1. Background
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4. Impact and opportunities
5. Engagement and outreach
6. Workplan

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Behavioural insights for better waste management

GEC Foundation, in collaboration with UNEP-IETC

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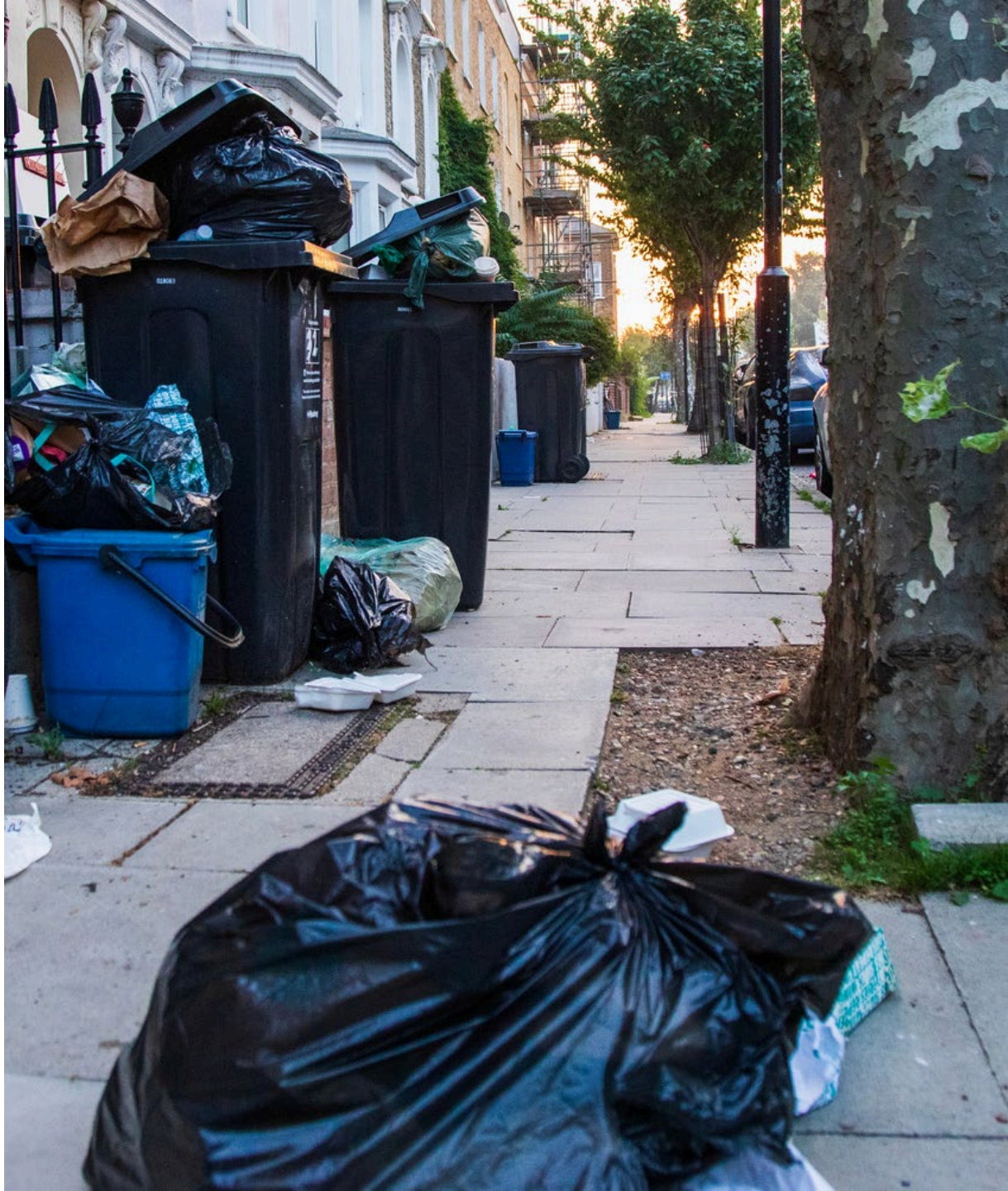

Background

- GWMO and WRP
- Different contexts and contrast among country groups
- Critical challenge in rapidly urbanizing areas
- Local governments in need of support

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Project overview

Understanding the dilemma:
social behaviour vs waste disposal habits

Desk research and comparative analysis

- Flagship publications
- Additional information (scientific, demographic, socioeconomic)
- Policy frameworks

Consultations

Final material with actionable insights

Dissemination

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Insights

- The better the waste collection services, the better our behaviour on waste disposal?

- Lock in effects: worse collection infrastructure leads to worse waste disposal habits which leads to more costly waste management?

- Risk perception impacts waste disposal habits?

- Where should incentives be focused?

- Social vulnerability and gender aspects

- Critical gaps between waste collection and waste management (waste that is separated but ends up mismanaged, e.g.).

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Impact and opportunities

Project will deliver
- Sound information and evidence-based recommendations
- Engagement and behaviour change advocacy

Impact indicators
- People, geographies involved
- Webpage views and no. of downloads
- Interventions taking in consideration project findings

Long-term outcome
Better waste management, safer communities

Opportunity to

- Spotlight a neglected issue
- Enhance our networks
- Trigger further analyses, resources
- Strengthen Lloyd's – GEC/IETC collaboration

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Engagement and outreach

Programmatic collaboration
IETC

Project partners
Lloyd's
FGV Brazil
Resilient Cities Network
IGES
Osaka City
Osaka Metropolitan University

Outreach
GEC and UNEP networks
Social media
UNEP Behavioural Science community
Mid-term workshop in Osaka

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Behavioural insights for better waste management

Thank you.

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