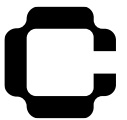




Harnessing the Momentum of the Climate Emergency to Influence Waste Behaviours

Maria Lunetto

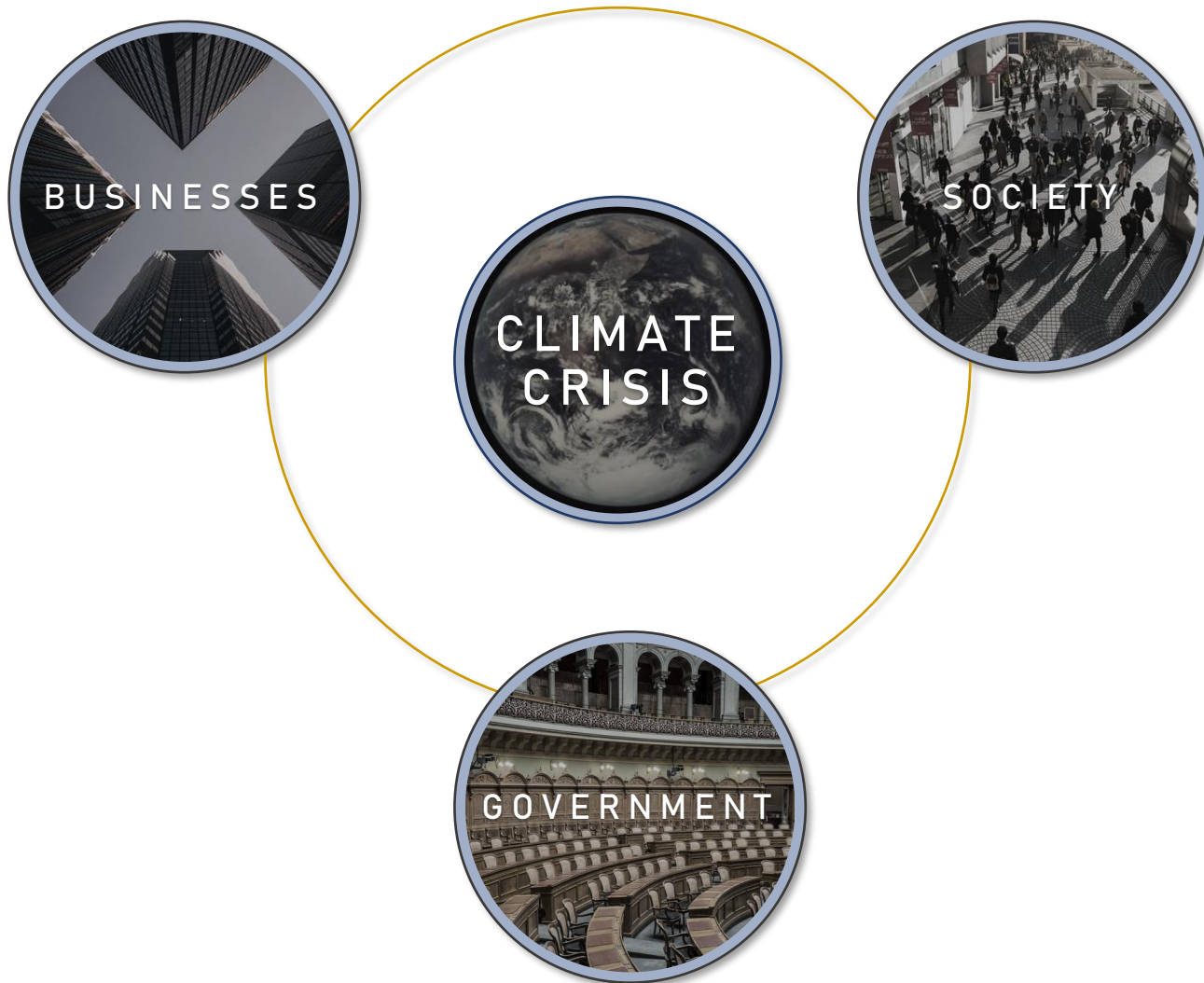
for North London Waste Prevention Exchange 2022
March 2nd 2022



 **UCL**
CENTRE FOR
BEHAVIOUR CHANGE

01

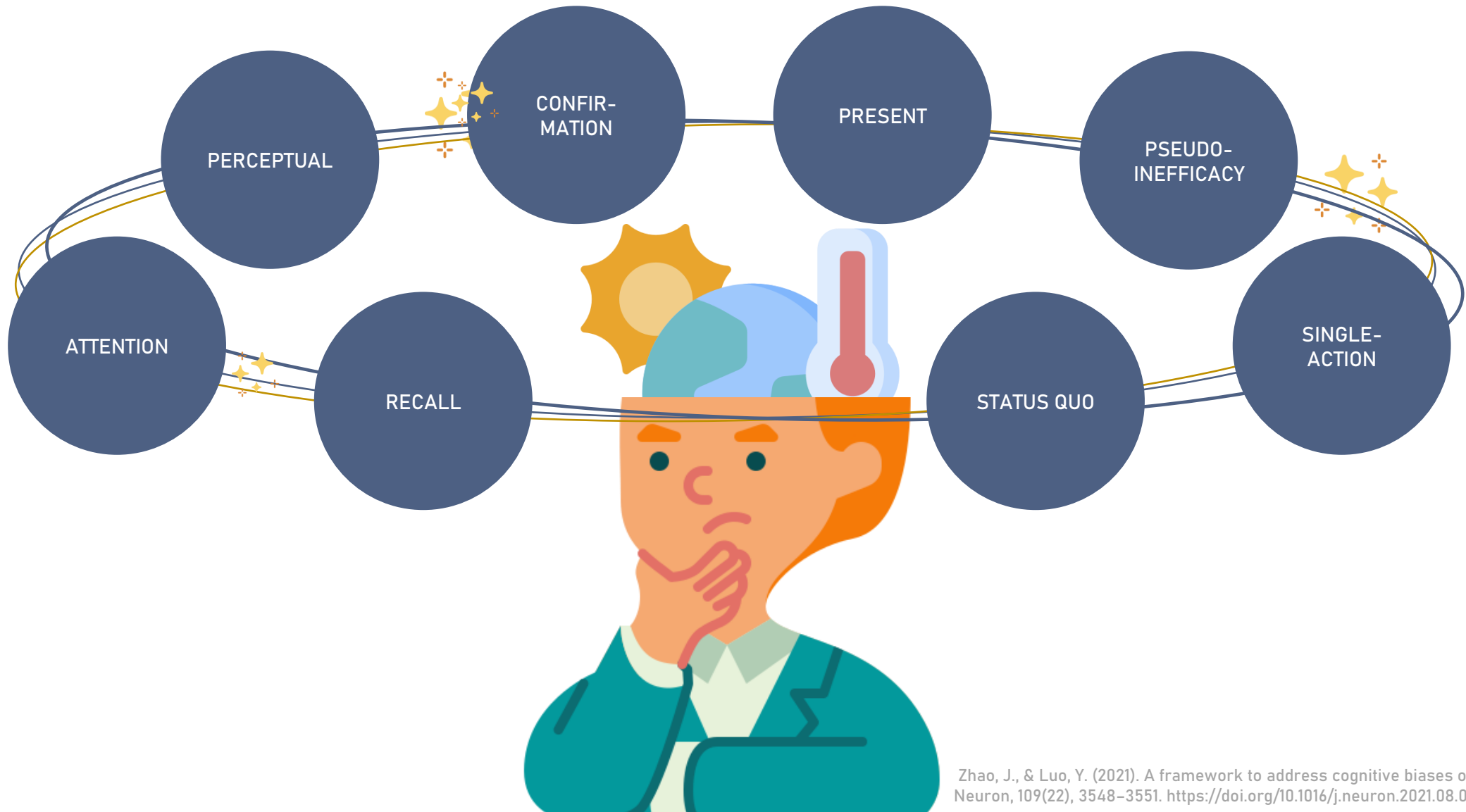
THE CLIMATE CRISIS & BEHAVIOURAL SCIENCE



