Behaviour Change Strategy

CounterMEASURE Final Stakeholder Conference

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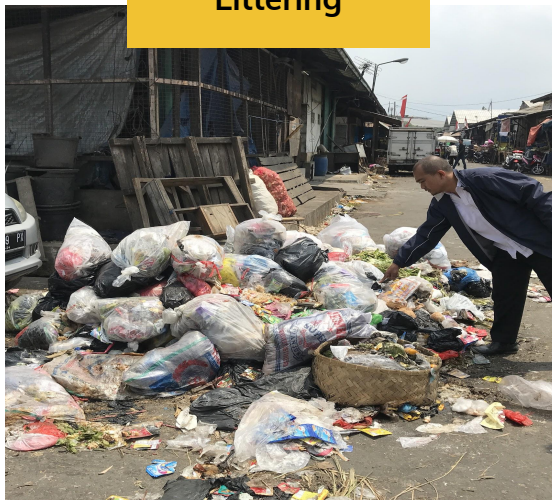
Three Critical Behaviours

To be targeted in order to address plastic pollution issues

Littering



Excessive Usage of Single-Use Plastics

Lack of Sorting & Recycling

and behaviour change needs to happen throughout the value chain

- Producers/ Consumers/ Stakeholders
- Value-chain participants

Littering Behaviour

Key Features/ Common Perceptions

Behavioural Barriers

People in public spaces commonly have a “not my problem” attitude.

People perceive that it is okay to throw in an area where waste is already being dumped.

Littering is convenient, and is a quick way to get rid of waste, especially when there is no waste bin nearby.

Structural Barriers

Lack of infrastructure and waste collection service.

Lack of frequent waste collection.

Excessive Usage of Single-Use Plastics Behaviour

Key Features/ Common Perceptions

Behavioural Barriers

SUPs are convenient and practical and accessible.

There is a lack of culture of bringing/ using reusables. Small groups of people who do so may feel alienated.

Structural Barriers

Few alternatives to SUPs are available. Retailers and F&B businesses must support.

Lack of Sorting & Recycling Behaviour

Key Features/ Common Perceptions

Behavioural Barriers

People don't know what can be recycled.

People don't know where/ who to send/ give my recyclables to.

Sorting and recycling is seen as not practical and time-consuming.

Structural Barriers

Lack of recycling points and supporting infrastructure.

Inconvenient and non-standardised separation method.

Key Steps in Addressing Public Awareness and Behaviour Change

Awareness

From “I don’t know” to “**I know”.**
From “I am misinformed” to “**I am informed”.**

Triggers / Barriers

“Throwing plastics into the waterways will result in ocean plastic”

“Someone else will clean it up”

Intent

From “I don’t care” to “**I care about”.**
From “I don’t want to” to “**I want to”.**

Triggers / Barriers

“I didn’t care about plastics in the ocean but I don’t want my country to be featured as highly ranked for marine plastics”

“My efforts are too insignificant, others still do it”

