

The Top Ten Myths of Behaviour Change

(in no particular order)

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the lamp is shipped folded flat



frame wires are pivoted into slots in the hub



the hub is hand tightened – no tools required



the lamp is ready for the Lycra fabric shade

Revolve is a unique and attractive modern table lamp.

Nickel-plated wire forms both the structure of the shade and the lamp base. A knit Lycra shade stretches over the frame.

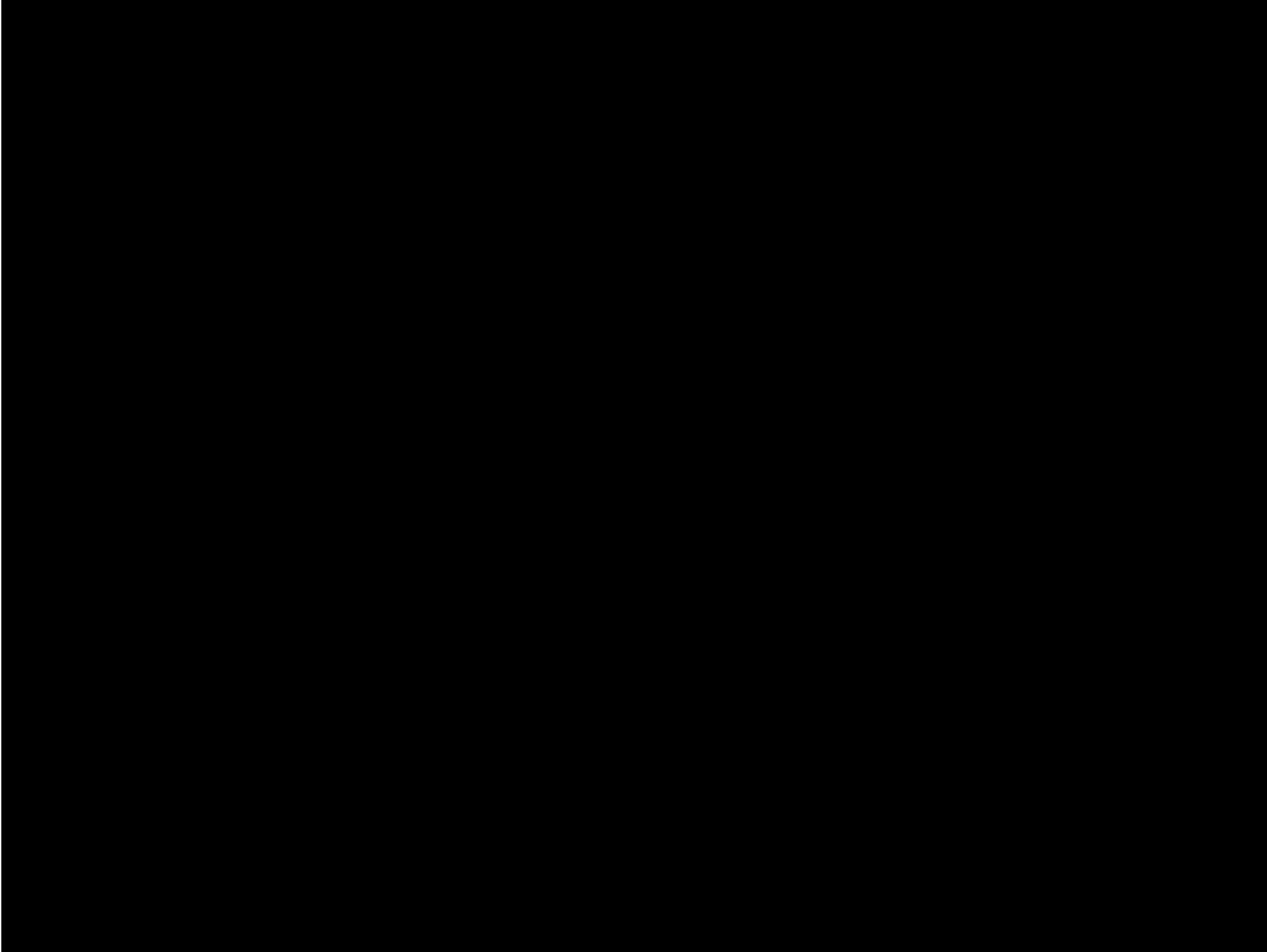
Innovative die-cast hubs allow Revolve to collapse and ship in as little as 18% of its full volume.