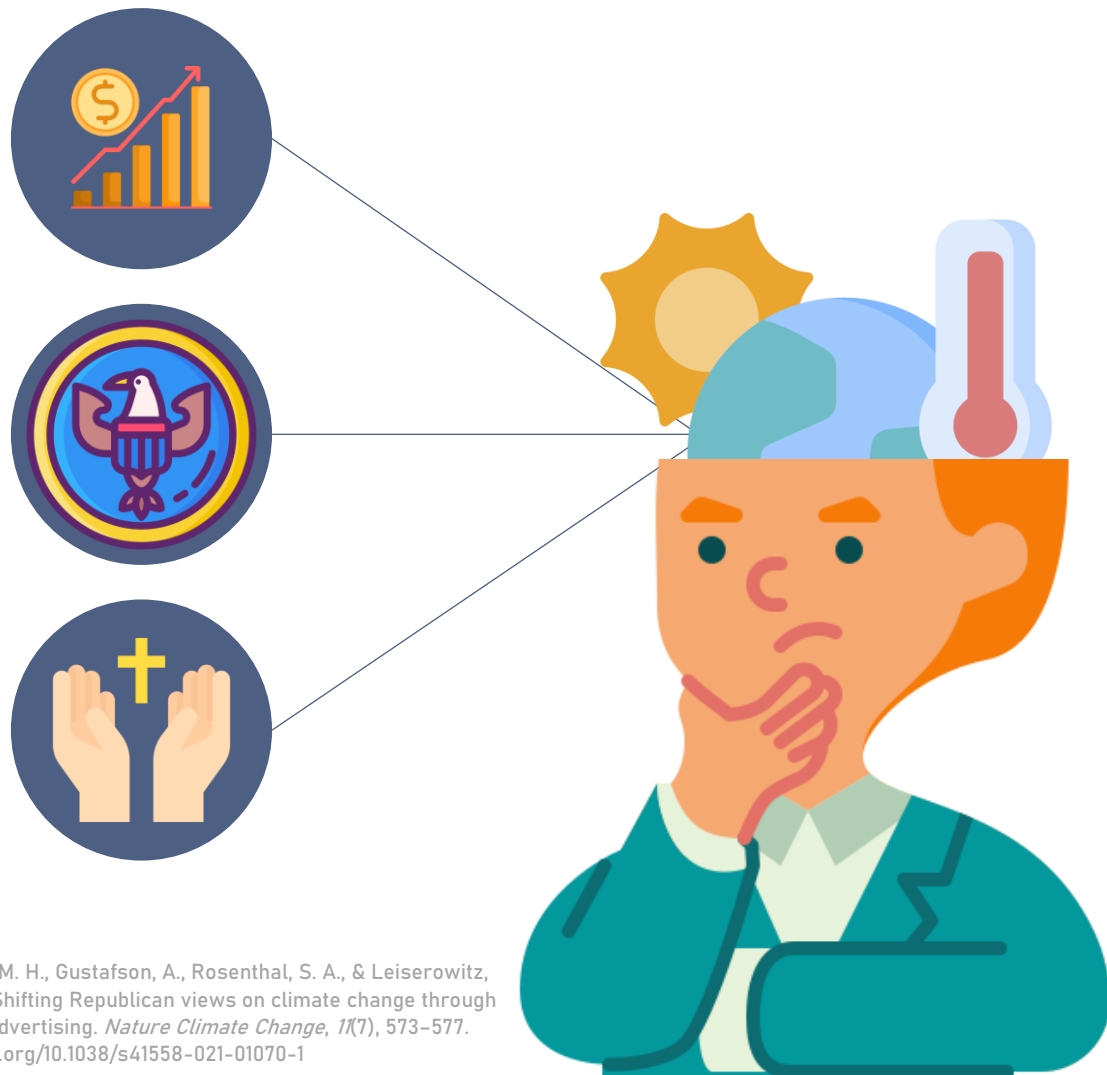
62% of emissions reductions for reaching net zero will require some form of **societal and behaviour change**

02

COGNITIVE BIASES OF CLIMATE CHANGE



03

IMPROVING THE COMMUNICATION OF
THE CLIMATE CRISIS

1. **FRAMING:** aligning climate communication with peoples' ideologies and values

03

IMPROVING THE COMMUNICATION OF
THE CLIMATE CRISIS

"A global shift to a plant-based diet could reduce greenhouse gases caused by food production by 70% by 2050."



How To Meal Prep 12 Easy Vegan Recipes
In 90 Minutes For A Beginner

1. **FRAMING:** aligning climate communication with peoples' ideologies and values
2. **MODEL BEHAVIOUR AND ACTION FOCUS:** giving recommendations for action and showing how to

