

# Eliminating plastic waste:

Strategies for change with a stockpile of positivity

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# Today's presentation

About us

The system

The power of positivity

Testing interventions

Who is your audience



# About us

**PLANET ARK**

Established in 1992, we are an Australian not-for-profit.

We create **positive** environmental actions, for everyone.

Why? The world must transition to a carbon neutral and circular economy





## National Tree Day

Connecting people with nature since 1996 at Australia's largest community tree planting event



## Make It Wood

Promoting the environmental and health benefits of using responsibly sourced wood



## Australian Circular Economy Hub

Australia's go-to platform for circular economy education and networking



## Business Recycling

Helping businesses and workplaces find reuse and recycling solutions



## National Recycling Week

Providing recycling education for households, schools and workplaces since 1996



## Podcycle

Working with industry to provide a coffee pod recycling scheme for all Australians



## Product Stewardship Hub

Driving product stewardship by uniting with business, government and consumers



The Seedling Bank

## The Seedling Bank

Empowering schools and communities to undertake regeneration projects around Australia



## Planet Ark Power

Supporting businesses and schools transition to renewable energy



## Australasian Recycling Label

The only evidence-based recycling label in Australia and New Zealand



## Recycling Near You

Helping Australians find reuse and recycling solutions since 2006



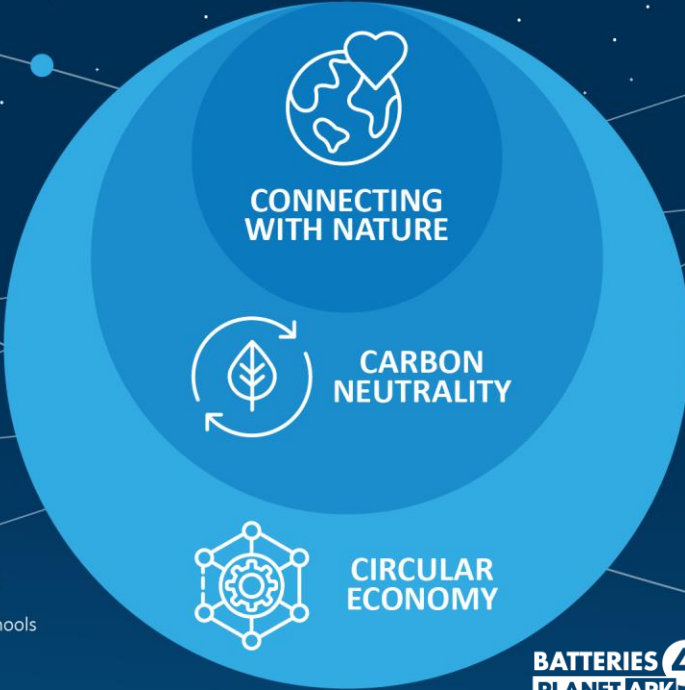
## Cartridges 4 Planet Ark

Helping Australians recycle printer cartridges since 2003



## Batteries 4 Planet Ark

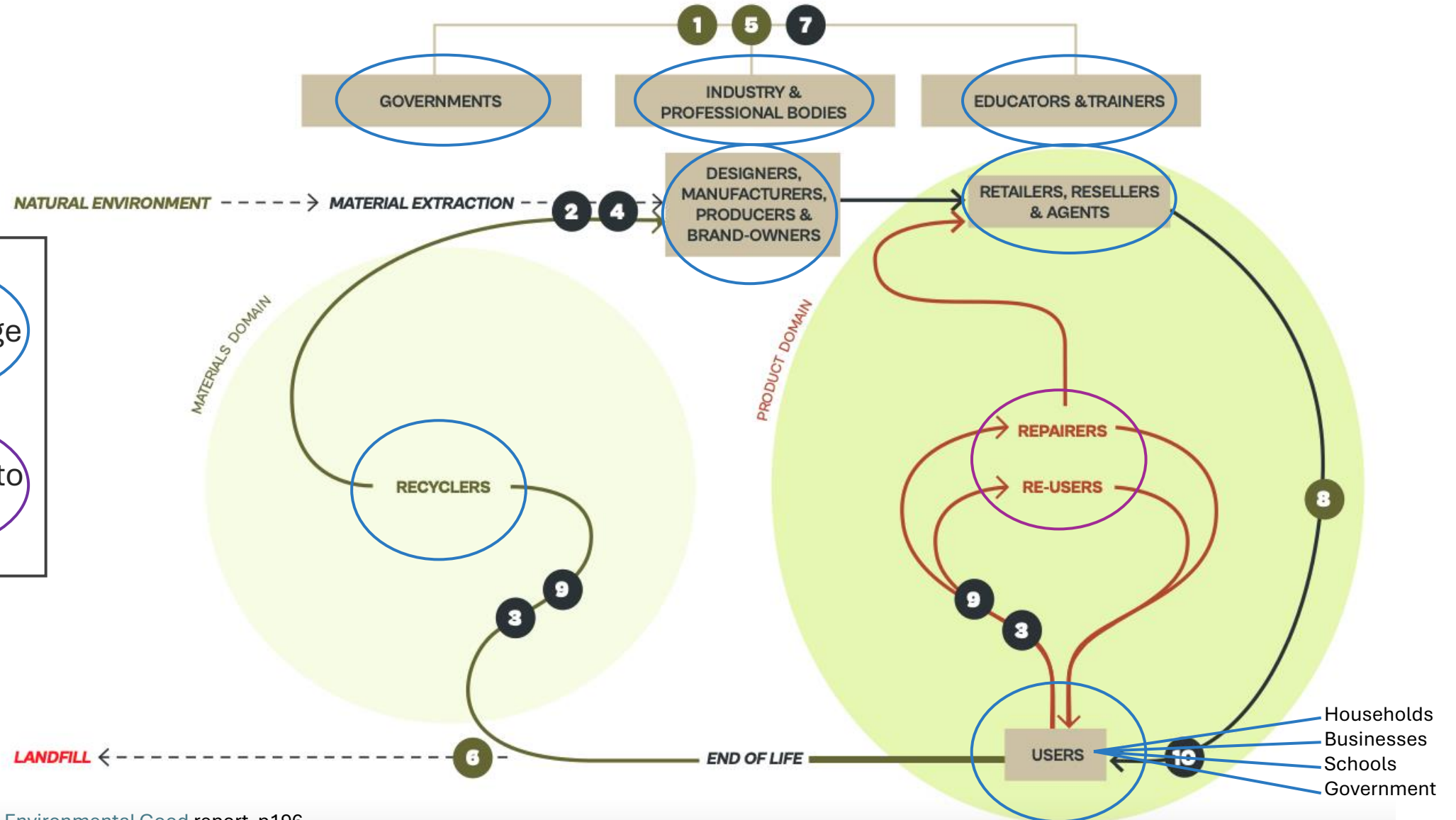
Safe battery recycling for businesses and workplaces