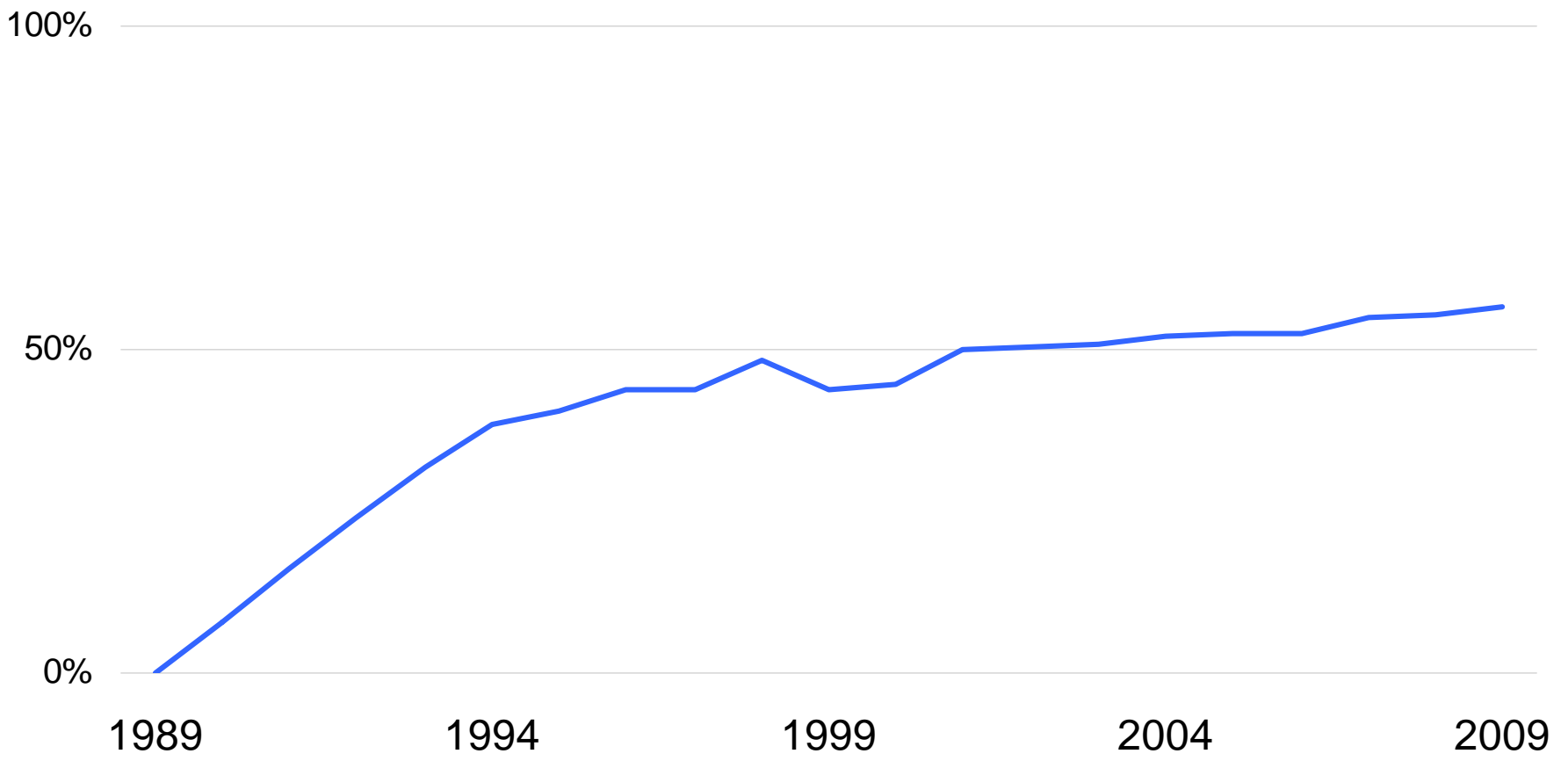
Multiple identical parts keep cost low. The only tool required to factory-assemble Revolve is an allen key; no tools are required by the consumer.

