




Stocktaking of Existing Behavioral Change Communication Strategies in the Southeast Asian Region

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Registered offices:

Bonn and Eschborn, Germany

GIZ Country Office Jakarta

Jakarta, Indonesia

T +62 21 2358 7111 ext. 252

F +62 21 2358 7110

E info@giz.de

I www.giz.de/en

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Reduce, Reuse, Recycle to Protect the Marine Environment and Coral Reefs (3RproMar)

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Author:

Dr. Roger Spranz (Making Oceans Plastic Free)

Paritosh Kobbe (Making Oceans Plastic Free)

Reviewer:

Riska Hasan (GIZ), Frederik Caselitz (GIZ)

Design/layout:

Dany Amelia

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List of Abbreviations

3RproMar	Reduce, Reuse, Recycle to Protect the Marine Environment and Coral Reefs
5R	Reduce, Replace, Reuse, Recycle, and Refuse
ABCD	ASEAN Behavior Change Design Center
AMS	ASEAN Member States
AR	Augmented Reality
ASEAN	Association of Southeast Asian Nations
ASSIST	Asia Society for Social Improvement and Sustainable Transformation
AWGs	ASEAN Working Groups
BMZ	Federal Ministry for Economic Cooperation and Development
CECR	Center for Environment and Community Research
COBSEA	Coordinating Body on the Seas of East Asia
EU	European Union
FFL	Fishing for Litter
GIDKP	Gerakan Indonesia Diet Kantong Plastik
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
INGOs	International Non-Governmental Organisations
KUB	Kelompok Usaha Bersama
NCSD	National Council for Sustainable Development
NFPs	National Focal Points
PET	Polyethylene Terephthalate
RAP	Regional Action Plan
SEI	Stockholm Environment Institute
SEKOLA	Sentra Kelola Sampah
SMEs	Small and Medium-Sized Enterprises
STEM	Science, Technology, Engineering, and Math
STEMEOC	STEM Education Organization for Cambodia
SUP	Single-Use Plastic
UNEP	United Nations Environmental Program
UNDP	United Nations Development Program
USAID	United States Agency for International Development
VINAFIS	Vietnam Fisheries Society
WWF	World Wildlife Fund

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Disclaimer of Transparency:

The authors of this study are Co-Founders of Making Oceans Plastic Free. Campaigns by Making Oceans Plastic Free have been included and assessed in the sample selected by the authors.

Executive Summary

The approach taken in this stocktaking of existing behavioral change communication strategies in the Southeast Asian region involved a desktop study and a few individual interviews. We gathered information on behavior change campaigns related to plastic pollution in Cambodia, Indonesia, Philippines, and Viet Nam through general publications, internet research, and their network. We identified relevant data categories to collect, such as organization details, impact, funding source, target group and behavior, stakeholders, operating platform, and behavioral strategies used. After examining over 70 campaigns, we selected 21 campaigns that provided sufficient information on behavioral strategies and impact reporting. The core outcome of the stocktaking is a comprehensive table of the 21 campaigns including a brief description of the relevant categories: https://docs.google.com/spreadsheets/d/13k6zBNjgL1RdfbRKPte87_vN_N1_AqFsYi-r54JQ10o/edit?usp=sharing

For a further analysis of the campaigns the categories of Target Behavior, Target Group, Operating Platforms and Behavior Strategies/ Levers used were examined: Reusing, Reducing and Refusing, followed by Recycling and Collecting Waste were the most employed target behaviors. Most frequent target groups were school children, households and consumers. In Operating Platforms the Community platform has been most popular in campaign designs. Second most frequently used media have shown to be Social Media and Online platforms. Third most popular platform is Public Displays which include e.g. traditional public banners, posters and stickers.

At the core of the behavior change campaigns are the Behavioral Strategies or Levers applied. We refer to the comprehensive set of levers, best described by RARE, which includes the following behavioral strategies:

Soft Behavioral Strategies

- Social Influences: Leveraging the behavior, beliefs, and expectations of others.
- Information: Providing information on what the desired behavior is, why it matters, and how to do it.
- Emotional Appeals: Using emotional messages to drive behavior.

Hard Behavioral Strategies

- Rules and Regulations: Enacting rules that promote or restrict a behavior.
- Choice Architecture: Changing the context in which choices are made.
- Material Incentives: Increasing or decreasing costs, time, or effort for doing a behavior.

We found that Information, Social Influence and Emotional Appeals are the most frequently used Behavioral Strategies.

The main challenge identified is the lack of performance or impact indicators in these campaigns, making it difficult to evaluate their effectiveness. Most campaigns only report on activities rather than impact or behavioral outcomes, and only 7 campaigns in the research sample provided good impact data. Furthermore, comparing impact data is challenging due to the lack of standardization and considerations of factors like pollution reduction potential, scalability, and costs.



Analyzing what the 7 successful campaigns in our research sample have in common, we find that each of the selected campaigns uses all soft behavior strategies, and at least one hard behavioral strategy.

The analysis of these seven best practice campaigns indicate three lessons learnt:

1. There is more opportunity for impact with more behavioral strategies applied.
2. Use all 3 soft behavioral strategies.
3. Use at least 1 hard behavioral strategy.

Latest research indicates that the Emotional Appeals has been an often underestimated lever and should be applied more often due to its high effectiveness potential. We further refer to a series of lessons learnt on a global level of behavior change campaigns, and present them structured into a) Effective Strategies, b) Watch-Outs and c) Common Mistakes.

Creating effective behavior change campaigns involves more than simply replicating interventions that have been successful in another context. We propose providing methodological assistance for various stages of campaign design to ensure effectiveness. This includes conducting research on the target group, comprehending the behavioral barriers and motivations involved, and choosing feasible strategies. We suggest incorporating insights gained from regional and global analyses into a holistic approach and propose the development of an interactive interface to support policymakers and practitioners in designing behavior change campaigns.

1. Introduction



1.1. Background

Jointly coordinated by the ASEAN Secretariat and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of Federal Ministry for Economic Cooperation and Development (BMZ), the 'Reduce, Reuse and Recycle to Protect the Marine Environment and Coral Reefs' project (3RproMar) is implemented to support the ASEAN Member States (AMS) in the improvement of implementation capacities for reducing land-based waste leakage to protect the marine environment. The project has started since July 2020 and is expected to be implemented until June 2025.

The project supports the AMS in the improvement of implementation capacities for reducing land-based waste leakage to protect the seas. The project outcome includes four output areas. Based on the 'ASEAN Framework of Action on Marine Debris', the regional cooperation and knowledge management among the ASEAN Working Groups (AWGs) will be enhanced

(1) The second area of activity focuses on the development of national measures for waste leakage reduction within the focal AMS as well as their transmission to strategies on local level

(2) The third area of activity focuses on involving the private sector to develop approaches for waste leakage reduction along the value chain

(3) A fourth output will cover pilot projects along the value chain that will be implemented in selected municipalities

(4) 3RproMar addresses four focal countries along the Mekong River system, i.e. Cambodia and Viet Nam as well as the island states of Indonesia and the Philippines.

In order to combat this pressing issue, ASEAN has also adopted the Framework of Action on Marine Debris and followed up by the ASEAN Regional Action Plan on Marine Debris (RAP). The RAP identifies potential solutions to overcome unsustainable plastic consumption, waste management and marine debris pollution.

The project 3RProMar, that aims to support ASEAN in setting up the conceptual framework for reducing land-based waste leakage into the sea, seeks opportunity through the **development of a Behavioural Change Communication Strategy Playbook (Action 11) or hereinafter referred as the Strategy**. Behavioral change has been viewed as one of the major factors to combat marine debris and national efforts are underway in some of the ASEAN Member States (AMS), which is why there is a need to consolidate these efforts as well as to exchange lessons learnt and best practices.



1.2. Objective and Output

This report aims to provide a comprehensive stocktake (assessment) of existing behavioral change communication practices and lessons learned conducted within the region that are relevant to the topic of waste prevention, management, and marine litter in general. This is the key part of the strategy's development where the essential step is to derive lessons learned and best practices at regional level through assessment process, discussion with key stakeholders, e.g. National Focal Points (NFPs) of ASEAN Member States, INGOs, private and informal sectors. Reference can also be drawn to global level.

The result shall provide a base for analysis to formulate the strategy as a proposed methodology in the region. Different target groups' current attitude and behavior towards the use of plastics also needs to be taken into consideration during the stocktaking process. (As a target group we understand actors that are relevant to the problem of plastic pollution. Mainly consumers, but also private sector, informal sector, waste collectors).

The output is structured into the following two parts of this report:

Inventory review (2.1.) of behavioral change campaigns conducted in the region, including their means and scope of communications (Behavioural Strategies/Levers), operating platforms, target groups, target behavior etc.

Analysis (2.2.) of the findings to provide inputs to the project for the development of the Strategy. The required output is a qualitative analysis of existing behavioral change campaigns and lessons learned; where behavioral change communication campaigns are ongoing (consumption, waste segregation, etc.). The different topics are evaluated in possibilities, challenges, and gaps in behavioral change communication strategies/campaigns. This covers analysis of relevant actors in behavioral change campaigning on regional level, and a summary of the applied instruments.



2. Inventory Review and Analysis of Behavioral Change Campaigns and Lessons Learned



2.1. Inventory Review

2.1.1. Approach

The inventory review presented below is based on a desktop study along with a few individual interviews. Aside from general publications and internet research, we reached out to our network in search of information on Behavior Change Campaigns in the field of plastic pollution in the four target countries: Cambodia, Indonesia, Philippines and Viet Nam.

