

Working from values  
UK WIN AGM  
2 April 2011

waste less. live more.

## Working from values – agenda

- Waste Watch
- Sustainable lifestyles programme
- Current models to change behaviour
- Why values matter?

## Waste Watch

- New definition of waste
- New strategic direction
  - Managing waste better
  - Sustainable food
  - Rethinking stuff
  - Green economy



**Managing Waste Better** is about upholding the principle of the waste hierarchy. It's about: preventing waste across the product lifecycle; reuse and repair; recycling unavoidable waste; and recovering energy from non-recyclable waste.



**Sustainable Food** is about creating a fair food system for all, which gives people access to nutritious, natural and sustainably sourced and produced food. It's about preventing food wastage across the supply chain and making the most of the food we do have to throw away.



**Rethinking Stuff** is about revaluing our relationship with material things. It's about showing we do not need to endlessly accumulate more things; and that there are greener and healthier ways to consume without causing damage to the environment.



**A Green Economy** is about building a different kind of economic model that is not dependent on unsustainable growth and puts the protection of people and our planet above the pursuit of profit.

## Sustainable lifestyles

- Where are we now?
  - Three planet living
  - 1bn under, 1bn malnourished and 1bn obese
  - Inequality within and across countries
  - Environmental damage
- Incineration and waste
  - Still working from the end of the pipe
  - Consumption still increasing
  - Society measured by economic growth

## Sustainable lifestyles

- How can we create a framework for a
  - fairer, cohesive and more engaged society
  - better health and well-being
  - living within environmental limits
- Measure and value what matters
  - Social and environment
  - Citizenship as well as consumption

## Sustainable Lifestyles

- a framework for next practice
- workshops, online community and participation
- we do not yet know the answers
- discussion papers



## Sustainable lifestyles

- Four starting points
  - Working from values
  - Wasting less and living more
  - Collective change
  - Collaboration



## What is best practice / current thinking?

Three approaches to changing behaviours

- Nudge – unconscious changes
- Think – conscious thought about changes
- Shove - enforcing changes





## Shove - regulation

*controlling human or societal behaviour by rules or restrictions*

- Not favoured by the current government
- responsibility deals - health
- Responses to calls for change
  - climate change Act



## Nudges

*any aspect of the 'choice architecture' that alters people's behaviour in a predictable way without forbidding any options or significantly changing economic incentives*

Thaller and Sunstein, 2009

*nudges seem to be anything other than just giving people basic factual information to enable them to make more rational, conscious decisions, or compelling them to change behaviour*