REVOLVE

september 20, 2005 – TVD

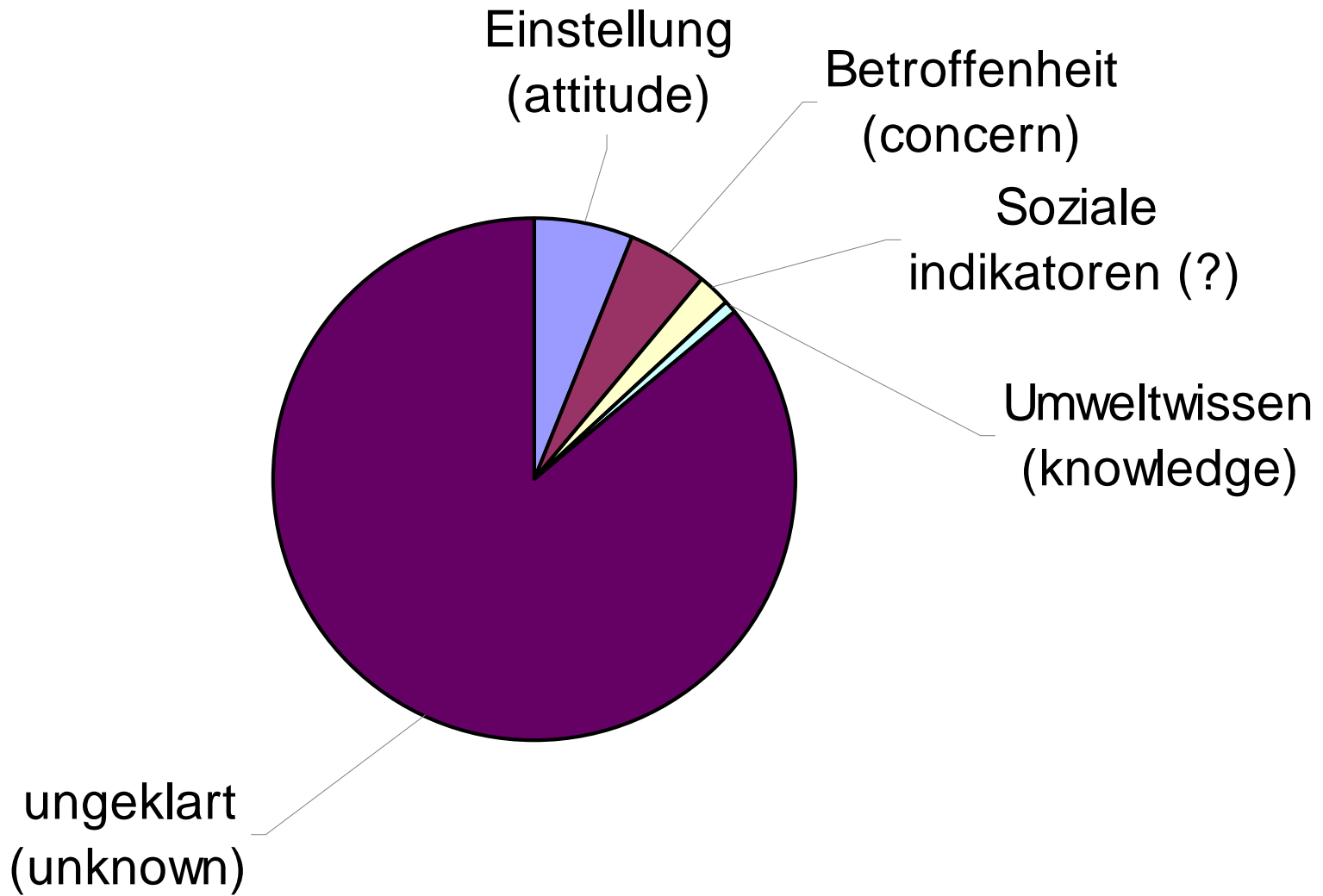
Design: Ruben Anderson and Tom Vincent

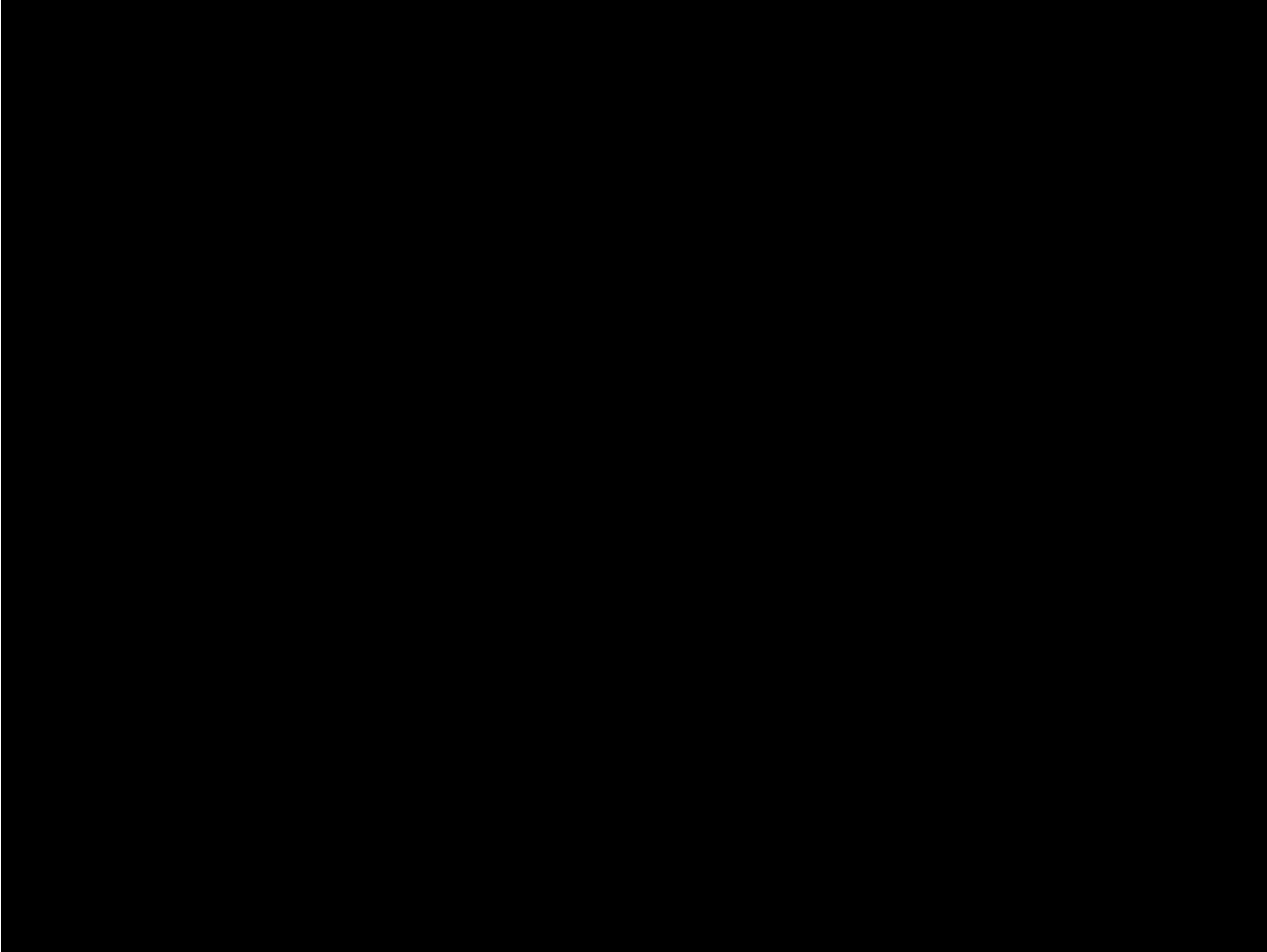




80% of the factors influencing behaviour did not stem from knowledge or awareness.

— Fliegenschnee and Shelakovsky, 1998











Insanity is doing the same thing over and over again but expecting different results.

- Rita Mae Brown.

