



11 September 2026

**Concept Note for Behavioural Insights for Better Waste Management Project
Mid-Term Workshop
14th–16th September 2026, Osaka**

1. Background

The project 'Behavioural Insights for Better Waste Management'—implemented by the Global Environment Centre Foundation (GEC) in collaboration with United Nations Environment Programme International Environmental Technology Centre (UNEP-IETC) and funded by Lloyd's Register Foundation—aims to deepen understanding of behavioural, social, and contextual drivers that shape waste-related practices. Building comparative analyses of the Global Waste Management Outlook (GWMO) and the World Risk Poll (WRP) 'A World of Waste,' the project examines how citizens' perceptions, risk awareness, incentives, and service quality interact to influence waste disposal and recycling behaviour.

The ultimate objective is to inform policymakers about actionable insights to enhance public engagement and promote better waste management strategies, contributing to a cleaner and safer environment and improved community health. At this mid-point of the project timeline, a dedicated in-person workshop in Osaka will provide an essential opportunity to reflect on progress, review initial findings, strengthen collaboration with partners engaged in case studies and in-depth analyses, and align on next steps.

In addition, to gain firsthand insight into the practical implementation of local policy and waste management technology, the workshop will collaborate with Osaka City, incorporating a dedicated lecture as well as field visits organized in partnership with the city.

2. Rationale and Purpose

The mid-term workshop serves as a strategic checkpoint to reflect on progress, review early findings, strengthen collaboration with partners engaged in case studies, and align on next steps.

3. Objectives

- **Related project outputs for better policy recommendations and actionable insights**
 - Present and discuss project progress to date.
 - Refine analytical direction and methodology.
- **Learning across peers**
 - Enhance collaboration and coordination among project partners and experts.
 - Present and explore behavior-science-related policies and initiatives currently underway worldwide.

- Conduct a field visit in Osaka to learn from good practices in waste management.

4. Organizers

GEC, UNEP-IETC, Osaka City, Osaka Metropolitan University, and The Institute for Global Environmental Strategies (IGES)

5. Participants

- **Project partners:** Fundação Getulio Vargas, Global Resilient Cities Network, Lloyd's Register Foundation
- **Academia:** Arabian Gulf University (Bahrain), Griffith University (Australia), Kobe City University of Foreign Studies and Sophia University (Japan)
- **Policymakers:** Municipalities of Birigui, Harmonia, Ibertioga, Salvador (Brazil), Chennai (India), Penang (Malaysia)
- **International partners:** World Bank, International Water Management Institute, Data4Change, Lending Hands Foundation, GIZ
- **Partners in Japan:** National Institute for Environmental Studies, Research Institute for Humanity and Nature

6. Venue

[Osaka Metropolitan University](#), Morinomiya Campus -Event Hall, 4th Floor

7. Agenda

Day 1: 14th September

Time (UTC+9)	Agenda
08:30-09:00	Registration
09:00-09:40	Opening Session • Welcome Remarks ◦ UNEP-IETC (5mins) ◦ Yuko Ihara, Director General, Environment Bureau, Osaka City (5mins) • Workshop Introduction (10 mins) ◦ Takuya Kitatsuji, Executive Director, GEC ◦ Akiko Doi, Senior Programme Officer, GEC • Presentation OMU's VISION 2030: Advancing Sustainability and Waste Research through Stakeholder Collaboration (15mins) ◦ Takaaki Shigematsu, Vice President, Osaka Metropolitan University • Group Photo (5mins)
09:40-10:40	Session 1: Project Presentation Facilitator: Felipe Dall, Programme Officer, United Nations Environment Programme (UNEP) Description • This session shares the project details and the latest analysis of the project in order to get feedback from the experts. Agenda Items • Presentation: Project Introduction (15mins) Felipe Dall, Programme Officer, UNEP-IETC • Presentation: World Risk Poll (15 mins) Busayo Onanaye, Junior Data Analyst, Lloyd's Register Foundation • Presentation: Project update: Behavioral evidence for better waste management, and its limits (15 mins) Sayaka Ono, Project Consultant, GEC • Consultation and Feedback (15 mins) Facilitator: Felipe Dall, Programme Officer, UNEP-IETC
10:40-11:00	Coffee Break

