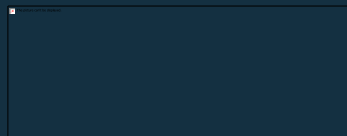


Small Tests, Big Shifts

Scaling Behaviour Change
Through Council–Community
Collaboration



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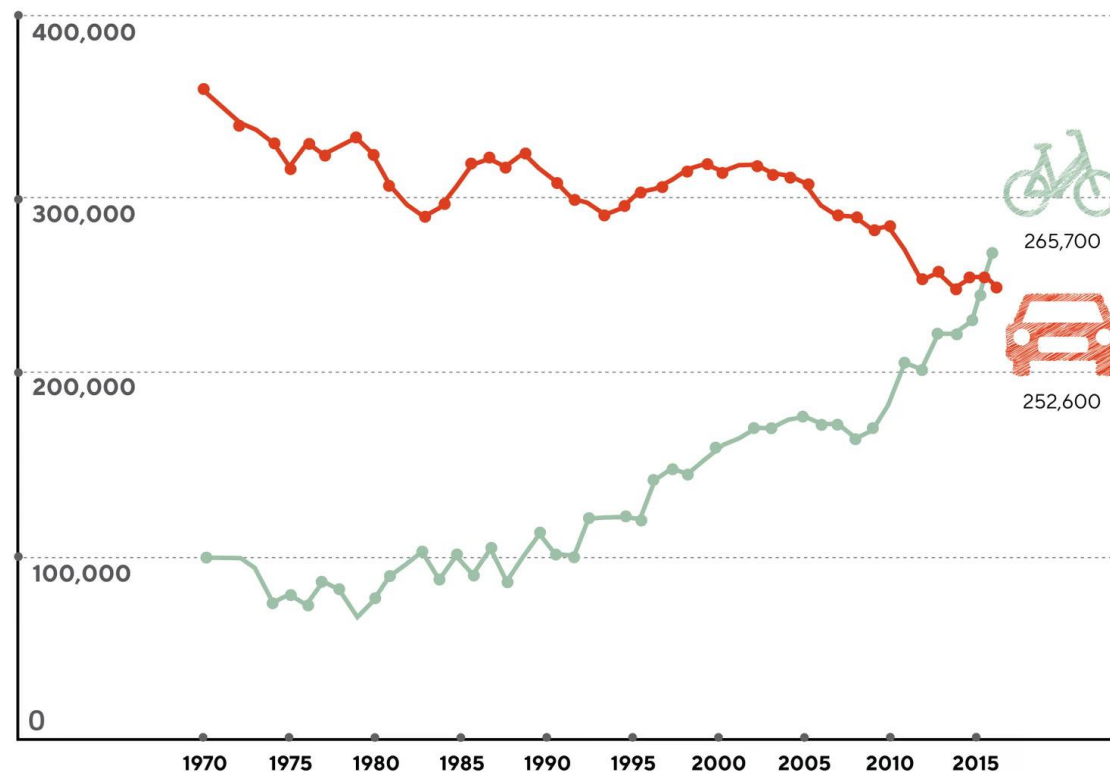
Background: Auckland's food scraps service



Food scraps participation: A new service, it takes time

Here's how large scale behaviour change often looks:

Source: [Copenhagenize your city: the case for urban cycling in 12 graphs | The Guardian](#)



The strategy – using a range of levers

Community activations



Schemes such as Compost Collective



Mass communication campaigns



Household-level behaviour change



... and others. There is no one 'silver bullet'.