03

IMPROVING THE COMMUNICATION OF
THE CLIMATE CRISIS

*"A clean energy future will
save X number of lives!"*



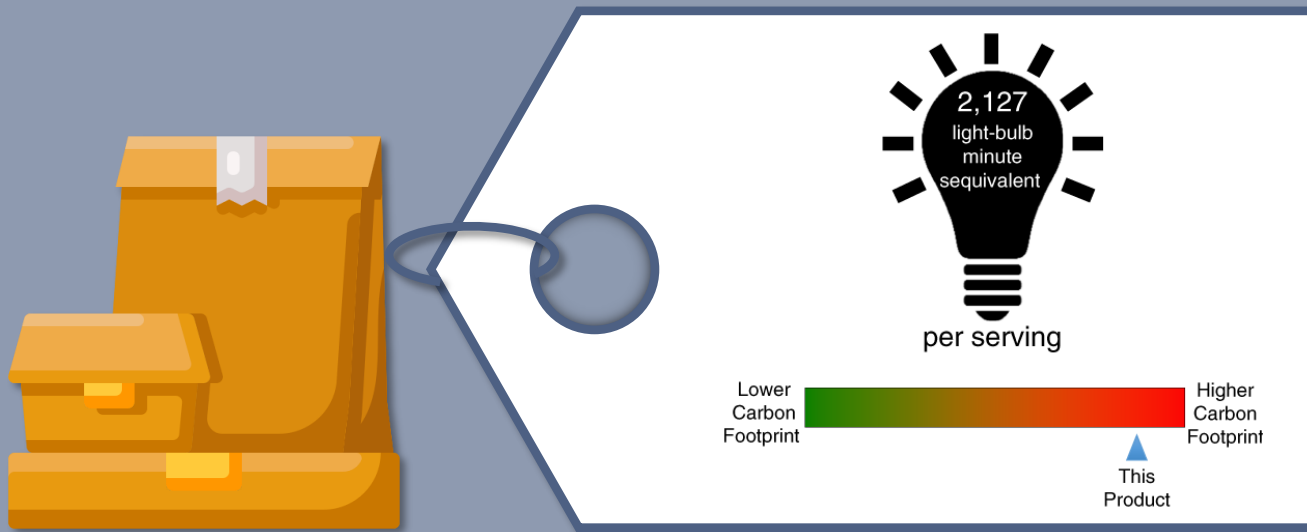
VS

*"We are going to go extinct
due to climate change"*



1. **FRAMING:** aligning climate communication with peoples' ideologies and values
2. **MODEL BEHAVIOUR AND ACTION FOCUS:** giving recommendations for action and showing how to
3. **POSITIVE MESSAGES:** encourage people to act, don't scare (too much)

03

IMPROVING THE COMMUNICATION OF
THE CLIMATE CRISIS

1. **FRAMING:** aligning climate communication with peoples' ideologies and values
2. **MODEL BEHAVIOUR AND ACTION FOCUS:** giving recommendations for action and showing how to
3. **POSITIVE MESSAGES:** encourage people to act, don't scare (too much)
4. **LOCUS OF CONTROL:** linking behaviours to contributions to climate change as opposed to natural causes

03

IMPROVING THE COMMUNICATION OF THE CLIMATE CRISIS

India may suffer devastating climate change impact in 80 years: Study

Annual mean temperatures across India are likely to increase by 4.2 degrees Celsius under a high emission scenario by the end of the 21st century, researchers said,



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5. **PERSONAL MESSAGING:** pointing both to local impacts and local solutions

India may suffer devastating climate change impact in 80 years: Study. (2020, June 5). *India Today*. <https://www.indiatoday.in/science/story/india-may-suffer-devastating-climate-change-impact-in-80-years-study-1685987-2020-06-05>

Derysh, I. (2020, July 26). "Poster child for climate change": Study predicts polar bears will die off within 80 years. *Salon*. <https://www.salon.com/2020/07/26/the-poster-child-for-climate-change-study-predicts-polar-bears-will-die-off-within-80-years/>

Adapted from Zhao, J., & Luo, Y. (2021). A framework to address cognitive biases of climate change. *Neuron*, 109(22), 3548–3551. <https://doi.org/10.1016/j.neuron.2021.08.029>

03

IMPROVING THE COMMUNICATION OF THE CLIMATE CRISIS

Climate change drives Europe's record 2021 summer

Author: Press Office
00:01 (UTC) on Wed 3 Nov 2021

New analysis shows the summer seasonal temperature recorded across Europe in 2021 would have been impossible without human induced climate change.

The summer of 2021 was Europe's hottest on record with temperatures close to 1°C above the 1991-2020 average. To assess the impact of climate change on these high



Our impact

These figures represent our energy and financial savings to date



Flash floods will be more common as climate crisis worsens, say scientists

Overhaul of UK infrastructure needed to ensure it is not overwhelmed by impact of extreme weather

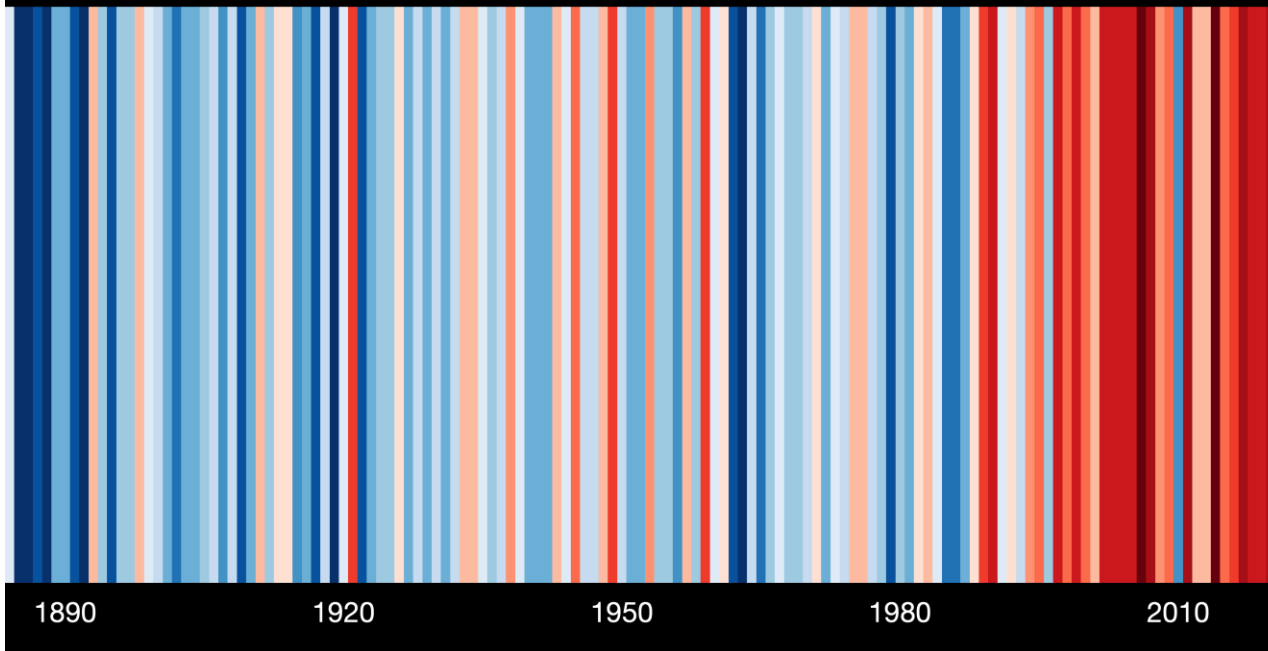


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03

IMPROVING THE COMMUNICATION OF
THE CLIMATE CRISIS

Temperature change in United Kingdom since 1884



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6. **CREATE CERTAINTY:** repeating well-researched facts and communicating in a user-friendly and unambiguous (visual) language
7. ...