We identified the following categories as relevant data to collect in the context of the campaigns: Organization Name, Website, Impact, Description/Summary, Funding Source, Target Group, Target Behavior, Stakeholder, Operating Platform and Behavioral Strategy/Levers.

We have had a detailed look at a total of more than 70 campaigns in the region. However we have only selected those campaigns for which we could find enough detail on the Behavioral Strategy/Levers used in the campaign and ideally at least basic impact reporting. This resulted in a total of 21 campaigns included in the final stock inventory. It is important to understand that the report is based on a 10 day rapid research scan and that the resulting inventory sample can by no means fulfill any criteria of representativeness. It is further far from a complete review and is also important to clarify that we may have omitted campaigns where we got information on campaign titles and some basic information but have not been able to attain enough detail to include them in the inventory stock, not due to a lack of that data, but because we could not access it.



2.1.2. Results

Entire table in spreadsheet, available via: https://docs.google.com/spreadsheets/d/13k6zBNjg1RdfbRKPt87_vN_N1_AqFsYi-r54JQ10o/edit?usp=sharing

Viet Nam Organization: Center for Environment and Community Research (CECR) Organization Website: https://cecr.vn Project Website: https://cecr.vn/en/project-ocean-without-plastic-a-look-back-after-3-years/		Impact: Basic Impact Reporting A total of 160 training and communication programs were organized, reaching 138,840 locals and increasing their understanding of plastic pollution. Furthermore, 77 ships made a commitment to cease waste disposal into the ocean. The project also led to the development of 169 initiatives and models. Notably, over 21,000 households started waste segregation, successfully collecting 7,690kg of plastics, 192,639 aluminum cans, 14,127kg of cardboard, and 4,045kg of other waste resources.
Description/ Summary: A Pilot Project on Multi-stakeholder Collaboration to establish Plastic Circular Economy Model in Viet Nam The pilot project focuses on establishing a plastic circular economy model through multi-stakeholder collaboration. This model specifically targets low-value and hard-to-recycle plastic waste, aiming to engage all stakeholders in the value chain. Firstly, education and behavior change workshops are conducted with households to raise awareness about the value of waste and enhance waste segregation and collection practices. Secondly, a comprehensive pilot model for waste segregation and management is implemented, covering the entire process from collection to recycling, with the intention to replicate it in other areas. Lastly, private recyclers are directly engaged to contribute to innovation and technology advancements, ensuring the suitability of waste for recycling. This pilot project exemplifies a collaborative approach towards establishing a plastic circular economy, with an emphasis on education, waste management, and technological innovation.		
Funding Source: USAID		Behavioral Strategy/ Levers: Information Informing about the problem and solution on multiple platforms is raising awareness and providing knowledge to a wider audience. Social Influences Public engagement fosters a sense of social responsibility, while commitments reinforce personal accountability, both contributing to the lever of social influence for behavior change. Choice Architecture Waste dropping points serve as choice architecture by providing convenient and accessible locations for individuals to dispose of waste responsibly. Set up of a reliable system to ensure recycling with regular waste pick up service.
Target Group: <ul style="list-style-type: none"> - Households - Recycler - Fishermen 	Target Behavior Key Words: <ul style="list-style-type: none"> - Recycling - Segregating Waste - Collecting Waste 	
Stakeholder: <ul style="list-style-type: none"> - Households - Waste Management - Value Chain of Plastic 	Operating Platform: <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - Public display (banner, sticker, poster) - Traditional media (television, radio, newspaper) 	

Viet Nam Organization: ISPONRE Organization Website: https://isponre.gov.vn Project Website: https://rethinkingplastics.eu/pilot-projects-en/66-a-supermarket-alliance-to-reduce-single-use-plastic-bags		Impact: Basic Impact Reporting The impact information provided is limited. A study on plastic bag usage in Hanoi could serve as baseline data, but no data collected after the campaign. However, there is a notable commitment and action plan by the Alliance of retailers. Additionally, the initiative successfully reached over one million people through the singing contest "Disappearing bags." While the specific outcomes and effects of these efforts are not detailed, the widespread reach of the singing contest demonstrates a significant engagement with the issue of plastic bags and suggests a potential influence on public awareness and behavior.
Description/ Summary: A Supermarket Alliance to Reduce Single-Use Plastic Bags In alignment with the Vietnamese government's decision to adopt environmentally friendly practices, this pilot project aims to turn the policy into a reality. Through collaboration with government partners, supermarkets, and retailers, the alliance promotes alternative options and encourages consumers to reconsider their shopping habits. Supermarket chain AEON offers a discount of 1,000 Vietnamese Dong to customers who bring their own bags, while Co.opmart rewards members with 5 bonus points for reusing environmental bags. These and other initiatives drive sustainable shopping practices and raise awareness among shoppers. Free reusable shopping bags are provided to incentivize participation in the green shopping scheme, and a monthly "No plastic-bags day" acts as a reminder for individuals to bring their own bags.		
Funding Source: Rethinking Plastic		Behavioral Strategy/ Levers: Material Incentives Material incentives such as bonuses or discounts for bringing one's own bag and providing free reusable bags serve as motivators to encourage individuals to adopt sustainable behavior. These incentives make sustainable choices more appealing and accessible, promoting the reduction of single-use plastic bags. Social Influences "No Plastic-Bags Day" encourages people to participate by leveraging social norms, as seeing others join in can prompt individuals to conform. Prominent retailers influence customers by endorsing sustainable practices, making these behaviors more attractive through their established reputations. Peer Behavior: Incentives and rewards observed in others can drive customers to adopt similar sustainable practices. Information Informing about the problem of single-use bags and providing information on the solution of reusable bags serves as an information lever. It raises awareness about the environmental impact of single-use bags and empowers individuals with knowledge to make sustainable choices by adopting reusable bags.
Target Group: <ul style="list-style-type: none"> - Consumers - Businesses 	Target Behavior Key Words: <ul style="list-style-type: none"> - Reducing - Reusing 	
Stakeholder: <ul style="list-style-type: none"> - Supermarkets - Government - Retailer 	Operating Platform: <ul style="list-style-type: none"> - Social media/online - Traditional media (television, radio, newspaper) - Community (workshop, training, event, activity) - Public display (banner, sticker, poster) - Art (movie, song, novel, exhibition) - Business, marketing. 	



Viet Nam Organization: CHANGE Organization Website: https://changevn.org/ Project Website: https://rethinkingplastics.eu/pilot-projects-en/189-plastic-beast-in-town-an-awareness-raising-campaign-about-plastic-consumption		Impact: Basic Impact Reporting The exhibition attracted 8,700 visitors. A survey revealed that 88% of visitors expressed a desire to adopt a greener lifestyle, while 78% expressed an interest in learning more about the issue and its potential solutions. No data on actual SUP reduction available. Additionally, the Plastic Beast gained significant attention on social media, with over 4.5 million people actively following its journey.
Description/ Summary: Plastic beast in town: an awareness raising campaign about plastic consumption (1 month) The campaign was laid out around an exhibition about the "Plastic Beast". This unique display featured an impressive creation: an enormous beast crafted from 37 kg of plastic waste, symbolizing the long-term threat posed by plastic waste to our planet. This artistic representation drew inspiration from the mythical Vietnamese creature known as "Thuong Luong," an underwater monster from local folklore, effectively conveying the potential dangers associated with plastic waste. As part of the campaign, a survey on plastic consumption was conducted, engaging over 200 participants. Upon completion, these individuals expressed their commitment to taking action and registered to receive additional information regarding environmentally friendly lifestyles.		
Funding Source: Rethinking Plastic		Behavioral Strategy/ Levers: Social Influences Social engagement in public spaces and on social media, along with commitment following surveys, are influential factors in shaping behavior. Public engagement fosters a sense of social responsibility, while commitments reinforce personal accountability, both contributing to the lever of social influence for behavior change. Information Informing about the problem of environmental issues, promoting green lifestyles, and raising awareness through various platforms play vital roles in equipping individuals with knowledge and encouraging sustainable choices. Emotional Appeals Fear, evoked through the concept of a traditional sea monster, motivates individuals to avoid plastic use. Pride in being part of a progressive movement and the prospect of shame for using plastic bags promote sustainable behaviors and encourage social desirability.
Target Group: Consumers	Target Behavior Key Words: <ul style="list-style-type: none"> - Reducing - Reusing 	
Stakeholder: <ul style="list-style-type: none"> - Shopping centers - Universities - Media 	Operating Platform: <ul style="list-style-type: none"> - Social media/online - Traditional media (television, radio, newspaper) - Community (workshop, training, event, activity) - Public display (banner, sticker, poster) - Art (movie, song, novel, exhibition) - Business, marketing. 	



