

USING SOCIAL MARKETING TO CHANGE TRASH BEHAVIORS- IT REALLY WORKS!

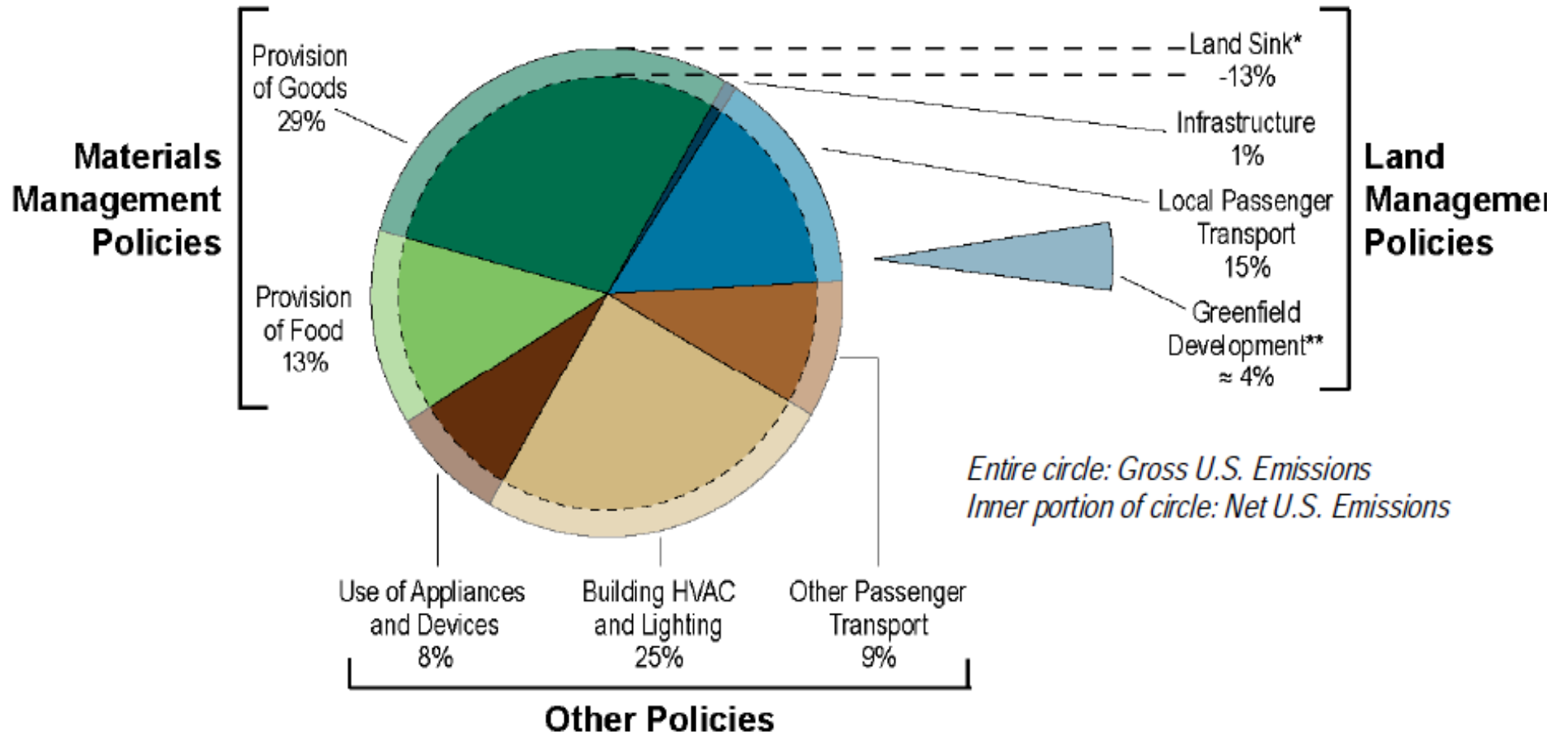
Behavior Energy and Climate
Change Conference

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TRASH AT BECC- YES!