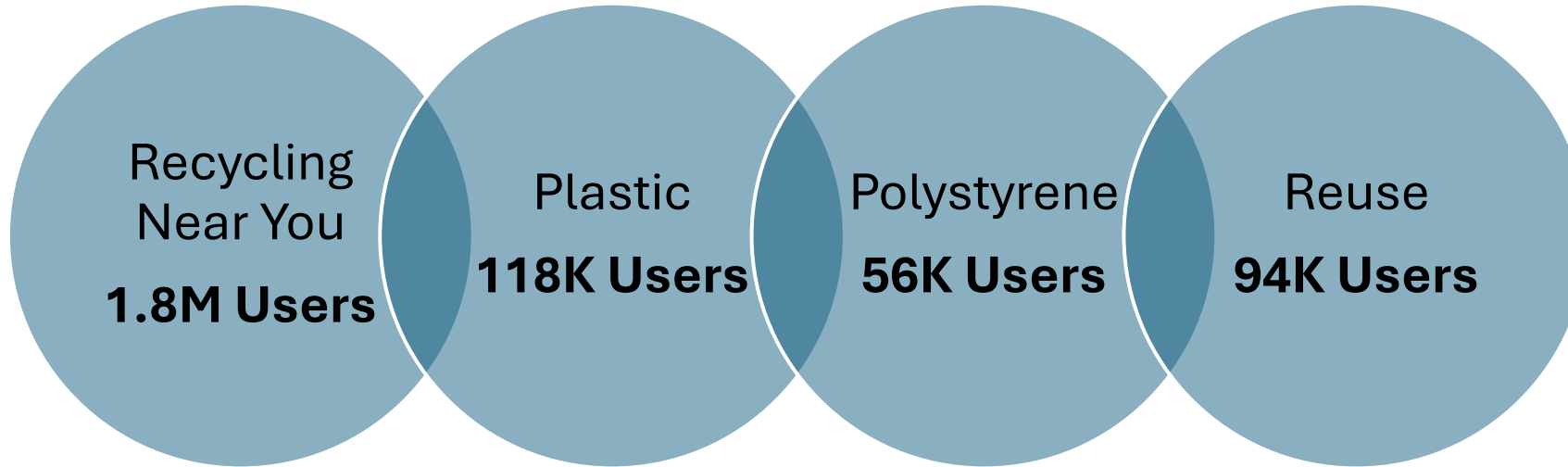
# The system

Who we engage

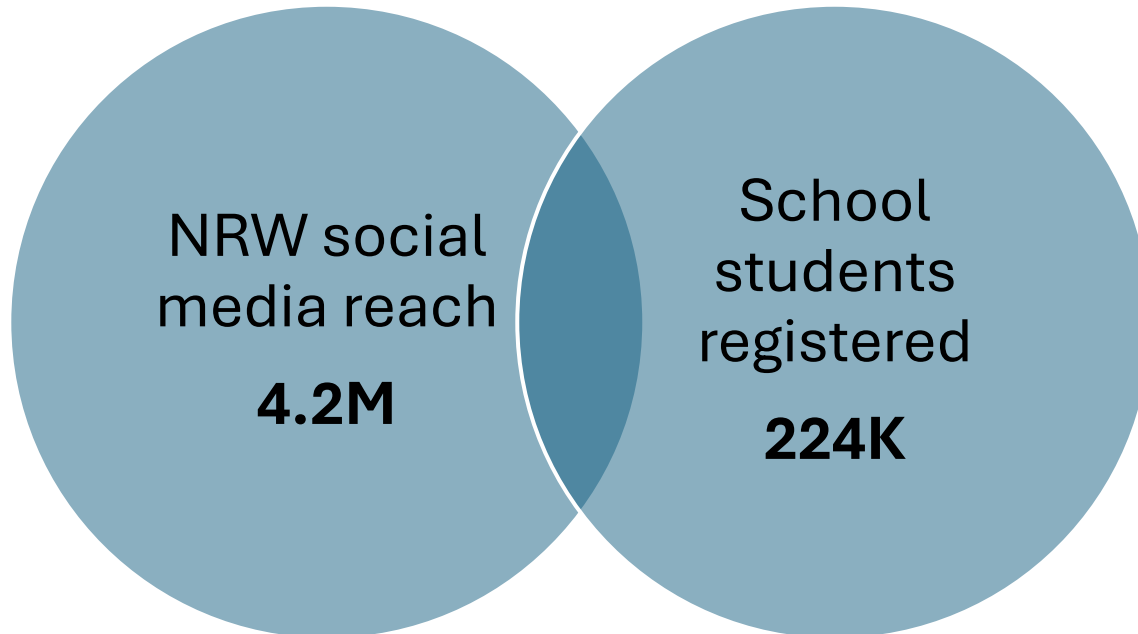
Who we plan to engage



# Household audiences



FY2024





# The power of positivity

'The influence of anticipated pride and guilt on pro-environmental decision making'  
(Schneider et al 2017)



Eco-friendly but outdated

VS



Harsh chemicals but modern



Green amenities \$3 ea



Pride

Not guilt



(Also supported by Peng et al 2023; Shipley and van Riper 2022; Antonetti and Baines 2015; Kim et al 2011)

# The power of positivity

## Attention grabbing

- Using well-known and well-loved faces

## Humour

- Positive

## Instilling pride

- Community building > social norming



Positive environmental actions, for everyone.



planetark



When your friends turn up to the picnic with reusable cups, plates and cutlery



Liked by joshuanforster and others  
planetark Happy Sunday everyone 🤙

•  
•  
•  
[#choosetoreuse](#) [#reusereuserecycle](#)  
[#saynotosingleuse](#) [#sustainableliving](#)



# The power of remembering reusables

'Forgot Your Bottle or Bag Again? How Well-Placed Reminder Cues Can Help Consumers Build Sustainable Habits'  
(Putnam et al 2023)

## Previous research

There is an **existing desire** to act

Seeing reminders when it may be **too late to act** on them may induce guilt and lead to motivated ignorance of future reminders