Viet Nam Organization: 350.org Viet Nam / CHANGE Organization website: https://changevn.org/ Project: https://changevn.org/en/press-release/		Impact: Basic Impact Reporting Significant outreach on social media. Due to many involved artists and influencers actual outreach is difficult to measure. No data on SUP reduction available.
Description/ Summary: "No, Thanks!" campaign A compelling music video titled "No, Thanks!" brought together the talents of eight artists, delivering a powerful message to reject disposable plastic products and inspire young individuals to adopt habits that minimize waste and safeguard the environment. The collaboration with these artists ensures a broad reach and impact. Additionally, the campaign involved a fashion company that played an integral role in promoting the cause. Notably, YouTube artists contributed to the initiative by sharing their insights on sustainable living and the importance of reducing plastic consumption. The campaign's efforts to transform consumer behavior and minimize the use of disposable plastic have gained significant momentum, igniting inspiration among numerous Vietnamese artists.		
Funding Source: CHANGE		Behavioral Strategy/ Levers: Social Influences Social media engagement and the influence of influencers and artists play a vital role in shaping social norms and behavior. By showcasing sustainable practices and promoting eco-friendly values, they inspire and encourage others to adopt similar behaviors, leveraging the power of social influence for positive change. Information By incorporating messaging through songs and influencer content on websites, valuable information can be disseminated effectively to raise awareness, educate, and inspire individuals to adopt sustainable behaviors. Emotional Appeals The prospect of shame associated with using plastic bags creates a negative emotional response, while pride in being part of a progressive movement fosters positive emotions and a sense of doing the right thing.
Target Group: Consumers	Target Behavior Key Words: <ul style="list-style-type: none"> - Reducing - Reusing - Refusing 	
Stakeholder: <ul style="list-style-type: none"> - Vietnamese high society / artists / influencers - Media outlets 	Operating Platform: <ul style="list-style-type: none"> - Social media/online - Traditional media (television, radio, newspaper) - Personal communication (changemaker, influencer, door-to-door, face-to-face) - Art (movie, song, novel, exhibition) 	



Viet Nam Organization: VINA FIS Organization Website: https://vinafis.com/ Project Website: https://rethinkingplastics.eu/pilot-projects-en/64-engaging-the-fishing-community-in-plastics-collection		Impact: Basic Impact Reporting During a 14-month period, a total of 6,000 kg of marine waste was collected and delivered by 37 ships. On average, each ship gathered approximately 139 kg of waste per year.
Description/ Summary: Engaging the Fishing Community in Plastics Collection The project aimed to engage fishing communities in the collection of plastic waste. Through outreach efforts, VINA FIS educated local fishermen and women about the detrimental impact of waste on the ocean. Empowered with knowledge, they actively participated in collecting waste during their fishing trips. Over the course of 14 months, 37 ships equipped by the project successfully gathered and delivered over 6,000 kg of marine waste. The collected waste comprised not only debris from ships but also shoreline-originated waste. Plastic was the most commonly found material, along with rubber, metal, textiles, and hygiene waste. While the fishing workers did not receive direct financial compensation for their efforts, they sold the collected plastic waste to recyclers for further processing.		
Funding Source: Rethinking Plastic		Behavioral Strategy/ Levers: Choice Architecture Signboards placed in ports serve as choice architecture by acting as reminders for the right behavior. These visual cues help individuals make sustainable choices by reinforcing the desired actions and creating an environment that promotes and supports responsible behavior. Social Influences The use of t-shirts and community engagement through associations harnesses the power of social influence. T-shirts create visual cues that promote a sense of belonging and encourage behavior alignment, while community engagement fosters collective action and a shared sense of responsibility. Information Seminars play a crucial role in the lever of information by educating and raising awareness. Through informative sessions and discussions, seminars provide knowledge, insights, and perspectives that empower individuals to make informed choices. Emotional Appeals Fear of the harmful effects on the environment creates a sense of urgency, while pride in being part of the solution, exemplified through t-shirts, fosters positive emotions and encourages individuals to take action towards sustainable practices.
Target Group: Fishermen	Target Behavior Key Words: <ul style="list-style-type: none"> - Collecting waste - Recycling - Monitoring waste management 	
Stakeholder: <ul style="list-style-type: none"> - Fishing communities - Fishing association - Port - Government 	Operating Platform: <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - Personal communication (changemaker, influencer, door-to-door, face-to-face) - Public display (banner, sticker, poster) 	



Viet Nam Organization: WWF Organization Website: https://www.wwf.de Project Website: https://www.wwf.de/themen-projekte/projektregionen/mekong-region/projekt-phu-quoc		Impact: Basic Impact Reporting Through the provision of waste bins, the program achieved a significant increase in the amount of garbage collected per household, with an increase of 37%. This resulted in a reduction of waste quantities that would have otherwise been sent to the landfill by almost 45%. With additional optimizations, this reduction could even reach 65%. On average, households were able to collect 9kg of waste per week, with 2.6kg of that being plastic.
Description/ Summary: Reduction of marine litter by improved waste management The program aims to tackle the issue of marine litter through various strategies. It seeks to improve the financial sustainability of waste management systems by implementing measures for waste prevention, collection, sorting, and recycling. This includes the provision of waste bins and conducting extensive training and awareness campaigns within the community. A particular focus is placed on encouraging the segregation of organic waste from recyclable materials to minimize the amount of waste sent to landfills.		
Funding Source: WWF, BMZ ao.		Behavioral Strategy/ Levers: Material Incentives Reusable bags incentivize the reduction of single-use plastics, while given out waste bins encourage proper waste disposal, promoting cleanliness and environmental consciousness. Choice Architecture Choice architecture is influenced by informative graphics in public spaces and leaflets, providing guidance on waste separation. The presence of properly labeled waste bins and convenient collection services facilitates the desired behavior of responsible waste disposal and promotes a cleaner and more sustainable environment. Rules, Regulations The issuance of yellow or red cards by waste collectors for improper waste separation establishes accountability. Governmental support through policies provides a framework and resources to enforce and sustain the program, encouraging compliance and fostering a culture of responsible waste management. Social Influences The socialization of the program through associations and community groups leverages social influence. By involving these groups, the program gains visibility, credibility, and creates a sense of community ownership. Information Brochures/leaflets, trainings, and lessons in schools provide valuable knowledge and awareness about sustainable practices.
Target Group: Households	Target Behavior Key Words: <ul style="list-style-type: none"> - Segregating waste - Recycling 	
Stakeholder: <ul style="list-style-type: none"> - Waste sector (formal and informal) - Households - State agencies - Organizations - SMEs - Schools - Pagodas - Landlords - Markets 	Operating Platform: <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - Personal communication (changemaker, influencer, door-to-door, face-to-face) - Public display (banner, sticker, poster) - Personal displays (leaflets, brochures, posters) 	



<h2>South-East Asia</h2> <p>Organization: United Nations Environmental Program (UNEP)</p> <p>Organization Website: https://www.unep.org/</p> <p>Project Website: https://www.sea-circular.org/events/100-days-to-beatplasticpollution/ https://www.sea-circular.org/wp-content/uploads/2022/04CampaignReport_100DaystoBeatPlasticPollution_Summary-Version_18042022_for-email-and-web.pdf</p>		<p>Impact: Basic Impact Reporting 21 Million People Reached 1,2 Million Played with AR Experience 5,6% Engagement Rate</p>
<p>Description/ Summary: 100 Days to #BeatPlasticPollution They aim to spark a movement led by South-East Asian sustainability advocates to combat the triple threat of climate change, biodiversity loss, and pollution that the region is facing. '100 Days to #BeatPlasticPollution' intends to mobilize digitally connected youth to adopt habits that will help turn the tide on the plastic pandemic. Research shows that, on average, it takes 66 days for a new behavior to become automatic. Through this campaign, people are challenged to choose one simple habit that can be sustained for 100 days, and kept for life, to #BeatPlasticPollution. Overall, the campaign promotes behavioral change among consumers and private-sector corporations, thereby creating an enabling space for policy development.</p>		
<p>Funding Source: UNEP and the Coordinating Body on the Seas of East Asia (COBSEA)</p>		<p>Behavioral Strategy/ Levers: Social Influence, Information, Emotional Appeal The campaign on Instagram shows a variety of sustainability advocates who share inspiring activities and calls to action. The advocates are supported by a digital toolkit containing four augmented reality (AR) Games, Face Effects, and World Effects. These AR experiences engage the target audience and enable them to share interactive stories on social media. Target Group can choose among behaviors such as being an advocate, not litter, use reusables etc. and take a pledge online.</p>
<p>Target Group:</p> <ul style="list-style-type: none"> - School children - Digitally connected youth 	<p>Target Behavior Key Words:</p> <ul style="list-style-type: none"> - Becoming an advocate - Not littering - Reusing 	
<p>Stakeholder:</p> <ul style="list-style-type: none"> - Celebrities - Multilateral organization (UNEP, COBSEA) 	<p>Operating Platform: Social media</p>	



Philippines Organization: Assist Asia Organization Website: https://assistasia.org/ Project Website: https://rethinkingplastics.eu/pilot-projects-en/180-raising-awareness-with-eca-the-beach-kapitana		Impact: Basic Impact Reporting The campaign reached about 1,060,195 new people on social media
Description/ Summary: #HuwagItaponAngBukas (#Don'tWasteTheFuture) The campaign is about the story of Eca, a young girl on a beautiful Philippine island. She loves her home but feels the effects of marine litter on the environment, with more and more waste being washed up on the shores. Eca is determined to restore the island and its waters to its former state, so she has set out to become a beach "kapitana". While these challenges are real, Eca herself is not. She is a role model created for this campaign. By exploring the challenges of plastic waste and convincing her community to join her in fighting plastic pollution, she aims to inspire young people to become modern-day heroes like her. Between July and October 2022, her journey of responsible waste management was posted on social media and shared in a learning seminar.		
Funding Source: EU and German Government "Rethinking Plastics"		Behavioral Strategy/ Levers: Information, Social Influence, Emotional Appeal The story of Eca was brought to the communities where they organized a learning seminar for around 40 young people between the ages of 15 and 21 in Balayan, Batangas. They learned more about the impacts of plastic pollution and what they can do to fight it. Information, Social Influence, Emotional Appeal, Choice Architecture They painted their vision of an environmentally friendly future and went home with their own Eca-branded eco bags, Eca-branded shirts, insulated tumblers and metal straws – equipped to break their plastic habits and influence those around them.
Target Group: <ul style="list-style-type: none"> - School children - Digitally connected youth 	Target Behavior Key Words: <ul style="list-style-type: none"> - Reducing - Recycling - Reusing 	
Stakeholder: Schools	Operating Platform: <ul style="list-style-type: none"> - Social media - School/university (lesson, activities) 	



