker



35% → ?%



Test and improve elements of systems change

Ex ante /
ex post

Randomised
Controlled
Trial

Interviews /
Fokus
groups

Scale tested and proven interventions

Test
area

Entire
area

Other
locations



Above steps are an **investment** of time and money, but usually, combining **behavioural and context expertise** does the trick.



Systems once in place are difficult to change, so it is better to **invest and get it right from the start.**

Many thanks!
Don't hesitate to get in touch:

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