

INFLUENCE!

Inspiration and insight to change
minds and policy

19 - 20
June 2019

University of Manchester



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#DontBeTrashy!

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Influencing behaviour change to increase recycling and reduce waste

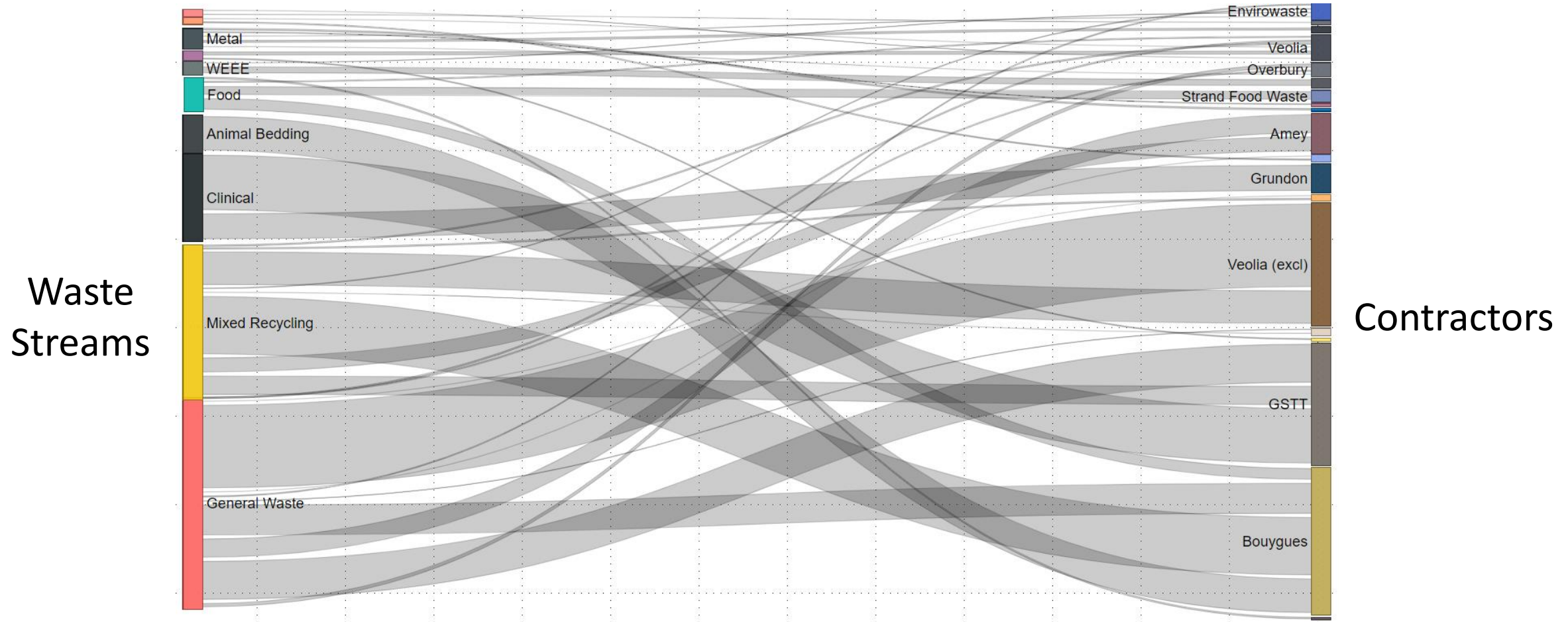
1. Laying the groundwork for action – Get the basics right
2. Taking action – Piloting & experimenting
3. Going further – Promoting & scaling
4. Summary & Lessons learned

