



Achieving your zero waste and circular economy goals by integrating behaviour change thinking

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Welcome



- 20+ years of experience seeing, supporting and working to drive change
- MBA, Specialization in sustainability

Services

- Help organizations strategically advance and create value from social and environmental outcomes

Goal
development

Strategic
planning

Program
design

Stakeholder
engagement

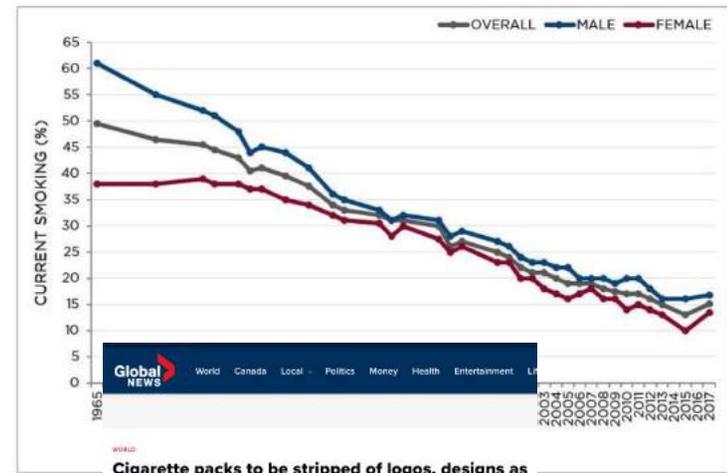
Implementation
support

Facilitation

Change is is a long but possible journey



FIGURE 1.1: SMOKING PREVALENCE* IN CANADA, ADULTS AGED 15+, 1965-2017



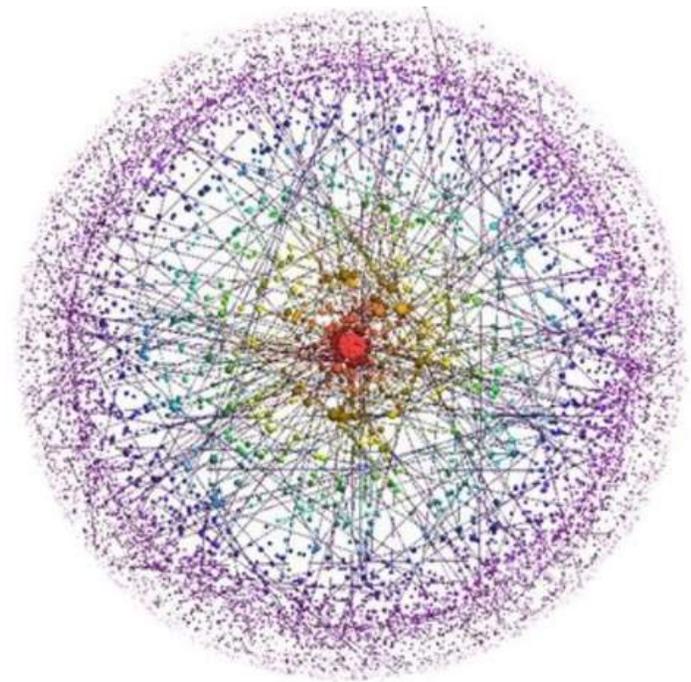
WORLD
Cigarette packs to be stripped of logos, designs as new regulations kick in

By Adina Bregoe - The Canadian Press
 Posted October 26, 2019 6:36 am | Updated October 28, 2019 6:37 am



Today's outcomes are natural outputs of the existing ecosystem

- New outcomes require behaviour change across individuals, teams, departments, organizations, sectors...



