

Behaviour Change Sector Group Work Plan 2018- 2020

Vision: To share knowledge and resources of behaviour change good practice to increase the effectiveness of behaviour change campaigns and minimise waste

Goal 1		Provide professional development		
Activities		Timeframe	Project Lead	Status
1.1	Identify potential speakers/ topics for WasteMINZ Conference's	May 2019		
1.2	WasteMINZ will be running a changeology workshop with Les Robinson	March 2019	Paul Evans	underway
Goal 3		Facilitate the development and implementation of behaviour change programmes		
Activities		Timeframe	Project Lead	Status
3.1	Conclude the Love Food Hate Waste Campaign	2016- 2018	Jenny Marshall	In progress
3.1.2	Evaluate the effectiveness of the Love Food Hate Waste Campaign	Oct 2018 – Jan 2019	Jenny Marshall	In progress
3.2	Complete the creation of the New Zealand recycling symbols into Te Reo	Oct 2018	Sarah Pritchett	Completed
3.3	Growing the impact of Plastic Free July in New Zealand	Dec 2018 – July 2019		
3.4	Supporting the transition to a single use plastic bag free New Zealand	Dec 2018 – Dec 2019		