04

KNOWLEDGE CAN HELP, BUT...

NEWS | 28 October 2020 | Correction [16 November 2020](#)

Who are science's frequent flyers? Climate researchers

Survey finds climate scholars take more flights on average per year – but make greater effort to offset their emissions.



Mega, E. R. (2020, October 28). Who are science's frequent flyers? Climate researchers. *Nature*. <https://www.nature.com/articles/d41586-020-03000-1>

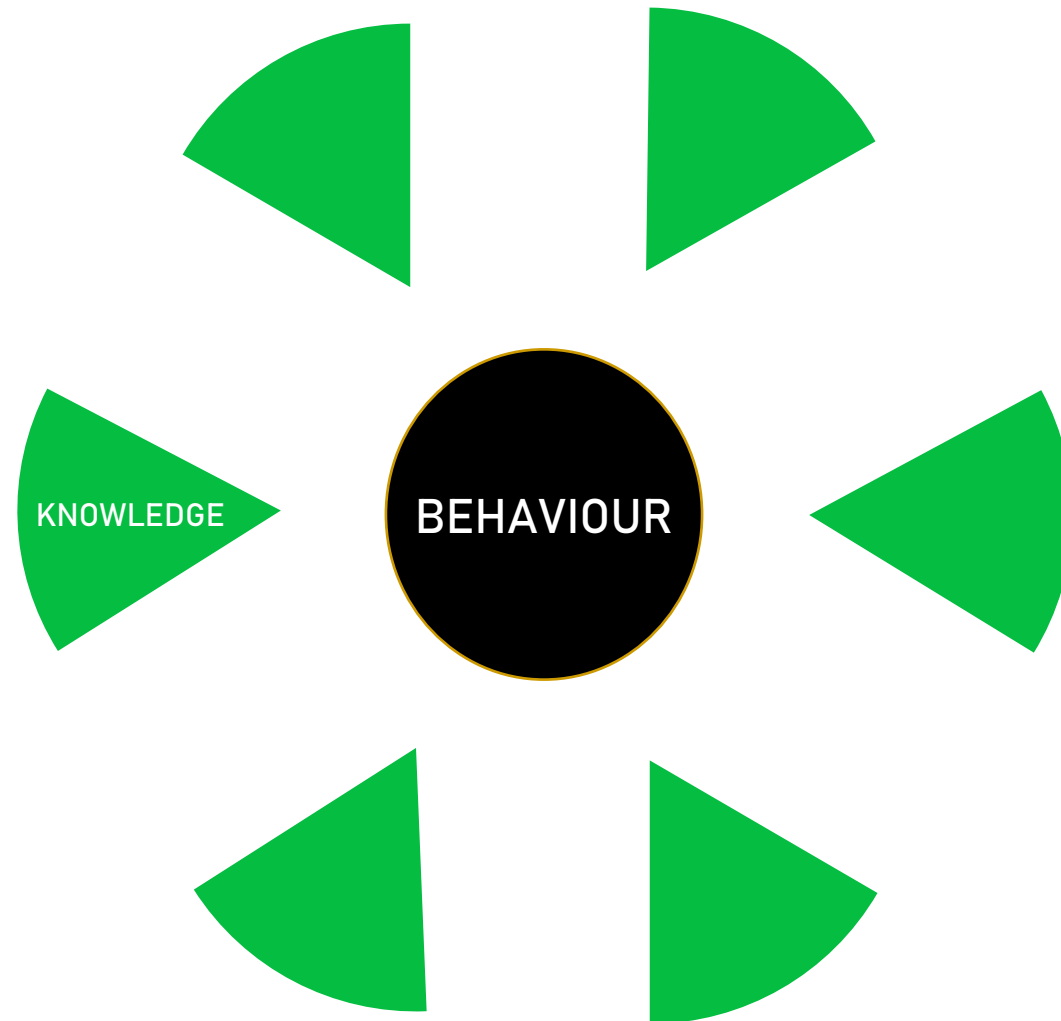
Whitmarsh, L., Capstick, S., Moore, I., Köhler, J., & Le Quéré, C. (2020). Use of aviation by climate change researchers: Structural influences, personal attitudes, and information provision. *Global Environmental Change*, 65, 102184. <https://doi.org/10.1016/j.gloenvcha.2020.102184>

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04

KNOWLEDGE CAN HELP, BUT...
...THERE IS MORE



04

KNOWLEDGE CAN HELP, BUT...
...THERE IS MORE



05

THE COM-B MODEL OF BEHAVIOUR



What facilitates or hinders a behaviour?

