



WASTE AND BEHAVIOUR CHANGE SUMMIT

Behaviour change in a communications
context

19th May 2020



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- Case study: Thames Water
- Case study: WRAP
- Questions

CHANGE BEHAVIOUR
FOR THE BETTER

CURRENT CLIENTS



Public Health
England



Transport
for London



Department
for Environment
Food & Rural Affairs



Department
for Transport



METROPOLITAN
POLICE





CONSULTANCY

Consult23, our consulting offer develops strategies that underpin individual, societal and organisational change.



INSIGHT & EVALUATION

Dedicated in-house insights team with access to all the latest research tools and an evaluation framework that creates the sight lines between inputs and impacts



STRATEGY AND PLANNING

Developing campaign strategies for brands that focus on immediate action and long term change using **7 Steps to Change**



CREATIVE AND CAMPAIGNS

Big ideas and award winning activation campaigns across paid, owned and earned channels



PR

Fame23 delivers powerful storytelling that connects with audiences through voices they trust



DIGITAL CONTENT

Content23 our production offer creates meaningful content that engages, educates, entertains.



PARTNERSHIPS

Our 'Inside out' approach and Contact23 database helps to forge national and local partnerships and identify influencers.



OUR APPROACH

WHY WE USE BEHAVIOUR CHANGE MODELS

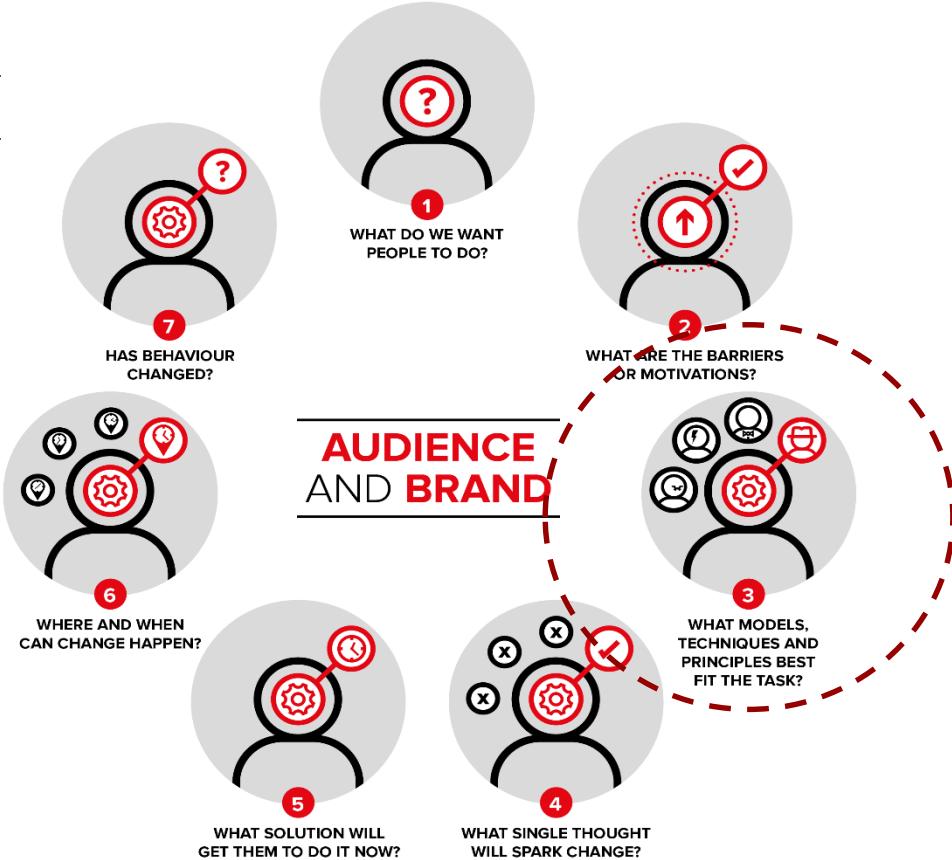
- To understand what drives our customers to behave in a certain way.
- To help you harness your customers' unconscious biases.
- To consider the decision-making context.
- People don't always act in the way you expect: not only do they not always make the "best" decision, they sometimes don't even do the things they told you they would.
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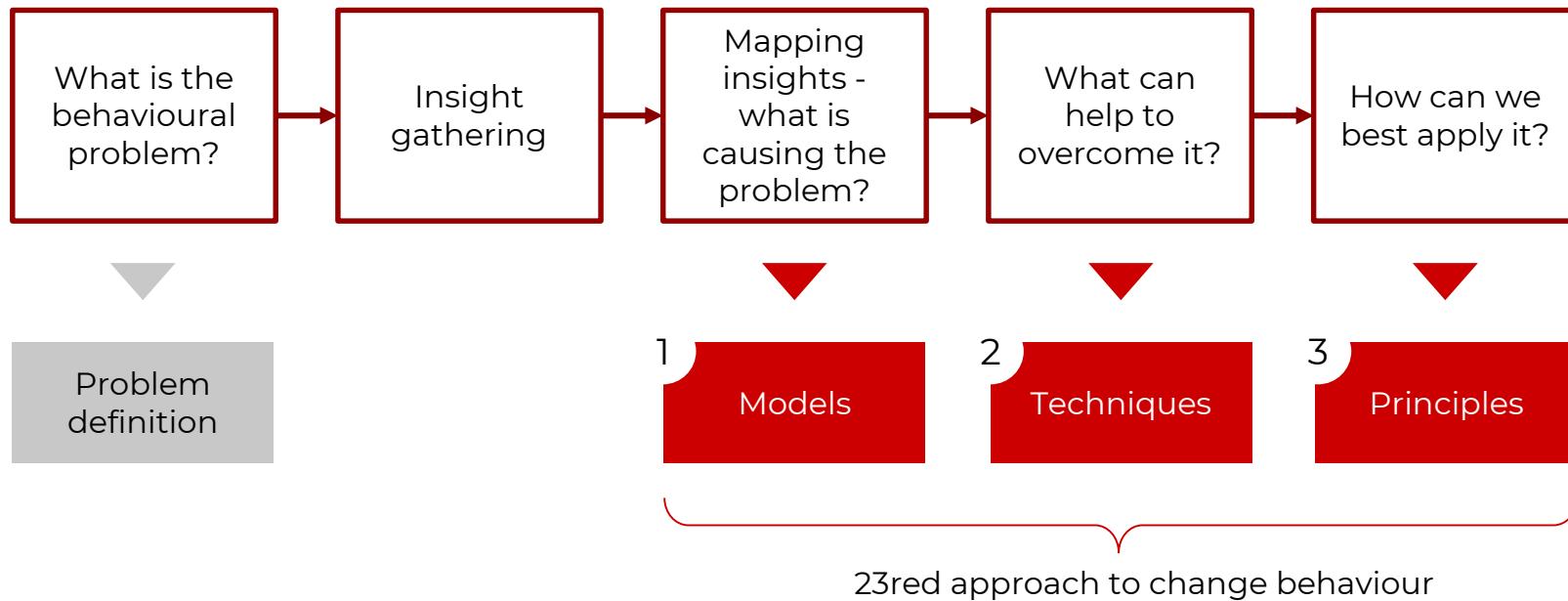
We believe DOING is more powerful than feeling or thinking

7

STEPS TO
BEHAVIOUR CHANGE

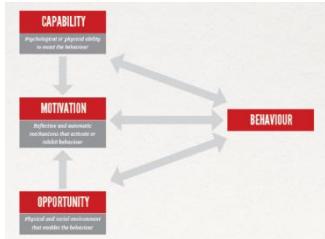


THINKING ABOUT THIS IN A MORE LINEAR WAY



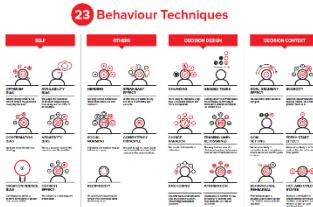
23RED BEHAVIOUR CHANGE APPROACH

1 Models



Helps identify where efforts can be focused to change behaviour.

2 Techniques



Help you overcome
the barriers or
increase motivations.

3 Principles



Guides us in how to implement comms.