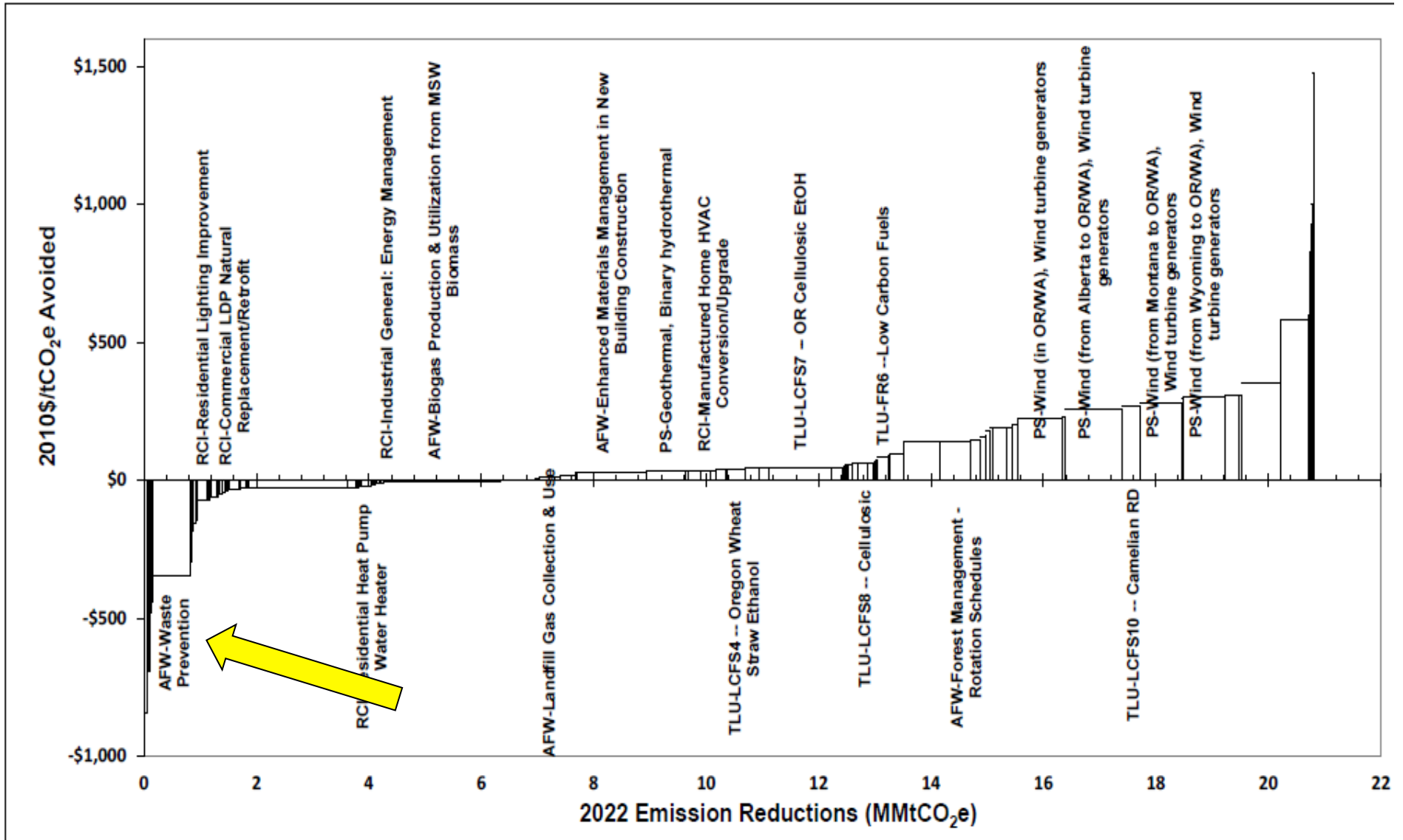
- Climate change ✓
- Energy ✓
- Behavior ✓



This figure presents the U.S. GHG emissions data reported in the *Inventory of U.S. Greenhouse Gas Emissions and Sinks*, allocated systems, and by materials and land management, as described in Appendix A. Emissions from U.S. territories are not included in this figure.



