



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

Monica Da Ponte

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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

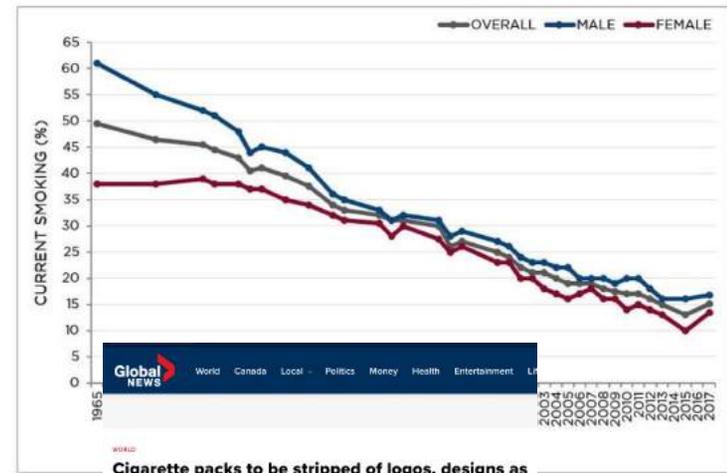
Implementation  
support

Facilitation

# Change is a long but possible journey



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



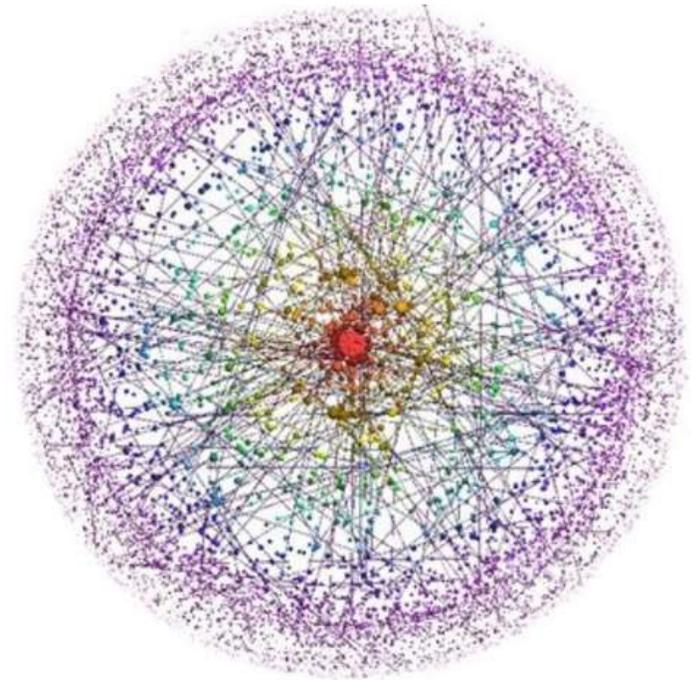
WORLD  
**Cigarette packs to be stripped of logos, designs as new regulations kick in**

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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Environment Climate crisis Wildlife Energy Pollution

**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 £400m

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

**CBC** MENU  
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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