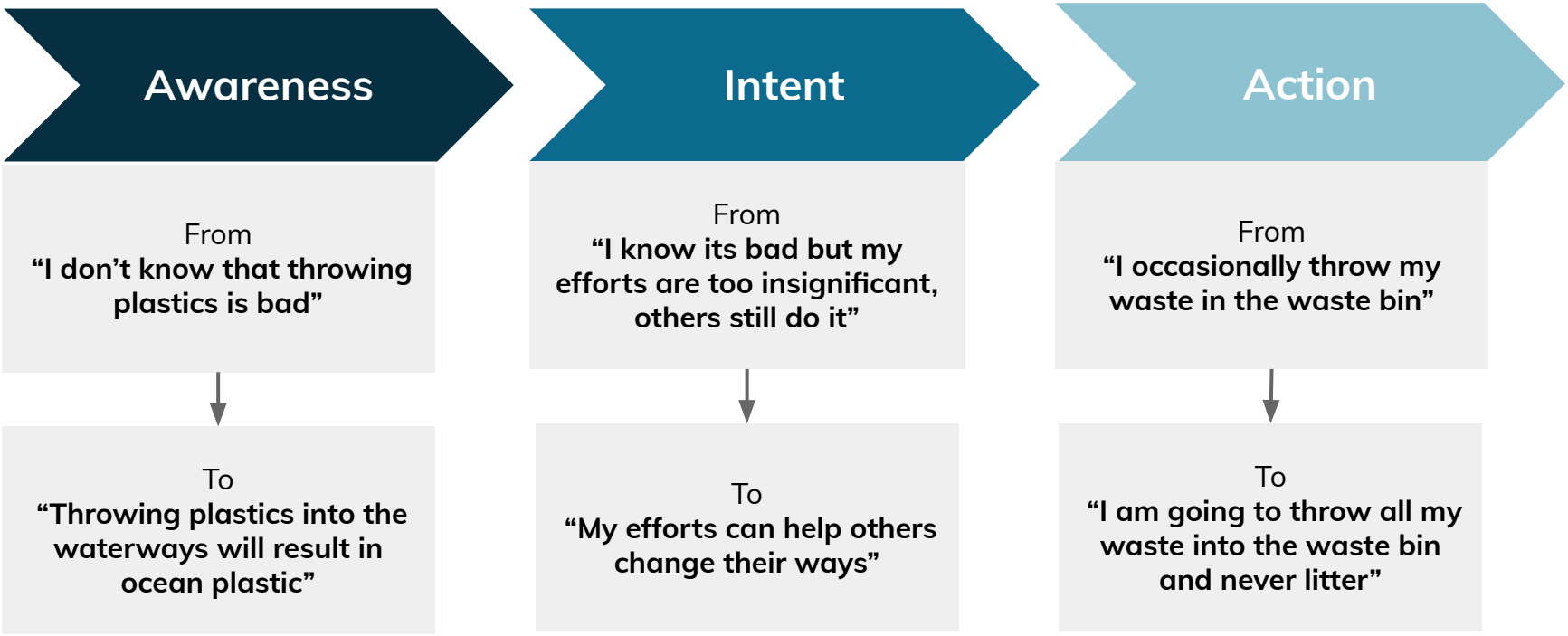
Action

From “I am not doing” to “**I am doing”.**
From “I am” to “**I am using”.**

Triggers and Barriers

“I didn’t care about plastics in the ocean but I don’t want my country to be featured as highly ranked for marine plastics”

Key Steps in Addressing Public Awareness and Behaviour Change (Littering example)



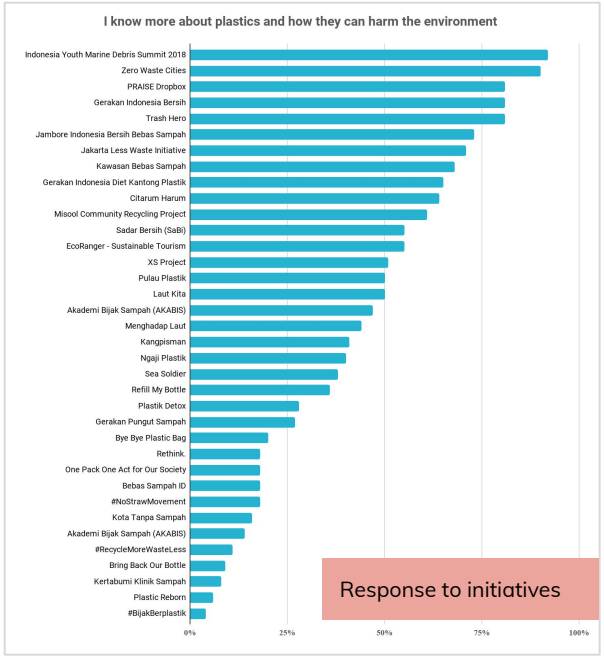
Cultural Perceptions and Behaviour Change Triggers are important

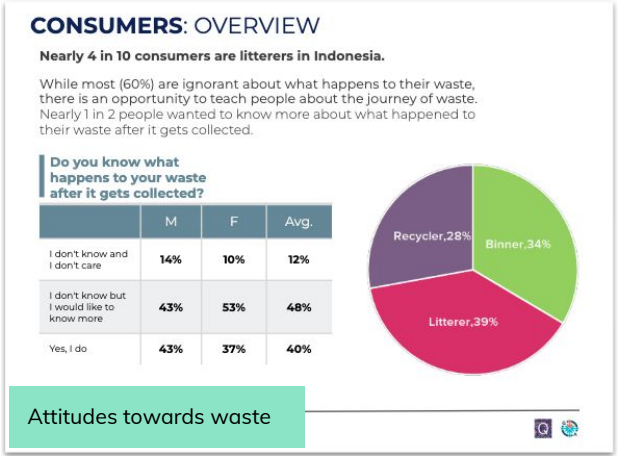
	How do they perceive cleanliness?	What would motivate them to bin/ recycle?
	Cleanliness is **a symbol of moral purity.**	To maintain moral status and avoid public embarrassment.
	Cleanliness embodies **community strength and unity.**	To be able to uplift and support the community through binning/ recycling.
	Cleanliness is a **sign of respect and empathy.**	To be dutiful and respectful of the motherland.