1. People are lazy



1. People are lazy
2. People don't care



1. **People are lazy**
2. **People don't care**
3. **It's all about education**



1. **People are lazy**
2. **People don't care**
3. **It's all about education**
4. **People won't change until you hit them in the wallet**



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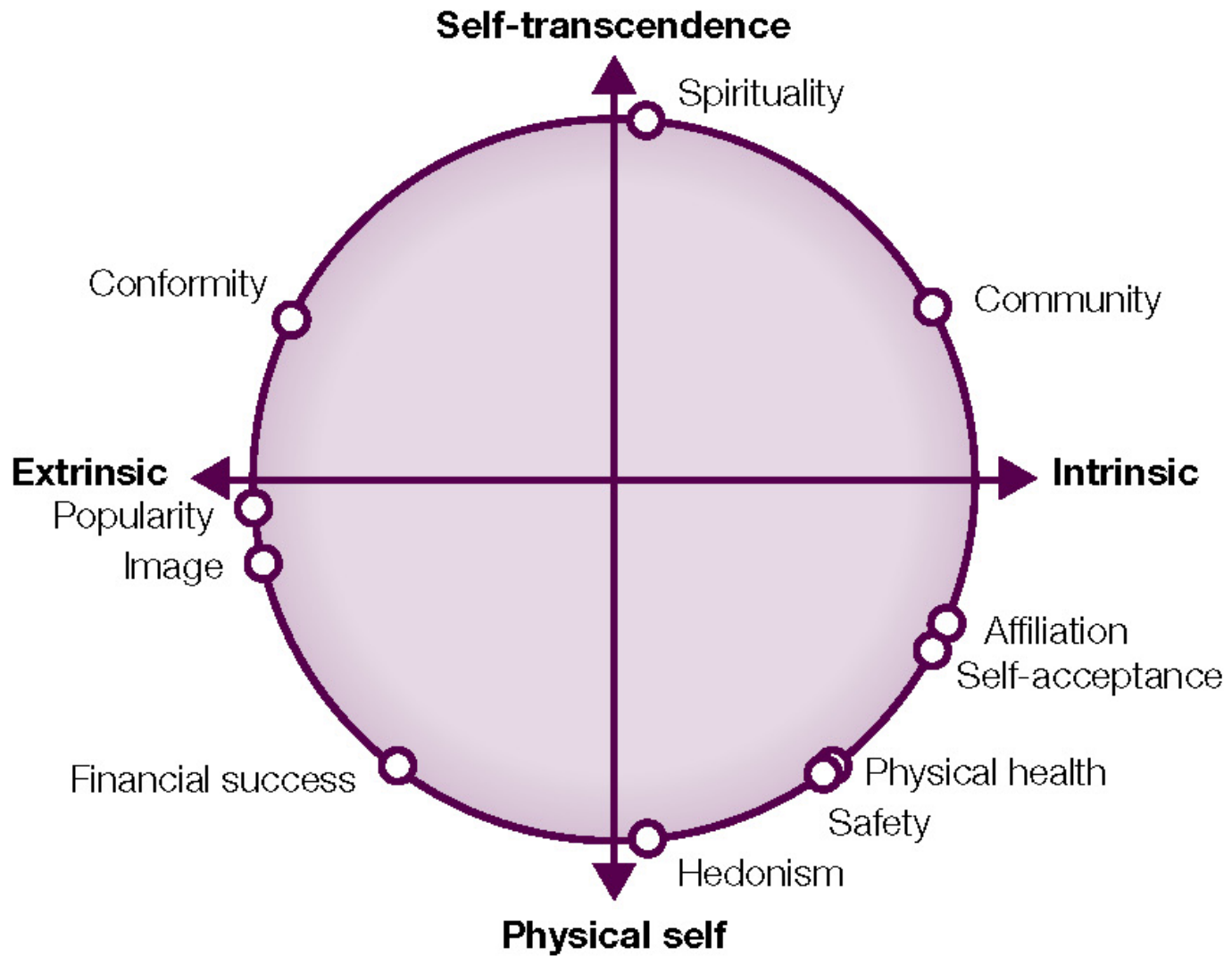