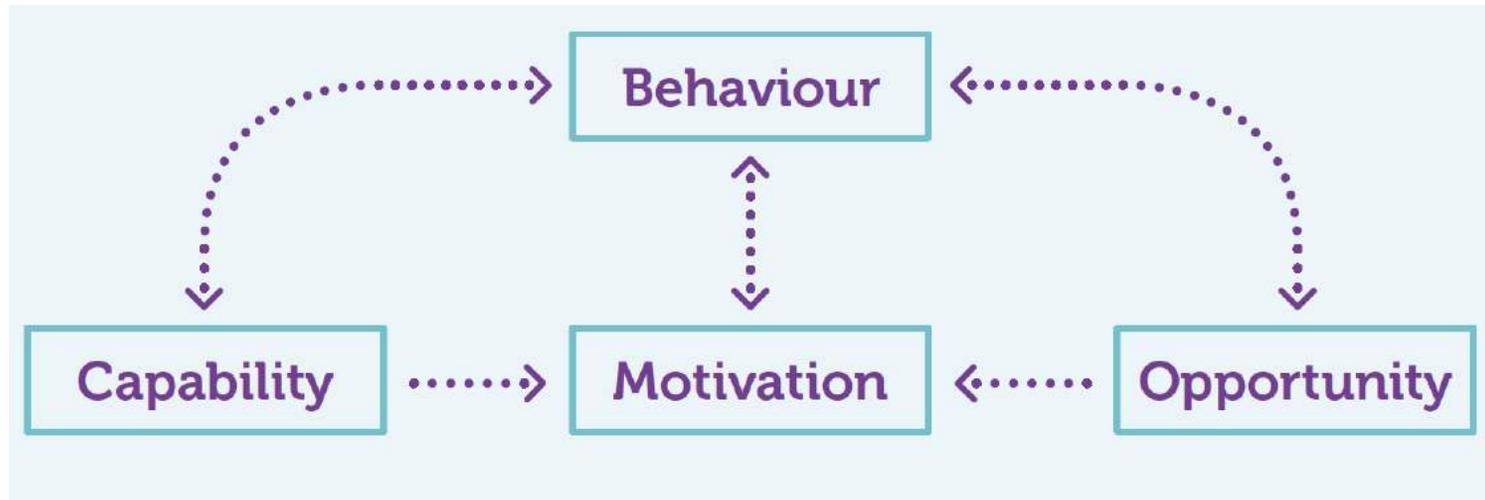
Lorenda Reddekopp · CBC News · Posted: Feb 23, 2019 7:00 AM ET | Last Updated: February 23, 2019



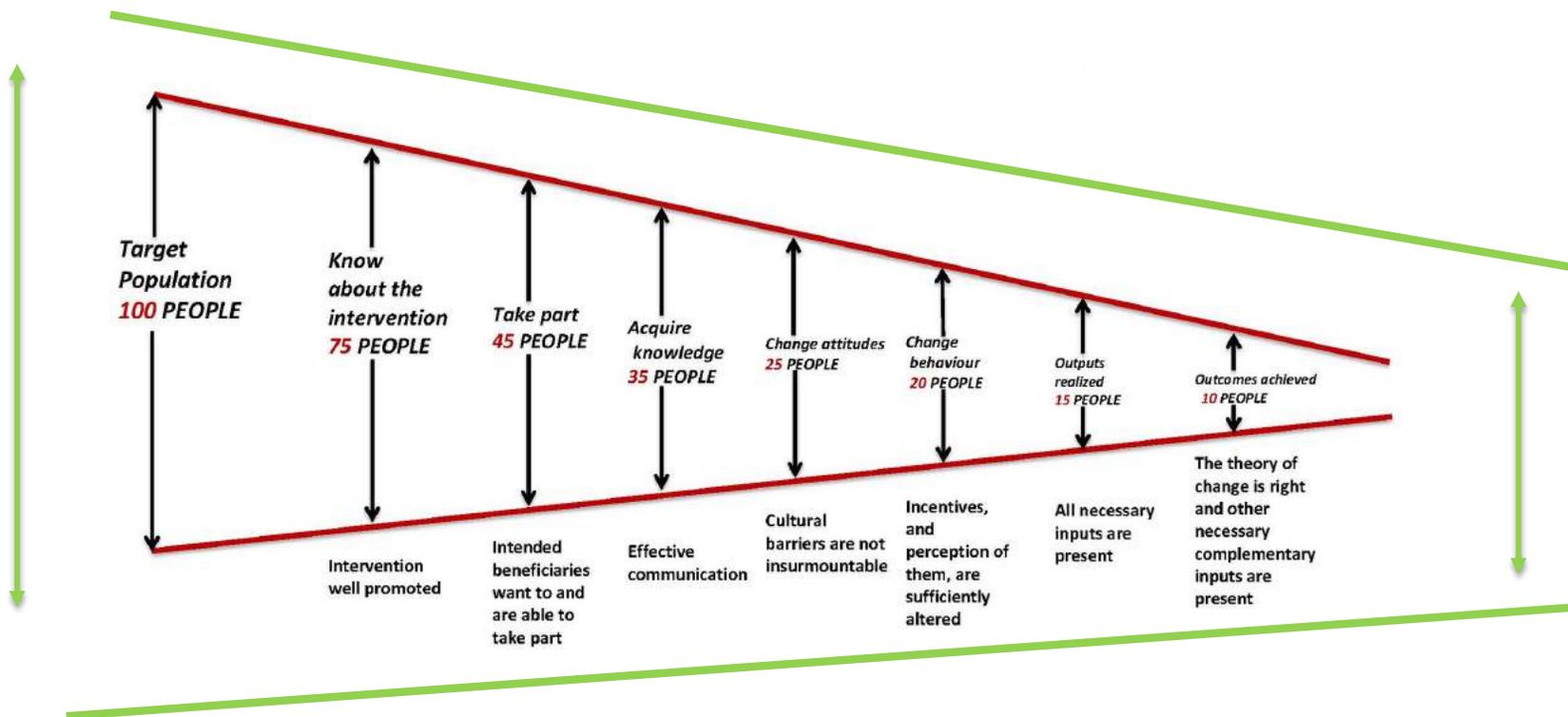
How do you fix healthcare's medical waste problem?