Figure 2. Marginal Abatement Cost Curve for Scenario 1, Year 2022



Source: Center for Climate Strategies- 10 Year Energy Action Plan Modeling



BEHAVIOR BASED



If Recycling and solid waste should be in the discussion...

WHAT IS THE BEST WAY TO INCREASE DIVERSION?

3 INCENTIVE-BASED PROGRAMS

- Pay-as-you-throw
 - Variable rates for trash based on volume
- Points based incentives
 - Weigh recycling containers and provide 'points' for rewards (Recyclebank™ is the most common example)
- Community based incentive programs
 - Incentives are neighborhood based, not individual



CBSM ELEMENTS

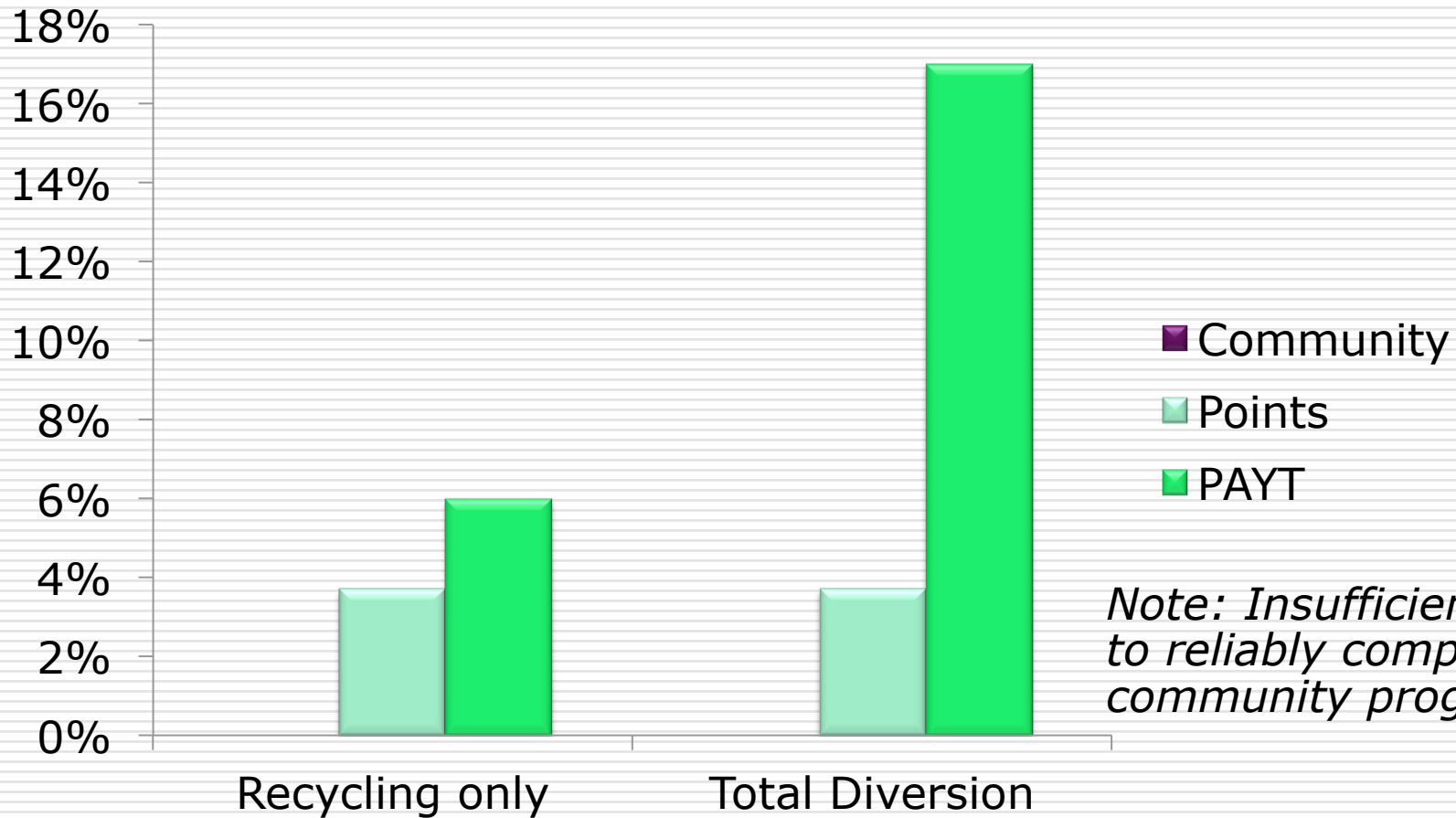
Element	PAYT	Points	Comm.
Address barriers	✓	✓	✓
Prompts	✓	✓	
Norms	✓	✓	✓
Incentives	✓	✓	✓
Feedback		✓	✓
Social media		✓	
Strong messaging		✓	