CAPABILITY

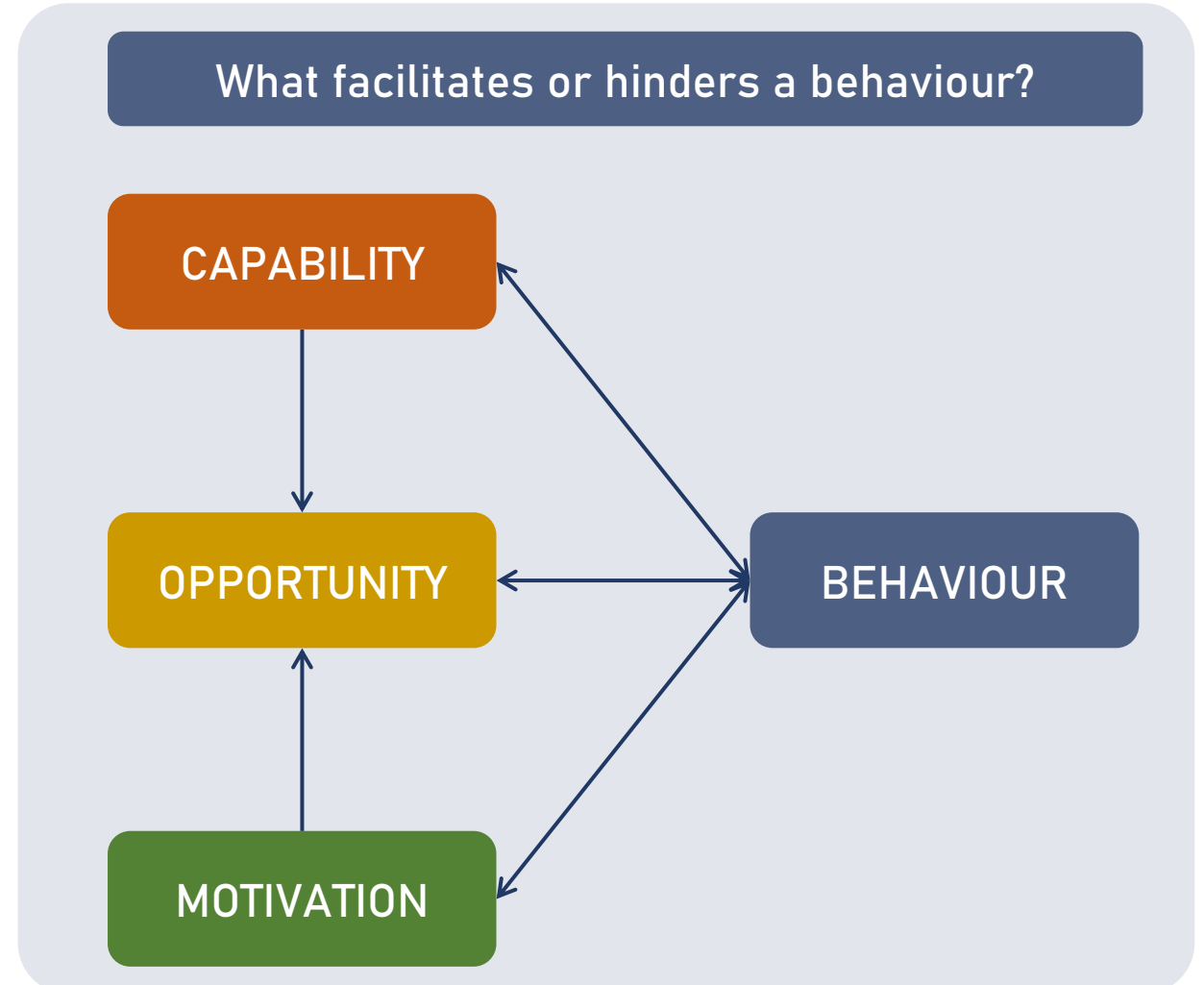
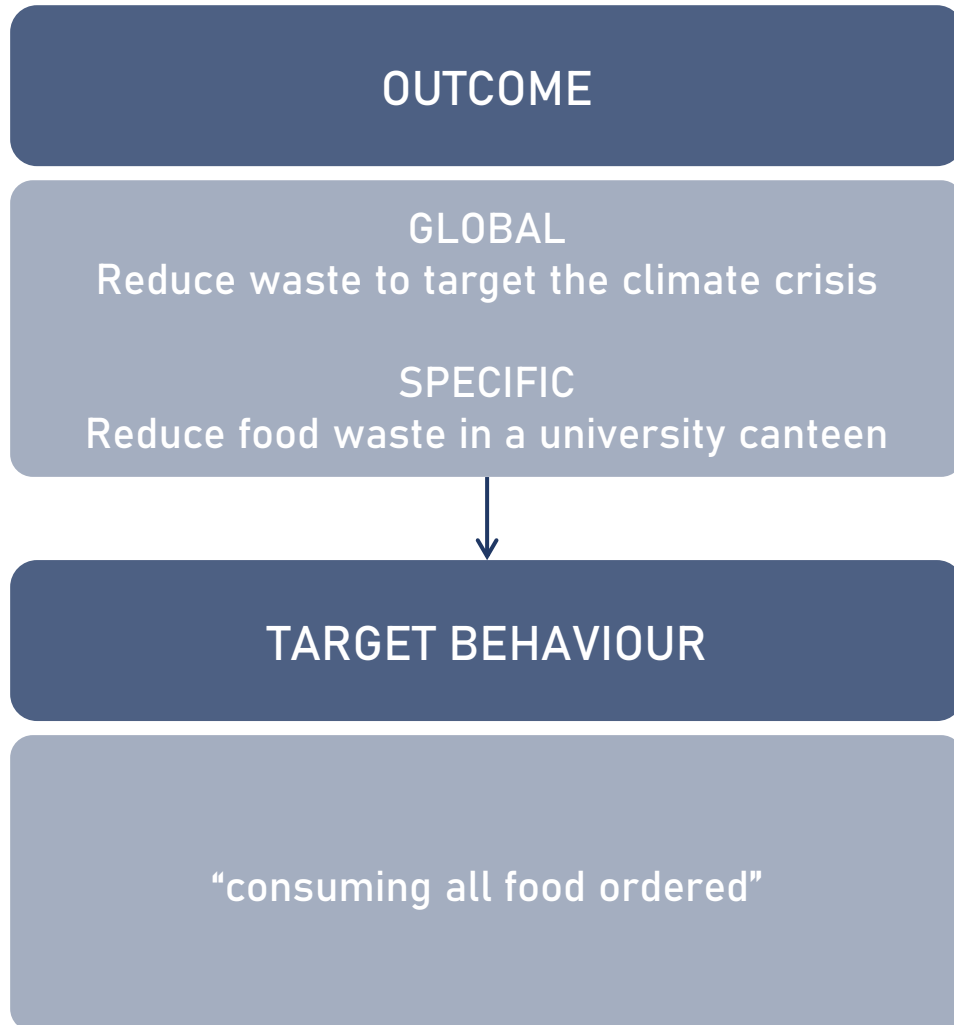
OPPORTUNITY