11:00-12:30	Session 2: Case Studies — Insights from real world interventions Facilitator: Resilience Cities Network Description • This session presents findings from two urban spotlight studies conducted under the project, as well as two case studies from Fiji and Malaysia. Drawing on real-world pilot interventions in municipalities across India, Brazil, Fiji and Malaysia, participants will explore how community-driven, low-carbon waste management systems can drive behaviour change, strengthen municipal partnerships, and generate scalable insights of behaviour change and waste management for cities worldwide. Agenda Items • Presentation: “Spotlight Study 1 — India and Brazil” (10min) <i>Behaviour change and waste management findings from Chennai (India) and Salvador (Brazil)</i> <i>Speaker: Resilient Cities Network</i> • Presentation: “Spotlight Study 2 — Brazil” (10min) <i>Behavioural Insights for Better Waste Management in Brazil</i> <i>Speaker: Michel Xocaira Paes, José Antônio Puppim de Oliveira, FGV</i> • Presentation: “Case Study 1 — Fiji” (10min) <i>Community perspectives and engagement in sustainable solid waste management (SWM) in Fiji: A socioecological thematic analysis</i> <i>Speaker: Aarti Sewak, Griffith University</i> • Presentation: “Case Study 2 — Malaysia” (10min) <i>From Awareness to Habit: Penang’s Journey in Reducing Single-Use Plastic</i> <i>Speaker: Josephine Tan, Penang Green Council</i> • Q&A (10mins) • Break-out groups Discussion (40mins) <i>Facilitator: RCN</i>
12:30-13:30	Lunch Break@ OMU dining (1F)

13:30-15:00	Session 3: Understanding What Drives Waste Behaviour – Insights from Behavioural Science Facilitator: Xuepeng Qian, Description - This session explores the behavioural, social, and contextual factors that influence waste separation and other waste-related practices. Drawing on behavioural science and empirical evidence from Japan and international studies, it examines the gap between intention and action, as well as the potential for waste separation to encourage broader sustainable behaviour. The session will discuss how behavioural insights can inform more effective and context-sensitive waste management policies and interventions. Agenda Items Presentation (40mins) Behavioural Drivers of Household Waste Separation: Global Evidence and Implications for Japan <i>Jiarong Hu, National Institute for Environmental Studies</i> Beyond a Single Action: Behavioural Spillover from Waste Separation to Decarbonisation Practices <i>Xuepeng Qian, Sophia University</i> Discussion (45 mins) <i>Facilitator: Tomonori Sudo, Research Institute for Human and Nature</i> Main directions: - Translating behavioural evidence into practical interventions - Adapting approaches to different social and local contexts - Linking waste behaviour with broader sustainability objectives Wrap-up (5 mins) <i>Tomonori Sudo and Xuepeng Qian</i>
15:00-15:20	Coffee Break
15:20-16:50	Session 4: Applying Social Marketing Principles to Developing Effective Waste Management Initiatives Facilitator: Sameer Deshpande Description This session aims to equip participants with a research-grounded framework for designing and evaluating waste behaviour change interventions. Drawing on the speaker's systematic review of household waste-sorting programmes and community waste management studies in Fiji, this session introduces social marketing benchmark criteria as an analytical framework. Agenda Items

	• Introduction to benchmark criteria (incentives, barriers) (30 mins) ◦ Sameer Deshpande, Associate Professor, Department of Tourism and Marketing, Griffith University • Presentation: Incentives, Barriers and Competition: Field Evidence from Southern Africa's Informal Waste Economy (15mins) ◦ Frank Adiga, Researcher / Independent Consultant • Interactive breakout: applying social marketing principles and benchmark criteria to waste management initiatives (45 mins)
16:50-17:00	Wrap up for Day 1 • Felipe Dall, Programme Officer, UNEP-IETC
17:00-18:30	Welcome Reception @SMBI Sky lounge (12F)

