Behaviour Change Strategy

CounterMEASURE Final Stakeholder Conference
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.

**Structural Barriers**

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

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

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

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

Triggers / Barriers
“Throwing plastics into the waterways will result in ocean plastic”
“Someone else will clean it up”

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”

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)

**Awareness**

From
“l don’t know that throwing plastics is bad”

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

**Intent**

From
“I know it’s bad but my efforts are too insignificant, others still do it”

To
“My efforts can help others change their ways”

**Action**

From
“I occasionally throw my waste in the waste bin”

To
“I am going to throw all my waste into the waste bin and never litter”
### Cultural Perceptions and Behaviour Change Triggers are important

<table>
<thead>
<tr>
<th>Country</th>
<th>How do they perceive cleanliness?</th>
<th>What would motivate them to bin/ recycle?</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>Cleanliness is a symbol of moral purity.</td>
<td>To maintain moral status and avoid public embarrassment.</td>
<td>Cleanliness is a benchmark of accountability and responsibility.</td>
<td>To see the waste issue as a social scandal and the need for citizen efforts.</td>
</tr>
<tr>
<td>Philippines</td>
<td>Cleanliness embodies community strength and unity.</td>
<td>To be able to uplift and support the community through binning/ recycling.</td>
<td>Cleanliness means progress and socio-economic development.</td>
<td>To be recognised as modern and commercially polished.</td>
</tr>
<tr>
<td>Thailand</td>
<td>Cleanliness is a sign of respect and empathy.</td>
<td>To be dutiful and respectful of the motherland.</td>
<td>Cleanliness is preserving natural resources and pristine environment.</td>
<td>To be responsible custodians of Myanmar’s natural beauty.</td>
</tr>
</tbody>
</table>
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
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

Projects:
- 1 Project
- 2-3 Projects
- 4-6 Projects

Countries:
- India
- Myanmar
- Laos
- Vietnam
- Thailand
- Malaysia
- Singapore
- Indonesia
- Brunei
- Taiwan
- Philippines
- Burma
- Philippines
- Singapore
- Indonesia
- Taiwan