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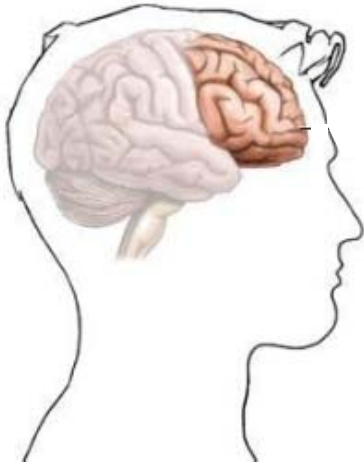
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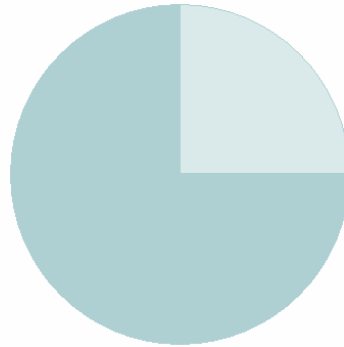
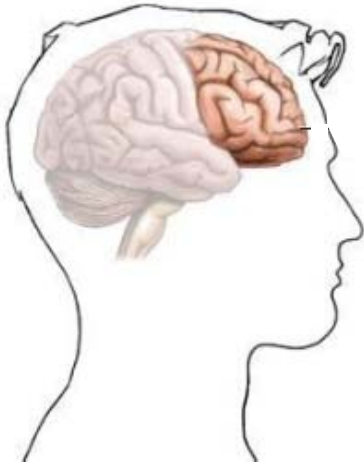


TOWARD

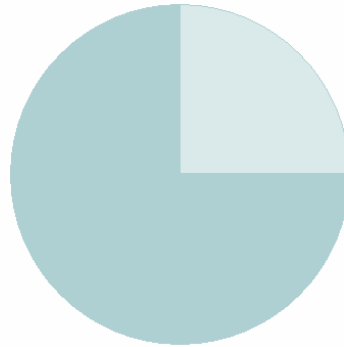
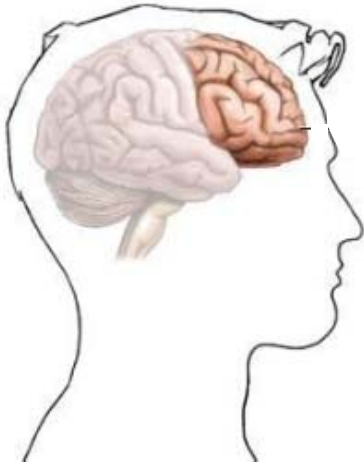