Bonell et al 2011



## Thinking or 'thinking from values'

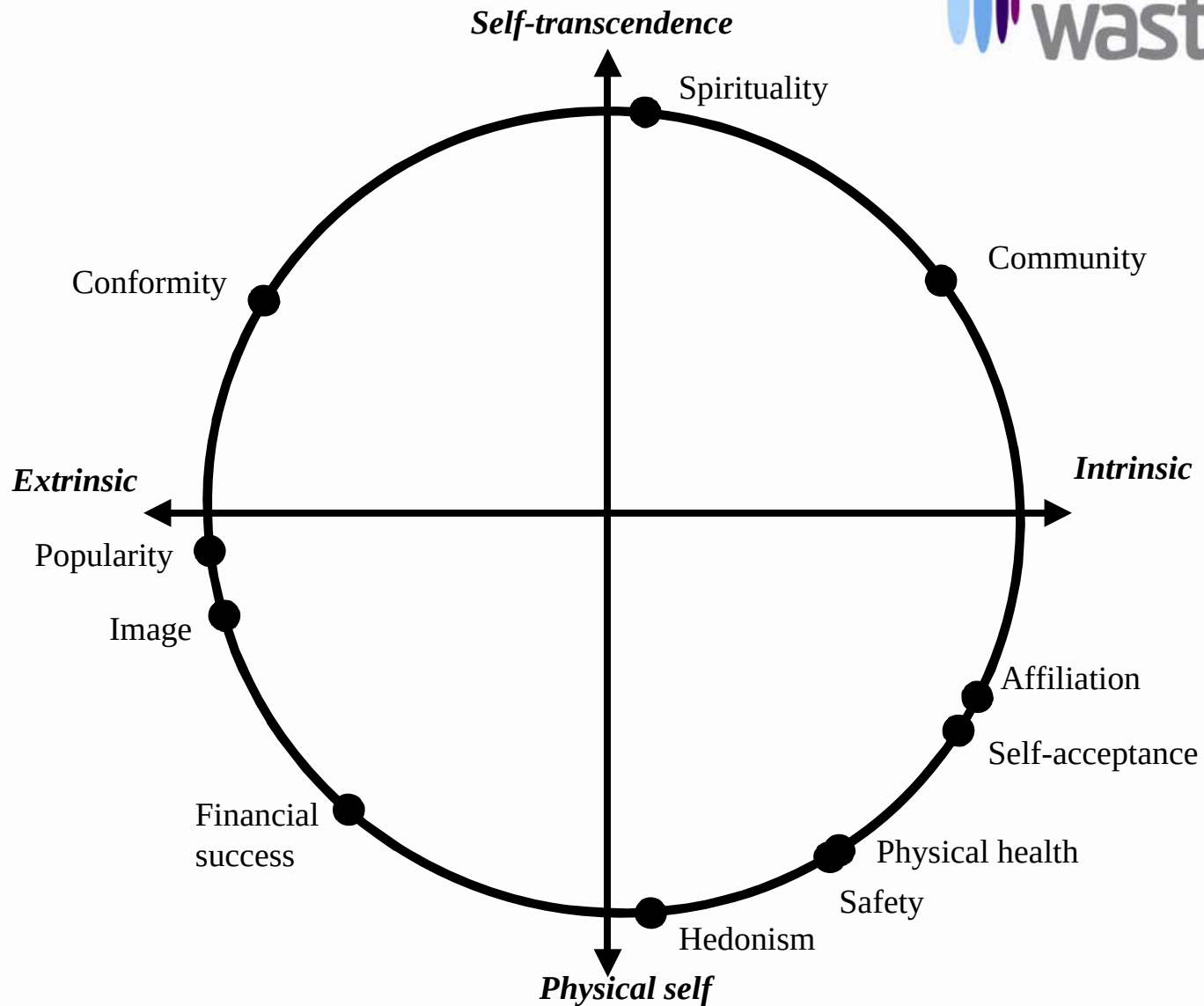
- Behaviour change?
- Values
  - Extrinsic
    - Measure an exchange
  - Intrinsic
    - Guiding principles in life
- Values influence our
  - life goals
  - identity
  - attitudes
  - behaviours