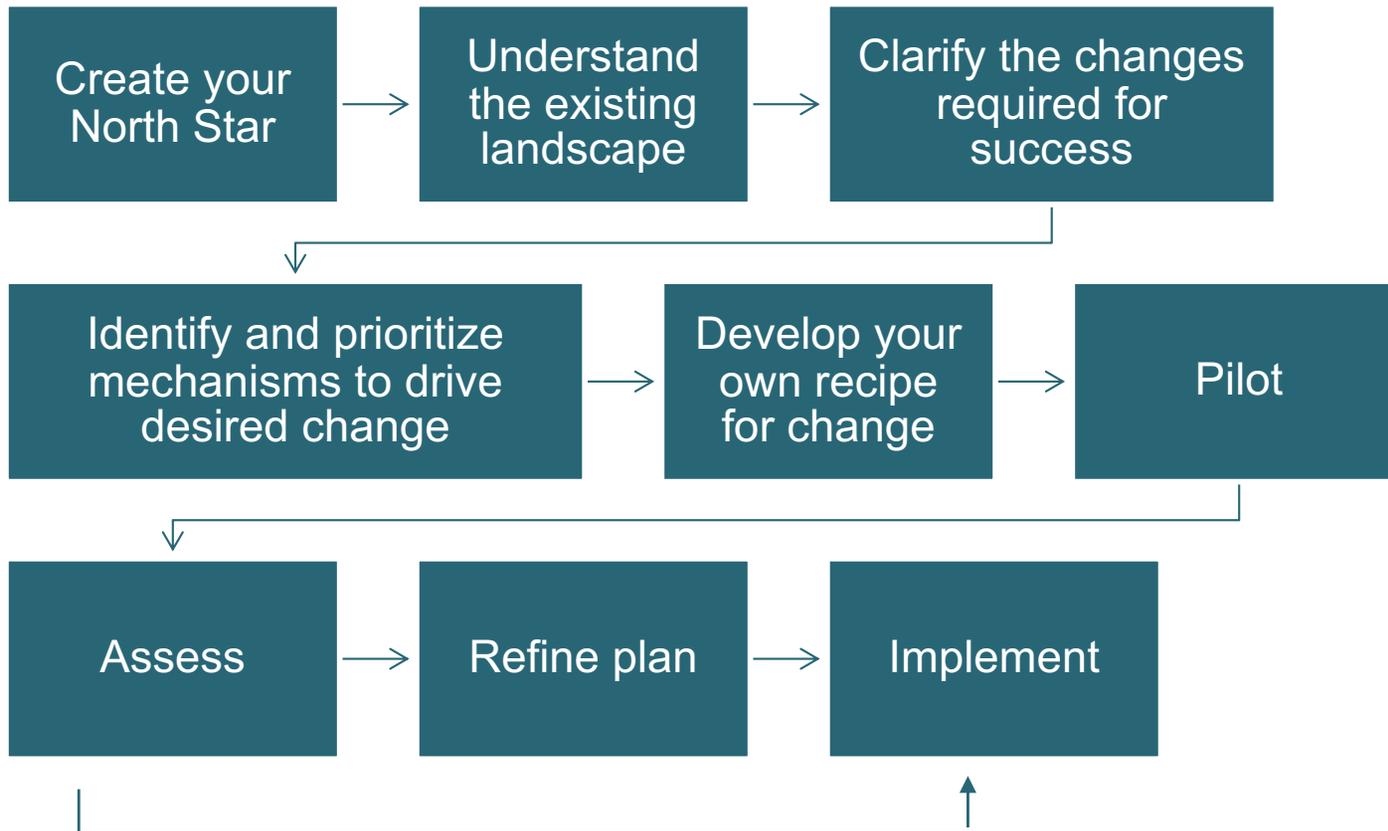
# The components of any behaviour



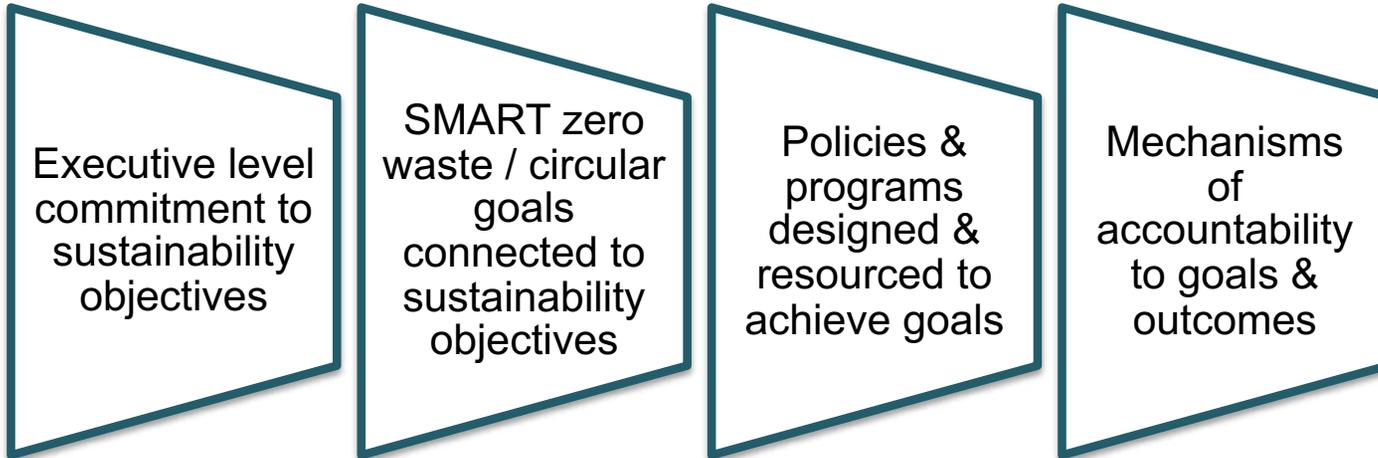
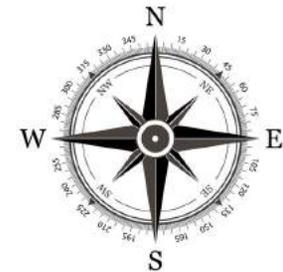
# Understanding attrition can help increase the probability of success