AWAY

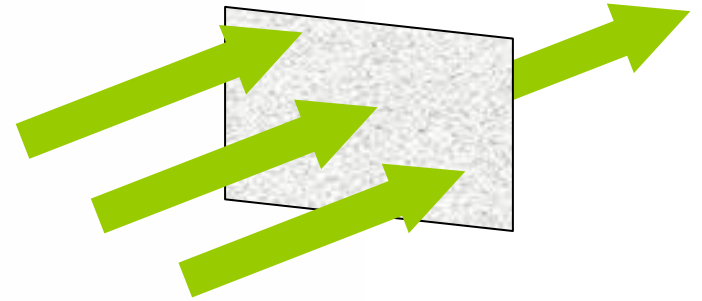




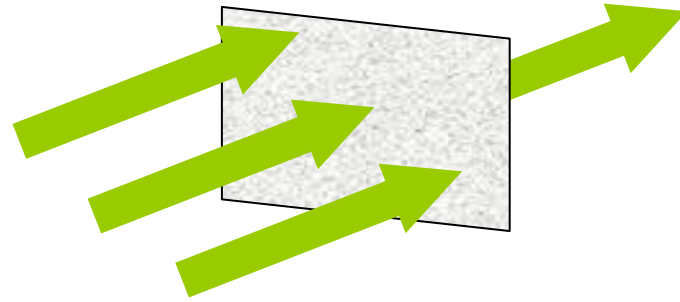
3 hours.



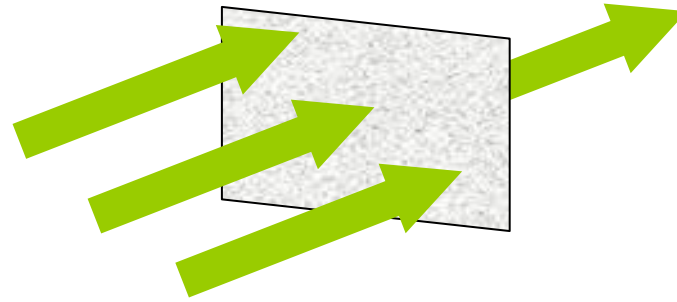
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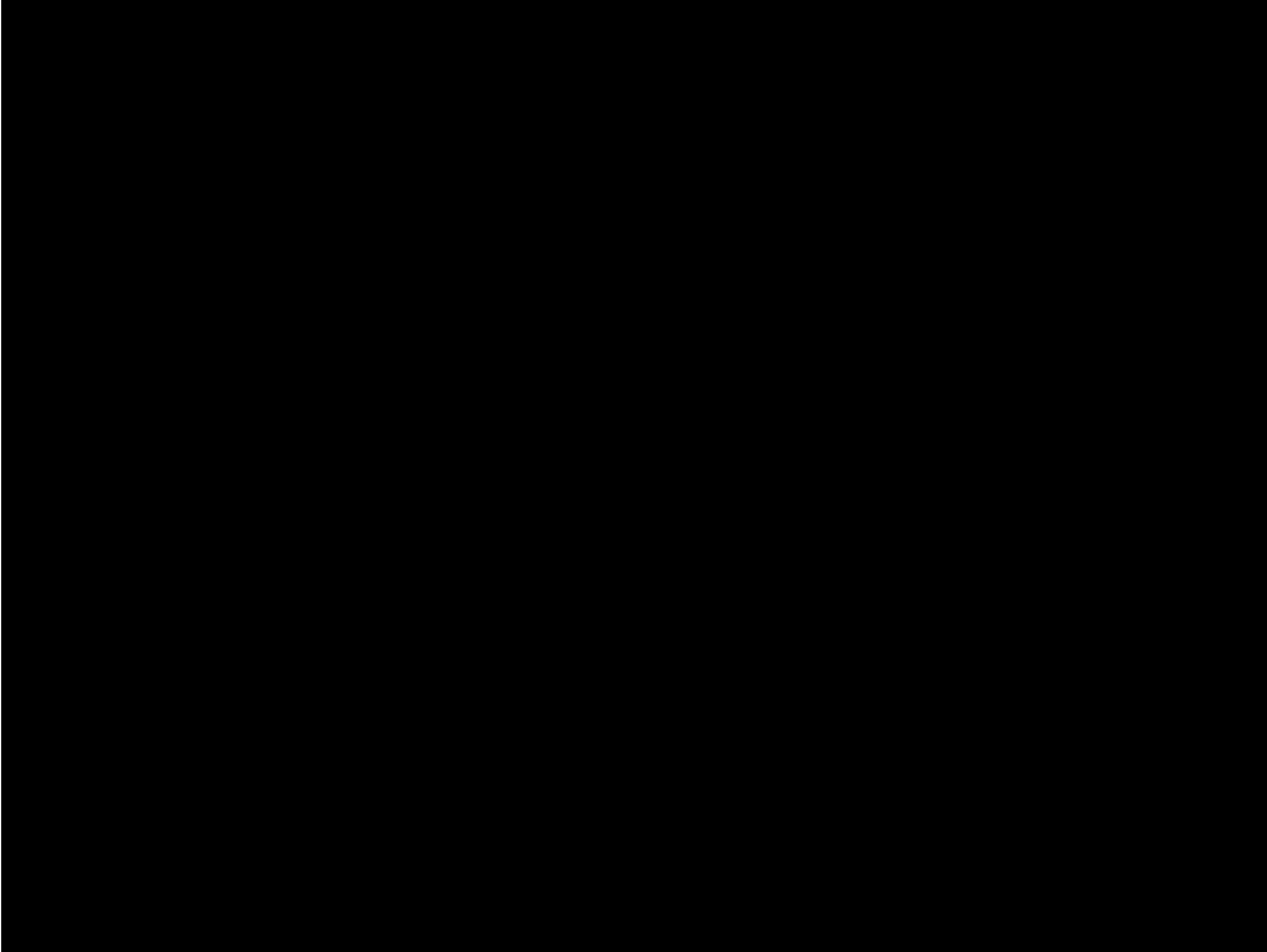
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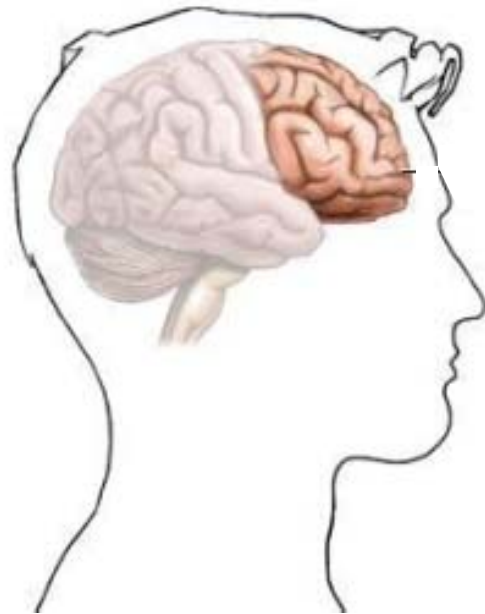