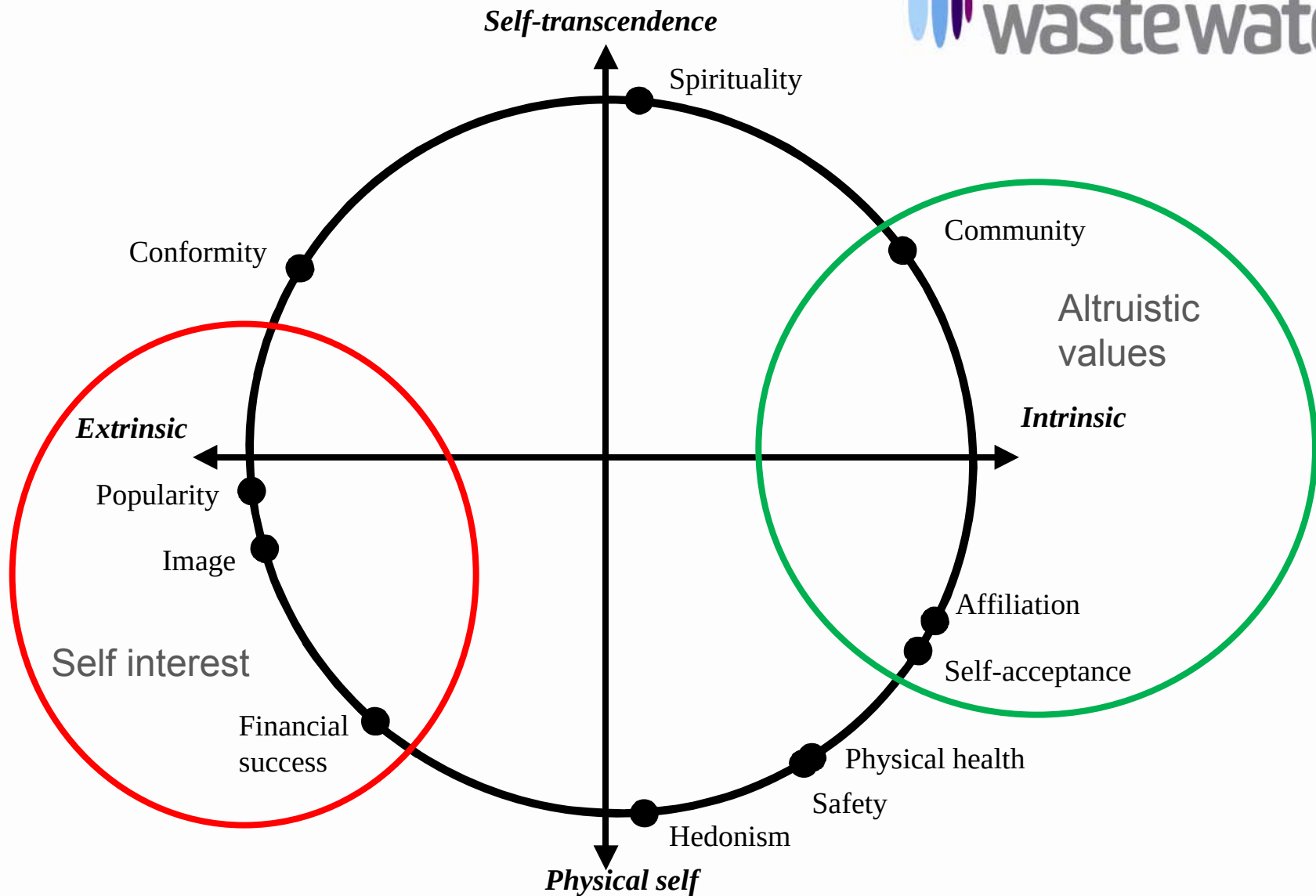


## Systems of values

- Some values are compatible, others are not
- Self interest - extrinsic
  - Social power, wealth, authority, success, influence
- Altruistic - intrinsic
  - Helpful, responsible, friends and community affiliation, social justice, environmental protection

Kasser and Compton – Common Cause





## Value goals

- Extrinsic, self interest goals
  - “I will have enough money to buy everything I want”
  - “I will achieve the ‘look’ I’ve been after”
- Intrinsic or altruistic goals
  - “I will help the world become a better place”
  - “I will assist people who need it, asking nothing in return”

## Social and environment dispositions

- People that strongly value self interest goals
  - Tend to see society within the context of in-groups and out-groups
  - Out groups
    - people that are different in dress, age, social class, ethnicity or country
    - the environment there for our benefit



## Social and environment dispositions

- People that strongly value altruistic goals
- Tend to
  - value different groups across society and learn, interact and support them
  - see the benefit of a more just, even society full of diversity, culture and history
  - view the environment for its intrinsic value and that humans are part of nature

## People with more intrinsic or common cause values have been proven to

- Reuse and recycle more often
- Buy more organic purchases
- Have a small ecological footprint
- Reduce less carbon emissions
  - Verified across 20 countries
  - Kasser (in press)



## Importance of framing

- 2 sets of education students were asked to read a text on recycling framed as:

- would benefit the community (intrinsic)
- would save money (extrinsic)