MOTIVATION

BEHAVIOUR

05

COM-B FOR FOOD WASTE BEHAVIOUR



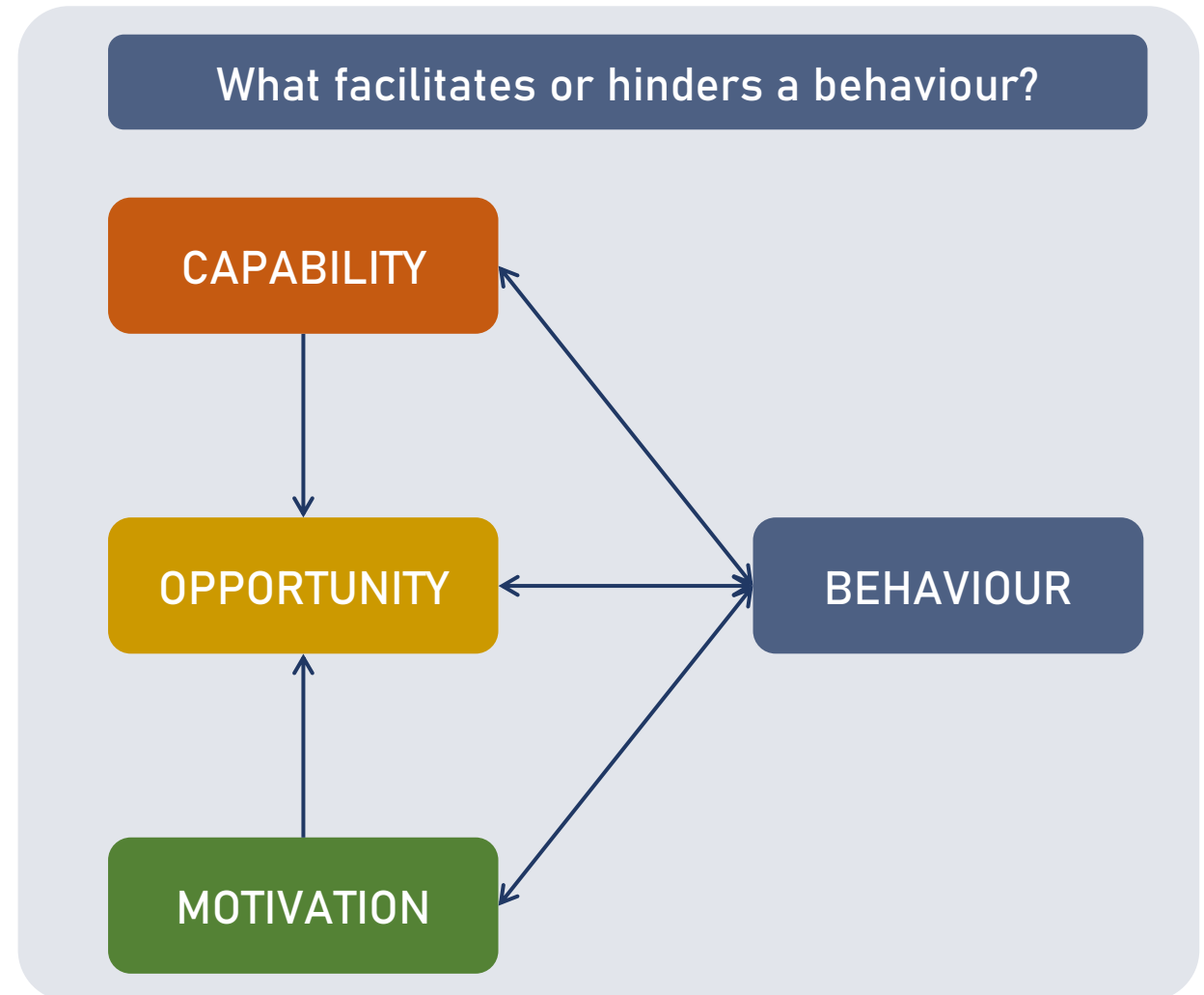
05

COM-B FOR FOOD WASTE BEHAVIOUR

- Knowledge about the environmental impact of food waste and production, especially of certain products
- Basing portion sizes on appetite

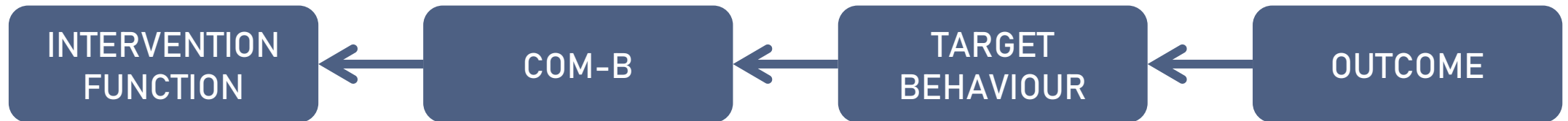
- Served portion sizes
- Atmosphere at the canteen
- Waste behaviour of other students