Businesses have expertise in driving behaviour change



How might we use behaviour change thinking to achieve zero waste and circular economy goals



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Circular economy Guardian sustainable business
The ridiculous story of airline food and why so much ends up in landfill

Airlines generated 5.2m tonnes of waste in 2016, most of which went to landfill or incineration - and it cost them £200m



Plastic has dominated the in-flight experience, but airlines including Iberia and Qantas are experimenting with ways to reduce packaging. Photograph: Jeff Greenberg/USG via Getty Images

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Toronto
Zero-waste grocery store aims to dump all single-use plastics

Unboxed at 1263 Dundas St. W. is trying to do its part to clean up the environment

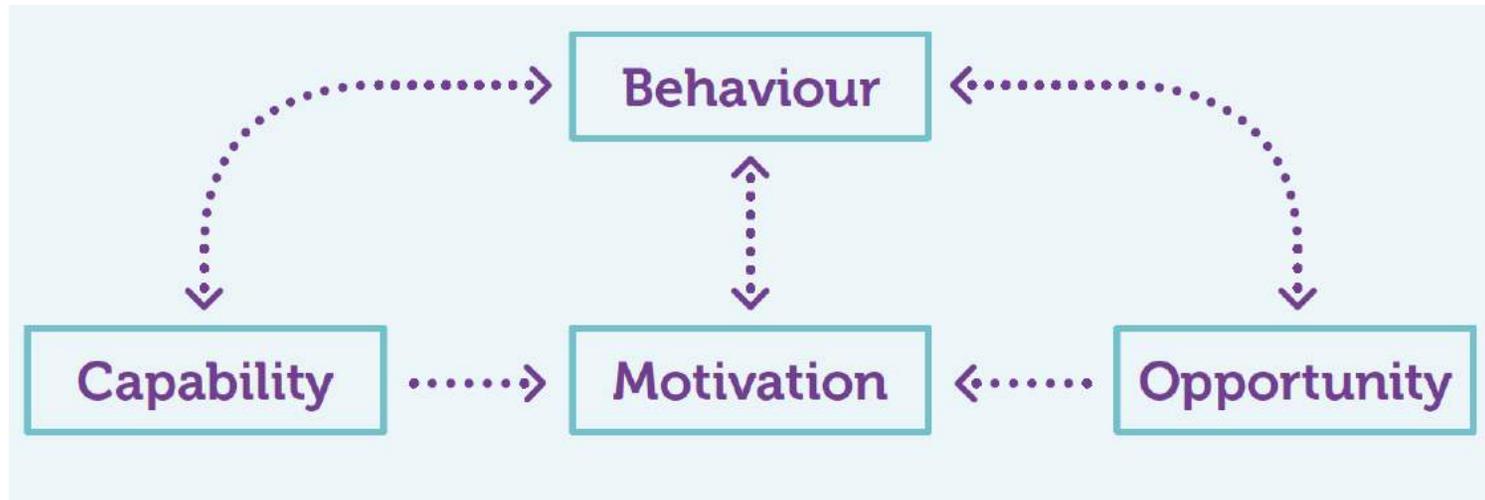
Lorenda Reddekopp · CBC News · Posted: Feb 23, 2019 7:00 AM ET | Last Updated: February 23, 2019