Cambodia Organization: Government of Siem Reap Province Other Sources: n/a		Impact: Basic Impact Reporting Community completely self-managing its trash collection service
Description/ Summary: Community's Self-managed Waste Collection Service in Preah Dak A popular tourist village of 520 families (2000 population) located adjacent to Siem Reap municipality, part of the Angkor archaeological park complex. Arguably the cleanest village in Siem Reap and Cambodia. Community has been empowered to completely self-manage its waste collection service.		
Funding Source: Information could not be found		Behavioral Strategy/ Levers: Social Influence, Information Ownership on cleanliness is strictly retained with the community to ensure maximum participation. Material Incentives, Information Community can visualize direct linkage between cleanliness and economic benefits. Emotional Appeals, Social Influence, Information Right visions and core messages that resonate with the community are chosen to protect identity and inspire hope. Emotional Appeals, Social Influence Villagers take pride in their village being "the most beautiful village, the most liveable neighborhood". Emotional Appeal, Material Incentives, Information Flowers, cleanliness, improved quality of life, economic opportunity, increasing tourist traffic are all prioritized messages placed well before waste collection goals. Social Influence, Information With the principles of inclusive leadership and integrated stakeholders, the district governor, village chief, commune chief, community leaders, NGOs, Volunteers, are together creating the right environment that encourages participation and volunteerism. Social Influence, Material Incentives, Information Rewards and recognition supported by strong awareness campaign are continuously implemented to keep up the momentum Social Influence, Information Ownership of cleanliness is made personal and specific. "Cleanliness is everyone's responsibility" equates to "no one responsibility". Therefore focus on "just play your part and keep the area in front of your house clean."
Target Group: <ul style="list-style-type: none"> - Households - Community members 	Target Behavior Key Words: <ul style="list-style-type: none"> - Collecting waste - Urban beautification 	
Stakeholder: <ul style="list-style-type: none"> - Community members - Local authorities - Students - NGOs 	Operating Platform: <ul style="list-style-type: none"> - Social media/online - Community (workshop, training, event, activity) - Personal communication (changemaker, influencer, door-to-door, face-to-face) - School/university (lesson, activities) 	



Cambodia Organization: Phare Creative Studio Organization Website: https://pharestudio.org Project Website: https://pharestudio.org/project/beatplastic/		Impact: Basic Impact Reporting A one-month social media campaign that reached 313.000 facebook followers throughout Cambodia "Mit Somlanh" Theater and Workshop awareness raising tour reached over 1000 kids in Battambang schools and NGOs.
Description/ Summary: #BeatPlastic Campaign Empowering 'children ambassadors of change' to reduce plastic waste in Cambodia with an engaging theater show to help save the marine ecosystem, workshops to "Refuse, Reduce, Reuse, Recycle!" 10 video assets were produced including a series of humorous snippets of the plastic monster villain invading Battambang, in search for single-use plastics to feed on. A documentary about the tour, a teaser and children participants' interviews were complementing the campaign.		
Funding Source: United Nations Development Program (UNDP)		Behavioral Strategy/ Levers: Social Influence, Emotional Appeal, Information The engaging "Mit Somlanh" Theater and Workshop awareness raising tour to save the marine ecosystem, which reached over a thousand kids in Battambang schools and NGOs. Social Influence, Information, Emotional Appeal A one-month social media campaign was created and implemented Emotional Appeal, Information A total of 10 video assets were created for the campaign. These included a series of entertaining clips depicting the plastic monster villain invading Battambang in search of single-use plastics to devour. Additionally, there was a documentary showcasing the tour, a teaser video, and interviews with children who participated in the campaign.
Target Group: School children	Target Behavior Key Words: <ul style="list-style-type: none"> - Refusing - Reducing - Recycling - Reusing 	
Stakeholder: <ul style="list-style-type: none"> - Schools - NGOs 	Operating Platform: <ul style="list-style-type: none"> - Social media/online - Art (movie, song, novel, exhibition) - School/university (lesson, activities) 	



Cambodia Organization: STEM Education Organization for Cambodia (STEMEOC) Organization Website: https://stemcambodia.ngo Project Website: https://stemcambodia.ngo/eco-heroes/		Impact: Information on impact reporting could not be found
Description/ Summary: Eco Heroes STEMEOC holds a firm belief in the transformative power of small changes in students' habits, which can yield significant environmental impacts. In essence, a community of Eco-Heroes will unite to inspire one another in adopting habit changes that positively affect our environment. For example, an Eco-Hero might commit to refuse using plastic straws, thereby contributing to the reduction of plastic straw waste.		
Funding Source: Information could not be found		Behavioral Strategy/ Levers: Social Influence The Eco-Hero who wants to join will be asked to submit a pledge to change a daily habit to mitigate the pollution. One of those daily habits must aim to reduce the consumption of single-use plastic. Information The Eco-Heroes undergo training to understand the harmful effects of plastic pollution. Social Influence, Information The Eco-Heroes team's goal is to save the environment using their STEM knowledge. They can work with other chapters of Eco-Heroes to support each other, which will be guided and supported by STEMEOC.
Target Group: School children	Target Behavior Key Words: <ul style="list-style-type: none"> - Refusing - Reducing - Recycling - Reusing - Not littering 	
Stakeholder: Schools	Operating Platform: School/university (lesson, activities)	



Cambodia Organization: Just Good Refills Organization Website: https://www.justgoodrefills.com Project Website: https://www.facebook.com/justgoodcambodia/		Impact: Good Impact Reporting Based on refill orders, 9000 single-use plastic packagings reduced.
Description/ Summary: Just Good Refills Cambodia's first mobile refillery through e-commerce. A moving refillery mobile that brings refills to people's homes.		
Funding Source: Business Model		Behavioral Strategy/ Levers: Information, Emotional Appeal Encouraging consumers to buy refills. Appeals to adopt sustainable refill behavior via messaging on digital Ads and packagings. Choice Architecture Increasing the convenience and comfort of buying refills by offering mobile delivery service.
Target Group: <ul style="list-style-type: none"> - Consumers - Households 	Target Behavior Key Words: <ul style="list-style-type: none"> - Refilling - Reusing - Refusing - Reducing 	
Stakeholder: <ul style="list-style-type: none"> - Consumers - Households 	Operating Platform: <ul style="list-style-type: none"> - Social media/online - Business, marketing - Product 	



Cambodia Organization: NGO ² Bamboo Shoot Foundation Organization Website: https://ngo2bambooshoot.wordpress.com/ Project Website: https://ngo2bambooshoot.wordpress.com/our-projects/		Impact: Information on impact reporting could not be found
Description/ Summary: Eco Warriors NGO ² stands for non-governmental organization for the next generation. In 2018 the organization started to shift its attention towards plastic waste related to the water communities along the Tonle Sap. Focusing attention directly on single use plastic awareness, education and the removal of plastic from the great Lake. Highlighted in this education is the 5 R's as they pertain to single use and other related plastic waste, REDUCE, REPLACE, REUSE, RECYCLE and REFUSE. Starting with educating and empowering NGO ² Bambooshoot girls to be "Eco Warriors" against the problem of single use plastic the program shifted to informing others about the harms of single use plastic to the environment in Cambodia.		
Funding Source: Ocean Recovery Alliance along with other local and International partners		Behavioral Strategy/ Levers: Information Providing workshops in schools, at youth groups and local government committees. Social Influence Two annual festivals have been established to raise awareness in villages. Festivals have been held every six months in multiple locations along the lake with mass cleanups and awareness events related to plastic and its danger to the environment Material Incentive, Social influence As part of a Rice for Plastic program 5kg of rice is provided to those families that retain their properly sorted household plastic for collection. In addition 5kg of rice is donated to those families that remove any environmental found plastic they collect from the ground or the water. This has been done on a monthly basis and the collected household plastic is checked by youth volunteers for proper sorting, meaning only plastic waste is collected.
Target Group: <ul style="list-style-type: none"> - Community members - School children 	Target Behavior Key Words: <ul style="list-style-type: none"> - Becoming an advocate - Collecting waste - Reusing - Refusing - Reducing - Recycling 	
Stakeholder: <ul style="list-style-type: none"> - Community members - School children - International and local NGOs 	Operating Platform: Community (workshop, training, event, activity)	



