



21st ANNUAL CONFERENCE
28-30 MARCH 2017

 GLOBAL GOALS:
LOCAL ACTION



Lessons from 10 years of behaviour change

Headline Sponsor



What we will cover



- NUS behaviour change in practice
- Behaviour change basics
- University of Sheffield's experience
- Use simple behaviour change models to plan action
- Review

10 years of behaviour change



Ethical Supply Chains



Making sure that our suppliers reflect our values

Green Impact



Our framework for collaboration and behaviour change

Student Switch Off



Getting students into energy saving habits in halls

Snap It Off



Take action on energy waste by snapping a photo on your phone

SAVES



Driving energy efficiency across Europe

Responsible Futures



Putting sustainability at the heart of every curriculum

Blackout



Team up to shut down your whole campus for the weekend

Student Eats



Engage students with sustainability by growing food on your campus

Our Research



Our world leading sustainability research steers our work, as well as the sector around us



Behaviour Change Basics

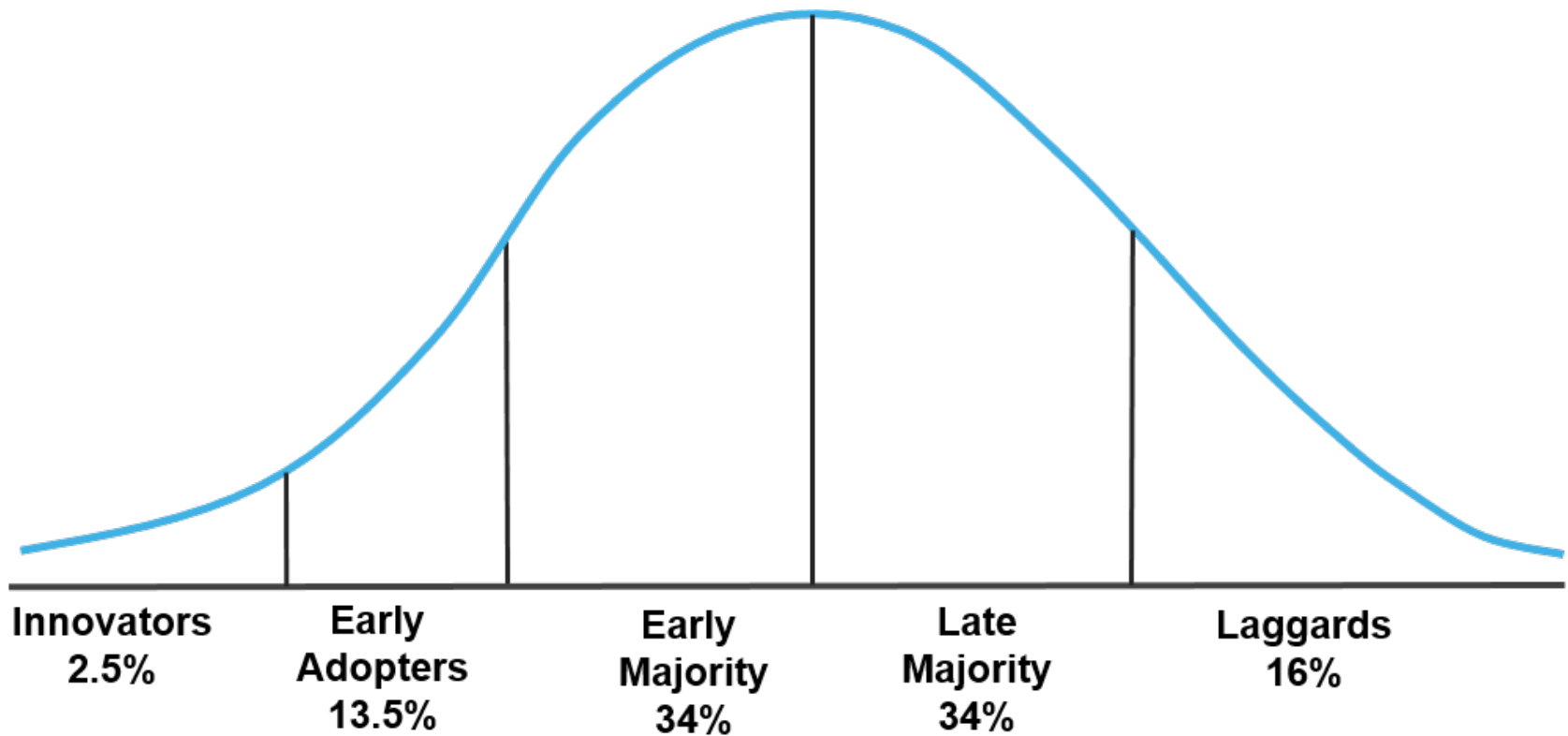


It's a delusion we can change peoples' behaviours

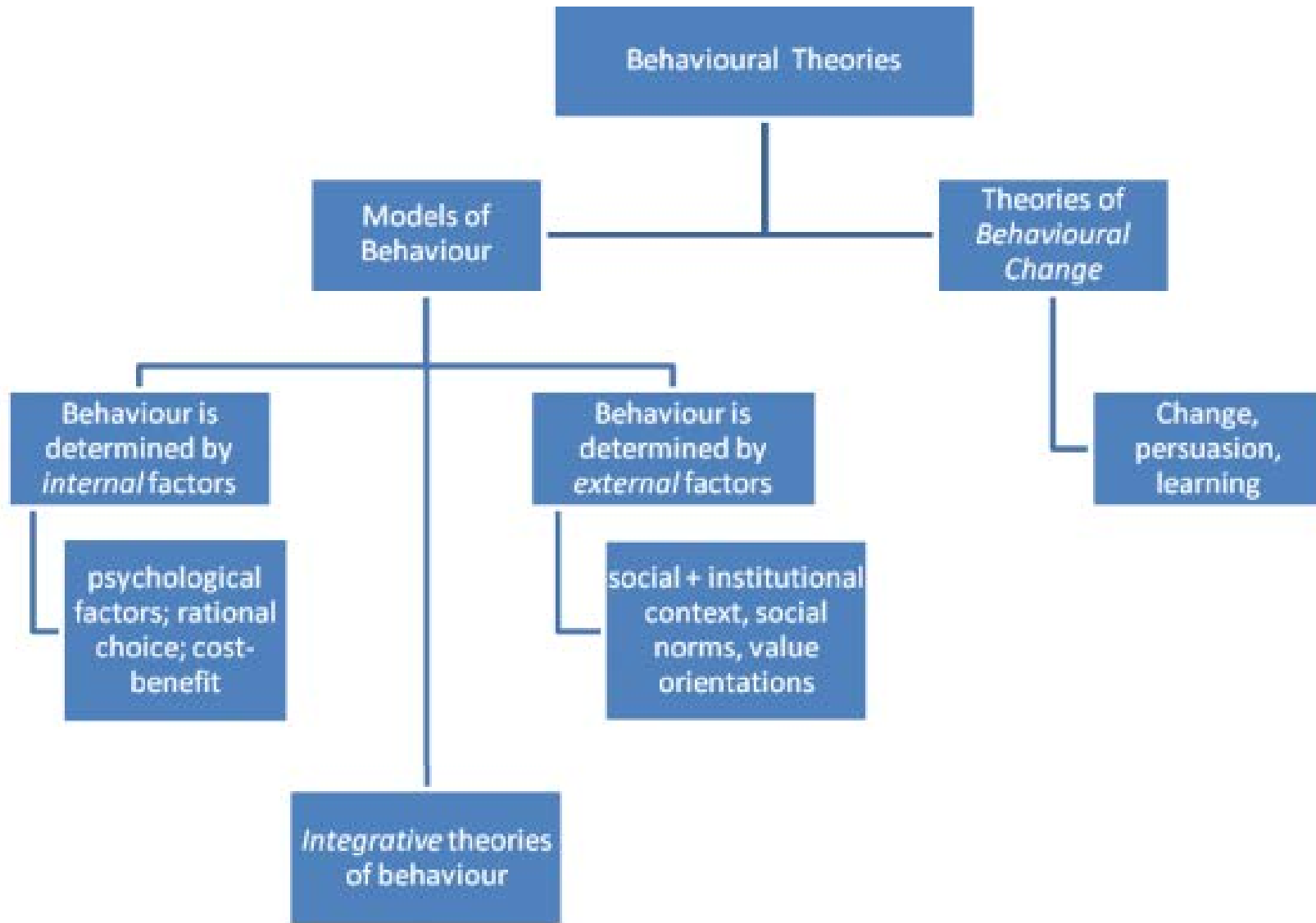
People change their own behaviours

But... we can give them a nudge and help make the change easy and desirable

Behaviour Change Basics



Behaviour Change Basics

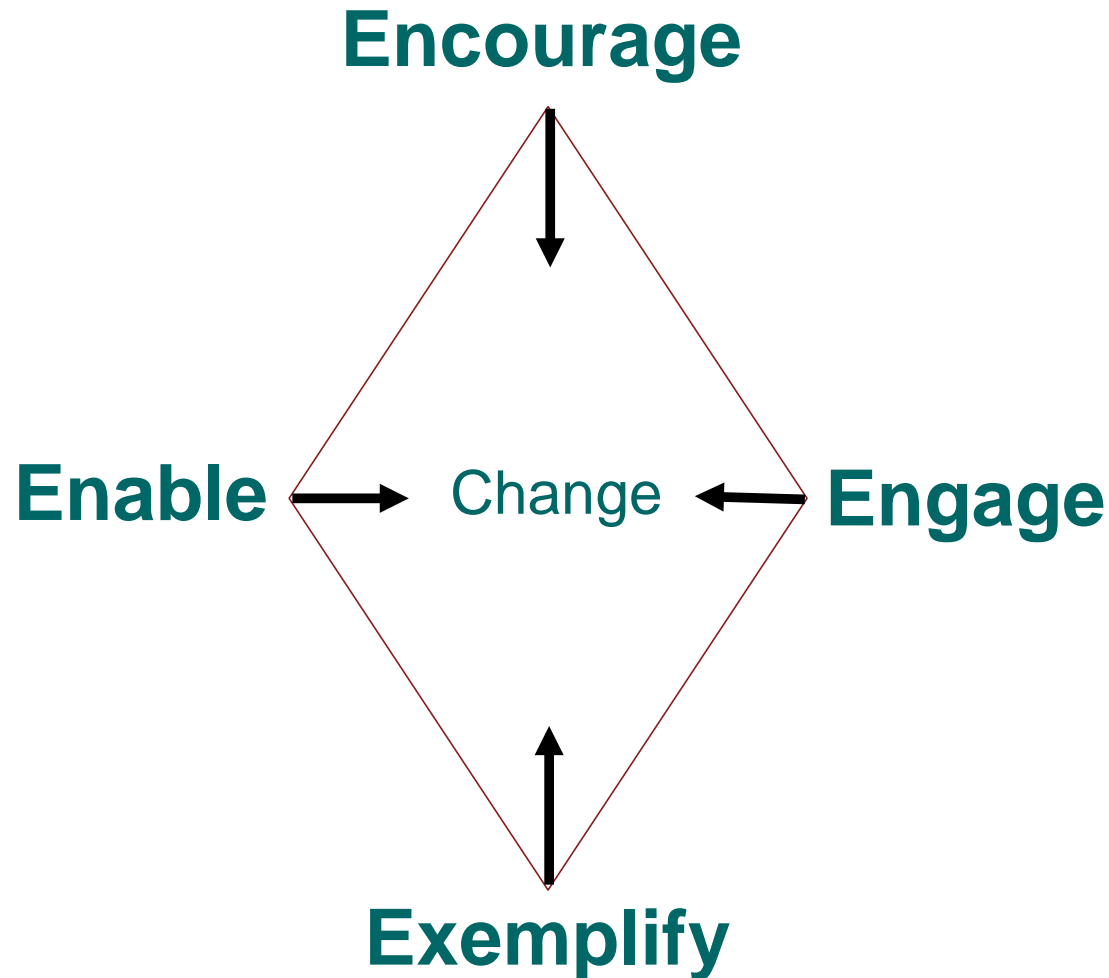


Behaviour Change Basics



“Social change refers to the modifications which occur in the life patterns of a people.” *(Koenig, S)*