1. Laying the groundwork for action

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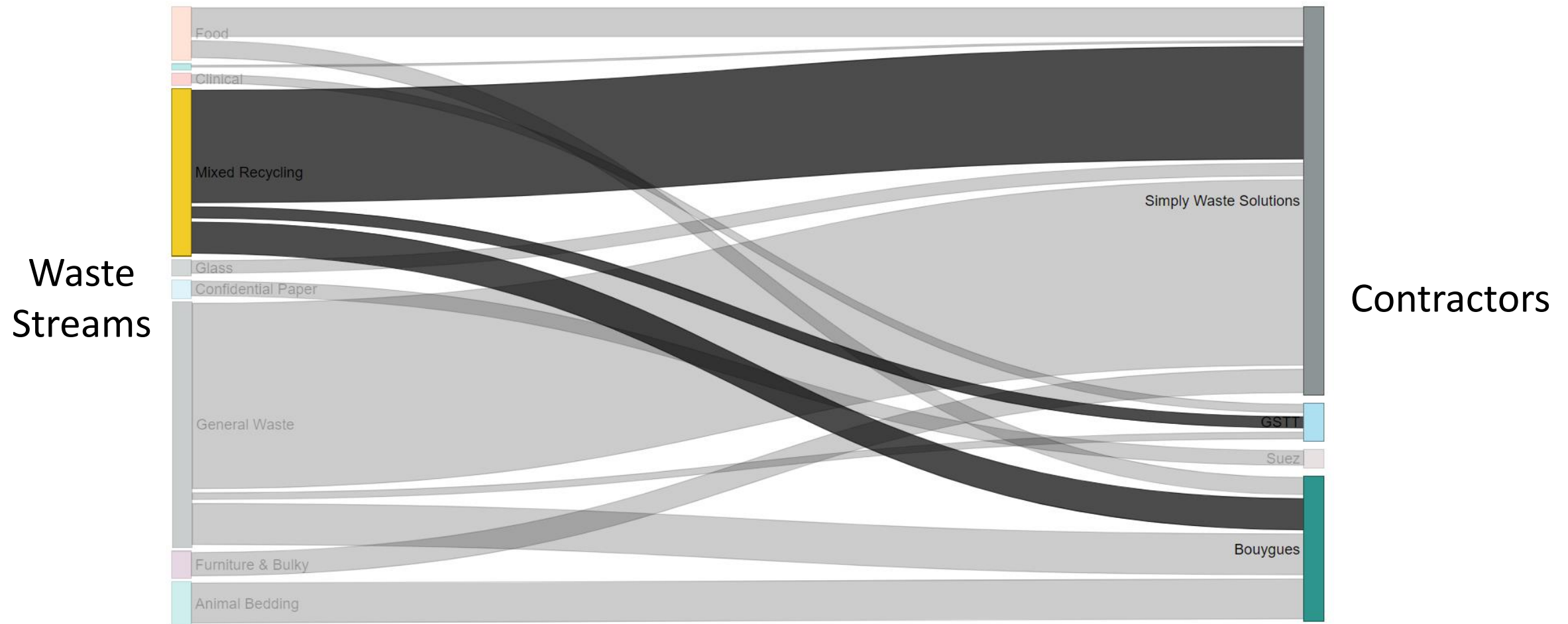


...after

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Improved Data Gathering

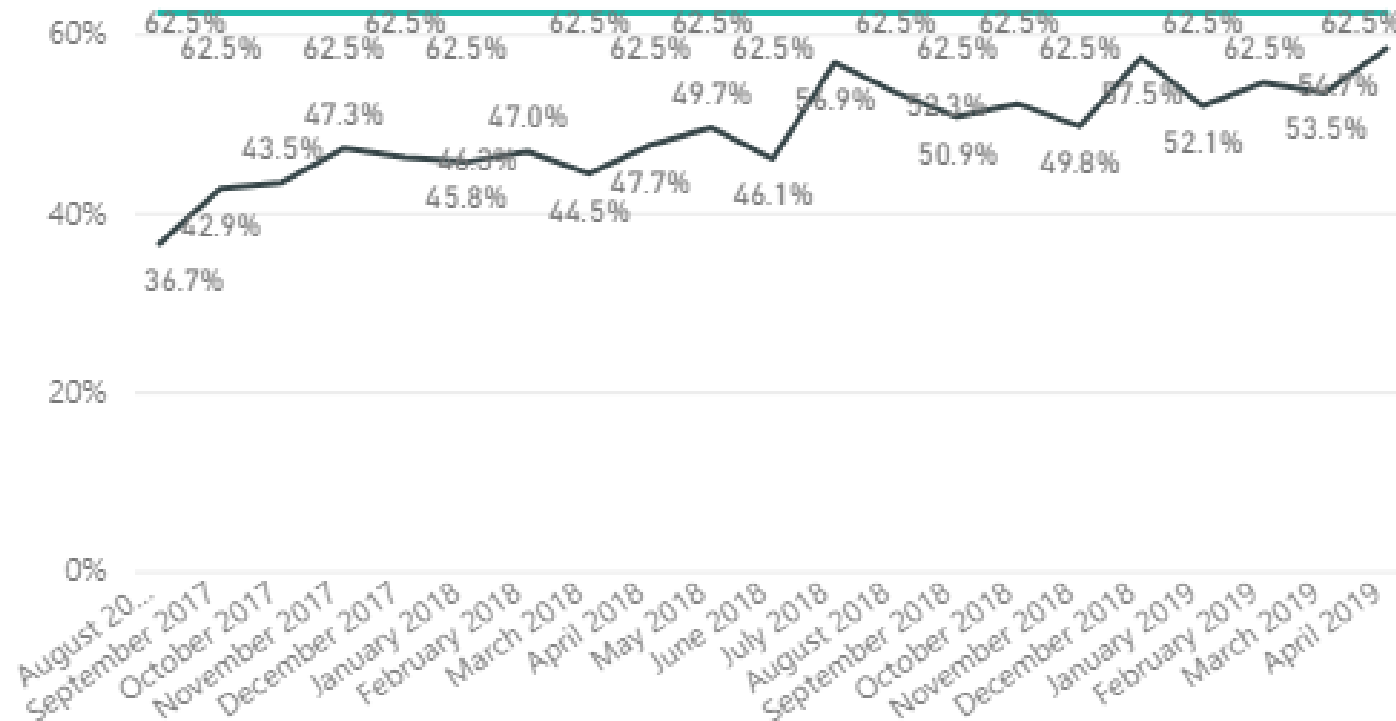
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● Average of Recycling Target ● % Recycling King's