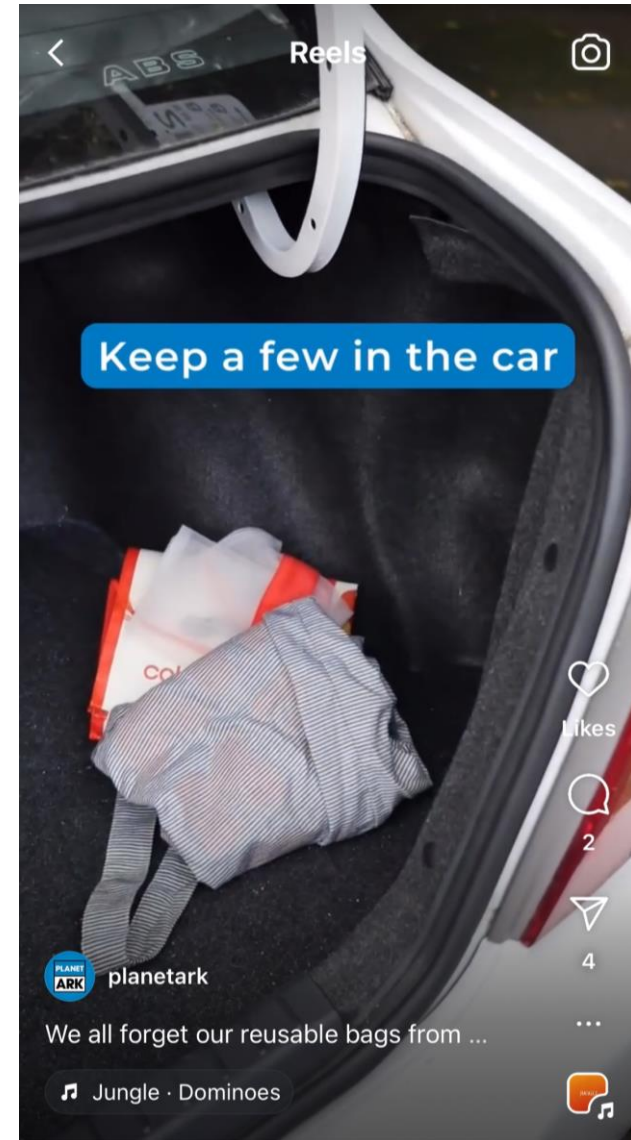
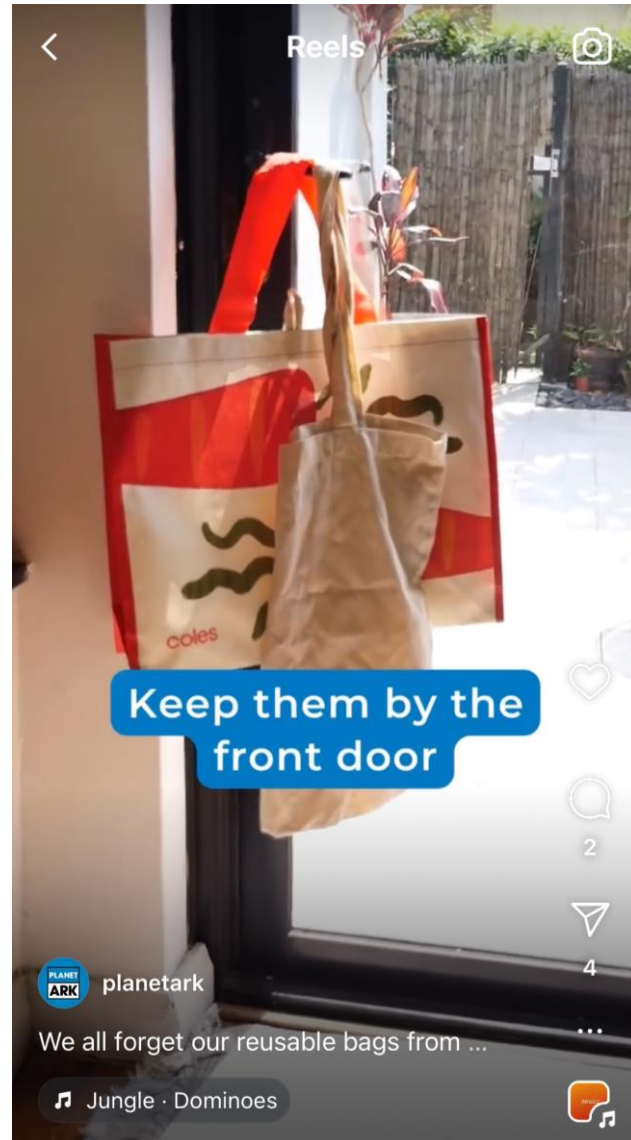