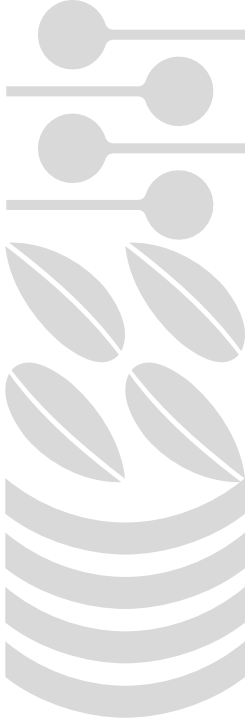
A collaboration between three partners



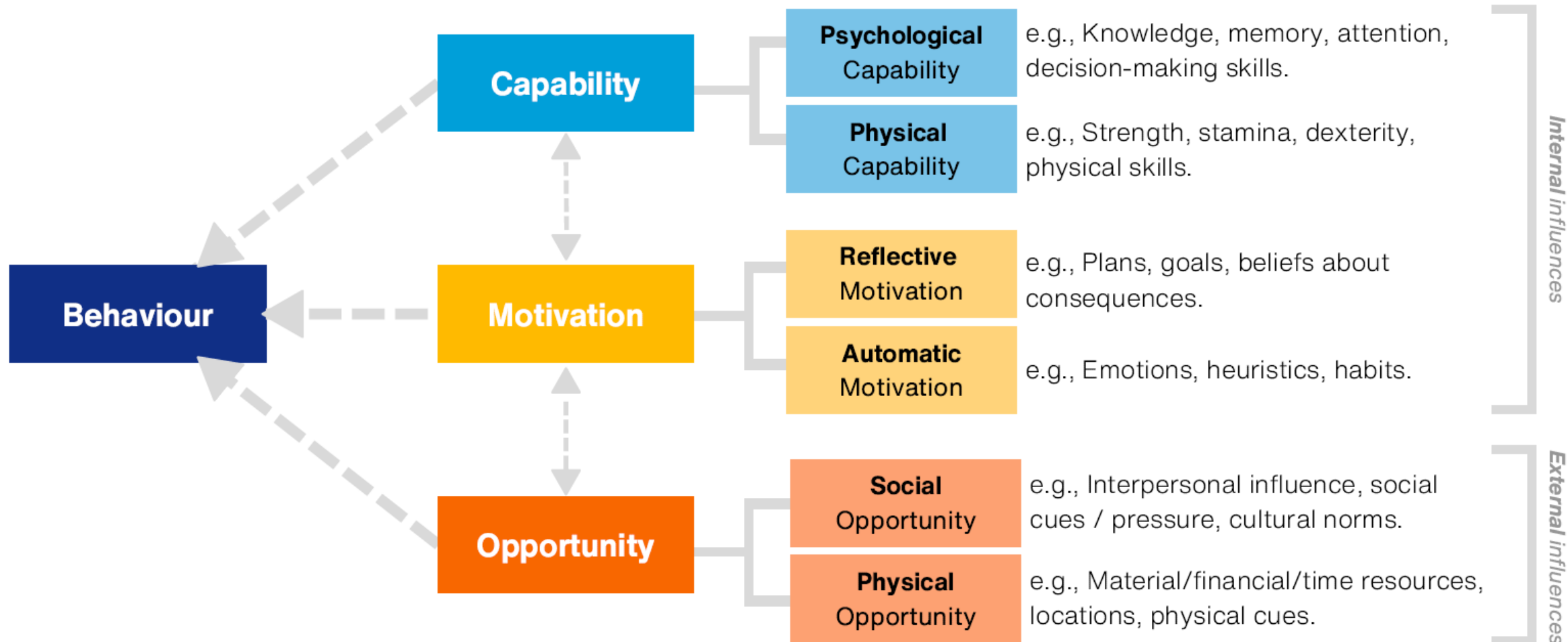
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C O U N  E R
F A C  U A L

**Auckland
Council**
Te Kaunihera o Tāmaki Makaurau



THE COM-B THEORY OF BEHAVIOUR.



FY25 Trial: Changing behaviour in the short-term: 5 independent tests

What might work?