Behaviour Change Basics



INSPIRING SUSTAINABLE LIVING

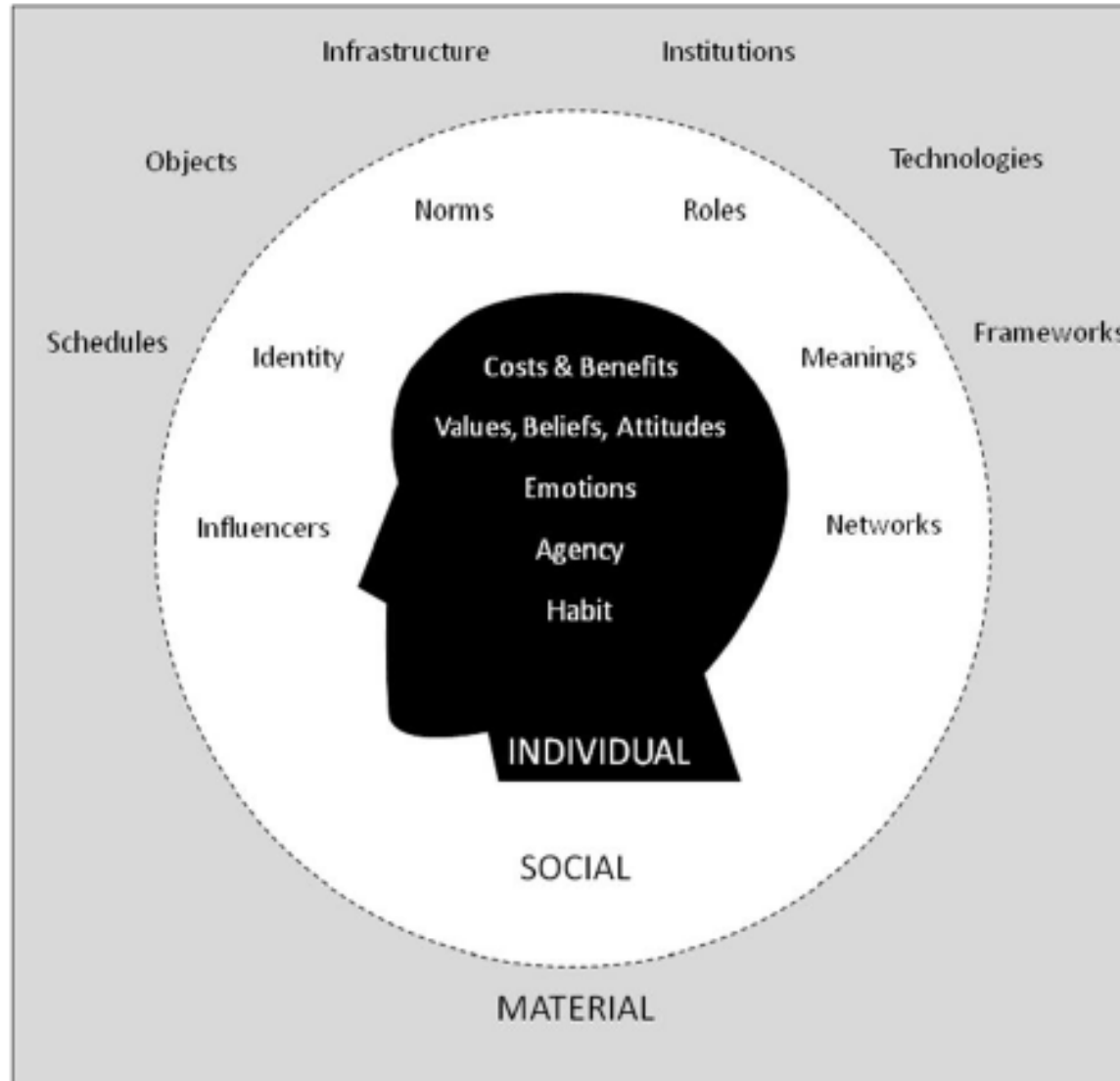
A Summary of Unilever's Five Levers for Change