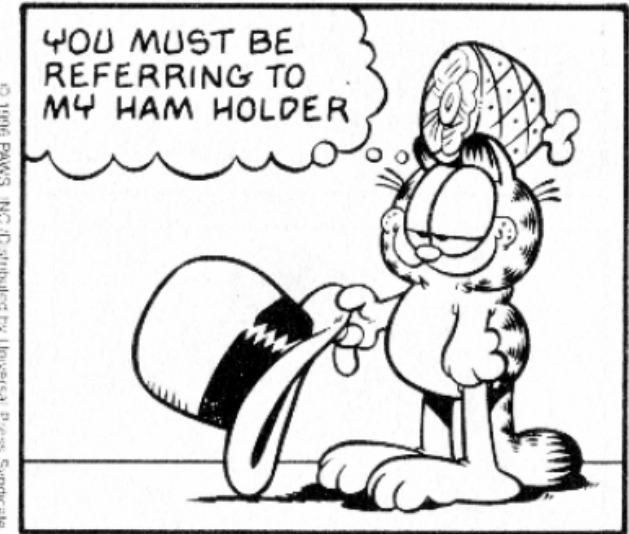
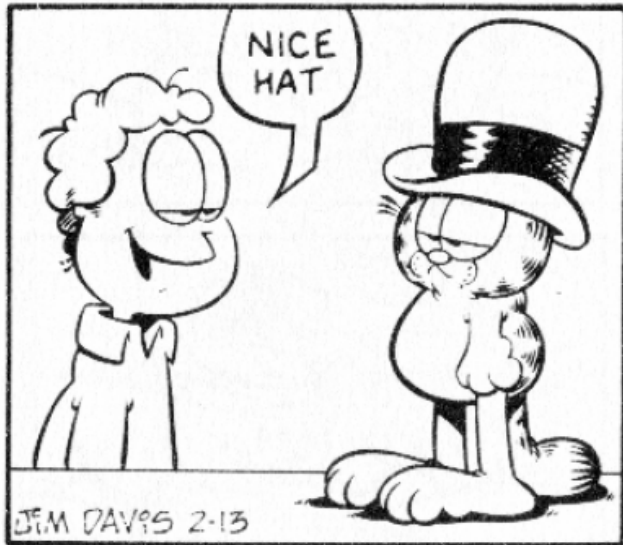
- Compared to those given extrinsic frames, those given intrinsic frames:

- learned material more deeply
- were more likely to visit library to learn more
- were more likely to go on later trip to recycling plant

(Vansteenkiste et al 2004)

## Relevance to our work

- People undertake pro-environmental behaviours for both self interested or common cause reasons
- Need to understand observed and intended behaviours



- Value = Gluttony
- Observed behaviour = wearing hats
- Intended behaviour = ham holding

## Intended and observed behaviours

- Observed behaviour
  - Cycling
- Intended behaviour
  - Get to work
  - Work
  - Keeping fit
  - Training for a race
  - Avoiding the tube
  - Saving money
  - Reducing climate change
  - The pleasure of cycling



## Relevance to our campaigns and projects

- Current environmental campaigns use both self interest and altruistic values
- Both may have the same observed behaviour change but different intended behaviours
- Why is this important?
  - Activates wider values associated with that message
  - Spillover behaviours

## Spillover

- Only in 'perceived' similar behaviours
- Can we increase spillover?
  - Goal theory – if you are making changes towards a particular goal you are more likely to make other changes
- Intrinsic values – creates a natural desire to
  - learn more about the world and society
  - support causes
  - take action
  - live more sustainable lifestyles



## **What could you do with an extra £50 this Christmas?**

Every month, UK families are throwing away up to £50 worth of good food and drink. When it comes to Christmas that's a lot of turkey, trimmings and treats! Making the most of our food and saving money this Christmas doesn't mean cutting down on the indulgence and fun. If anything, having a well planned Christmas will leave us with more money in our purses and more time to enjoy ourselves.



# RecycleBank®

 wastewatch



RECYCLE



You earn RecycleBank Points based on the amount you recycle.

REDEEM



You redeem the Points in your account for rewards.