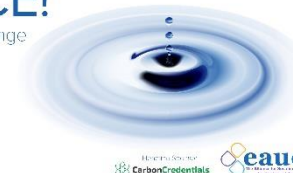
- Reduced number of data sources
- Standardised data collection
- Bins weighed on collection
- Agile contract

Improved Data Gathering

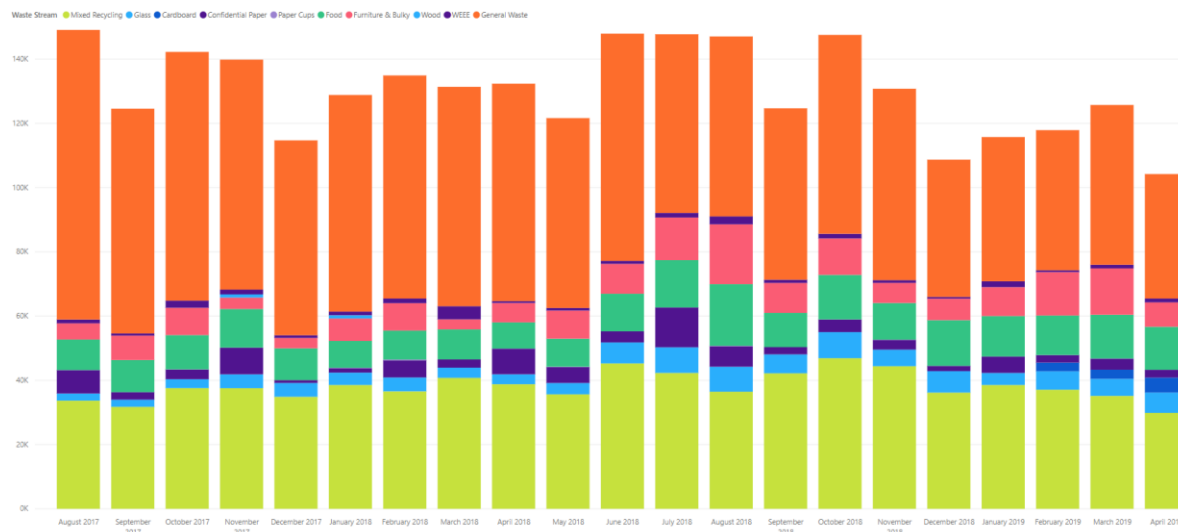
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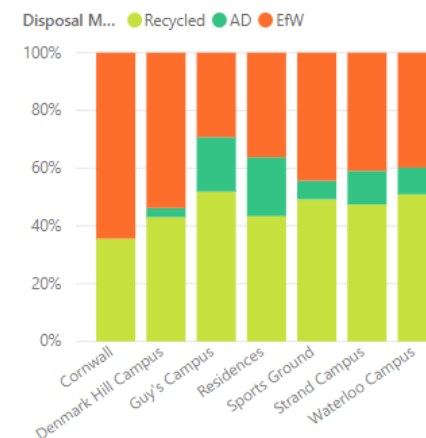
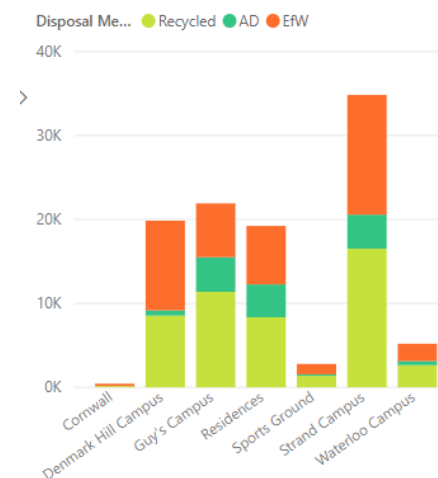
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Carbon Credentials eauc