# 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

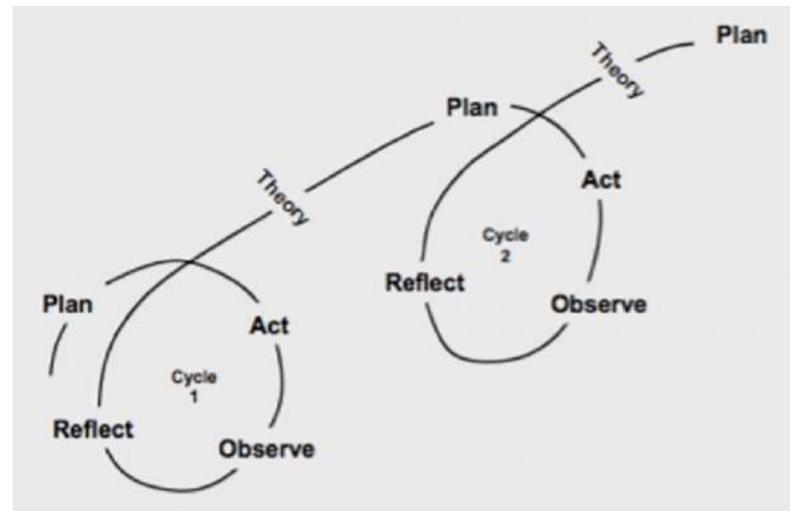
## Motivation

- 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"><li>• Online tools, resources and templates</li><li>• Peer sessions on priority topics</li><li>• Weekly problem solving calls</li><li>• Clarifying enablers of success through profiling</li><li>• 1on 1 support</li></ul>

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

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

# Examples: Cascades



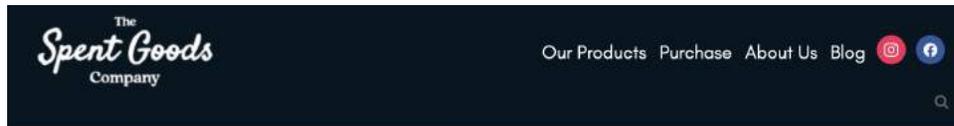
The image shows two news snippets from Cascades. The left snippet features a photo of a "fraks" food container with a label that says "100% DE CONTENU RECYCLÉ". Below the photo is the text: "News | April 27, 2022" and "Cascades enhances its line of eco-friendly packaging with an innovative recycled material 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

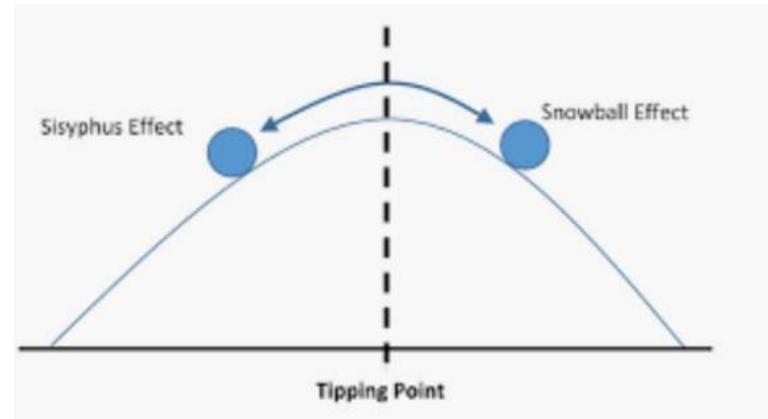
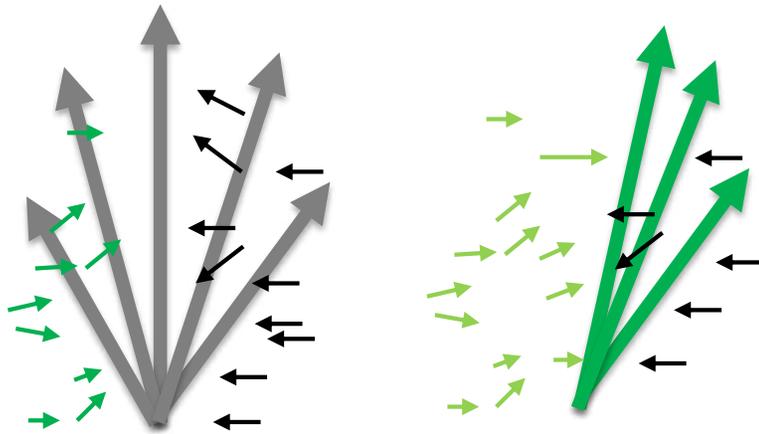
Opportunity