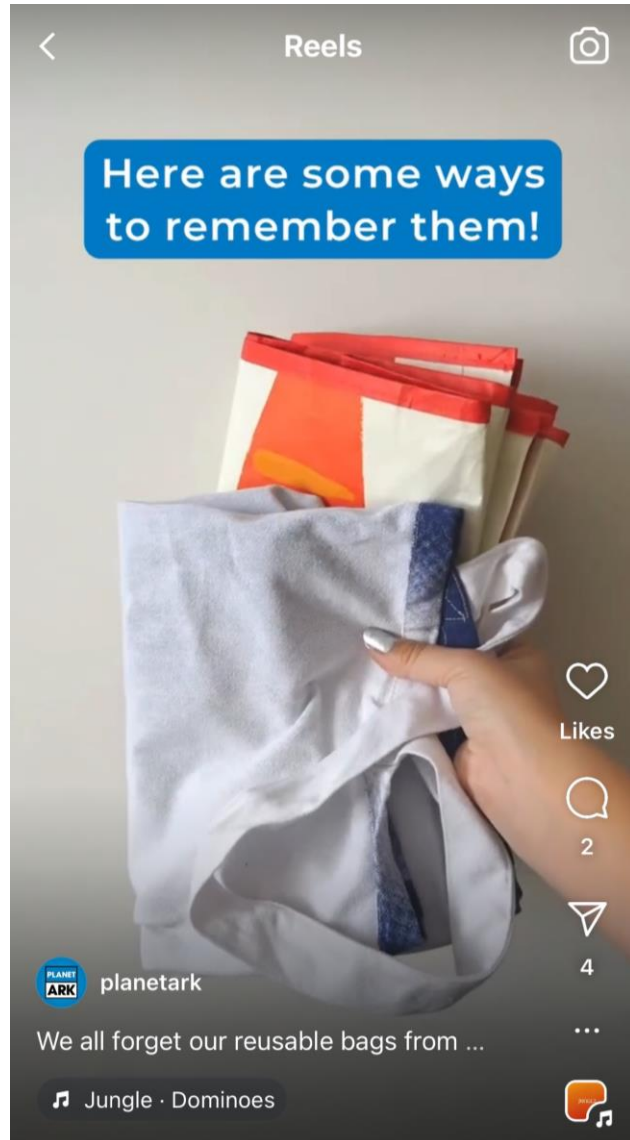
## Findings