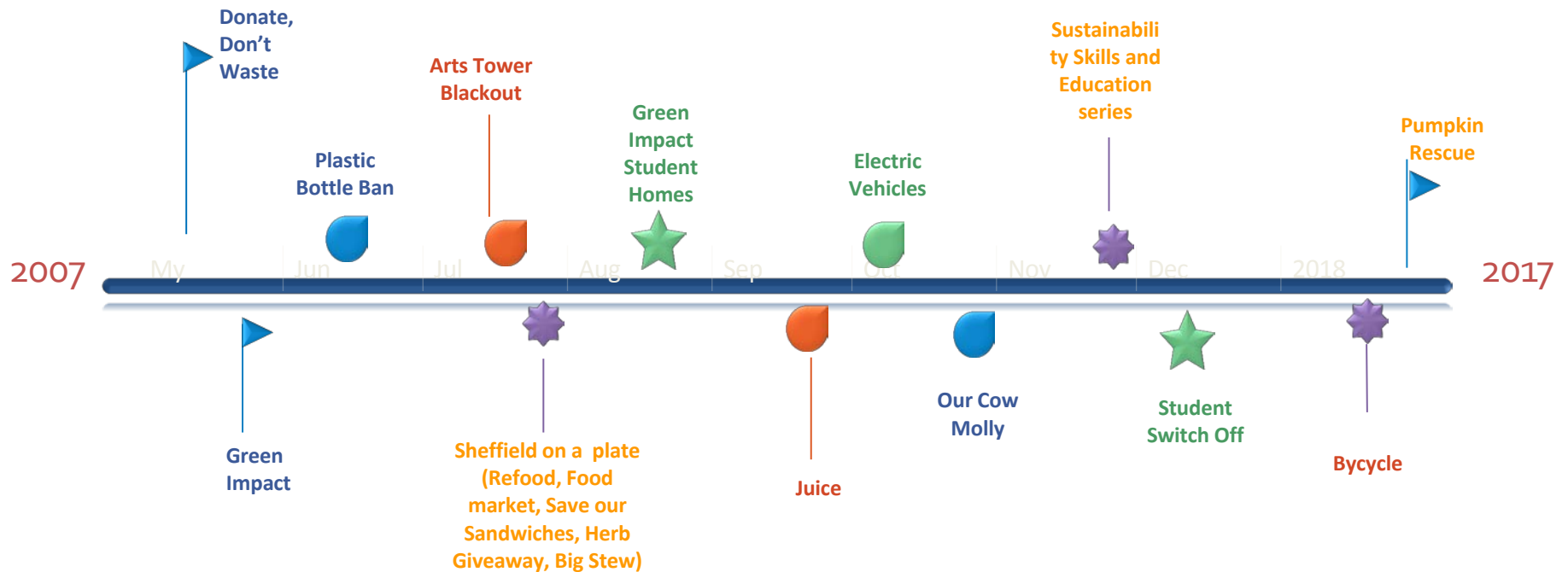
Behaviour Change Basics



Behaviour Change Basics



Sheffield's experiences



Sheffield's experiences



Sheffield's experiences



Donate, Don't Waste (beginnings):

- Started in **2008**
- Originally called Bring it, Don't Bin it
- Premier bins at the students' residencies = 8 tonnes of clothing – **not worked well / people throwing waste and litter**



Sheffield's experiences



Donate, Don't Waste (Now) :

Expanded to a **city-wide** scheme (SU, Hallam, Council) that supports students moving out of residences or rented houses in recycling and passing on as much as possible to reduce the tonnes of stuff that gets binned each year.

- working with local charities (Sheffield Food Collective, S6 Foodbank, St Vincent's, The Conservation Volunteers, St Luke's Hospice) and a national charity, the British Heart Foundation.
- Charity branded bins in strategic locations
- 10% of the items kept and a 'Free Shop' run at the 3rd week of September (freshers' week)

Sheffield's experiences



BHF CAMPAIGN STATS 2016

Combined Data				
Overall Data 2016	Bags	Tonnage	Value to BHF	Co2 Emmissions
Interim Data - 1st October 2015 - 31st March 2016	654	5.2	£9,156	53,246
Campaign Data 1st April 2016 - 31st September 2016	7,883	63	£110,362	641,802
Furniture	2	0.07	£90	712
Total	8,539	68.27	£119,608	695,760

*****Equivalent of **68.27 Tonnes** of items diverted from the waste stream*****

Based on estimated £14 bag value the total raised in monetary terms for the British Heart Foundation up to **£119,608**



Sheffield's experiences



We collected:

- Household items
110 single duvets with pillows, 8 double duvets with pillows, 90 pan sets, 46 cutlery sets, 2 boxes of cleaning products, 73 other items (including electric)
- FOOD
1048kg which equates to 2495 meals



Sheffield's experiences



Lessons learned:

Student feedback, focus groups and surveys =

- important,
- need to break it down stage by stage and make it easy for students (local media, plasma screens),
- creation of donating culture

