



Voluntary Behaviour Change in Plastic Reduction

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Approaches to Behaviour Change

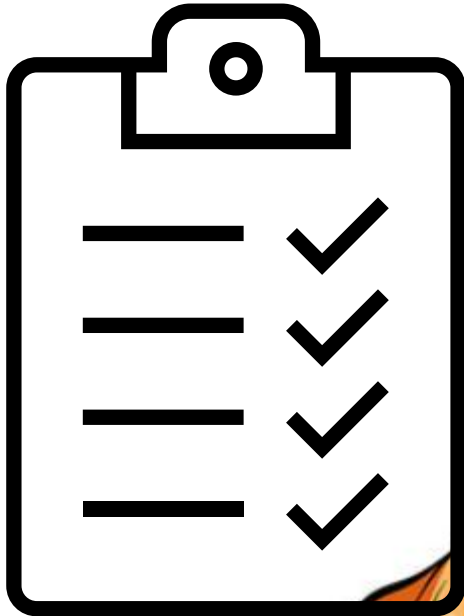


Entirely Forced or Controlled

Entirely Voluntary

"Don't force people to do something or take away their option to do something"



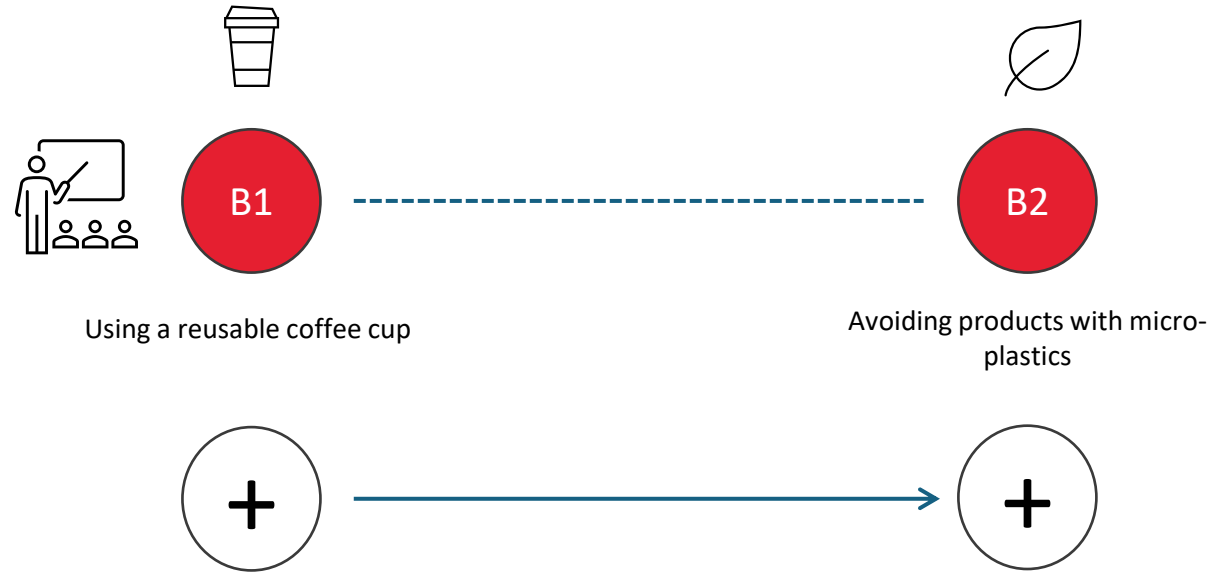


- Preserve a sense of choice
- Provide an explicit rationale
- **"Don't force people to do something or take away their option to do something"**
- Use non-controlling language



Spillover is attractive because it appears to hold the promise of changing a suite of behaviours in a cost-effective manner with little regulation which might be politically unpopular.” Capstick et al., 2014

Positive Spillover





How They Did It

Opportunity

Motivation

Capability

Behaviour

**Controlling AND voluntary
approaches go together.
Use both to drive change.**



Thank you



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