- Seeing oneself as an environmentalist
- Feelings when throwing away food



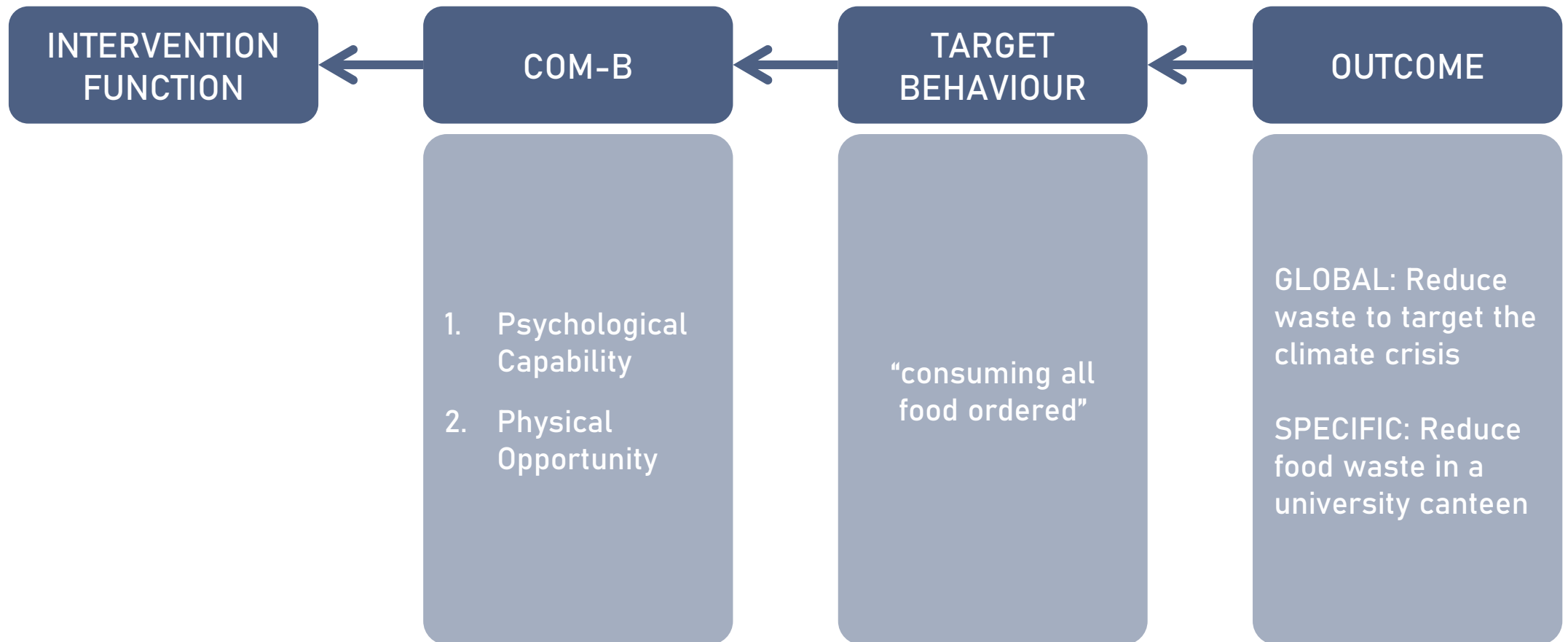
06

COM-B FOR FOOD WASTE BEHAVIOUR



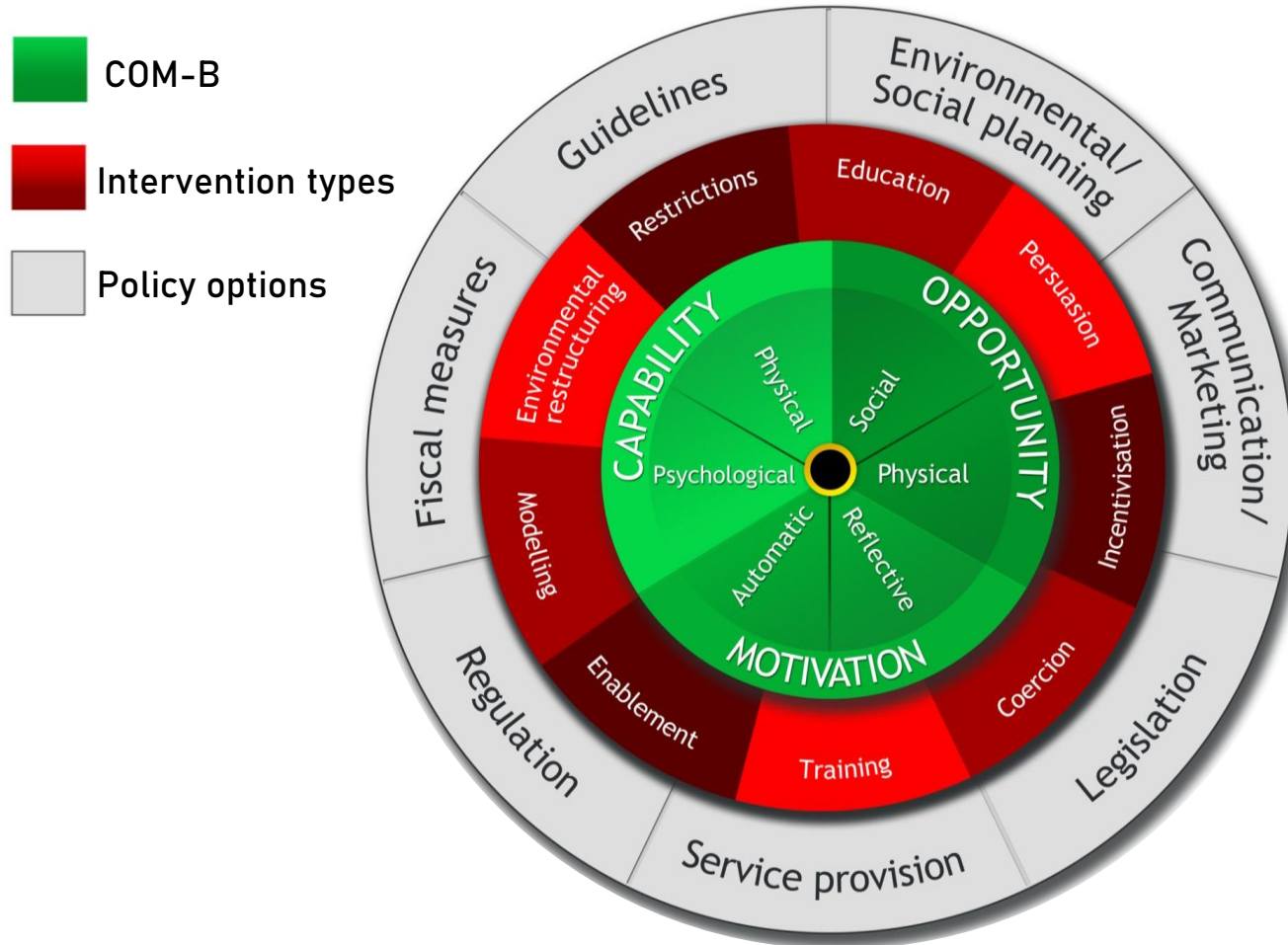
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COM-B FOR FOOD WASTE BEHAVIOUR



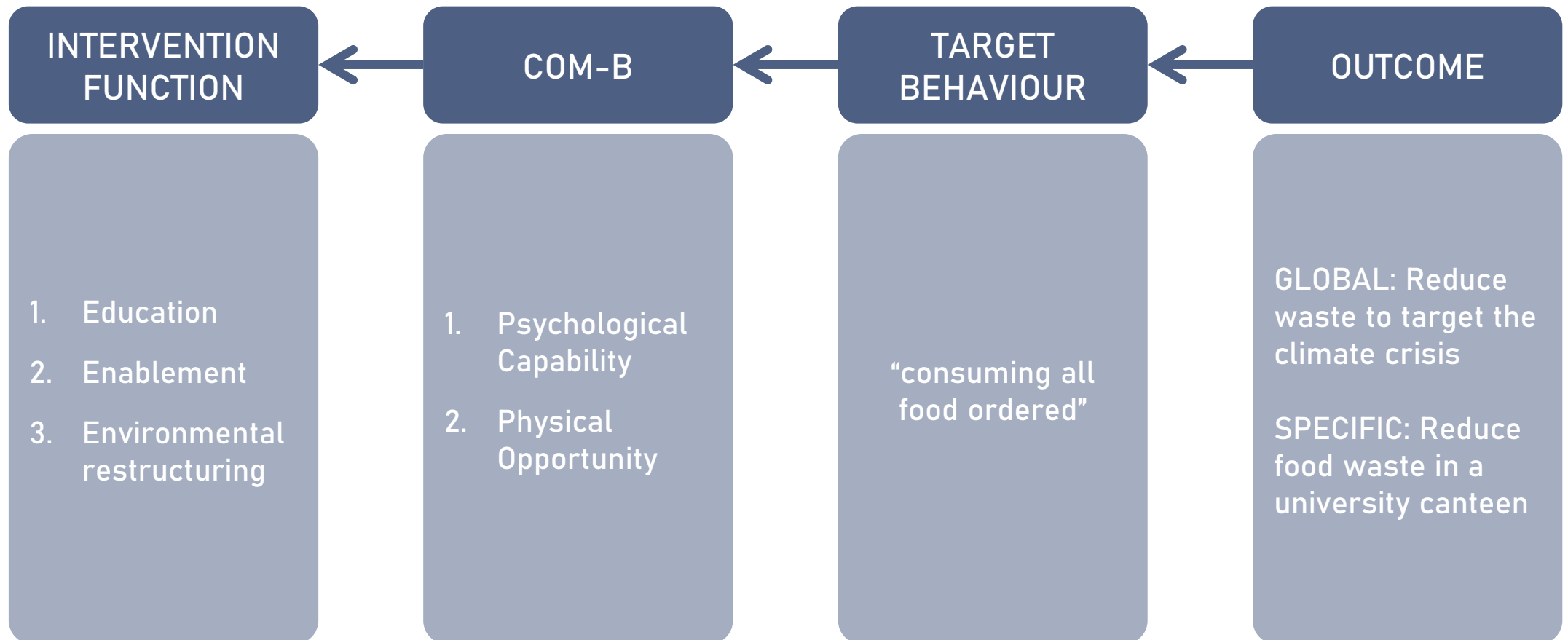
06

COM-B & THE BEHAVIOUR CHANGE WHEEL



- COM-B was developed from a systematic review of 19 behaviour change frameworks
- Many frameworks overlapped, but none were comprehensive and few were linked to a model of behaviour
- COM-B is the basis of the Behaviour Change Wheel framework

06

THE BEHAVIOUR CHANGE WHEEL
FOR FOOD WASTE BEHAVIOUR

06

THE BEHAVIOUR CHANGE WHEEL FOR FOOD WASTE BEHAVIOUR

INTERVENTION FUNCTION

1. Education
2. Enablement
3. Environmental restructuring

01 | Education on Food Waste



"Only order as much as you can eat!"