MODELS

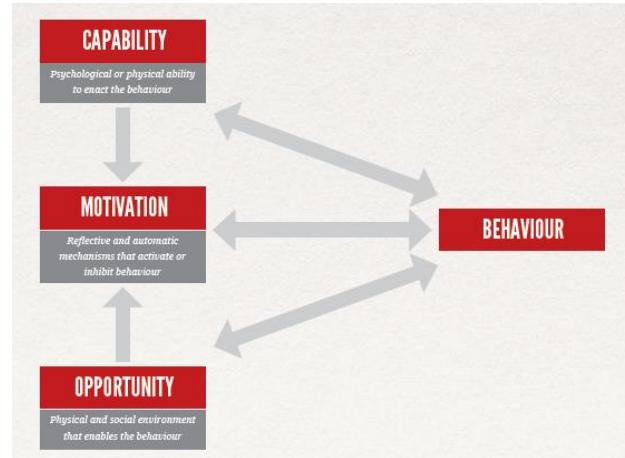
There are three components that are common to all models:

Capability – the ability to carry out the behaviour

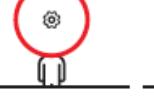
Motivation – the desire to carry out the behaviour

Opportunity – an occasion on which the behaviour can happen

These are the core of the COM-B model.

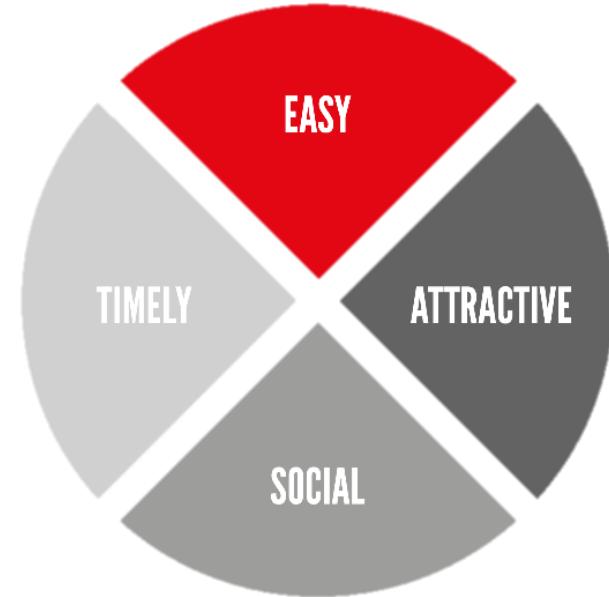


23 Behaviour Techniques

SELF	OTHERS	DECISION DESIGN	DECISION CONTEXT
 OPTIMISM BIAS When looking forward, we tend to inflate the good and downplay the bad	 AVAILABILITY BIAS We judge the likelihood of an event happening by how easily we can think of an example	 CHUNKING More likely to complete a big task if it's made smaller and more manageable	 GOAL GRADIENT EFFECT We use more effort closer to our goal
 CONFIRMATION BIAS We seek what fits with our ideology	 NEGATIVITY BIAS We've a greater recall of the negative over the positive	 CHOICE PARADOX Too much choice leads to indecision	 FRESH START EFFECT We're more likely to achieve goals at the start of a new time period
 OVERCONFIDENCE BIAS Confidence in ability to achieve something is greater than actual ability	 OSTRICH EFFECT We choose to avoid negative information	 ANCHORING The first piece of information acts as a reference point, influencing subsequent decisions	 BEHAVIOURAL REHEARSAL Prompting people to practise a behaviour before it is needed increases habit and skill
	 HERDING We copy others' behaviours rather than make our own decisions	 GRADED TASKS Setting easier to perform tasks, that increase in difficulty to build up to desired behaviour. I.e. Couch to 5k	 SCARCITY When an object/resource is seen as limited, we attribute a greater value to it
	 SOCIAL NORMING Following the 'normal' way to behave in a group	 CONSISTENCY PRINCIPLE We seek to act in a way that is consistent with what we think and say in the eyes of others	 GOAL SETTING We're more likely to undertake tasks / behaviours where we've set specific goals to do so
	 RECIPROCITY Unconsciously returning the favour when someone does something for us	 AFFIRMATION Statements to commit to new behaviour or identity with new outcome. I.e. I am an ex-smoker	 HOT AND COLD STATES We have a tendency to underestimate how much our decision making will change when in a 'hot' or 'cold' emotional state

PRINCIPLES

- In order to make the behaviour change as successful as possible we follow the Behavioural Insight team's EAST principles
- Any behaviour change intervention must be:
 - Easy
 - Attractive
 - Social
 - Timely



