



Motivating action to reduce waste and recycle more

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Agenda

- How change happens discussion
- Common motivations and barriers and strategies to address barriers
- How to motivate action outreach and project scenarios

Discussion: How does change happen?

Think about a change you have made in your life to protect the environment

Common motivations

- Visibly see the impact of their actions
- Protect the environment
- Save lakes, rivers, streams, wildlife
- Reduce footprint, combat climate change
- Help future generations
- "It's the right thing to do"
- Provides a "feel good" benefit
- Simplify, deal with less clutter
- Save money/avoid paying more



Common barriers

- Need a nudge to get started
- Not relevant, no one they know is doing the action
- Sounds hard, time-consuming, messy
- Confused or don't have enough information
- Forget to act
- Lack skills
- Don't have the infrastructure or tools to take action



Strategies that address barriers

**What you
might hear**

“I’ve been meaning
to do that.”
“That sounds
interesting.”

“That sounds hard.”
“I’m not interested.”
“People like me
don’t do that.”

“I always forget to
do that.”
“I can’t remember
how to take action.”

**Strategy to
try and why
it works**

**Build
commitment**

We want to be
consistent and need a
nudge into action

**Cultivate social
norms**

We want to be socially
accepted and make
decisions based on
others’
recommendations.

Use prompts

Breaks our routines
and helps us
remember what we
intend to do.

Strategies that address barriers

What you might hear

“I’m afraid I’m going to do it wrong.”
“I don’t know how to do that.”

“I can’t take that action.”
“I don’t have that service.”

“Tell me what to do and why.”
“I need to know more.”

Strategy to try and why it works

Develop skills

We’re more likely to act if we feel competent and confident.

Make it easy to act

We’re more likely to act if it’s convenient and we have the infrastructure, tools, and supplies we need.

Create effective communication

We’re more likely to act when we know why it’s important and what to do.

Strategies that address barriers

**What you
might hear**

“I have this big
change coming up
(moving, new job,
baby, etc.)”

“I already do that.”
“I’m ready to take
the next step.”

**Strategy to
try and why
it works**

**Use moments of
disruption**

We’re more ready to
adopt new actions
during big changes.

**Use successes to
create momentum**

We start to associate
actions as part of our
identity and are more
likely to take further
action.

Motivating action with outreach and projects



Important questions to ask when planning projects or outreach

- Who is our audience, and what do we know about them?
- What action(s) do we want people to take?
- What would motivate our audience to take this action?
- What barriers does our audience face to taking this action?
- What strategies could we use to help address barriers and motivate action?
- How will we know we've been successful?

Scenario 1: Presentation

Your neighborhood group has asked you to give a presentation to respond to concerns from residents about if recycling works



Scenario 1: Presentation

Scenario 2: Project planning

Your child's teacher asks you to help start organics recycling at their school



Scenario 2: Project planning

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Thanks for being a CRA!