Cambodia <p>Organization: United Nations Development Program (UNDP)</p> <p>Organization Website: http://www.undp.org</p> <p>Project Website: https://www.undp.org/cambodia/projects/combating-marine-plastic-litter-cambodia</p>		<p>Impact: Good Impact Reporting A total of 115 videos were produced with engagement from influencers, celebrities, and monks to reach over 1 million people across the country</p> <p>A total of 27 schools received water filtration systems which resulted in the significant reduction of PET bottles used at schools: 1.6 tons per day.</p>
<p>Description/ Summary: Combating Marine Plastic Litter in Cambodia The project launched two websites to disseminate information and updates on reducing plastic pollution. A total of 115 videos were produced with engagement from influencers, celebrities, and monks. The “60-Day Carry for Saving” awareness raising campaign was implemented by the Royal University of Phnom 5 Penh to change behaviors on plastic consumption among university students across Phnom Penh. Target provinces began implementing various activities, including clean-up and outreach activities and installation of equipment and bins to collect plastic wastes. A total of 27 schools received water filtrations systems to reduce single-use plastic bottle consumption. Teacher trainings were conducted so teachers can provide education and materials on solid waste management to their students.</p>		
<p>Funding Source: United Nations Development Program (UNDP), Government of Japan, Cambodian National Council for Sustainable Development (NCSD)</p>		<p>Behavioral Strategy/ Levers: Information Three websites were launched to share plastic-related educational materials.</p>
<p>Target Group:</p> <ul style="list-style-type: none"> - School children - Households - Digitally connected youth 	<p>Target Behavior Key Words:</p> <ul style="list-style-type: none"> - Refusing - Reducing - Reusing - Recycling - Collecting waste 	<p>Social Influence, Information, Emotional Appeals 116 videos were created and shared on social media on a range of plastic pollution topics. Endorsed and supported by e.g. TikTok Influencers, celebrities and monks.</p>
<p>Stakeholder:</p> <ul style="list-style-type: none"> - Schools - Teacher - Celebrities - National and local governments - Universities - Religious authorities (monks) 	<p>Operating Platform:</p> <ul style="list-style-type: none"> - Social media/online - Community (workshop, training, event, activity) - School/university (lesson, activities) - Art (movie, song, novel, exhibition) 	<p>Choice Architecture, Information The project designed two posters, a plastic recycling craft book, promotional items such as t-shirts, reusable water bottles, eco-bags, stickers, and 5R (refuse, reduce, reuse, recycle and remind) sign boards for school education and outreach activities. The materials were printed and delivered to target provinces included: 670 posters, 20 plastic free zone sign boards, 530 plastic recycling craft books, 651 eco-bags, 610 reusable water bottles, and 530 storybooks on plastic impact for young children.</p>
		<p>Choice Architecture The project selected a total of 80 schools for distribution of water filtration systems to refill reusable bottles and waste bins for sorting and collecting waste.</p> <p>Choice Architecture, Information Website providing information on partner cafes participating in activities to reduce plastic pollution.</p>



Indonesia

Organization:

Making Oceans Plastic Free / PT Ini Solusi Hijau

Organization Website:

www.makingoceansplasticfree.org

Impact:

Good Impact Reporting

The survey conducted before and after the program revealed a significant reduction of 39% in the weekly usage of single-use plastics (SUPs). The adoption of reusable alternatives to SUPs increased by 28%. When extrapolated over a lifetime (estimated at 60 years in Indonesia), each student's reduction in SUPs amounts to 10 kg per year or 10,000 kg per 1,000 students. This translates to a substantial reduction of 600 kg per student or 600,000 kg per 1,000 students over their estimated lifetime.

Description/ Summary:

SUP Free Schools Program

The SUP Free Schools Program aims to tackle the significant contribution of plastic habits to plastic pollution. By focusing on education, the program seeks to empower school children with awareness, knowledge, and alternative behaviors to combat plastic pollution risks. The project recognizes school children as a key target group due to the potential for early intervention and more impactful results. Through the program's interventions, lifelong positive impacts can be achieved. Additionally, the program prioritizes training teachers as facilitators and multipliers to amplify the program's outcomes and ensure a sustainable impact even after the implementation phase. By targeting both school children and teachers, the SUP Free Schools Program aims to create a transformative shift in plastic habits, leading to a reduction in plastic pollution.

Funding Source:

Rethinking Plastic

Behavioral Strategy/ Levers:

Information, Emotional Appeals

By showing and explaining marine life suffering due to plastic pollution during lessons, as well as the story telling of the puppet theater play. Both levers were used in Song and Dance performance as well.

Social Influence

Learning new behavior within a peer group brings in "Social Influences" by collectively promoting the social norm of the target behavior.

Choice Architecture

Providing convenient alternatives to SUPs to use "Choice Architecture" as a powerful lever to achieve our target behavior. Teacher training advertised by DINAS Pendidikan.

Material Incentives

Teacher training is certified and supports the career (promotion) of the teachers.

Target Group:

- School children
- Teacher

Target Behavior Key Words:

- Refusing
- Reducing
- Reusing

Stakeholder:

- School principles
- DINAS Pendidikan (local government)
- Households

Operating Platform:

- Community (workshop, training, event, activity)
- School/university (lesson, activities)
- Product
- Art (movie, song, novel, exhibition)
- Personal display (leaflets, brochures, posters)
- Personal, influencer, door-to-door, face-to-face

<p>Indonesia</p> <p>Organization: Making Oceans Plastic Free / PT Ini Solusi Hijau</p> <p>Organization Website: www.makingoceansplasticfree.org</p>		<p>Impact: Good Impact Reporting</p> <p>The findings indicate a significant reduction in the usage of single-use plastic (SUP) items across all categories, amounting to a notable 34%. Specifically, there has been a substantial decrease of 43% in the consumption of single-use plastic bags. On average, each parent has successfully reduced their SUP items by a considerable amount, resulting in a total weight reduction of 8.37 kg per year. This reduction includes a noteworthy decrease of 4.1 kg in the usage of single-use plastic bags.</p>
<p>Description/ Summary: Single-Use Plastic Free Families</p> <p>The “Single-Use Plastic Free Families” program focuses on preventing the usage of SUPs by engaging families through school children. The program’s key activities include a “Plastic Pollution School Night” event, which involves media presentations showcasing videos and photos of marine life affected by plastic pollution. Additionally, school children perform a puppet theater play on the subject of plastic pollution for their parents, accompanied by a song and dance promoting the use of alternatives to single-use plastics. “Plastic Pollution Posters” featuring visuals and quotes from government, religious, or community authorities, emphasizing the suffering of marine animals and the convenience of using reusable items instead of single-use plastics are employed. To facilitate convenience and encourage refusal of single-use plastics, parents are provided with practical alternatives such as reusable bags and bottles. The program aims to foster a shift towards sustainable practices within families and reduce the reliance on single-use plastics.</p>		
<p>Funding Source: Prevent Waste Alliance – Be.Innovative</p>		<p>Behavioral Strategy/ Levers:</p> <p>Information, Emotional Appeals By showing and explaining marine life suffering due to plastic pollution in videos and posters, as well as the story telling of the puppet theater play. Both levers were used in Song and Dance performance as well.</p> <p>Social Influence By creating the Plastic Pollution School Night Theme as a communal event of change with all school children and their parents participating the lever of “Social Influences” by collectively promoting the social norm of the target behavior is appreciated.</p> <p>Emotional Appeals, Social Influence Visuals and quotes of authorities use Information and Emotional Appeals and Social Influence.</p> <p>Choice Architecture Providing convenient alternatives to SUPs to use “Choice Architecture” as a powerful lever to achieve our target behavior.</p>
<p>Target Group:</p> <ul style="list-style-type: none"> - Households - School Children - Teacher 	<p>Target Behavior Key Words:</p> <ul style="list-style-type: none"> - Refusing - Reducing - Reusing 	
<p>Stakeholder:</p> <ul style="list-style-type: none"> - School principals - Local government / DINAS Pendidikan 	<p>Operating Platform:</p> <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - School/university (lesson, activities) - Product - Art (movie, song, novel, exhibition) - Personal display (leaflets, brochures, posters) - Persona communication (influencer, door-to-door, face-to-face) 	



Indonesia Organization: Bumbi Organization Website: https://commonseas.com/countries/clean-blue-east-java		Impact: Good Impact Reporting During the pilot program with 69 participants, 89.9% actively used reusable diapers, while the agreement that single-use diaper waste is a problem doubled from 15% to 30%. Participants increasingly believed that single-use diapers are unhealthy for babies. Reusable diapers reduced diaper rash from 0.81 to 0.33 days per week. Each participant potentially prevented 1000 diapers per year, resulting in \$130 savings (at least 80% of diaper costs).
Description/ Summary: Promoting reusable Diapers to Combat River Pollution The focus of this campaign is to address the issue of single-use diaper waste being discarded into rivers. The target group for this program is women with low incomes, as they form a significant portion of the population residing along the riverbanks in Indonesia, who contribute significantly to the accumulation of single-use diaper garbage. The ultimate objective is to assist mothers in reducing their reliance on single-use diapers and to encourage a change in their diaper disposal practices. Furthermore, the campaign tries to incentivise participating mothers to actively promote the use of reusable diapers among their peers, either by becoming advocates and receiving incentives from diaper sales, or by consistently using reusable diapers themselves and making additional purchases of reusable diapers. By targeting these goals, the program aims to mitigate the environmental impact of single-use diaper waste while empowering women with sustainable alternatives.		
Funding Source: Prevent Waste Alliance – Be.Innovative		Behavioral Strategy/ Levers: Material Incentive, Information Giving out vouchers for reusable diapers, incentivizes trying them out. Information supports the decision making. Emotional appeal, Information These are the main levers in the education process as they talk further on what happens when single use diapers enter the environment and connect it to how it can impact human health including babies as health issues. Social influence With testimonies from mothers who have tried to aim for social influence as a lever.
Target Group: <ul style="list-style-type: none"> - Mothers - Businesses - Governments 	Target Behavior Key Words: <ul style="list-style-type: none"> - Not Littering - Refusing - Reusing - Reducing 	
Stakeholder: Health care professionals	Operating Platform: <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - Personal communication (influencer, door-to-door, face-to-face) - Personal display (leaflets, brochures, posters) - Business, marketing 	



