

Strategic Plan

WasteMINZ

Behaviour Change Sector Group

2016-2018

Vision:

To share behaviour change good practice to maximise the effectiveness of programmes, resources and services designed to minimise waste and maximize resource use.

Waste minimisation behaviour change initiatives are aimed at influencing and changing individual, community, and business behaviours with a view to reducing waste. By understanding behavioural motivations and determinants, programmes can be designed that target individuals and groups to take up more sustainable behaviours. A variety of methods and tools can be used which may include mass media and social marketing campaigns; public information campaigns; adult education; community engagement and outreach; and community development projects. Behaviour change initiatives should support the waste minimisation hierarchy with prevention, minimisation, reuse and recycling being key areas of focus.

Strategic Areas of Focus:

1. Support and empowerment of waste minimisation practitioners
2. Knowledge development and sharing of behaviour change theory and good practice
3. Advocacy

Goals:

1. Provide professional development opportunities
2. Create and strengthen networks
3. Contribute to effective waste policy and practice
4. Facilitate the development, implementation and evaluation of behaviour change programmes
5. Enhance the knowledge base of behaviour change good practice