02 | Variable Plate Sizes



03 | Variable Portion Sizes



04 | Calm Eating Environment



07

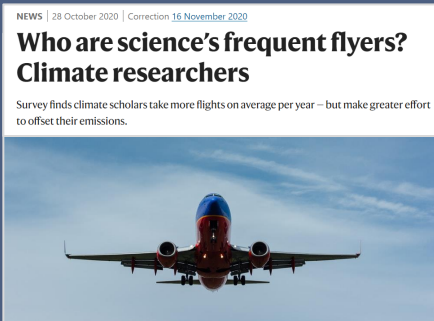
TAKE HOME MESSAGES



Systems-based approaches are needed to address **macro, meso, and micro level influences** on behaviours, and consider synergies, trade-offs and spill-over



Communication around the climate crises can be improved by **addressing cognitive biases**



Information provision and **knowledge** on the climate crisis alone **is not enough to change behaviour**



Behavioural **theories and models** can inform the process of gathering information about **what influences current behaviours** and **guide the selection of intervention components**



THANK YOU! QUESTIONS?


Maria Lunetto

for North London Waste Prevention Exchange 2022
March 2nd 2022

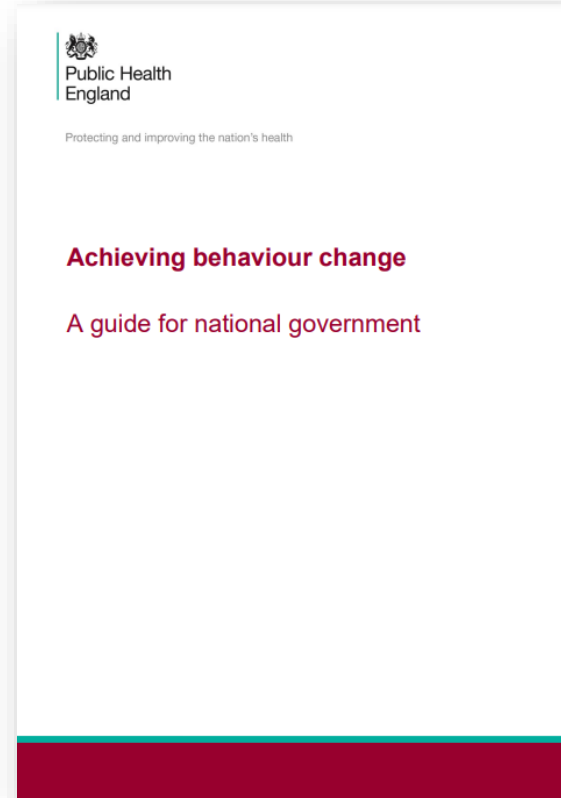
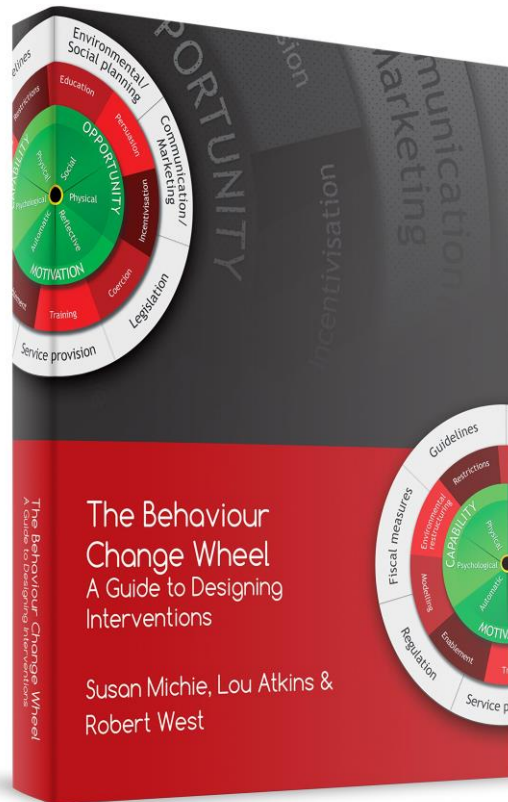


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RESOURCES



UnlockingBehaviourChange.com

RESOURCES

- **Local Government Association:**
Behaviour change and the environment pages:
 - Step-by-step guide based on the BCW
 - 9 illustrative examples related to sustainability

Six steps to undertaking a climate behaviour change project

Looking at the six steps you can take to begin a behaviour change project to tackle climate change in your community.

- ✓ Step 1: Before you do anything else, think precisely about the behaviour that you are trying to change - what, who, where, when, how?
- ✓ Step 2: Understand what is driving the current behaviour
- ✓ Step 3: Choosing your intervention
- ✓ Step 4: I know what is driving the behaviour. I know what intervention types I could use. How do I put them together?
- ✓ Step 5: What happens if you end up with too many options, and you cannot choose between the intervention types?
- ✓ Step 6: How can you measure whether your intervention has worked?

How can we apply this six step guide to our local climate behavioural challenges?

A series of climate change behavioural challenges can be found in this resource. Each will need to be modified for your local behavioural diagnosis and context but they provide a starting point for thinking about the behaviour which you want to change, the questions you may wish to consider in your behavioural diagnosis and examples of interventions to set you well on your way to making local changes.

The behaviours include those which we can change in our own homes, in the community, consumption and travel. It is a not a comprehensive list of green behaviours but using the format, you can hopefully apply it to any behaviour which you wish to change.

BEHAVIOUR CHANGE AND THE ENVIRONMENT



Behaviour change and the environment

Changing behaviours to reduce climate change and protect our environment



<https://www.local.gov.uk/our-support/climate-change-hub/behaviour-change-and-environment>

RESOURCES

- Change Wildlife Consumers: free open-access online course covers COM-B and other theories/models of behaviour change



<https://www.changewildlifeconsumers.org/change/behaviour-change-for-conservation-online-course/>