<p>Indonesia</p> <p>Organization: Greeneration</p> <p>Organization Website: https://greeneration.org/</p> <p>Project Website: https://ecoranger.id/</p>		<p>Impact: Basic Impact Reporting</p> <p>The program successfully engaged 61 fishermen from Dusun Pancer in environmentally friendly fishing practices. Five Joint Business Groups (KUB) were formed and registered in Sumberagung Village. During six months, the EcoRanger team collected 13.56 tons of coastal and marine waste, responsibly managed at the Waste Management Center (SEKOLA). Research indicated a significant decrease in coastal waste density per square meter by 93.3%.</p>
<p>Description/ Summary: Eco Ranger - Fishing for Litter Program</p> <p>The Fishing for Litter (FFL) program has been implemented in Dusun Pancer, East Java. The program involves the local youth team known as the EcoRanger team, which represents residents and community leaders in environmental protection and sustainable tourism. With a focus on community development and sustainability, the program aims to enhance the waste management efforts and capacity of local fishermen in managing marine waste. Activities include joint clean-up actions with fishermen, capacity building for both fishermen and the EcoRanger team, and the improvement of Waste Management Center infrastructure.</p>		
<p>Funding Source: Rethinking Plastic</p>		<p>Behavioral Strategy/ Levers:</p> <p>Social influences The forming of joint business groups promotes collective action and shared goals. Community events foster social connections and encourage behavior change. Engagement with the EcoRanger Team provides an opportunity for participation in environmental initiatives. Cleanups enable individuals to contribute to environmental preservation and inspire others through their actions.</p> <p>Choice architecture Waste dropping points serve as choice architecture by providing convenient and accessible locations for individuals to dispose of waste responsibly. They help shape behavior by making the desired choice of proper waste disposal easier and more attractive to individuals.</p> <p>Information Creating awareness about the problem of plastic pollution serves as an informational lever by educating individuals about its detrimental effects on the environment.</p> <p>Material Incentives Material incentives such as certificates and trophies motivate fishers to participate in conservation efforts. Fishing Activity Loans provide financial support for sustainable fishing practices. Logistics support facilitates clean-up activities. Material incentives for regular activity encourage responsible consumption habits, promoting sustainability.</p>
<p>Target Group: Fishermen</p>	<p>Target Behavior Key Words:</p> <ul style="list-style-type: none"> - Collecting waste - Recycling 	
<p>Stakeholder:</p> <ul style="list-style-type: none"> - Waste management centers - Fishing association 	<p>Operating Platform:</p> <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - Personal communication (changemaker, influencer, door-to-door, face-to-face) 	



<p>Indonesia</p> <p>Organization: River Cleanup</p> <p>Organization Website: www.river-cleanup.org</p>		<p>Impact: Good Impact Reporting</p> <p>In the two-week pilot test, the group receiving both educational sessions and separate bins, demonstrated a significant increase in the amount of organic waste separated. This resulted in a reduction of 33.28% in the amount of waste sent to the landfill. The test also included groups with no intervention and education-only interventions. Both groups showed a modest increase of approximately 15% in the amount of separated organic waste.</p>
<p>Description/ Summary: Enhancing Waste Management: Empowering Communities for Effective Waste Collection and Sorting</p> <p>The campaign tackles the issue of unsorted waste directly brought to landfills, needlessly increasing waste volumes. They want to increase citizen participation in waste management by stimulating good sorting habits. By promoting citizen involvement, residents are provided with functional bins and clear guidelines for separating organic waste. Sorted waste collection occurs three times a week, supported by educational initiatives to enhance residents' waste sorting knowledge. Influential community leaders emphasize the importance of responsible waste management. These comprehensive measures have significantly improved pre-sorted waste collection. The initiative not only enhances waste management and reduces landfill waste but also fosters a circular economy within the community.</p>		
<p>Funding Source: Prevent Waste Alliance – Be.Innovative</p>		<p>Behavioral Strategy/ Levers:</p> <p>Social influences By showing their success stories, other villages are expected to follow. The information about the program is delivered by the community members. Once the project was started, people who were not part of the experiment groups also started asking how to become part of the movement.</p> <p>Choice architecture Readability and presence of sorting signs on the bins and in the community, special stickers for the bins, and a banner for the streets, providing trustworthy and consistent waste pickup and an organic composter for the village are helping to determine and to remind the people to segregate waste.</p> <p>Information By delivering education on how to create a good sorting habit in a simple interpersonal way.</p>
<p>Target Group: Households</p>	<p>Target Behavior Key Words: Segregating waste</p>	
<p>Stakeholder:</p> <ul style="list-style-type: none"> - Local government - Village authorities 	<p>Operating Platform:</p> <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - Personal communication (changemaker, influencer, door-to-door, face-to-face) - Product - Public display (banner, sticker, poster) 	



<p>Indonesia</p> <p>Organization: GIDKP Gerakan Indonesia Diet Kantong Plastik</p> <p>Organization website: https://dietkantongplastik.info/</p>		<p>Impact: Good Impact Reporting</p> <p>The program achieved reductions in single-use plastic consumption by traders in four traditional markets (two each city) in Bandung and Banjarmasin. In Bandung, the reductions ranged from 11% to 19%, while in Banjarmasin, they ranged from 18% to 27%. Additionally, there was an increase in the number of consumers carrying eco-friendly shopping bags. In Bandung, the increase ranged from 13% to 33%, and in Banjarmasin, it was 42% and 21%. A total of 639 market traders in Bandung and Banjarmasin received education and socialization on plastic-free transactions.</p>
<p>Description/ Summary: Championing Less Plastic Traditional Markets in Bandung and Banjarmasin</p> <p>The project aims to create the first models in Bandung and Banjarmasin for a Less Plastic Traditional Market. Objectives include behavioral change to reduce single-use plastic among vendors and market-goers, as well as fostering awareness and collective action for an eco-friendly lifestyle. Activities involve training on plastic-free transactions, focus group discussions for alternative solutions, consumer education through “plastic robbery” events, research on plastic consumption, and program dissemination via social media, talk shows, and visual materials. By championing sustainable practices in traditional markets, this initiative aims to drive the transition towards plastic reduction, creating lasting environmental change in Bandung and Banjarmasin.</p>		
<p>Funding Source: Rethinking Plastic</p>		<p>Behavioral Strategy/ Levers:</p> <p>Material Incentives The exchange of plastic bags with reusable bags serves as a material incentive that encourages individuals to adopt sustainable behavior. By providing an alternative and more environmentally friendly option, this incentive promotes the reduction of plastic waste and supports the use of reusable alternatives.</p> <p>Choice Architecture Standard Operating Procedures (SOP) for vendors and training on plastic-free transaction procedures between traders and consumers contribute to choice architecture. They provide clear guidelines and empower stakeholders to make sustainable choices, facilitating the transition towards plastic-free transactions.</p> <p>Rules, Regulations GIDKP's assistance in developing policy recommendations aims to enforce rules and regulations that target traditional markets, promoting their transition towards being free from single-use plastics. This lever of rules and regulation helps create a framework for sustainable practices and reduces plastic pollution.</p> <p>Social Influences Social influence is harnessed through people visibly displaying reusable bags, reinforcing positive behavior. Social media acts as a platform for publicizing and promoting individuals engaged in sustainable practices. Organized community exchanges encourage the spread of eco-friendly behaviors, creating a culture of environmental consciousness.</p> <p>Information Informing about the problem and solution on multiple platforms is raising awareness and providing knowledge to a wider audience.</p>
<p>Target Group:</p> <ul style="list-style-type: none"> - Market vendors - Consumers 	<p>Target Behavior Key Words:</p> <ul style="list-style-type: none"> - Reducing - Reusing - Refusing 	
<p>Stakeholder:</p> <ul style="list-style-type: none"> - Local government - Plastic traders - Market authorities 	<p>Operating Platform:</p> <ul style="list-style-type: none"> - Community (workshop, training, event, activity) - Public display (banner, sticker, poster) - Personal display (leaflets, brochures, posters) - Product - Personal communication (changemaker, influencer, door-to-door, face-to-face) - Social media/online - Traditional media (television, radio, newspaper) 	



2.2. Analysis of Behavioral Change Campaigns and Lessons Learned

2.2.1. Descriptive Analysis

2.2.1.1. Approach

To gain a better general understanding of existing behavioral change campaigns in the four selected countries in South-East Asia it helps to see some quantitative tendencies around the categories of Target Behavior, Target Group, Operating Platforms and Behavior Strategies/ Levers used.

2.2.1.2. Results

In the table below results for “Target Behaviors” are summarized. It shows that in our research sample campaigns have most frequently targeted Reusing, Reducing and Refusing, followed by Recycling and Collecting Waste.

Table: Target Behaviors

Target Behavior	Targeting Frequency
Reusing	14
Reducing	13
Refusing	10
Recycling	9
Collecting Waste	6
Not Littering	3
Segregating Waste	3
Becoming an advocate	2
Monitoring Waste Management	1
Urban beautification	1



A change in behavior can be targeted for a variety of target groups. The table “Target Groups” below shows how often specific target groups have been targeted in the campaigns part of our research. We found school children, households and consumers among the most frequent target groups.