RESEARCH STEPS

- Interviews, surveys, literature review, and data analysis
- Two targets:
 - Impacts (tons)
 - Costs (dollars per ton of new diversion)
- Confounding factors were considered
 - Cart sizes
 - Number of streams
 - New materials
 - Outreach / education
 - Others

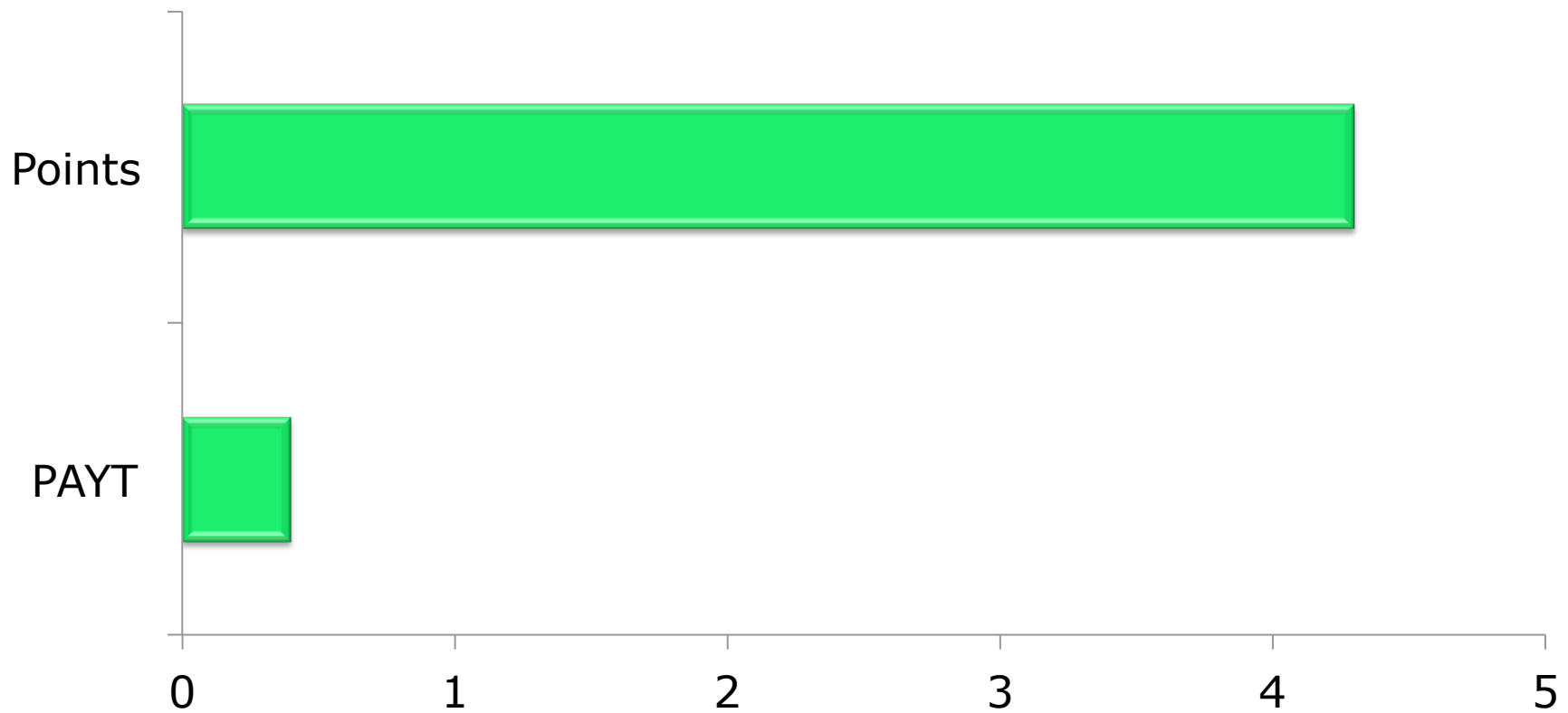
	Pros	Cons
PAYT	<ul style="list-style-type: none"> •Widely used •Equitable program •User fee based 	<ul style="list-style-type: none"> •Viewed as a cost increase / penalty by some HH •Not very 'cool' or 'hip' •Need political support
Points	<ul style="list-style-type: none"> •Households like the idea of getting paid •Exciting program •Politically attractive •Can be turnkey 	<ul style="list-style-type: none"> •Requires new technology / equipment •Increases program costs for all generators •Must sign-up for rewards •Confuses costs of recycling
Community	<ul style="list-style-type: none"> •Politically attractive •Exciting program •Communities like program •Does not require change 	<ul style="list-style-type: none"> •Doesn't go to HH level •Incentives might not be attractive

RELATIVE IMPACTS



Note: Insufficient data to reliably compare the community programs

RELATIVE COSTS PER TON



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WHAT HAPPENED?

Three Major Issues:

1. People are busy
2. Negotiations for services vary
3. *Incentives for the wrong behavior*

'How Bad For The Environment Can Throwing Away One Plastic Bottle Be?' 30 Million People Wonder

WASHINGTON—Wishing to dispose of the empty plastic container, and failing to spot a recycling bin nearby, an estimated 30 million Americans asked themselves Monday how bad throwing away a single bottle of water could really be.

"It's fine, it's fine," thought Maine native Sheila Hodge, echoing the exact sentiments of Chicago-area resident Phillip Ragowski, recent Florida transplant Margaret Lowery, and Kansas City business owner Brian

McMillan, as they tossed the polyethylene terephthalate object into an awaiting trash can. "It's just one bottle. And I'm usually pretty good about this sort of thing."

"Not a big deal," continued roughly one-tenth of the nation's population.