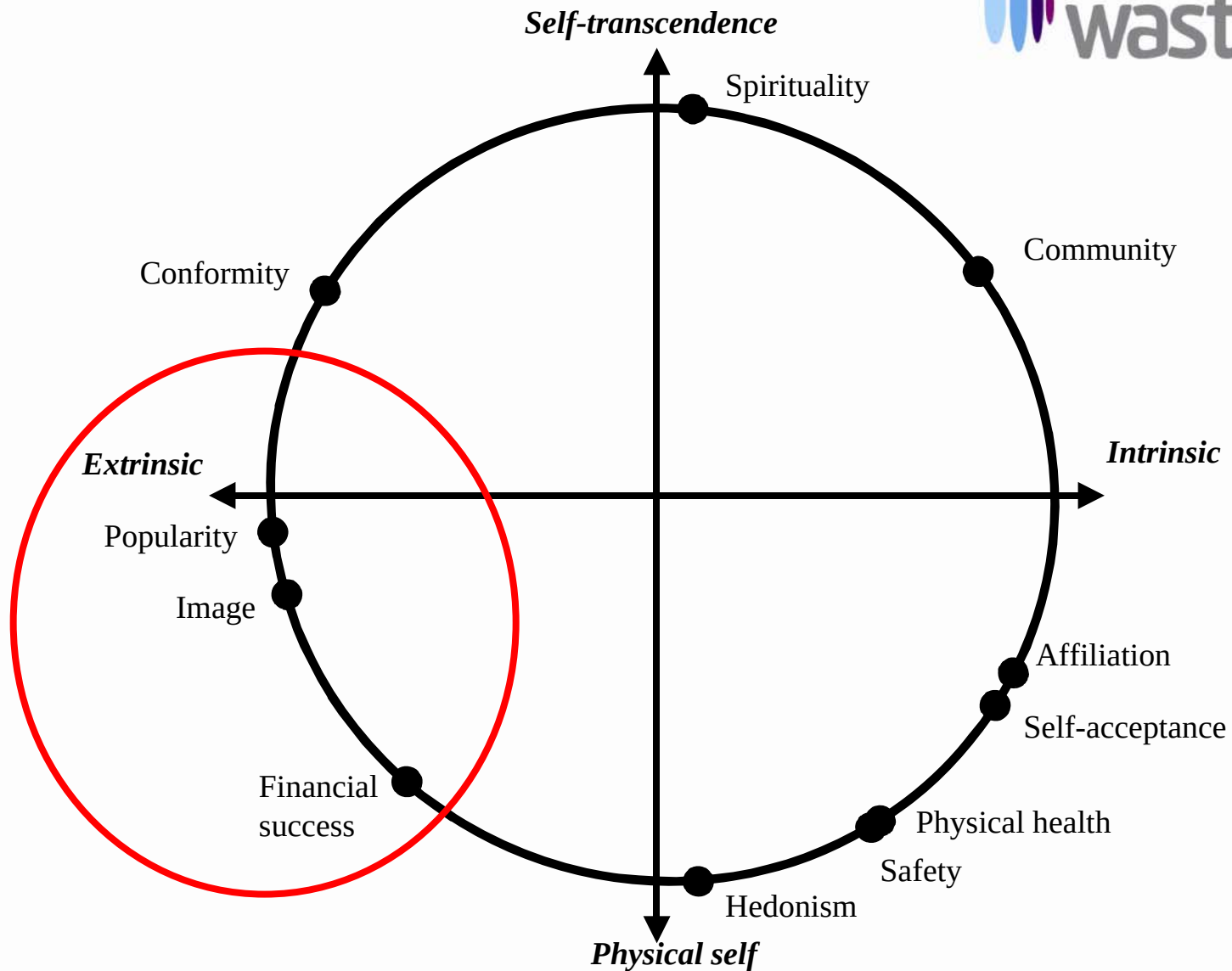
REWARD



You use your rewards at hundreds of local and national retailers.