Table: Target Groups

Target Group	Targeting Frequency
School Children	8
Households	8
Consumers	5
Fishermen	3
Digitally connected youth	3
Community members	2
Businesses	2
Teacher	2
Recycler	2
Governments	1
Market Vendors	1
Mothers	1

In the table “Operating Platforms” below we have analyzed how often specific media and modes of communications have been used as part of the campaign in our research sample. The Community platform has been most popular in campaign designs. Community includes workshops, trainings, events and communal activities. Second most frequently used media have shown to be Social Media and Online platforms. Third most popular platform is Public Displays which include e.g. traditional public banners, posters and stickers.

Table: Operating Platforms

Operating Platform	Targeting Frequency
Community - (Workshop, Training, Event, Activity)	14
Social Media and Online	10
Public Display - (Banners, Posters, Stickers)	8
School/University - (Lessons, Activities)	7
Personal Communication - (Changemaker, Door-to-Door, etc.)	7
Product	5
Art - (Song, Movie, Novel, Exhibition)	5
Personal Display - (Poster, Brochure, Leaflets)	5
Traditional Media - (TV, Radio, Newspaper)	5
Business Marketing	4



At the core of the behavior change campaigns are the Behavioral Strategies or Levers applied. Before sharing the results on how frequently which Behavioral Strategies have been used in campaigns analyzed in our research, we would like to suggest a harmonized categorization of Behavioral Levers. While there are many ways to structure behavioral strategies into different groups, the most complete and pragmatic concept in our assessment is presented by the Center for Behavior & the Environment – RARE. The graphic below shows all six Behavioral Strategies of RARE’s concept:

Graphic: Six Behavioral Strategies¹



Center for Behavior & the Environment – RARE

The six different Behavior Levers are explained by RARE as follows:

“Social Influences: Leveraging the behavior, beliefs, and expectations of others.

Information: Providing information on what the desired behavior is, why it matters, and how to do it.

Emotional Appeals: Using emotional messages to drive behavior.

Rules and Regulations: Enacting rules that promote or restrict a behavior.

Choice Architecture: Changing the context in which choices are made.

Material Incentives: Increasing or decreasing costs, time, or effort for doing a behavior”

1 <https://behavior.rare.org/wp-content/uploads/2024/08/Levers-of-Behavior-Change-Guide-8-2024.pdf>

We have analyzed the campaigns in our sample based on these categories. In the “Behavioral Strategies/Levers” table below we present the quantitative results. We found that Information, Social Influence and Emotional Appeals are the most frequently used Behavioral Strategies.

Table: Behavioral Strategies/Levers

Behavioral Strategy Lever	Frequency
Information	20
Social Influences	18
Emotional Appeals	13
Choice Architecture	11
Material Incentives	7
Rules and Regulations	2

2.2.2. Interpretative Analysis

2.2.2.1. Approach

In the interpretative analysis of this section we are identifying potential lessons learnt from the previous descriptive analysis lesson regarding possibilities, challenges, and gaps. To do so we will also take a closer look at the impact data of the campaigns in our research sample.

The main challenge in deriving lessons learnt and best practices is the general lack of performance or impact indicators of the campaigns. The core of such an analysis needs to evaluate which campaigns have worked better than others. But we found two main problems here:

The majority of campaigns appear to be not reporting sufficient impact data. Some campaigns would share performance data on activities, e.g. “1000 community members have watched an awareness video” but not on impact or behavioral output. Based on such impact data, we do not know whether the 1000 community members have a different problem or solution awareness, and especially whether they behave differently. In our research sample we only found good impact data (direct behavioral impact data or reliable proxies of behavioral impact data) for 7 campaigns.

The second issue with good impact data is that it lacks comparability. Is a campaign better if it reduces 19% of single-use plastics on a local market or reduces 90% of single-use diapers.

Questions like plastic pollution reduction potential, scalability and especially costs need to be considered before arriving at a comparative assessment.

Given the aforementioned limitations in available data, we will use an alternative approach to arrive at further insights: We look for commonalities among the campaigns that show “Good Impact Reporting” and a significant impact towards their behavior change targets, which holds true for all of the campaigns in that impact category.








2.2.2.2. Results

Regional



The table below shows in summary all 7 campaigns with good impact reporting. We show which Behavioral Strategies these campaigns have used, which behavior was targeted, and what impact has been reported.

Table: 7 campaigns with good impact reporting

Behavioral Strategies ²	Target Behavior and Impact
 <p>Own adaptation of graphic by RARE</p>	<p>Target Behavior: Introducing Reusable Diapers to replace Single-Use Diapers</p> <p>Impact: 90% of participants in program made the switch to reusable diapers</p>
 <p>Own adaptation of graphic by RARE</p>	<p>Target Behavior: Reducing Plastic Bottle use with Water Refill Stations for Reusable Bottles</p> <p>Impact: 250.000 Plastic Bottles reduced in 6 years</p>

Behavioral Strategies ²	Target Behavior and Impact
 <p>Own adaptation of graphic by RARE</p>	<p>Target Behavior: School Children replacing Single-Use Plastic Bags with using Reusable Bags</p> <p>Impact: Before After Program Analysis shows a 39% Reduction in Plastic Bag Use</p>
 <p>Own adaptation of graphic by RARE</p>	<p>Target Behavior: Market Vendors reducing giving out single-use plastic bags</p> <p>Impact: Before After Program Analysis shows a 19% Reduction in Plastic Bag Use</p>
 <p>Own adaptation of graphic by RARE</p>	<p>Target Behavior: Waste Segregation</p> <p>Impact: 33% less waste to landfill</p>



Behavioral Strategies ²	Target Behavior and Impact
 <p>Own adaptation of graphic by RARE</p>	<p>Target Behavior: Families reducing SUP use</p> <p>Impact: 34% less SUP use</p>
 <p>Own adaptation of graphic by RARE</p>	<p>Target Behavior: Reduction of Plastic Bottles in Schools</p> <p>Impact: 1600kg PET reduction a day across 27 schools</p>

The 6 Behavioral Strategies by RARE can be distinguished into 3 Soft Behavioral Strategies: Social Influence, Information, Emotional Appeals, and 3 Hard Behavioral Strategies: Rules and Regulations, Choice Architecture, Material Incentives. The graphic below shows this separation into two parts.

Graphic: Six Behavioral Strategies³



Own adaptation of graphic by RARE

Analyzing what the 7 successful campaigns in our research sample have in common, we find that each of the selected campaigns uses all Soft Behavior Strategies, and at least one Hard Behavioral Strategy (see graphic below).

Graphic: Six Behavioral Strategies⁴



Own adaptation of graphic by RARE

The quantitative analysis of these seven best practice campaigns indicate three lessons learnt:

1. There is more opportunity for impact with more behavioral strategies applied.
2. Use all 3 soft behavioral strategies.
3. Use at least 1 hard behavioral strategy.

³ Ibid.

⁴ Ibid.




Global

Appreciating the full potential of the variety in behavioral strategies is in line with global research findings of the past years. Studies and reports looking at behavior change campaigns in different parts of the world found that many campaigns have focused too much on the Information strategy only. Campaigns have stopped at awareness and failed to bridge the gap towards action and effectively change behavior.⁵

A recent report by RARE stressed how “Emotions are a vastly under-used tool in environmental initiatives, but they shouldn’t be”.⁶ Using emotions is complex and can be risky if not understood and applied well. Below is a table by the authors of that study illustrating and offering guidance on how some of those emotions can be used towards the target behavior.

Table: The emotion-behavior pathway⁷

Emotion	Emotion-behavior pathway	Emotion	Emotion-behavior pathway	Emotion	Emotion-behavior pathway
Fear		Hope		Prospect of shame	
	Fear motivates people to avoid risks when they experience uncertainty or an immediate threat.		Hope motivates people to start a behavior when they can achieve a desired outcome while facing a threat.		The prospect of shame motivates people to avoid a socially undesirable action when others might find out.
Pride		Anger		Interest	
	Pride motivates people to show others what they have done when they have engaged in reputation-enhancing behavior.		Anger motivates people to confront others when they experience or witness something that goes against their values.		Interest motivates people to seek information when something is novel and complex.

Center for Behavior & the Environment – RARE







5 CAMPAIGNS THAT WORK (UNEP, ONE PLANET, SEI): <https://www.sei.org/wp-content/uploads/2021/02/210216-caldwell-sle-plastics-report-with-annex-210211.pdf>

6 RARE – Best Behavior and Environment Studies of 2022 <https://rare.org/blog/best-behavior-and-environment-studies-of-2022/>

7 <https://rare.org/research-reports/new-report-highlights-the-scientific-credibility-of-leveraging-human-emotions/>

UNEP, ONE PLANET, SEI and the authors of “Campaigns That Work” have globally analyzed campaigns and share their best practices and challenges structured in three parts: a.) Effective Strategies, b.) Watch-outs and c.) Common Mistakes. You find the summarized findings in the three graphics below.

a) Effective Strategies⁸

Effective Strategy	
 <p>#1 Customizing Recognize that different approaches will work for different people (e.g. introverts vs extroverts), and that major life transitions such as moving home and becoming a parent are opportunities to change habits.</p>	 <p>#2 Using Good Norms Use social norms to shape behaviour. People imitate others, especially those with recognized status such as celebrities, and they respond to norm-based cues about what is acceptable and expected.</p>
 <p>#3 Specifying Action Be specific about what to do. Especially when it comes to plastic, where people can feel disempowered, provide clear direction on what meaningful actions people can take.</p>	 <p>#4 Catalyzing Commitments Challenge people to make a public or private commitment to do something specific. Once people make that commitment, they are more likely to follow through and even shift habits over time.</p>
 <p>#5 Tapping Positive Emotions Tap into pride, hope and optimism. People who experience pride, hope and optimism as part of their pro-environmental behaviours tend to stick with them.</p>	 <p>#6 Showing it Matters Show that the results – even for just one person's actions – matter. In the face of a global crisis, it is easy to believe that a bottle here or a candy wrapper there doesn't matter. Show people that they do.</p>