Day 2: 15th September

Time (UTC+9)	Agenda
08:30-09:00	Registration
09:00-10:20	Session 5: Unlocking Data and Financial Tools to Drive Behaviour Change in Waste Systems [Data and financial instruments] Description Facilitator: Premakumara Jagath Dickella Gamaralalage, Director of IGES Centre Collaborating with UNEP on Environmental Technologies (CCET) • This session explores how closing critical data gaps and applying financial instruments can strengthen behaviour change in waste management. Many cities and communities lack reliable, detailed data on waste generation and user behaviours, limiting their ability to design targeted and effective interventions. At the same time, being informed by sufficient data, incentives, pricing mechanisms, and funding models can play a key role in shaping behaviour. The session is structured in two parts: Part A looks at how data — from community monitoring to pilot studies — can be used to understand behaviour patterns and design targeted interventions; Part B turns to financial approaches from case studies that can incentivize waste reduction, segregation, and more sustainable practices. The session closes with a shared discussion connecting the data and finance perspectives. Agenda Items • Setting the scene Premakumara Jagath Dickella Gamaralalage, Director of IGES Centre Collaborating with UNEP on Environmental Technologies (CCET) (5mins)

	- Part A: Data • Presentation: Unlocking Data and Financial Tools for Circular Waste Management – Insights from the WasteWise Decision-Support Tool <i>Tosin Somorin, International Water Management Institute (10 mins)</i> • Presentation: Data to Action: Lessons from Behaviour Change in Rural Waste Management <i>Abhishek Saini, Founder, Lending Hands Foundation (10 mins)</i> • Presentation: How do we know if environmental education really changes behavior? <i>Victoria Gardella, founder and executive director, Agenda Ambiental (10 mins)</i> • Q&A Session (15mins) - Part B: Finance • Presentation: Investment climate for waste reuse enterprises in Nigeria: Firm-level insights <i>Solomie Gebrezgabher, International Water Management Institute (IWMI) (10 mins)</i> • Presentation: Market Mechanisms for Formalising India's E-Waste Sector <i>Deepali Sinha Khatriwal, Founder, Inclusive Recycling Foundation (E[co]work) (10 mins)</i> • Q&A Session (10 mins)
10:20-10:40	Coffee Break
10:40-12:00	Session 6: Inclusive Behaviour Change for Better Waste Management [Youth, gender and social] Facilitator: Dwayne Appleby, IGES / Behaviour Lab Description • This session explores how inclusive behaviour change approaches can improve waste management outcomes by understanding diverse users, addressing different barriers, and designing solutions with communities rather than for communities. • Participants will explore: ○ Who is often overlooked in waste systems? ○ How can behaviour change approaches respond to different realities? ○ What principles should guide governments, funders, and practitioners in designing inclusive interventions? Agenda Items • Opening reflection: "Who is missing?" <i>Moderator: Dwayne Appleby, IGES / Behaviour Lab</i> • Five voices: behaviour change stories Each answering the same three questions: (1) Who was your audience, and why were they important? (2) What is one behavioural insight that changed your understanding? (3)