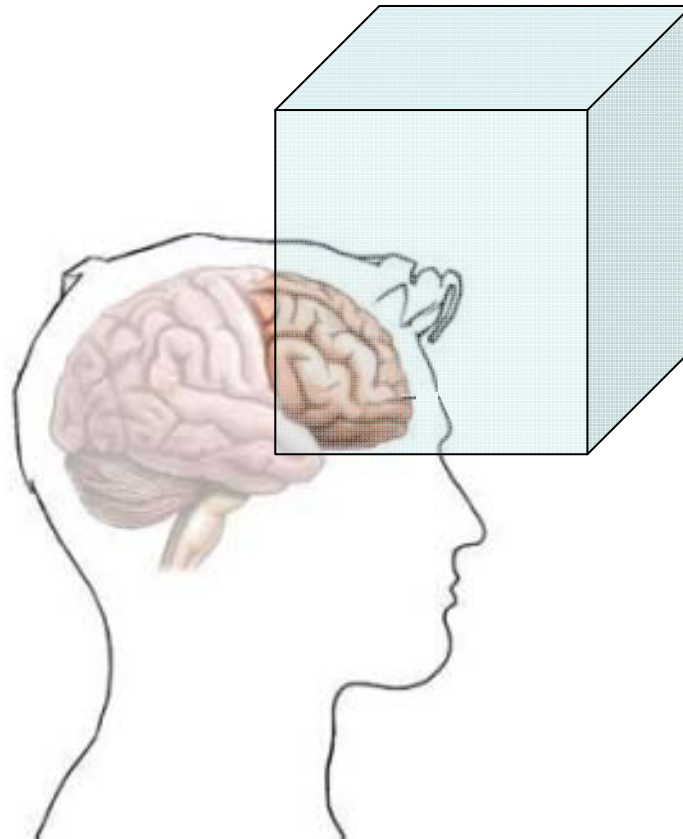
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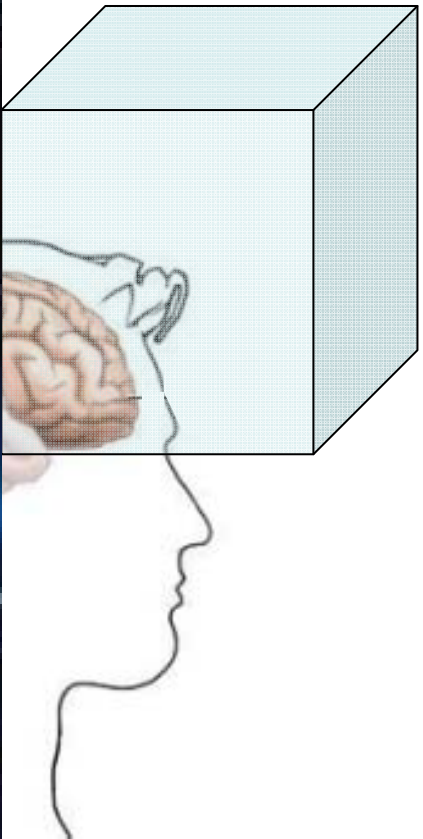


