



Recycling Council of Alberta
October 2019

Sea Change

Behaviour Change and Compassionate Systems

Ruben Anderson

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~~Behaviour Change and Compassionate Systems~~

**Why everything you are doing is wrong,
your hopes and dreams are doomed to fail,
and your children are angry.**

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FOR CARDBOARD ONLY

SHARED CARDBOARD RECYCLING



GV Housing

1235 Comox

Behaviour is the response of the system or organism to various stimuli or inputs, whether internal or external, conscious or subconscious, overt or covert, and voluntary or involuntary.

Education?

Think → Choose → Act

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The Top Ten Myth...
Uploaded 4 years ago

See the Trailer Tr...
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14:31

 **The Top Ten Myths of Behaviour Change**
from Brock Macdonald PLUS 4 years ago NOT YET RATED

Ruben Anderson, Communications Specialist for Metro Vancouver, addresses and debunks the top ten myths of behaviour change at the RCBC's 2011 Annual Conference.

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The Top Ten Myths of Behaviour Change

(in no particular order)

- 1. People are lazy**
- 2. People don't care**
- 3. It's all about education**
- 4. People won't change until you hit them in the wallet**
- 5. It's all about carrots and sticks**
- 6. The system is fine, it is the people that are the problem**
- 7. Immigrants don't care**
- 8. It's all about convenience**
- 9. Regulation is the only way to change things**
- 10. For business, it's all about the bottom line**

**It's all about
education**

People are lazy

People don't care

**The system is fine,
the people are the
problem**

**Immigrants don't
care**

**People won't change
until you hit them in
the wallet**

**It's all about carrots
and sticks**

**It's all about
convenience**

**Regulation is the only
way to change things**

**For business, it's all
about the bottom line**

Won't Think →

Won't Act →

Must be bribed and beaten

Behaviour is the response of the system or organism to various inputs, whether internal or external, conscious or subconscious, overt or covert, and voluntary or involuntary.

TO EDUCATION

Behaviour is the response of the system or organism to various inputs, whether internal or external, conscious or subconscious, and voluntary or involuntary.