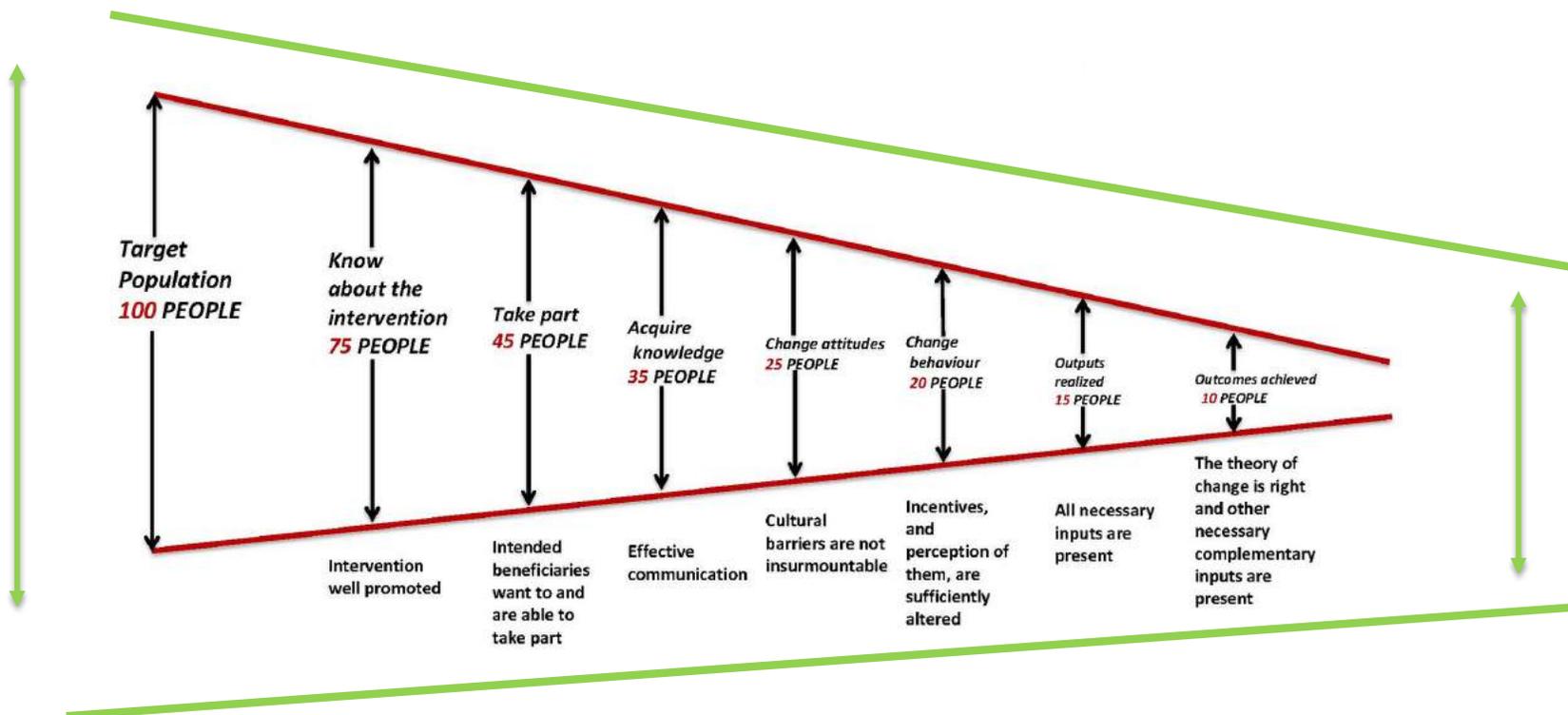
How do you fix healthcare's medical waste problem?