- Graph 1 - Split by waste stream (KG)
- Graph 2 – Total weight per campus (KG)
- Graph 3 – Disposal Method per campus (%)
- Graph 4 – Building League Table (%)



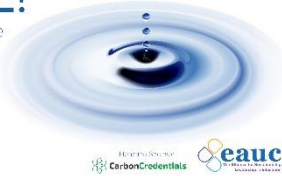
Property Name	% Recycling King's
Virginia Woolf Building	81%
Talbot Yard	77%
Science Gallery	75%
Wolfson House	73%
Three Tuns Yard	68%
Great Dover Street Apartments	68%
Nag's Head Yard	66%
New Malden Sports Ground	66%
Strand Main Campus	65%
Stamford Street Apartments	64%
Bush House	60%
Honor Oak Park	59%
James Clerk Maxwell	59%
Boland House	57%
Champion Hill	54%
Denmark Hill West	49%
Denmark Hill East	43%
Britannia House	42%
Griffin Sports Ground	40%
Maughan Library	37%
Quintdown	36%

Targeted Improvements

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Waste streams at King's College London



- Reviewed the bin ratios of each building
- Retrained operatives handling waste
- Introduced new waste streams to maximise recycling
- Developed infrastructure to improve source segregation

2.Taking Action – Pilot & Experimenting

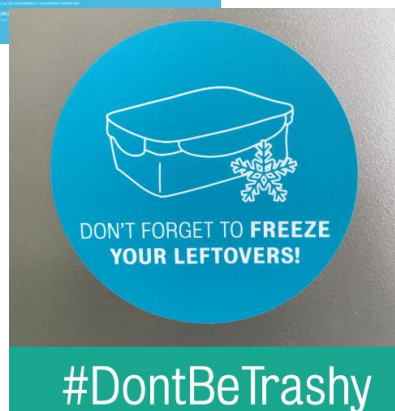
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- 3 test flats for different interventions
- Reuse Kits to help students reduce waste
- Vinyl stickers with positive and bold messaging to nudge behaviour in kitchens & bedrooms
- Community Gallery Posters to instill a sense of pride in the shared kitchen areas



Title

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KING'S FOOD

**We've
introduced
a cup levy
to help us use
50,000
fewer cups this year.**

**Switch to a
reusable
cup & save
20p*
on every hot drink.**



scan to
find out more!

*proceeds will go to a Sustainability Projects Fund to support student & staff-led projects

- Before you start, work out your baseline and how data will be collected
- Get a comms plan in place so everyone's on the same page and knows why changes are made (and can explain them)
- Can you link with other avenues selling the same message, e.g. SRA, NUS, WRAP
- Engage academics and student projects on elements of behaviour change
- How can you be creative in your messaging?



3.Going further – Promoting & Scaling

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Pioneering London's refill revolution

The #OneLess pioneers are spearheading London's transition to a 'refill society' and rethinking the way that we hydrate the city.
They are taking action.