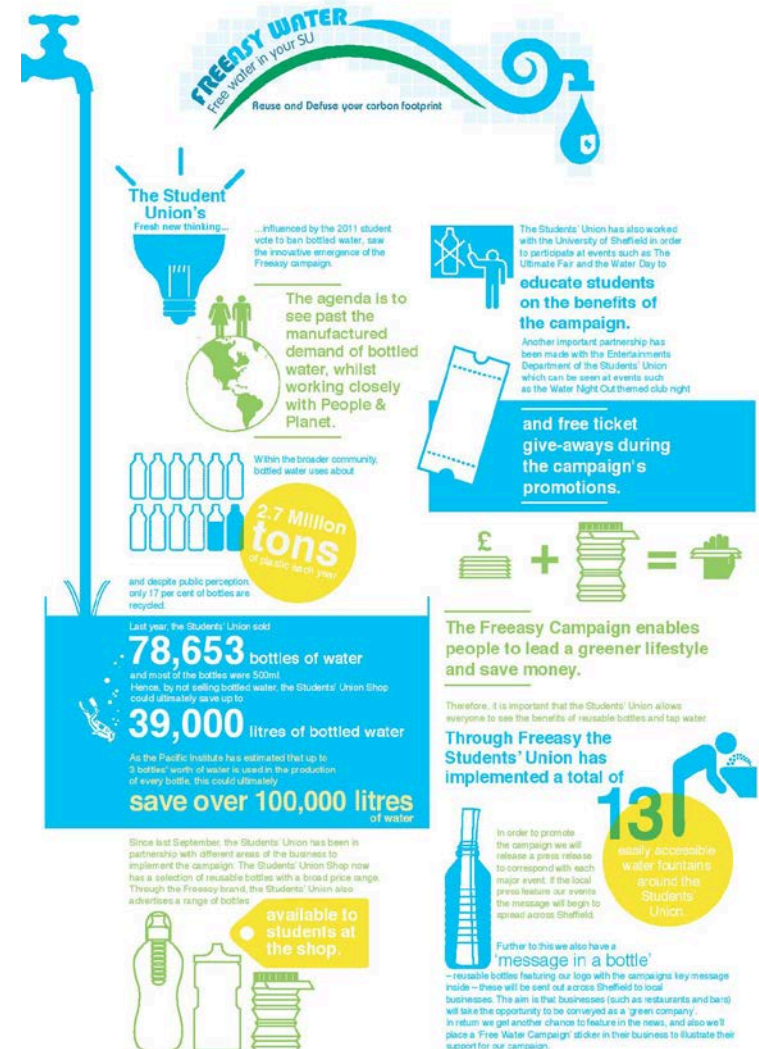


Sheffield's experiences



Bottle water ban:

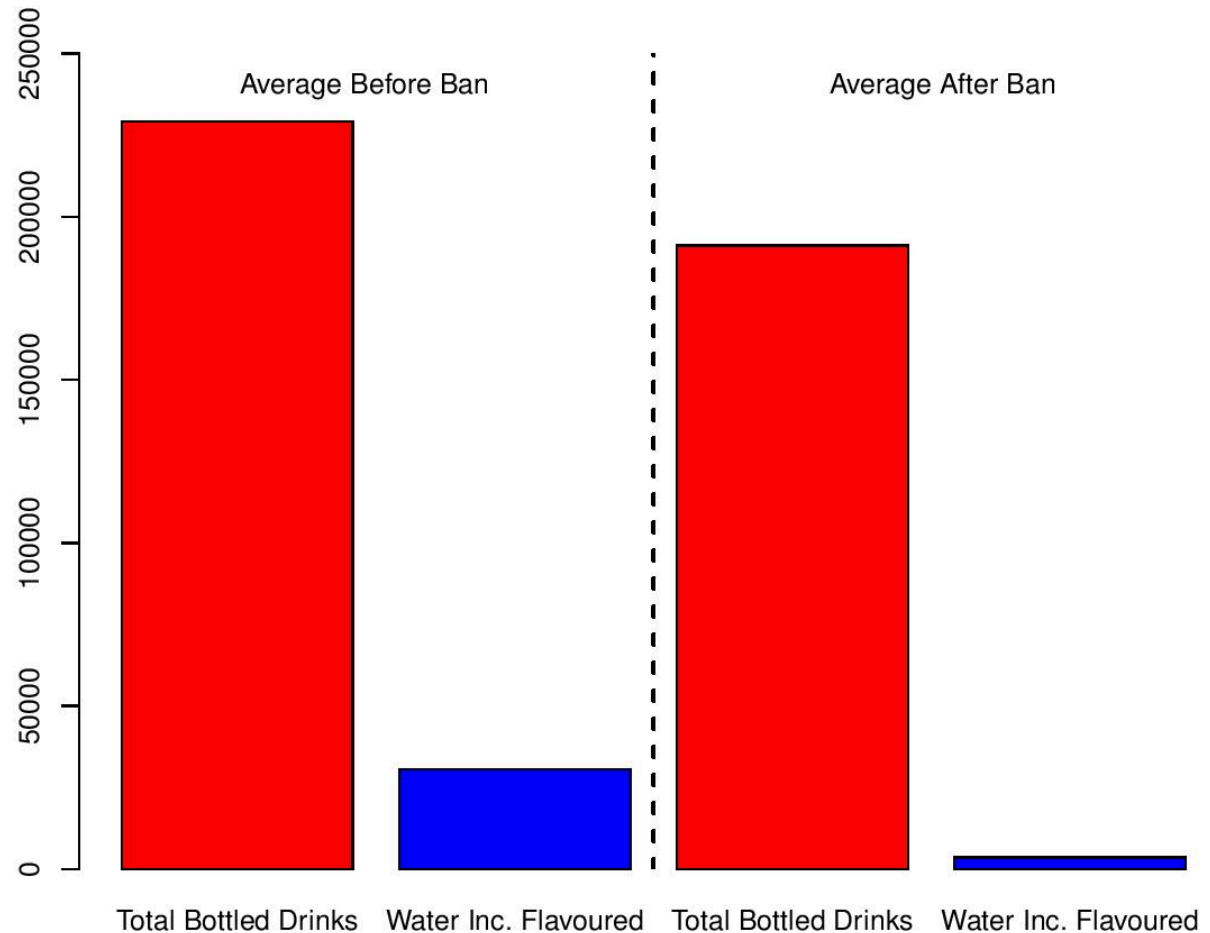
- Referendum **2010** – implementation 2011
- Everywhere in the SU