	What did you do differently to bring about inclusive behaviour change? ○ Dwayne Appleby, IGES / Behaviour Lab ○ Bronwen Robertson, Data4Change ○ Shiyang Li, Deep Wave Consulting / Behaviour Lab ○ Roger Spranz, Making Oceans Plastic Free / GIZ ○ Shiori Sekiyama and Maki Hayashi, Osaka Metropolitan University, "Ecorosuke" ● Audience sense-making: "What are we learning?" "Looking across these examples, what makes behaviour change more inclusive?" Live Mentimeter input from in-person and online participants, with moderator commentary on the emerging themes. ● Strategic panel dialogue <i>Facilitator: IGES</i> <i>Round 1 – Rethinking inclusive behaviour change:</i> the biggest misconceptions about inclusion; and how to move from consultation to genuine co-design in which community voices influence decisions. <i>Round 2 – From projects to systems:</i> how governments and funders should evaluate whether an intervention is truly inclusive, and what data can tell us about process as well as output. ● Audience reflection and Q&A ● Collective closing
12:00-13:30	Lunch@ OMU Dining (1F)
Special Programme : Waste Management in Osaka City	
13:30-15:45	Osaka City Session: City Experiences in Behaviour Change and Waste Management Facilitator: Felipe Dall, Programme Officer, UNEP-IETC Description ● <i>This session highlights Osaka City's experience in waste management, with a focus on how behavioural insights can support effective waste reduction, segregation, and collection systems. It brings together municipal representatives to exchange practical approaches and lessons learned on integrating behaviour change into policy design and implementation.</i> Agenda Items ● Presentation: waste disposal, collection and segregation in Osaka (15 mins) <i>Masahiro Yabuki, Deputy Manager for Domestic Waste Reduction, Service Division, Environment Bureau, Osaka City</i> ○ Osaka City Waste Reduction Action Plan ○ Food drive ● Q&A (10 mins)

	• Companies' presentation (10mins presentation, 10 min Q&A) (1) "Circular Transformation: Waste to Value-From Waste to Value: Integrated Resource Recovery for a Circular Future" by Shin Mitarai, Environmental Business Development Dept. Overseas Environmental Business Unit, Kanadevia Corporation (2) "Small-scale Biogas Solutions for Sustainable Waste Management: The VIOCE Approach" by Hideki Muraoka, CFO, Vioce Co., Ltd. (3) "Resource Recycling Project" by Satoshi Shimada, Section Chief, Resource Recycling Division, NEION Film Coatings Corp. (4) "Environmental Initiatives by Murata" Toshiya Kusakabe, Team leader, Environment Business Planning Section, Corporate Technology and Business Development Unit, Murata Manufacturing Co., Ltd. • <i>Break for networking session with Coffee (30 mins)</i>
15:45 – 17:00	Reflection of the mid-term workshop Facilitator: Felipe Dall, Programme Officer, UNEP-IETC Lei Wang, Programme Associate, UNEP-IETC Sayaka Ono, Project Consultant, GEC • Summary of key insights from the workshop • Feedback from the participants through the questionnaire and open comments • Preview of the field visits
17:30-18:30	Dinner@ MOU dining (1F)

Day 3: 16th September

Site Visits

NOTE: Participants will be assigned to groups (Group A or B) in advance by the organisers. Please check your group via [the link](#).

Time (UTC+9)	Agenda	
	Special Programme : Waste Management in Osaka City	
	GROUP A	GROUP B
Meeting time	8:00 Meeting at the lobby (7F) of Hotel Keihan Kyobashi Grande	8:30 Meeting at the lobby (7F) of Hotel Keihan Kyobashi Grande

10:00-12:00	WEF Institute of Technology Inc. - Organic Waste Reduction & Recycling (raw garbage, waterweed, agricultural residue such as corn cobs) <i>Address: 1-19-15 Do Otsu City, Shiga</i>	Kansai Recycling Systems - Household Appliance Recycling (fridges, washing machines, air conditioners) <i>Address: 2-28-1 Kasuga-Kitamachi, Hirakata City, Osaka</i>
12:00-14:00	Lunch Break (45min) <i>Service Area Food Court (Katsuragawa SA)</i>	Lunch Break (1hr) <i>Tenposan marketplace (Minato-ku, Osaka)</i>
14:00-16:00	FP Corporation -FPCO method; Circular recycling "Tray to Tray " for food containers <i>Address: 1-98-2 Hanshin-ryutsu-Center, Yamaguchi Cho, Nishinomiya City, Hyogo</i>	Eishin Kaihatsu -Recycling of Waste Plastics, processing of collected household plastic waste <i>Address: 4-12 Tsurumachi, Taisho-ku, Osaka City, Osaka</i>
	17:30 Back to Hotel Keihan Kyobashi Grande	17:00 Back to Hotel Keihan Kyobashi Grande

8. Contact

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