Reminders need to be as **early as possible** in the planning phase of a multi-step action

Reminders that provide **contextual cues** in the early stage of the consumption decision will be more effective




# The power of remembering reusables



## Key considerations:

- Not a strong proxy for actual behaviour change
- Can provide insights into what...
  1. Grabs people's attention
  2. Motivates them to find out more



2 of the many barriers to correct recycling behaviour



# Testing interventions - Facebook

Trial:  
Gamification

Objective:  
Web traffic

Planet Ark Sponsored ·

Check the Australasian Recycling Label (ARL) to know which bin your packaging goes in!  
...see more

*Check the ARL before chucking your packaging*

- Foil: Scrunch into Ball
- Tub
- Label: Separate from Tub

arl.org.au  
Check your recycling knowledge

Learn more

Like Comment Share

A

Same text

Instructional

Gamification

Same images

Same call to action

Planet Ark Sponsored ·

Check the Australasian Recycling Label (ARL) to know which bin your packaging goes in!  
...see more

*Would you have guessed this?*

- Foil: Scrunch into Ball
- Tub
- Label: Separate from Tub

arl.org.au  
Check your recycling knowledge

Learn more

Like Comment Share

B

# Testing interventions - Facebook

Trial:  
Gamification

Objective:  
Web traffic

Conclusion:  
Gamification attracts more attention and motivates more learning than instructional posts.  
OR  
“sell, not tell”

Planet Ark Sponsored ·

Check the Australasian Recycling Label (ARL) to know which bin your packaging goes in!  
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Bin

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A ❌

## Results

	A	B
'Learn more' clicks	258	4,779
Clicks (all)	725	11,595
Reach	18,216	133,889
'Learn more's' per 1000 reached	14	36