# SUBWAY



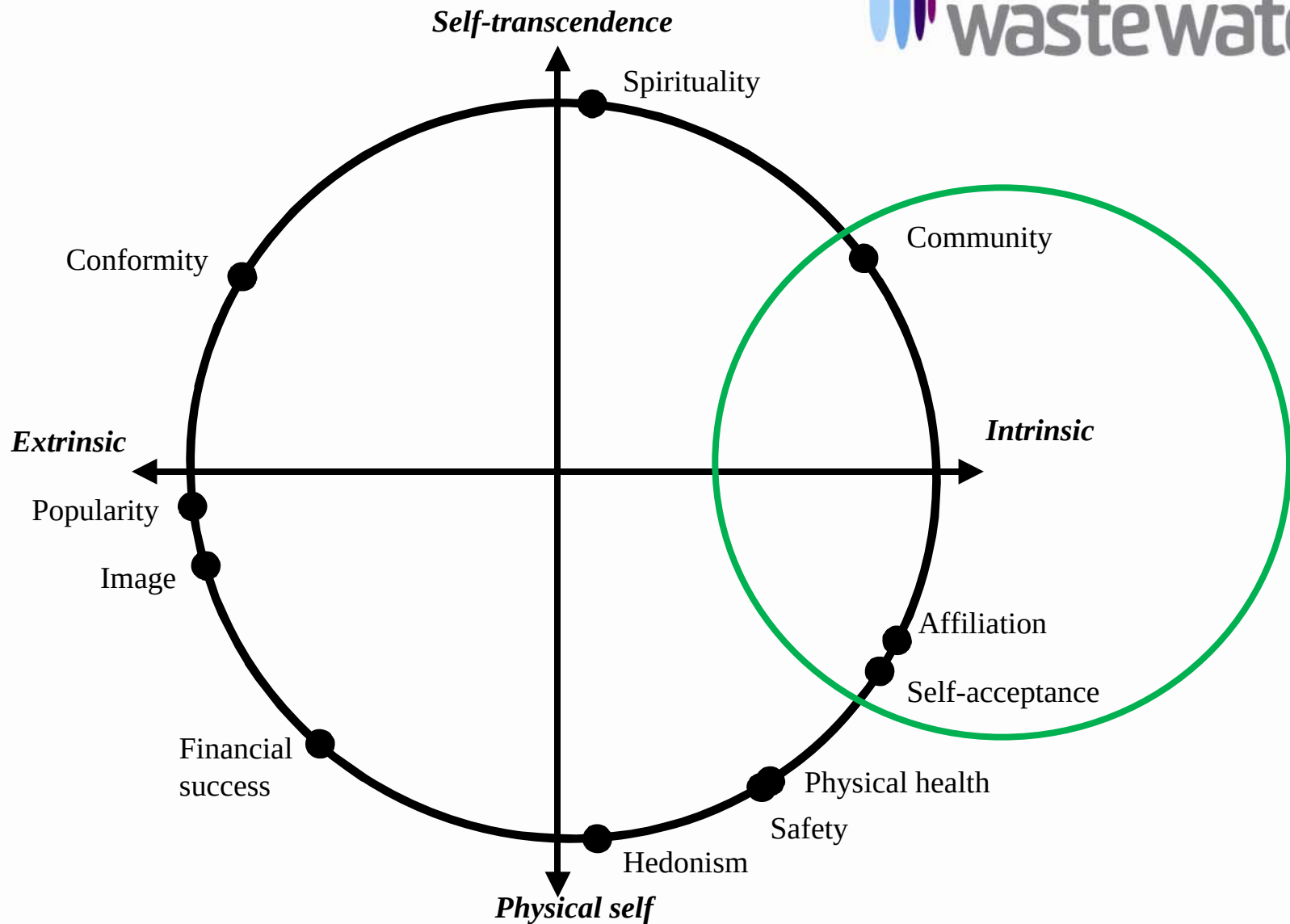


# TRANSITION CULTURE

an evolving exploration into the head, heart and hands of energy descent







Values, beliefs, attitudes and intended behaviours matter

Using self-enhancing values in campaigns

- Activates damaging values
  - increases likelihood of selfish attitudes & behaviour

Using altruistic values in campaigns

- Activates helpful values:
  - increases likelihood of pro-social, pro-ecological attitudes & behaviour