Trial



Learn

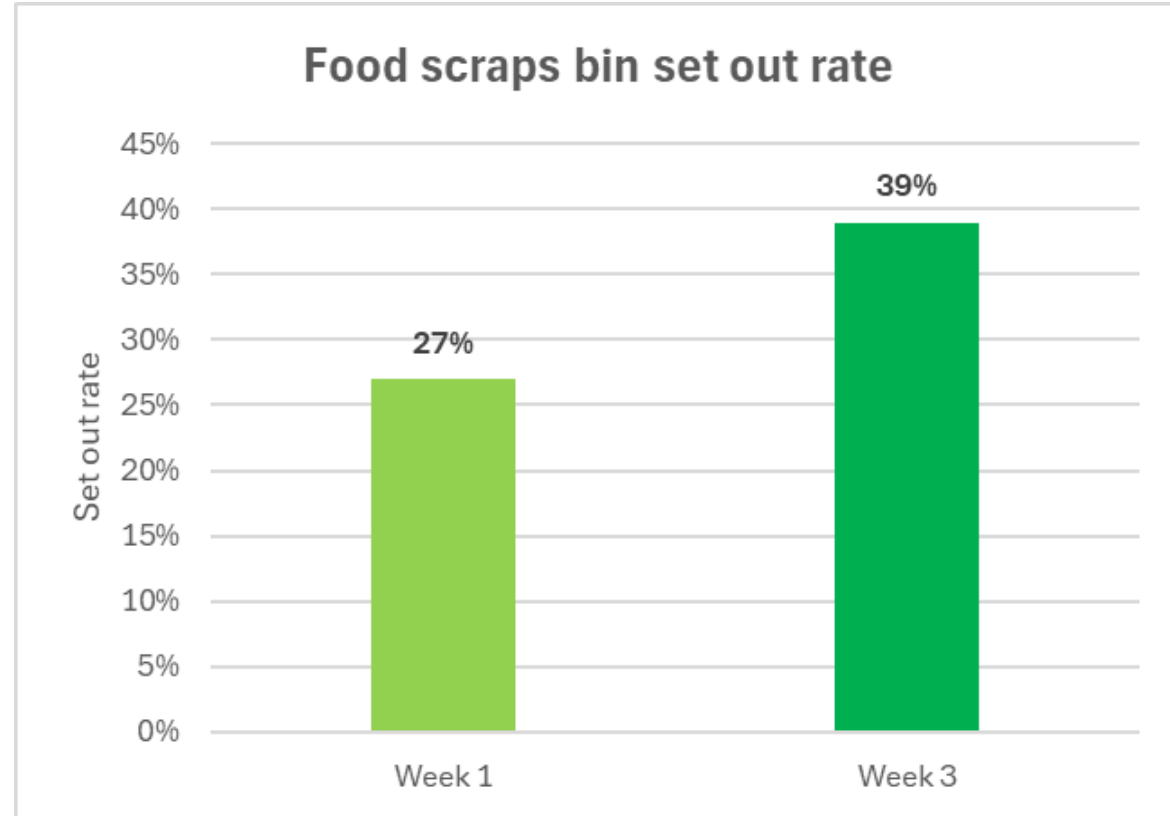


Proof of concept: Short directive messaging

NO FOOD SCRAPS PLEASE

Remember to use your food scraps bin

Find out more about your food scraps service at aucklandcouncil.govt.nz/foodscraps



Proof of concept: Demonstrating social uptake

More than **2,100 Te Atatū South households** diverted over
266,000kg
of food scraps from landfill in 2024, which is the same as

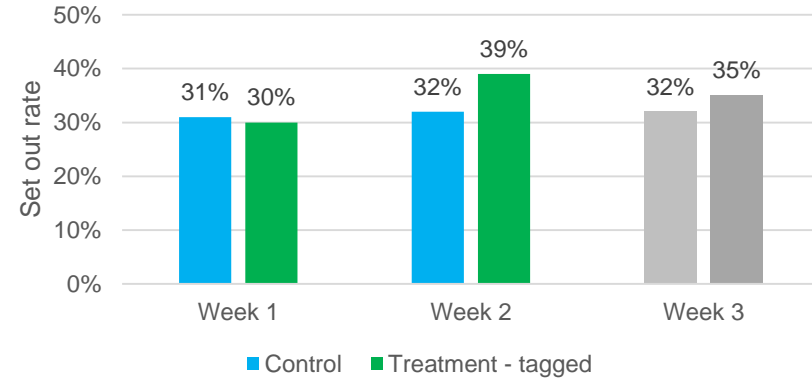
 **21** or
 **45** or
 **129**

Awesome job, Te Atatū South! Keep up the great work.
Starting is easy. Now's the perfect time to jump in and start collecting your food scraps for weekly collection. Your food scraps are turned into clean energy that powers homes across the motu and into liquid fertiliser that helps grow more food.

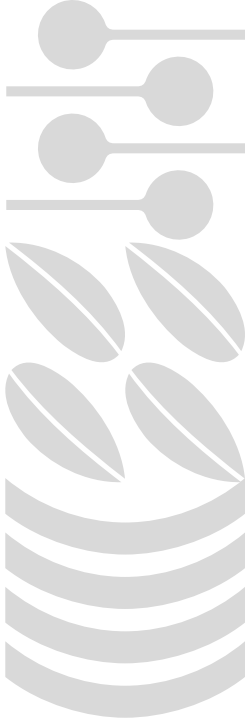
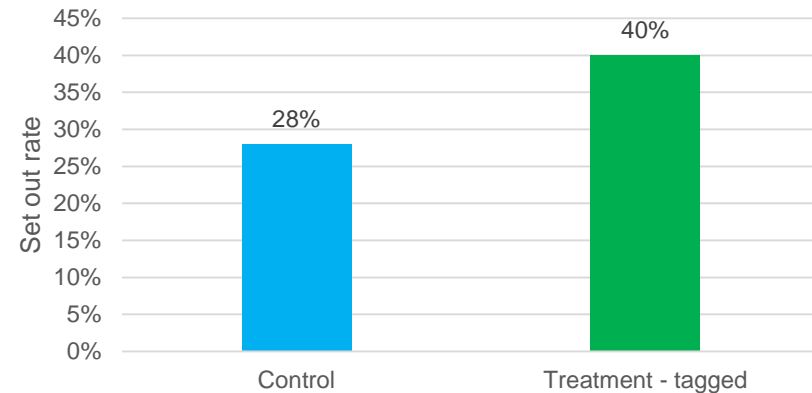
aucklandcouncil.govt.nz/foodscraps