**TO BEING BRIBED
AND BEATEN**

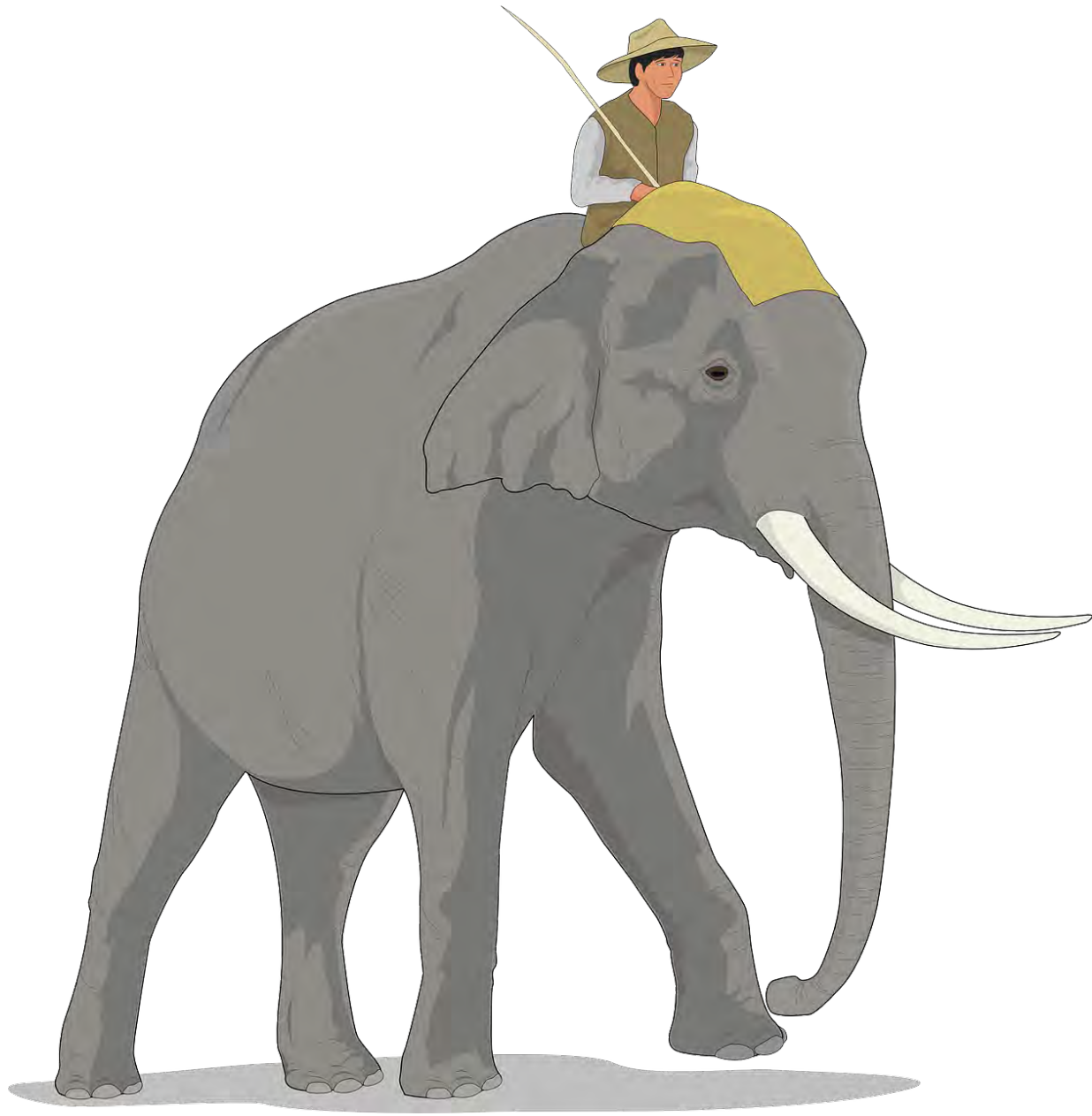


THINKING, FAST AND SLOW

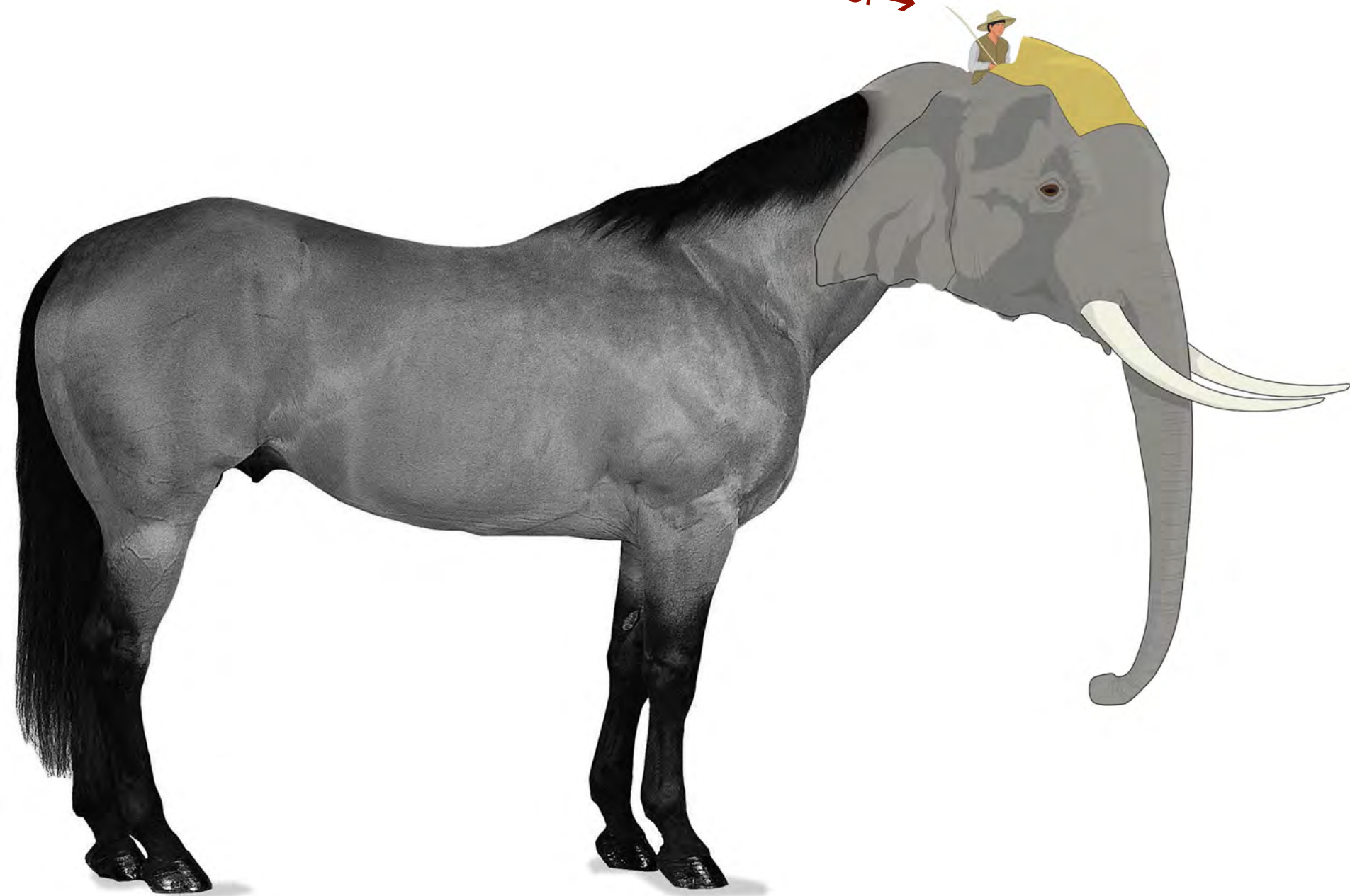