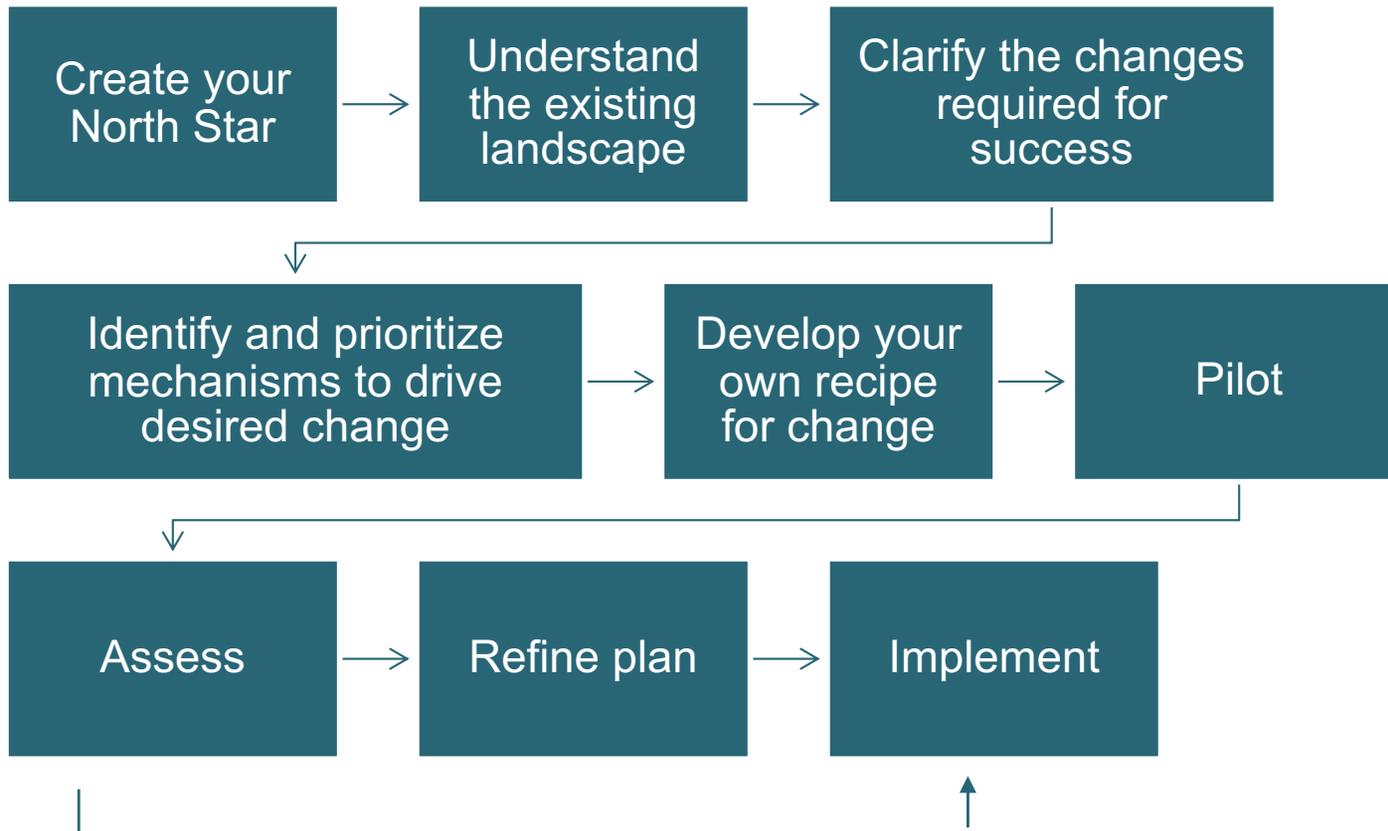
The components of any behaviour



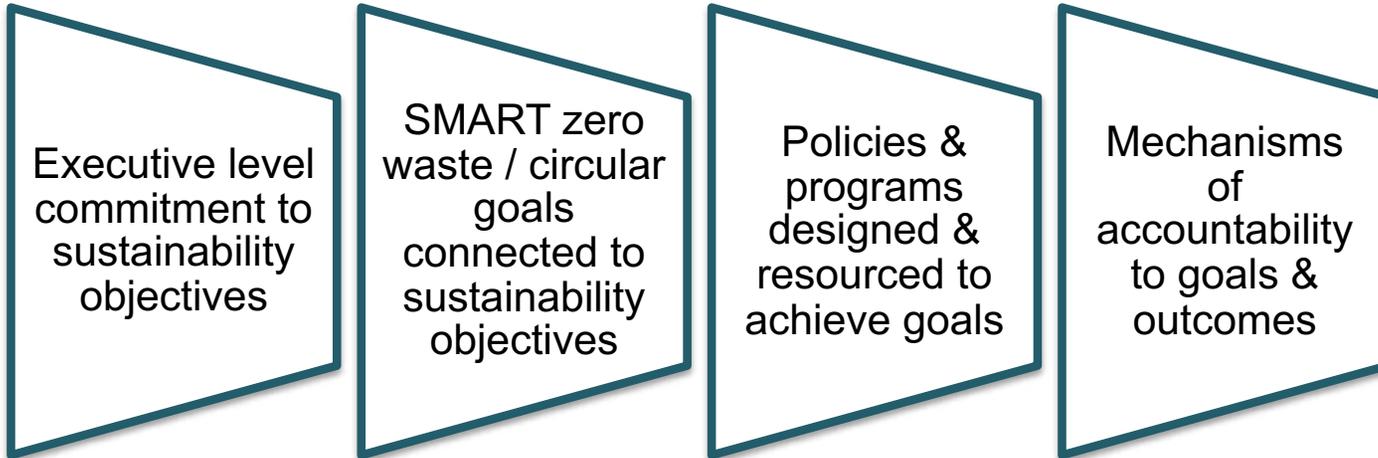
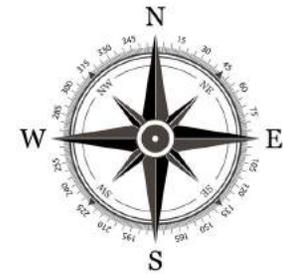
Understanding attrition can help increase the probability of success



Process



Create your North Star



Understand the existing landscape



Organizational
priorities

Opportunities
for zero waste
& circularity

Required
resources

Possible
synergies

Strategies for
extracting
value

Competitor
efforts

Possible
champions

Clarify the changes required for success

Prioritization of zero waste & circularity is increased within the organization

Incremental resources are allocated to management of zero waste efforts

Facilities are consistently measuring and monitoring waste