Behavioural change  
from one to another  
prescribed behaviour

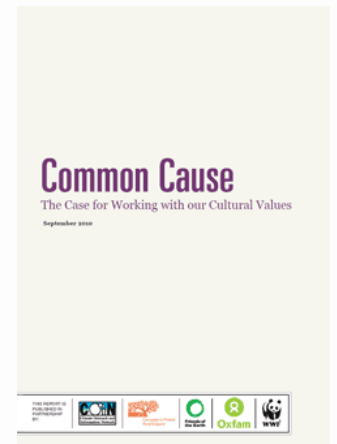
Behavioural formation  
building values and  
capacity to think  
critically about  
sustainability and test  
ideas



‘We spend money that we don’t have on things that we don’t need, to create impressions that won’t last on people we don’t care about’

Tim Jackson, 2010

Thank-you to WWF



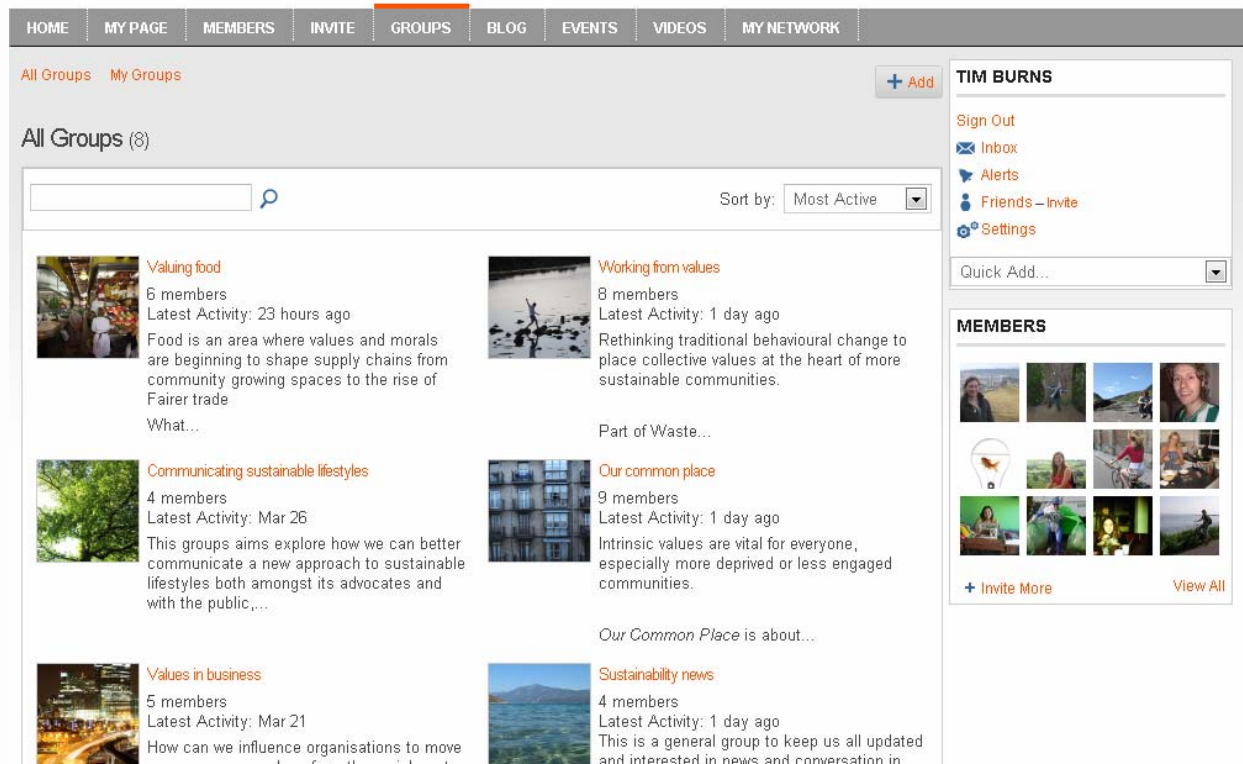
Tom Crompton, WWF Common Cause  
[http://www.wwf.org.uk/wwf\\_articles.cfm?unewsid=4224](http://www.wwf.org.uk/wwf_articles.cfm?unewsid=4224)





## Find out more

- The Network
- Discussion Papers
- Workshops
- Groups and dialogue
- Showcase examples





To participate

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