Strategies that can help increase your effectiveness

# Manage your expectations

- Focus on the process



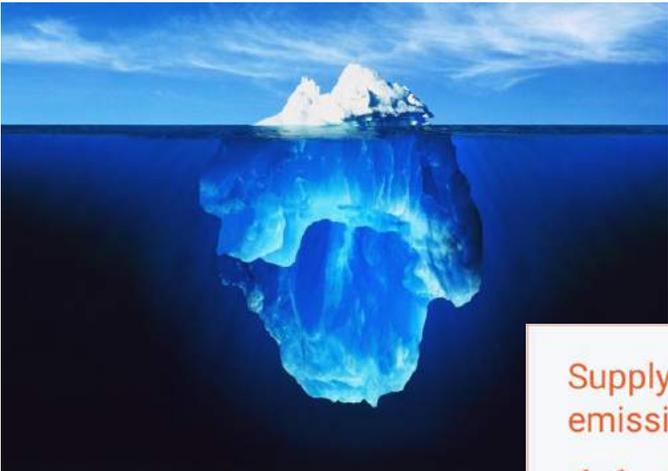
# Invest in the work and in building the ecosystem



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

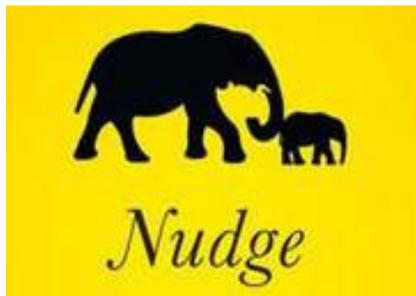
Go around or strategically break through the barriers



# Make your work count

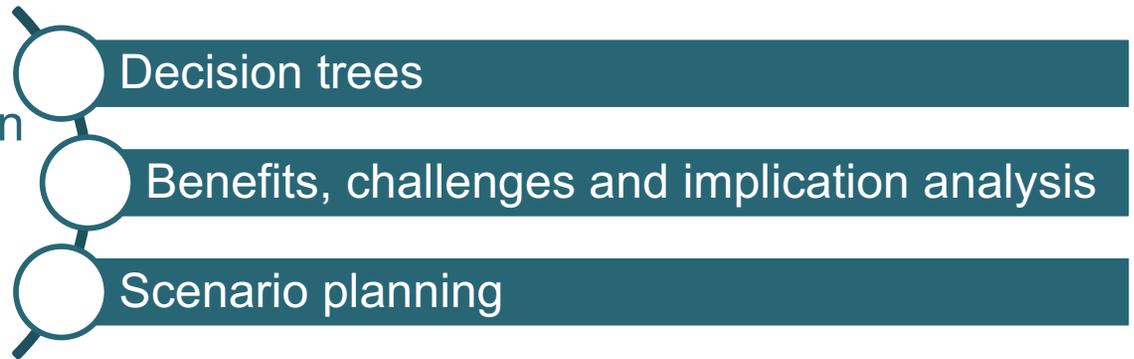


# Leverage leading thinking

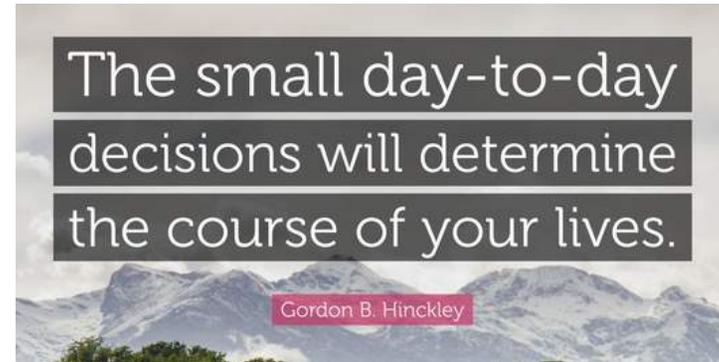


PRO TIP: IF YOU EVER NEED TO DEFEAT ME, JUST GIVE ME TWO VERY SIMILAR OPTIONS AND UNLIMITED INTERNET ACCESS.

Decision making tools



# Get started



# This is urgent and important work





# Questions / Comments



# Thank you!

[Shiftandbuild.ca](https://Shiftandbuild.ca)

[monicadaponte@shiftandbuild.ca](mailto:monicadaponte@shiftandbuild.ca)