Sheffield's experiences



- no "rebound effect"- **many people stopped buying bottled drinks altogether** (26,977 less bottles of water sold as directly linked to the ban)
- 0.4 tonnes of **plastic waste reduced** each year
- 1.2 tonnes **CO₂ saving** annually.



Sheffield's experiences



Success:

- Initially no financial sense but **USP**, creating loyalty to students
- Emphasis on it being free and accessible (water fountains and reusable bottles)

Lessons learned:

- Change the system to **make it desirable and easy**



BEFORE



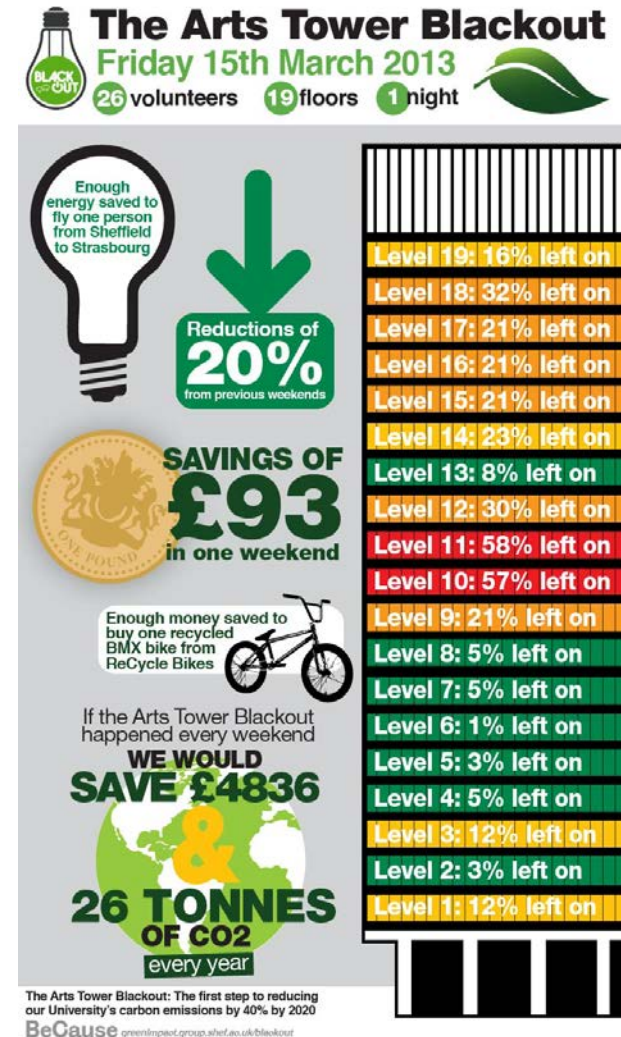
AFTER

Sheffield's experiences



Arts Tower Blackout:

- Started Friday **15th March 2013**
- Student/Staff volunteering (walkie talkies)
- Visible leadership empowerment
- Record of what was switched off and creation of infographic



Sheffield's experiences



Refood project:

Getting students to compost their food waste.