WORKING WITH EAST

EASY	ATTRACTIVE	SOCIAL	TIMELY
<p>This means removing efforts, steps, choices to carry out desired behaviours and making undesirable behaviours harder</p> <p>(e.g. not allowing access to parks)</p>	<p>Presenting the benefits in a way that maximises perceived value and increases the salience of the message. to get a positive view of behaviours.</p> <p>(e.g. influencers promoting benefits of staying indoors)</p>	<p>Harness social/ peer pressure by showing desired behaviours are supported by others in a social group and encourage shared commitments.</p> <p>(e.g. showing others staying indoors)</p>	<p>Prompting when people are likely to be most receptive by making benefits more immediate.</p> <p>(e.g. in-home)</p>



CASE STUDY

THAMES WATER



The cooking fat that caused a stink.

Pouring cooking fat down the sink clogs pipes
which can force raw sewage back up into your home.

Bin it – don't block it.



THE PROBLEM

- Each year **55,000 Thames Water customers** suffer the misery of sewer blockages caused by items such as cooking fat and wet wipes being washed into sewers where they solidify.
- The results are horrific, with **7,000 people** every year experiencing sewage backing up into their homes and gardens.
- Blockages also cause road closures, in-street flooding and pollution of watercourses, and this adds **£12 million to customers' bills each year.**

OUR BRIEF

Develop a behaviour change campaign to get households to put cooking fat and wet wipes/cotton buds in the bin, not down the sink or in the toilet.

APPLYING COM-B

- People put fat and oil down the sink, and wet wipes and sanitary products down the loo, because it's the easiest way to get rid of these things and they don't realise the terrible blockages it causes in London's drains.
- OPPORTUNITIES are frequent (e.g. every time you cook with fat) so we needed to be there to turn bad old behaviours into good new ones. Provide practical tools that can help people properly dispose.
- Disgust reflexes are strong. So we needed to give people the psychological CAPABILITY to deal with 'gross' waste as well as the physical capability to handle it and the knowledge Build awareness of what happens when things are put down the sink/flushed that shouldn't be
- MOTIVATION: Indicate the real cost to the individual to create motivation to stop behaviour.

BIN IT DON'T BLOCK IT

- We raised awareness of the benefits of good behaviour (fewer blocked sinks, loos and also drains) to build MOTIVATION to persist with behaviours
- And, we provided ideas for fat traps to build the CAPABILITY and OPPORTUNITY to not put fat and oil down the sink.



JCDecaux



This is the cooking fat
That was poured down the sink
That set and congealed
That blocked the drain
That backed up the sewage
That spewed out all over the home.

Bin it - don't block it.

Cooking fat and oil clogs pipes and that can cause a real stink.
We clear around 85,000 blockages a year in London and the Thames Valley.
To find out more visit thameswater.co.uk/binit





HOW-TO
GUIDE

HOW TO

Stop your bathroom stinking
with some simple plain thinking.



This is the cooking fat
That was poured down the sink
That set and congealed
That blocked the drain
That backed up the sewage
That spewed out all over the home.

Bin it - don't block it.

Covers 100 miles of pipes and there are 1000s more.
We clear around 85,000 blockages a year in London and the Thames Valley.
To find out more visit thameswater.org/blocked

Thames Water





CASE STUDY

WRAP FOOD

WASTE

THE PROBLEM

1 million tonnes of food is wasted in the Hospitality and Food Service (HaFS) sector each year.

And 75% of this was edible.

That's the equivalent of one in every six meals served.

Having a huge impact on our planet.

OUR BRIEF

Create **behaviour change at scale**; engage half of the sector to measure and act so that they **reduce their waste by 20%**

BARRIERS TO CHANGE

- Capability: The HaFS sector is a small contributor to the problem
- Opportunity: Change is hard
- Motivation I'm just one person and my individual action won't count
- We needed clarification of urgency
- We needed to provide specific ideas
- We needed a sense of scale and involvement
- And, we needed a specific focus

GUARDIANS OF GRUB

We wanted the 'Guardians of Grub' badge to feel like it belonged to a secret underground society.