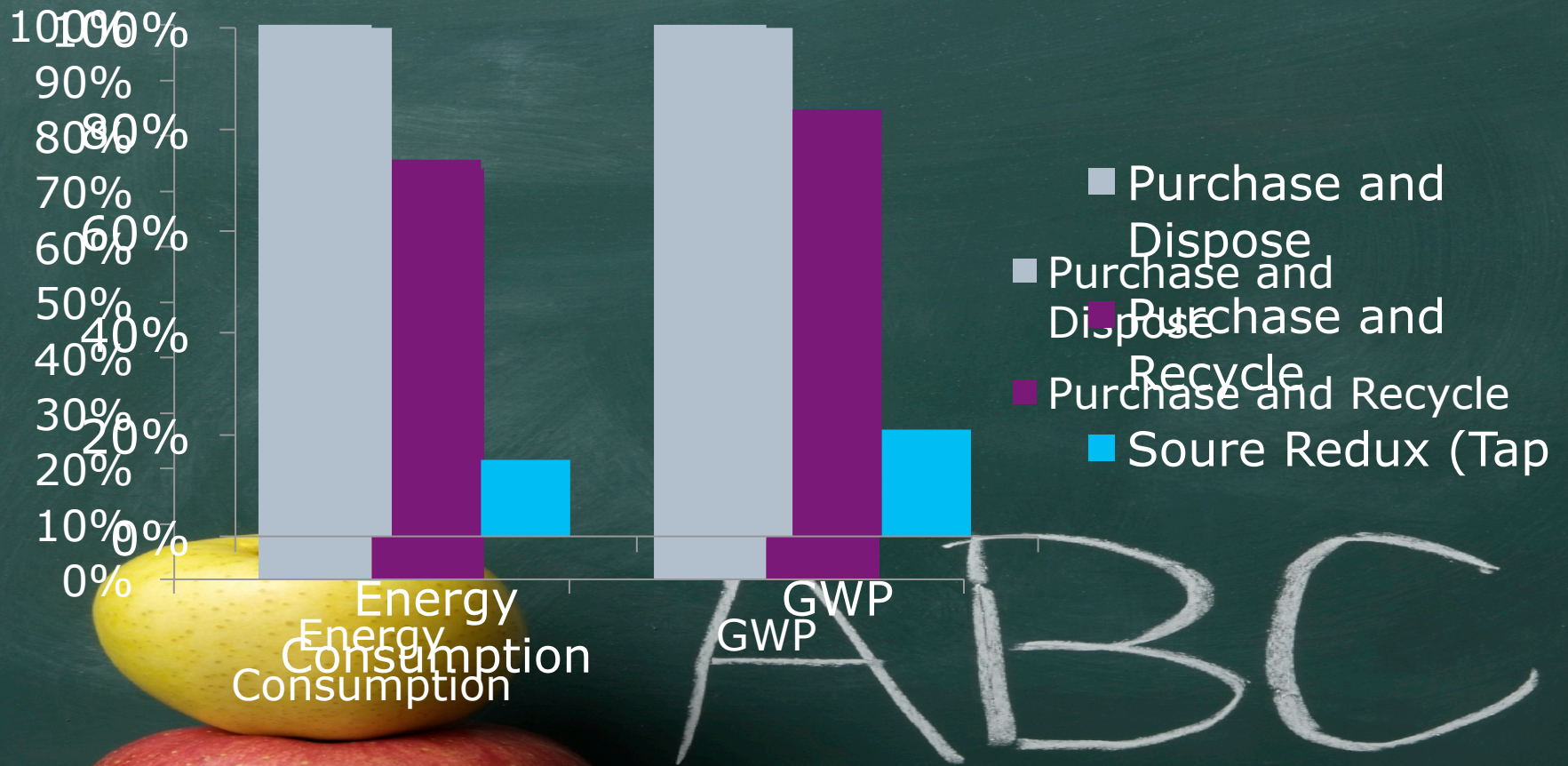
According to the inner monologue of millions upon millions of citizens, while not necessarily ideal, throwing away one empty bottle probably wouldn't make that much of

see ENVIRONMENT, page 7



A local resident discards a plastic bottle—just as he has done his whole life—with no perceivable effect on the environment.

The Three R's



Life Cycle Assessment of Drinking Water Delivery Systems: Bottled Water, Tap Water, and Home / Office Delivery Water, OR DEQ

CONCLUSIONS

- CBSM elements are being used successfully in solid waste
- Consider reality in program planning
- Make sure the incentives promote the right behaviors

THANK YOU!

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