Beginnings:

- Academic year **2013-14**
- Part of “Sheffield on a Plate”, project reducing food waste with funding from the NUS
- Contract with Refood to collect the food waste (company producing electricity for the national grid through anaerobic digestion)
- Approaching students during intro week with food, giving them a food cuddy
- Voluntary

Evaluation of **first round: failed**

- Refood threatened to stop collaboration due to too little amount for collection



Sheffield's experiences



Second round:

- February-August **2015**
- Group of staff collected back all bins
- Testing a small control group (300 students in only 4-5 residence buildings)
- Obligatory for everyone
- Big bins to empty it at the bottom of each building

Evaluation:

- Initially not many people interested but when explained the 'why' they were!



Sheffield's experiences



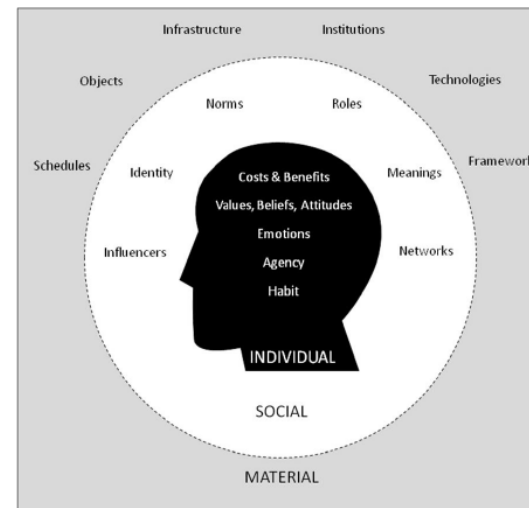
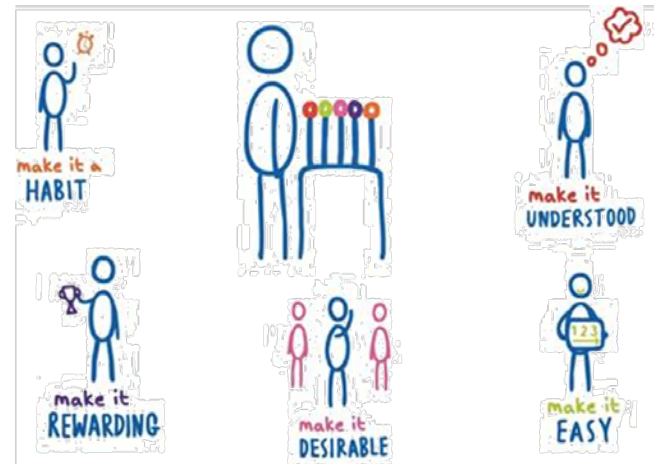
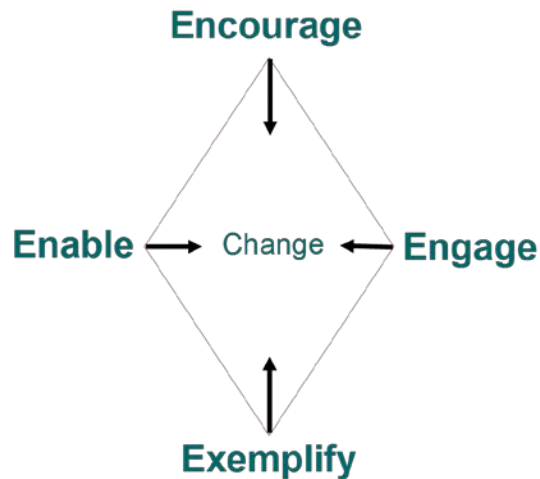
Success:

- **450** compost **cuddies**
- **6000 students** involved
- **28 big bins** to empty them into
- **2x week** collection times
- **100 tonnes** collected last year

Lessons learned:

- Allow time for things to happen. If still not, try to think what you can do to improve it
- **Focus not on convincing people but on changing the system to make it easier for them**

Putting it into practice



Putting it into practice



Choose a sustainability ambition

- Reduce consumer food waste
- Increase use of compost facilities
- Increase cycling
- Reduce energy use in office spaces

Consider the 5 levers of change in encouraging uptake of this behaviour

You can focus on staff or students or both

Consider relevance of other behaviour change models in your plan

15 minutes!

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