CAMPAIGNS THAT WORK (UNEP, ONE PLANET, SEI)

b) Watch-Outs⁹

Watch-outs	
 <p>#1 Fear Fear is most productive when there is something effective that a person can do to alleviate the threat. When the threat is existential or there is no immediate remedy, it just leads to anxiety and passivity.</p>	 <p>#2 Incentives Incentives work – but the behaviour goes away when the incentive goes away. Worse, intrinsic motivation can be eroded through incentives.</p>
 <p>#3 Humour People enjoy funny or clever campaigns and they can be more memorable. However, they do not necessarily translate into the desired behaviour change, and sometimes they do the opposite.</p>	 <p>#4 Altruism While altruistic claims resonate with some, in general, people make behavioural choices that prioritize their present needs and wants over the good of the group and even over meeting their own future needs.</p>

CAMPAIGNS THAT WORK (UNEP, ONE PLANET, SEI)

c) Common Mistake¹⁰

Common Mistake	
 <p>#1 Stopping at Awareness Assuming that making people aware of the problem will lead to behaviour change. Awareness can be a first step on the path to action, but the journey is not inevitable.</p>	 <p>#2 Using Guilt Using guilt to try to change behaviour. Appeals to guilt will create resistance in many people. For the rest, their guilt cup is already overflowing, reducing potential effectiveness.</p>
 <p>#3 Reinforcing Bad Norms Showing the regrettable frequency of undesirable behaviours. Social norms are effective at shaping behaviour – so showing the prevalence of bad behaviour backfires.</p>	 <p>#4 Allowing Distance Allowing the problem to feel distant or intangible, and relying more on statistics than images and stories. People are more moved to action by problems that are local, urgent and tangible. Physical, temporal or psychological distance all undermine our motivation to act.</p>

CAMPAIGNS THAT WORK (UNEP, ONE PLANET, SEI)

8 <https://www.oneplanetnetwork.org/sites/default/files/from-crm/seij8486-sle-plastics-report-with-annex-210211.pdf>

9 Ibid.

10 Ibid.





2.3. Attitudes of Target Groups

In this chapter we want to take a closer look at different target groups' current attitudes and behaviors in the context of plastic pollution. We refer to a report by SEA Circular by COBSEA¹¹ that examines the perceptions of consumers and food and beverage businesses regarding plastic waste issues in five South-East Asian countries, namely Indonesia, Malaysia, the Philippines, Thailand, and Viet Nam. The findings are based on 400 online respondents of surveys conducted in 2020.

In the table the key findings are presented. The main insights from the surveys can be summarized in consumers being concerned about plastic waste, but are not engaging in changing their habits. At the same time consumers want their governments to prioritize the implementation of mandatory actions. For example, 47 percent of consumers feel that the governments should mandate source segregation for household waste, while 46 percent indicate that enhancing waste collection systems is crucial in ensuring plastic waste reduction. For businesses the situation is similar. While 82 percent of businesses are extremely concerned about plastic waste issues, less than half feel their current efforts are sufficient to address the problem.

Table: Key Finding on Consumers' and Businesses' attitudes and behavior towards plastic pollution¹²

Consumer insights 	Business insights 
<p>91% of consumers state that they are concerned about plastic waste issues.</p> <p>Less than 50% of consumers are less likely to buy a product from non-recycled material.</p> <p>While only 54% of consumers are recycling and converting their plastic waste into useful products, 38% have indicated their interest to do so in the next 12 to 18 months.</p> <p>47% of consumers feel that the governments should mandate source segregation for household waste while 46% indicate that enhancing waste collection systems is crucial in ensuring significant plastic waste reduction.</p> <p>88% of consumers consider social media as the most effective communication channel, which is more than traditional media such as newspapers (45%) and radio (45%).</p> <p>76% of consumers indicate that such campaigns should prioritise informing the public about the 3R (Reduce, Reuse, Recycle) concept.</p>	<p>72% of businesses in the five countries indicate that governments are actively tackling plastic waste.</p> <p>While 82% of businesses are extremely concerned about plastic waste issues, less than half feel that current efforts are sufficient.</p> <p>Less than 45% of companies in the five countries are focusing on recycling and reuse actions currently. Fortunately, most businesses are open to adopting such measures in the next 12 to 18 months.</p> <p>80% of businesses have targets to address plastic waste but of those companies with a target, less than one-third communicate it externally.</p> <p>Out of the companies' targets to reduce plastic waste, 74% are quantitative but only 59% have indicated deadlines.</p> <p>Over half of businesses (51%) in the five countries are not part of any group tackling plastic waste issues.</p>

SEA Circular by COBSEA



¹¹ https://www.sea-circular.org/wp-content/uploads/2020/06/PERCEPTIONS-ON-PLASTIC-WASTE_FINAL.pdf

¹² Ibid.

Both consumers and businesses acknowledge that their governments are concerned with addressing plastic waste. They identify several key areas where they believe there are opportunities for governments to enhance their efforts. These areas include mandating waste segregation, enhancing collection systems, ensuring consistent labeling on product recycling, and imposing littering fines and charges. Another table of the report is added below showing a ranking of 10 possible government actions to reduce plastic waste, one ranking by consumer, the other one by businesses.

Table: Comparing the perspectives of consumers and businesses regarding critical government actions¹³

Consumers' and businesses' perspectives on the top 10 actions that are most critical for their governments to adopt to reduce plastic waste¹

■ Informing ■ Mandating ■ Incentivising
■ Financing ■ Enabling

Ranking	Consumers in the 5 countries	F&B businesses in the 5 countries
1	Mandate consumer waste segregation	Provide information to consumers
2	Enhance collection systems	Mandate consumer waste segregation
3	Impose littering fines and consumer charges	Develop labels
4	Determine product specifications	Share approaches among businesses
5	Facilitate coastal clean ups	Impose littering fines and consumer charges
6	Limit plastic waste imports	Map out waste flows
7	Provide information to consumers	Limit plastic waste imports
8	Impose landfill measures	Enhance collection systems
9	Map out waste flows	Mandate reporting on business waste
10	Provide R&D support	Provide incentives to ensure sales

The results of this survey indicate a conducive policy environment for governments to take further action in tackling the plastic pollution crisis and specify those with highest support by consumers and businesses.

¹³ Ibid.



3. Conclusions and Recommendations

1. Completion of Stocktaking and Best Practices Analysis

The results of the stocktaking at hand are based on a rapid research scan limited to 10 days and desktop research with only a couple of interviews. It has been merely possible to achieve a very general impression of behavior change campaigns and even less so understand their true performance. We suggest expanding the research and complete a thorough stocktaking to attain more representative results. Based on an enhanced inventory it will be possible to address shortcomings in quantitative impact reporting by following up with individual qualitative assessments of past campaigns. This will significantly improve the identification of best practices and the lessons learned and help to improve the design of future campaigns in the ASEAN region.

2. Simplified Guidance for Impact Assessments of Behavior Change Campaigns

Good impact data is indispensable to develop effective behavior change campaigns and to resolve chronic funding challenges. If we do not understand whether a campaign works, we cannot make progress in appreciating the huge opportunity of behavior change campaigns. To identify best practices and derive lessons learnt for donors, implementing organizations and other stakeholders we need better impact data of behavior change campaigns in the region. Our research scan has shown there is a huge need for support in impact assessment of behavior change campaigns in the ASEAN region. We suggest assistance to practitioners by developing simplified and easy-to-use tools for impact assessments.

3. Moving from Behavior Change Communication to Behavior Change Design

One of the most critical shortcomings in the methodology of current behavior change campaigns in ASEAN and globally is that the campaigns stop at awareness. The focus is often on behavior change communication campaigns instead of the entire behavior change campaign design. We recommend supporting campaign practitioners by offering guidance and support in the design of behavior change campaigns. Below we present two drafts of concepts that equip and empower practitioners with valuable campaign design skills:

a. An interactive online “Behavior Change Campaign Design Tool” based on a methodology digitally integrating lessons learnt, campaign design process, implementation and impact assessment, guiding campaign designers through the entire process. It is an iterative process of entering information by the campaign designer, and the online tool processing and leading through the process step by step.

b. The “ASEAN Behavior Change Design Center” (ABCD-Center) with behavior change design mentors and consultants supporting different actors through the process of developing and implementing behavior change designs. The ABCD-Center can further facilitate and support a standardized impact reporting framework for campaigns. The center could ensure continuous evidence-based learning from behavior change campaign experiences in ASEAN member countries and feed learnings back into improved campaigns. The ABCD-Center is a virtual knowledge space and human interaction space of mentoring and consulting collaborations.

4. Ready-to-use Behavior Change Solutions for the ASEAN Region

In our analysis we identified 7 local best practice campaigns. Among them are campaigns targeting Waste Segregation, Refill and Reuse Behavior at shops and restaurants, and Single Use Plastic Reduction in schools. We recommend taking the underlying successful campaign design, adapt the design to fit with the target group region of various ASEAN member countries and offer ready-to-use best practice campaigns to practitioners from governments, NGOs and other organizations for implementation.



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