The organization is investing in innovation to leapfrog reduction efforts

Circularity is a highly prioritized consideration in all purchases

Identify and prioritize mechanisms to drive desired change

Capability

- Training
- Modeling
- Clarifying enablers of success
- Demonstrating synergies between required and existing efforts
- Reframing existing skills

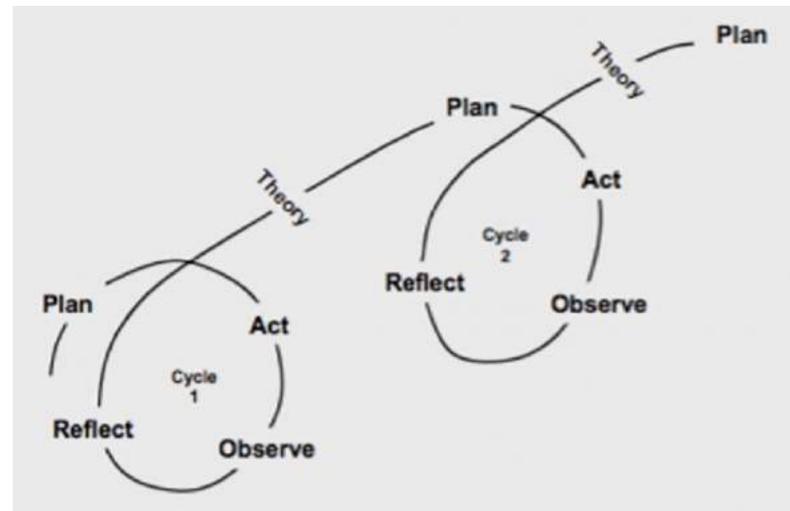
Motivation

- Incentives
- Inclusion in role descriptions
- Awards
- Recognition
- Policies

Opportunity

- Communication & marketing
- Piloting
- Structured learning opportunities
- Plans to integrate into existing efforts
- Participatory research

Develop your own recipe for change



Iterative learning cycles. Adapted from Kolb (1984) and King (2000)

Examples:



