

# Getting people on board

Behaviour centered design of the waste management system

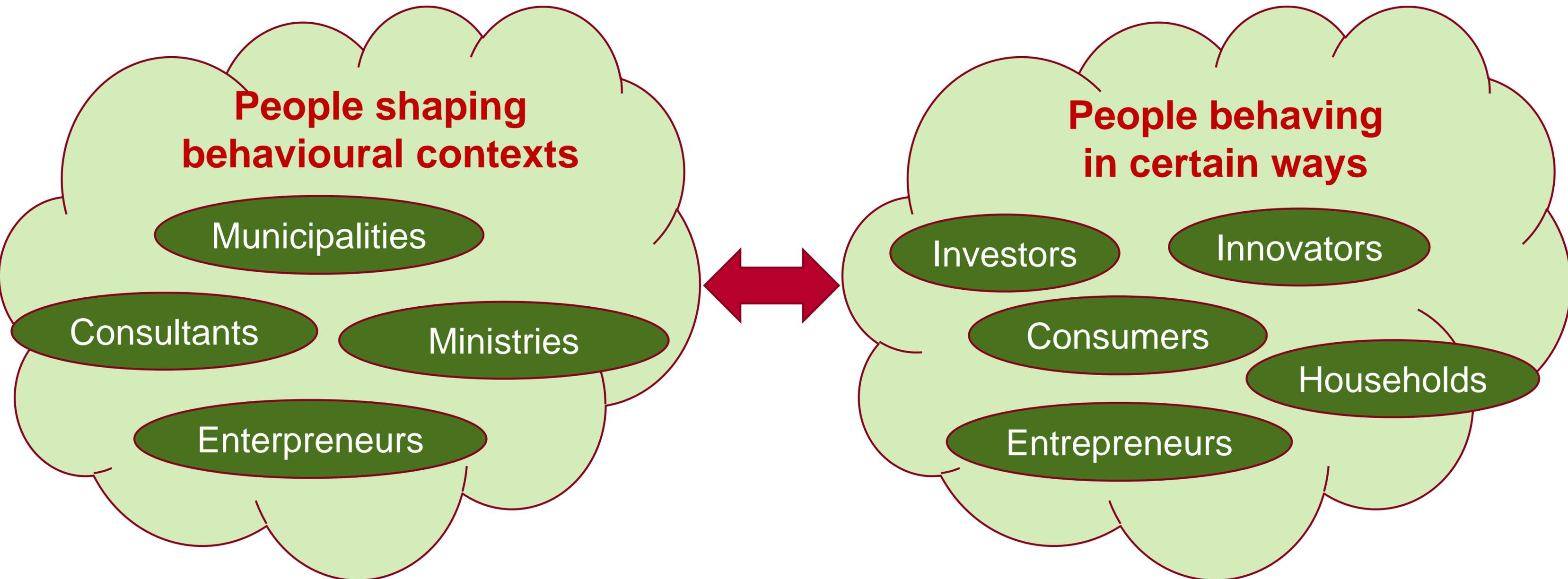
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**IDOS** | German Institute  
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and Sustainability

- IDOS: Formerly known as DIE (Deutsches Institut für Entwicklungspolitik), now German Institute of Development and Sustainability
- Publicly funded research institute, mainly financed by German development cooperation (BMZ)
- Focus of my work: Sustainable behaviours, in particular waste reduction and separation by consumers



**How to shape behavioural contexts that support people in avoiding waste or enabling recycling?**

## No silver bullet, but „silver process“



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



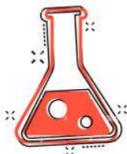
Understand people and their **status quo**: **Who** do we need to have on board, **what** do they currently do, and **why**?



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 behavioural context changes** to enable and incentivise shift from current to target behavior



**Test and improve** elements of behavioural context changes



**Scale** tested and proven changes



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



**Status quo:** Mixed waste disposal by households



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



## 4 targeted context changes

**Enable:** Distribution of second bins



~0% → 35%

**Create trust:** Re-design of truck





## 4 targeted context changes

**Motivate:** Collaboration game and community prize

The infographic is titled "Telaga Kahuripan Resident Contest in Goodness" with the slogan "Together We Win". It explains the purpose of the contest: to improve service and keep the environment clean by holding a contest to sort waste with prizes. It notes that participation has increased from 0% at the end of 2021 to 34% (293 HH) and aims to reach 60% (517 HH) by October. A section titled "How Win the Contest" provides instructions: separate organic and inorganic waste at home, put organic waste in a house bin, and put inorganic waste in a blue bin or deposit it at the Ganesha Lestari 13 Waste Bank. It also lists prizes: Entertainment Doorprize Band and Games Bazar On November. A progress bar shows the goal from 0% to 60%.

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



35% → 70%



**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 without „getting people on board“, entire waste management systems can malfunction.



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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