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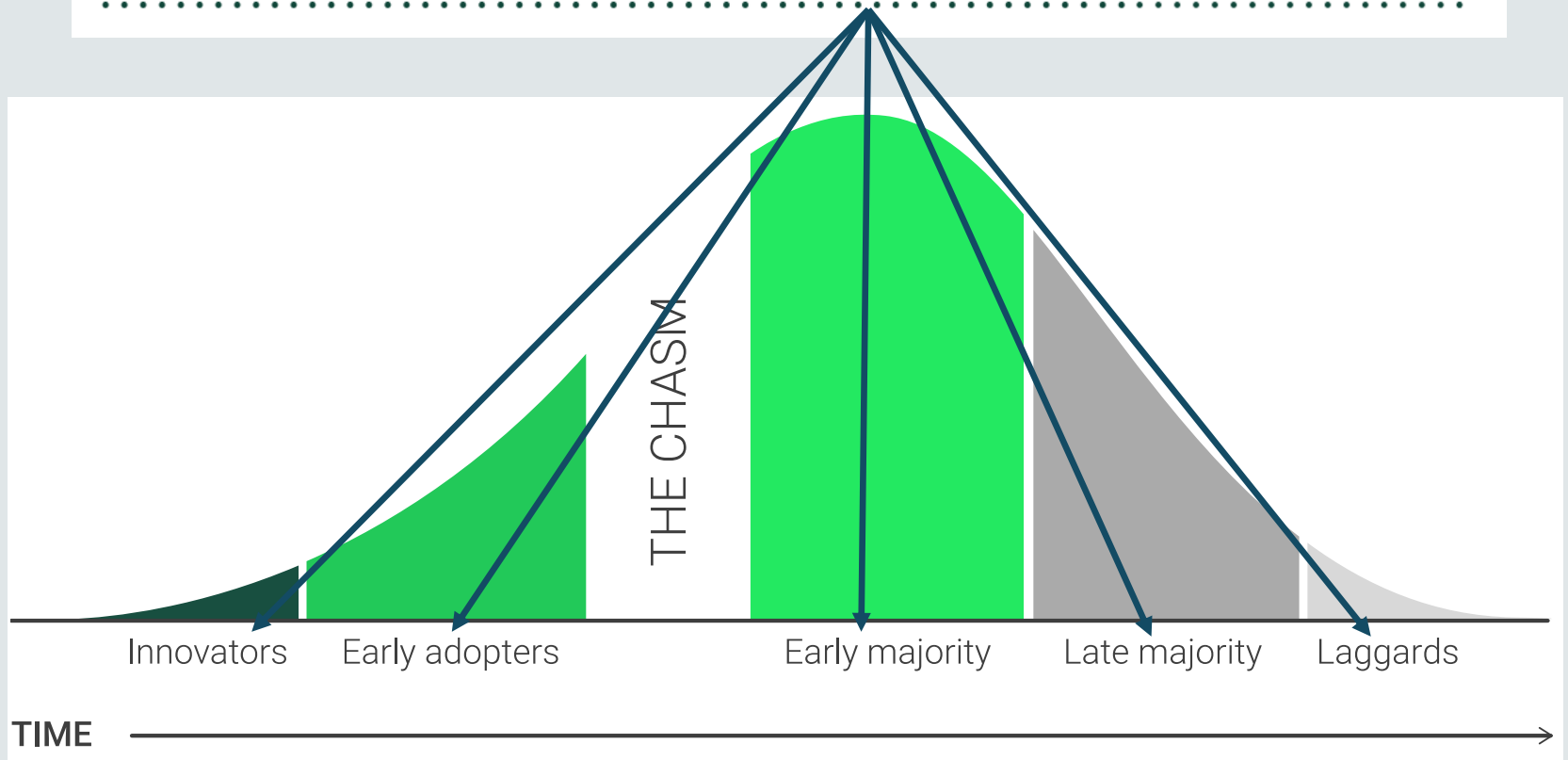
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Like Comment Share

B ✅

# Who is your audience?

## IF YOU ARE AN EDUCATOR OR ADVOCATOR OF THE CIRCULAR ECONOMY



### AUDIENCE DIFFERENCES

- Characteristics
- Motivations and drivers

Therefore...

- Different engagement strategies



# Thank you



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**PLANET ARK**