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“The starting assumption in behavioral psychology should be that consciousness doesn’t play a role in human behavior”

— Dr. Robert Provine





- Reduce
- Defaults
- Choice Architecture.
- Framing,
- Social Norms.
- Habits
- Regulation
- Taxes, grants and fines
- Positive reinforcements and prompts
- Emotional storytelling
- Social marketing
- Social Proof





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- **Probably don't need information**
- **Measure the right thing**
- **Think about the embodied change**





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Resources

Books

Your Brain at Work – David Rock

Nudge – Thaler and Sunstein

Predictably Irrational

The Upside of Irrationality – Dan Ariely

Switch – Heath and Heath

Sway – Brafman and Brafman

Web

<http://www.smf.co.uk/creatures-of-habit.html>

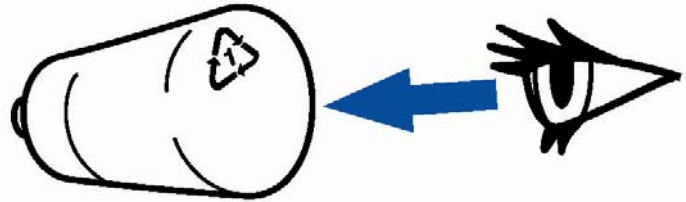
<http://coi.gov.uk/documents/commongood/commongood-behaviourchange.pdf>

http://www.civilservice.gov.uk/Assets/Behaviour_change_reference_report_tcm6-9697.pdf

<http://pages.towson.edu/jpomy/behavioralecon/freygeeare97.pdf>

<http://www.youtube.com/watch?v=XeJSXfXep4M>





- 1 PETE
- 2 HDPE
- ~~3 V~~
- 4 LDPE
- 5 PP
- ~~6 PS~~
- ~~7 OTHER~~





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tap water

World class.
Mountain fresh.
Pure. Drink it.



METRO VANCOUVER



Glenbrook North Community Zero Waste Challenge

We're
aiming
for **ZERO**
waste

GlenbrookZeroWaste.wordpress.com



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GIB.ca

It's GO

age
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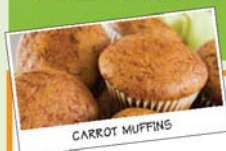
How to Start Collecting Food Scraps

30% of your waste is compostable.

Starting November 1, 2010, you can now recycle all your food scraps. By recycling your food scraps, each year you will help to keep hundreds of thousands of tonnes of organic materials out of landfills and from breaking down into climate-changing gases like methane. Your help is important. Just add your food scraps to your yard trimmings bin.



Your food scraps and yard trimmings will be picked up and composted. That high-quality compost will then be sold to landscapers and farmers. Who knows? It could come back to your table the next time you buy carrots.



CARROT MUFFINS

DIRECTIONS FOR CARROT MUFFINS

1 C grated carrots
1 1/2 C whole wheat flour
1/2 C sugar
1/4 C brown sugar
1 1/4 tsp baking soda
1 1/4 tsp cinnamon
1 tsp ground ginger
4 tbsp honey
1/4 C chopped, dried fruit
2 eggs
3 tbsp applesauce
2/3 C vegetable oil

Preheat oven to 175 C (350 F)

Grease muffin pan

Grate carrots; compost carrot tops, ends, and peels

Mix flour, sugar, baking soda, spices, then add honey, carrots and dried fruit

In a separate bowl, mix eggs, applesauce and oil, then add to flour mixture

Spoon into muffin containers and bake for 20 minutes

Makes about 10 muffins

GETTING STARTED:

- 1 Collect all your food scraps in your kitchen container (even an old ice cream bucket). You can line your kitchen container with newspaper if you wish – but don't use plastic or compostable bags, they are not accepted.



- 2 Empty kitchen container into your Green bin



QUESTIONS?

Call the regional compost hotline
at 604-736-2250



When in Doubt, L...

Call2Recycle US ...

Call2Recycle US ...

bc recycling hand...

Resources



Page



Tools



OIL

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Backyard Compostable



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Grapes

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Carrot

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Grass Clippings

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SHARED CARDBOARD RECYCLING