Making changes in the workplace,
and at venues, events, shops,
restaurants and London
attractions



Making changes in public spaces
such as streets, parks, and other
places where people gather



Changing behaviour, social norms,
mindsets and perceptions



Designing new solutions and business
models that keep our city hydrated
without single-use plastic

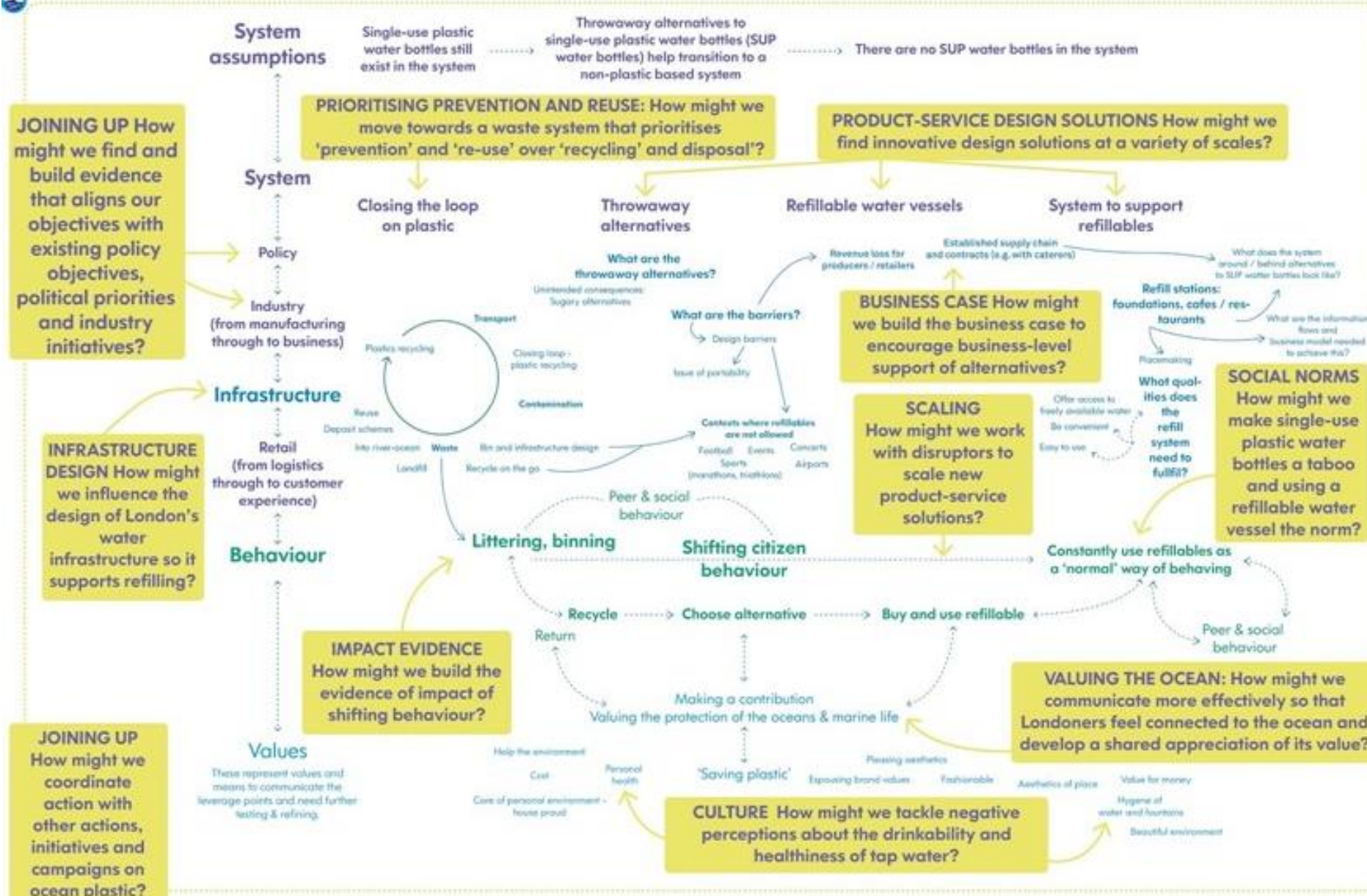


Redesigning London's drinking water
infrastructure to support refilling



Informing and influencing others to
think and act differently





- Be aware you can't do it alone!
- Changes you make are part of a wider system

4.Summary & Lessons Learned

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- Keep messaging simple
- Build relationships
- Ask and listen to what your waste suppliers actually want
- Be aware of unintended consequences
- Behaviour change & realistic expectation of students
- Progress not perfection (will always be some contamination no matter how hard you try!)

The SDG Accord

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End extreme poverty, inequality and climate change
www.sdgaccord.org

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