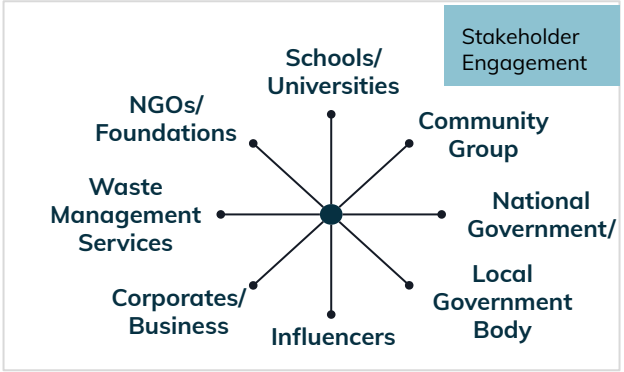
	How do they perceive cleanliness?	What would motivate them to bin/ recycle?
	Cleanliness is a **benchmark of accountability and responsibility.**	To see the waste issue as a social scandal and the need for citizen efforts.
	Cleanliness means **progress and socio-economic development.**	To be recognised as modern and commercially polished.
	Cleanliness is **preserving natural resources and pristine environment.**	To be responsible custodians of Myanmar's natural beauty.

Successful Behaviour Change

ASEAN Consumers and the Circular Economy - Understanding attitudes towards waste and Mapping of Existing Initiatives







Key Insights

01

Multi-stakeholder engagement for greater outreach and success

02

Understanding the target audience is critical

03

Longer-term and sustained efforts are needed

THE ROLE OF PACKAGING REGULATIONS AND STANDARDS IN DRIVING THE CIRCULAR ECONOMY

UN environment programme

SEA circular

solving plastic pollution at source

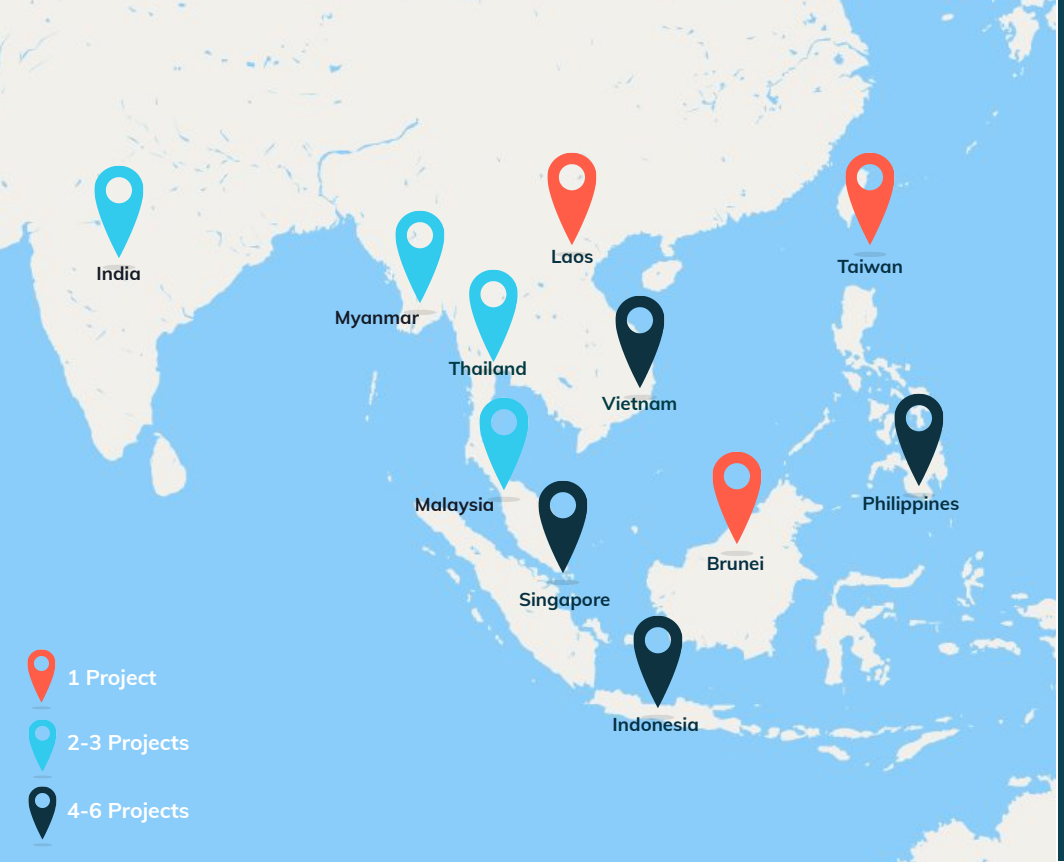
ANALYSIS OF THE PLASTIC VALUE CHAIN IN THAILAND AND MALAYSIA

SEA CIRCULAR & GA CIRCULAR COLLABORATION:

Plastic material flow and value chain analysis (Malaysia)

- **Analysis of the flows of plastic materials and leakage along the value chain;**
- **Analysis of material flows and leakage with a focus on the food and beverage packaging industry**
- **Key baseline metrics: recycling rate, plastic packaging recycling rate, landfill rate, and leakage rate**

- **Analysis and delivery of solutions for better plastic value chain management (Malaysia / Thailand)**
- **Identification of inclusive market transforming solutions on plastic recycling and energy recovery**



Thank You

GA Circular

- Research & Data Analytics
- Strategy & Policy Advisory
- Technical Assistance
- Stakeholder Engagement

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