Capability
<ul style="list-style-type: none">• Online tools, resources and templates• Peer sessions on priority topics• Weekly problem solving calls• Clarifying enablers of success through profiling• 1on 1 support

Motivation
<ul style="list-style-type: none">• CEO Committee• Company recognition• Profiling of sustainability champions• Requirement for a company champion with ownership over the program• Awards

Opportunity
<ul style="list-style-type: none">• Quarterly events with themes that organizations could opt in and out of• Encouraging company specific plan development

Examples: Cascades



The image shows two news snippets from Cascades. The left snippet features a photo of a "fraks" container with a label that says "100% DE CONTENU RECYCLÉ". Below the photo is the text: "News | April 27, 2022" and "Cascades enhances its line of eco-friendly packaging with an innovative recycled material solution". The right snippet features a photo of a "FlexSHIELD" food container filled with food. Below the photo is the text: "News | February 23, 2022" and "Cascades Sonoco's FlexSHIELD® receives compostability, recyclability and repulpability certification".

Capability

Motivation

Opportunity

Examples: Spent Goods & Nudnik



DELICIOUS
FOODS THAT
REDUCE
CLIMATE
CHANGE.



nudnik



Capability

Motivation

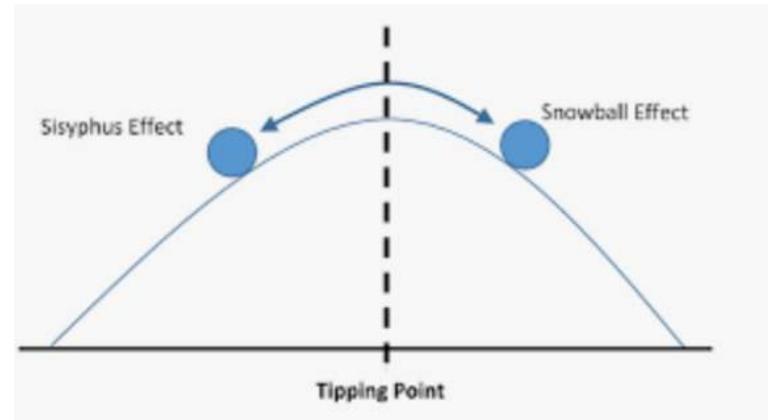
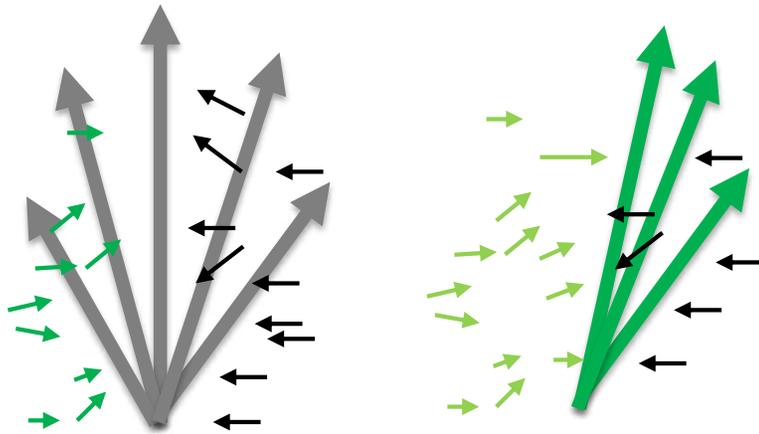
Opportunity