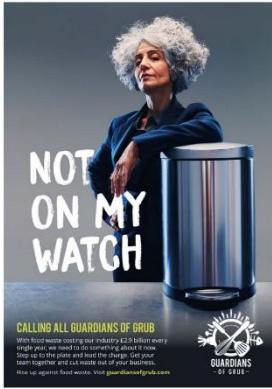
We used reference points from across the food industry combined with visual cues of a movement to develop the identity – a plate to hold utensils as a modernised coat of arms, surrounded by various food items that are often wasted.

Visuals indicate that professionals shown are existing 'Guardians' – with everyone from the CEO to the kitchen porter represented to highlight the crucial role each individual has in tackling food waste.



IMPLEMENTATION

- An attractive platform that encouraged everyone at every level of the industry to start taking the right steps.
- A month of action kick-started urgency and social norming.
- PR activity drove engagement and widespread noise across the industry showing how everyone was getting involved.
- Provision of toolkits, resources and influencer content drove commitment and education across the sector.



86 billion tonnes of food is wasted in restaurants and pubs every year

At the Harrods prime steak restaurant, diners can share their piping hot portion of turkey and ham pie.



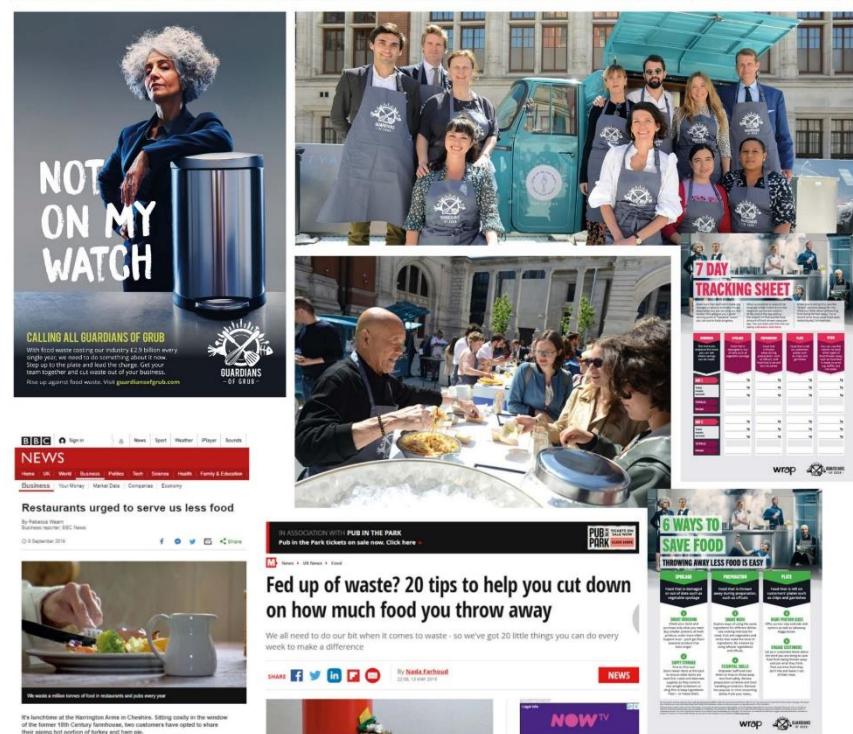
RESULTS

The PR activity resulted in significant national coverage including BBC, The Daily Mail and The Guardian.

Stand Up For Food activity drove a month-on-month increase in unique visits to the Guardians of Grub website of 1308%, educating members of HaFS sector on how to combat food waste.

By October 2019, there had been 7,000 unique visits to the website, compared to an average of 1,200 visits for equivalent B2B WRAP campaigns at a similar time period.

Thousands of businesses have become an active part of the solution by becoming Guardians of Grub.





TIPS

TIPS

- Look at the ‘problem’ and ask how this fits into people’s current lives
- Map your ‘gut-feel insights’ onto COM-B (ideally this would be based on real evidence) and then choose which element (capability, opportunity or motivation) you think should or could be prioritised to change behaviour – remember not everything is in our control
- Consider yourself as the audience and don’t forget the wider context
- You can use as many techniques but prioritise which feels the most appropriate
- Write down three things you are going to start doing differently tomorrow
- If you want to learn more, there are three webinars about behavioural economics here:
<https://www.theidm.com/blog/webinar-a-behavioural-economics-series>



THANK YOU

We are 23red

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