% of households setting bins out for collection, that include food scraps bin



Food scraps bin set out 2-3 times



FY26 Pilot

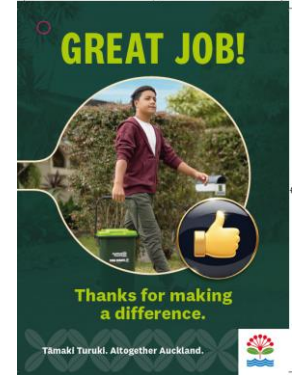
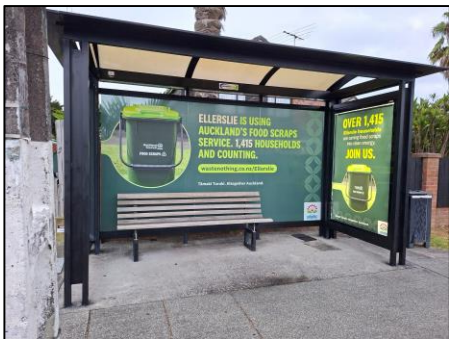
Building a Sequenced Programme for 7,000 Homes

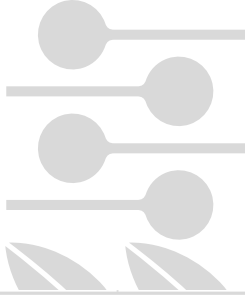


Build salience & signal importance

Ensure capability and opportunity to use service

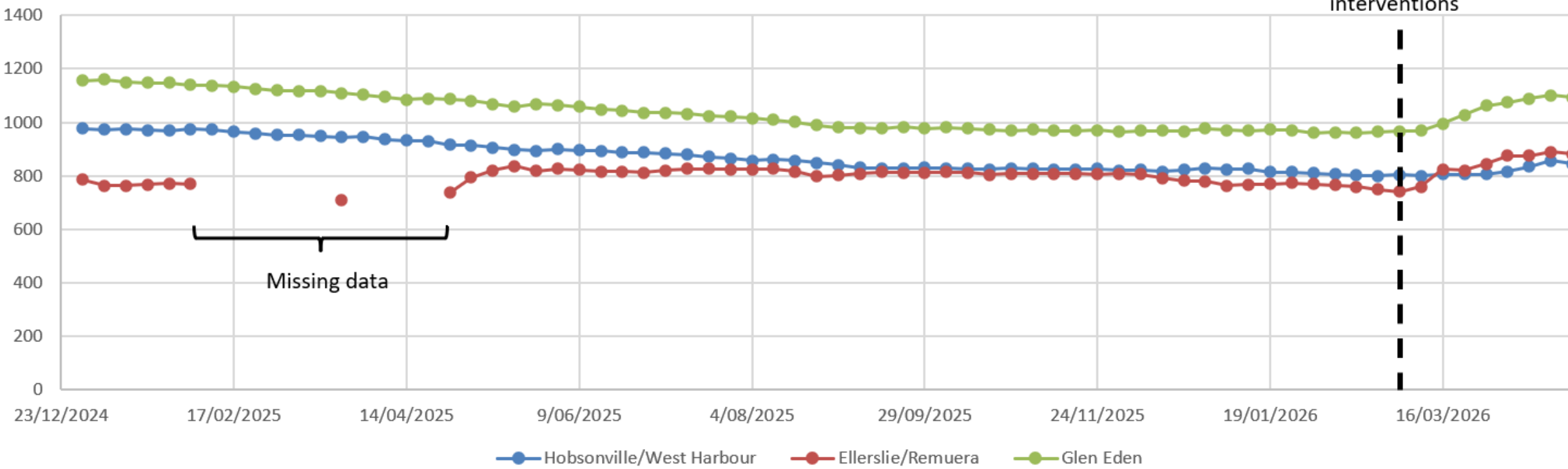
Motivation





FY26 Pilot: Some early high-level results...

Unique bins scanned in trial areas



Key takeaways



- **Reframe your timelines.** Recycling has been on offer for ~40 years; food scraps service is in its infancy
- **Test before you scale.** What works? Can you build support?
- **Consider the context in which behaviours exist.** Behavioural science and systems thinking offer a range of insights and frameworks that can be applied to good effect. But you need to have the confidence to apply this thinking in a real world context
- **Intention to act is not the same as acting.** Just because we don't see action doesn't mean there is no desire to act. Think beyond awareness, education and building support.
- **Think about who you partner with.** Do they bring new thinking? Can they deliver on new thinking?



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