Strategies that can help increase your effectiveness

Manage your expectations

- Focus on the process



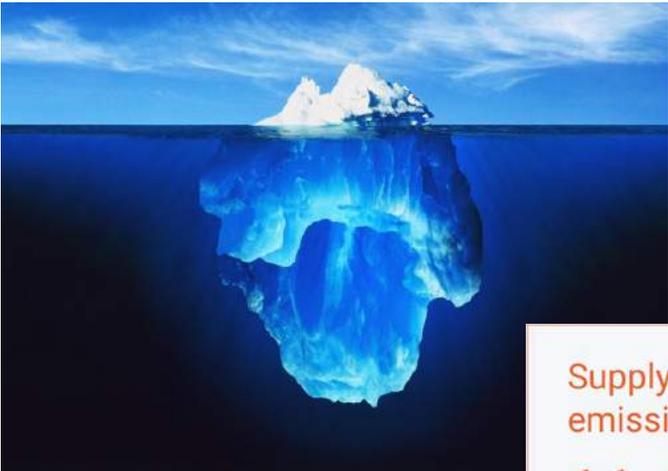
Invest in the work and in building the ecosystem



Change Management

Pilots, training, research, innovation, initiatives

Focus on high impact areas



Sustainable procurement can be an effective, lower cost catalyst for circularity and zero-waste



- SP leverages existing budgets to drive existing policies and catalyze supplier transformation

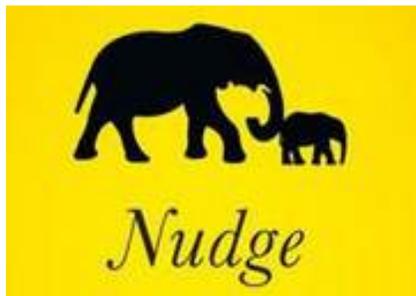
Go around or strategically break through the barriers



Make your work count

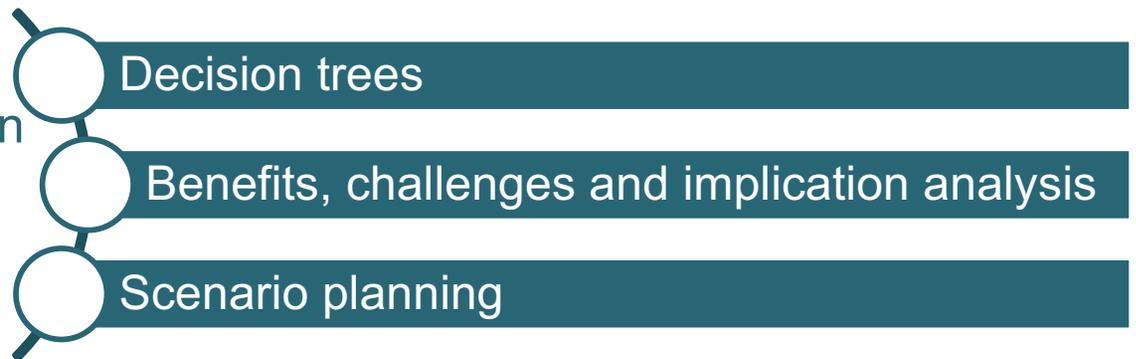


Leverage leading thinking

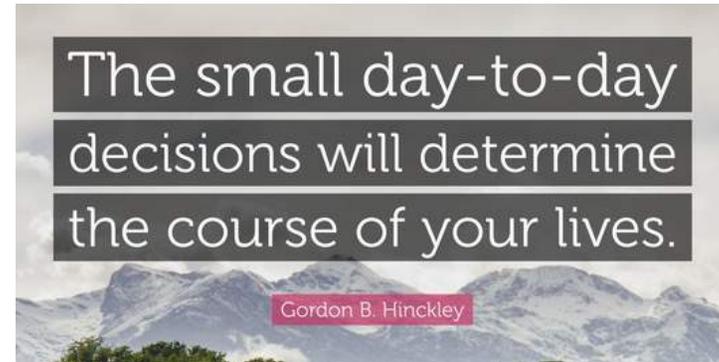


PRO TIP: IF YOU EVER NEED TO DEFEAT ME, JUST GIVE ME TWO VERY SIMILAR OPTIONS AND UNLIMITED INTERNET ACCESS.

Decision making tools



Get started



This is urgent and important work





Questions / Comments



Thank you!

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