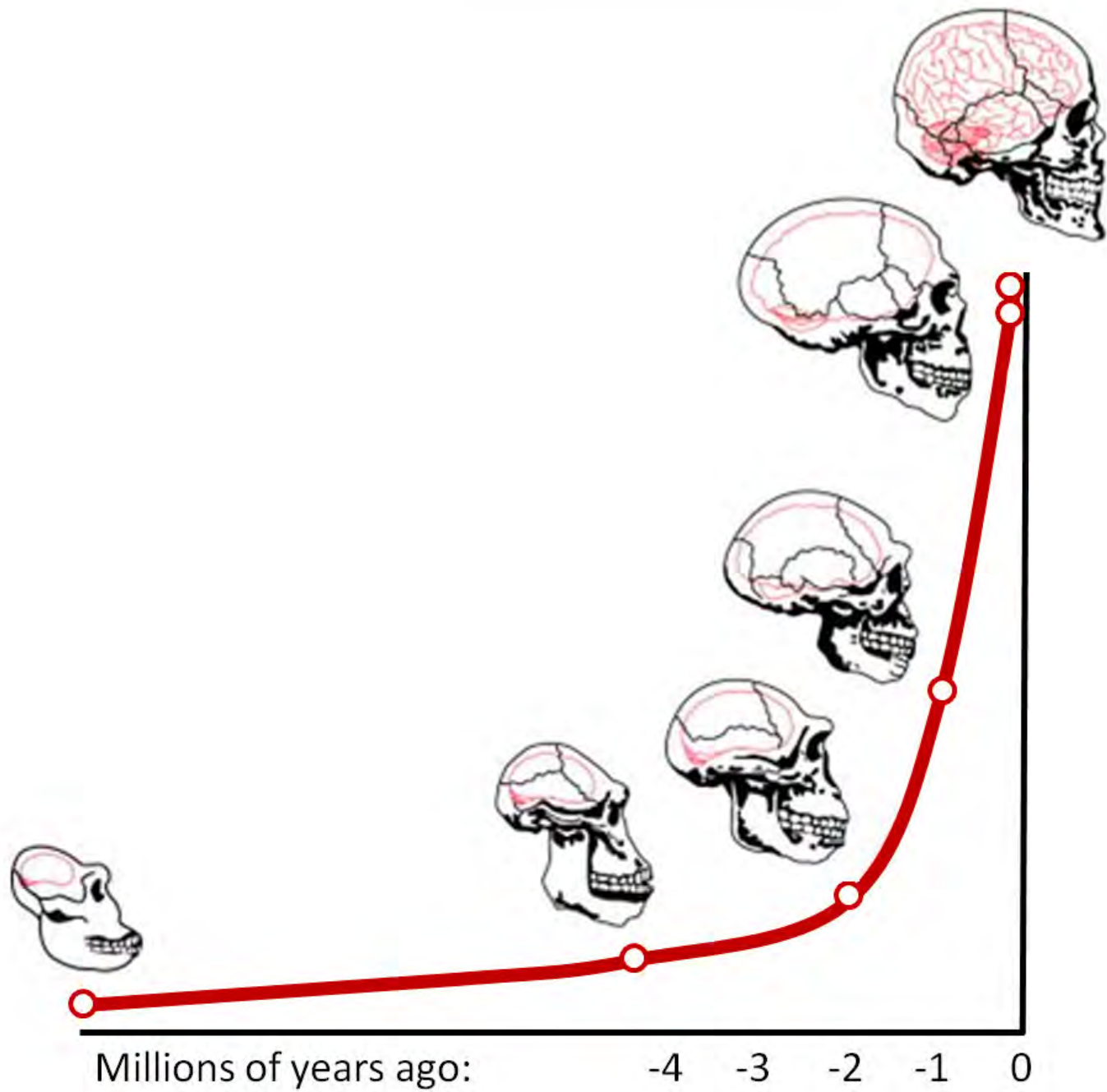
DANIEL
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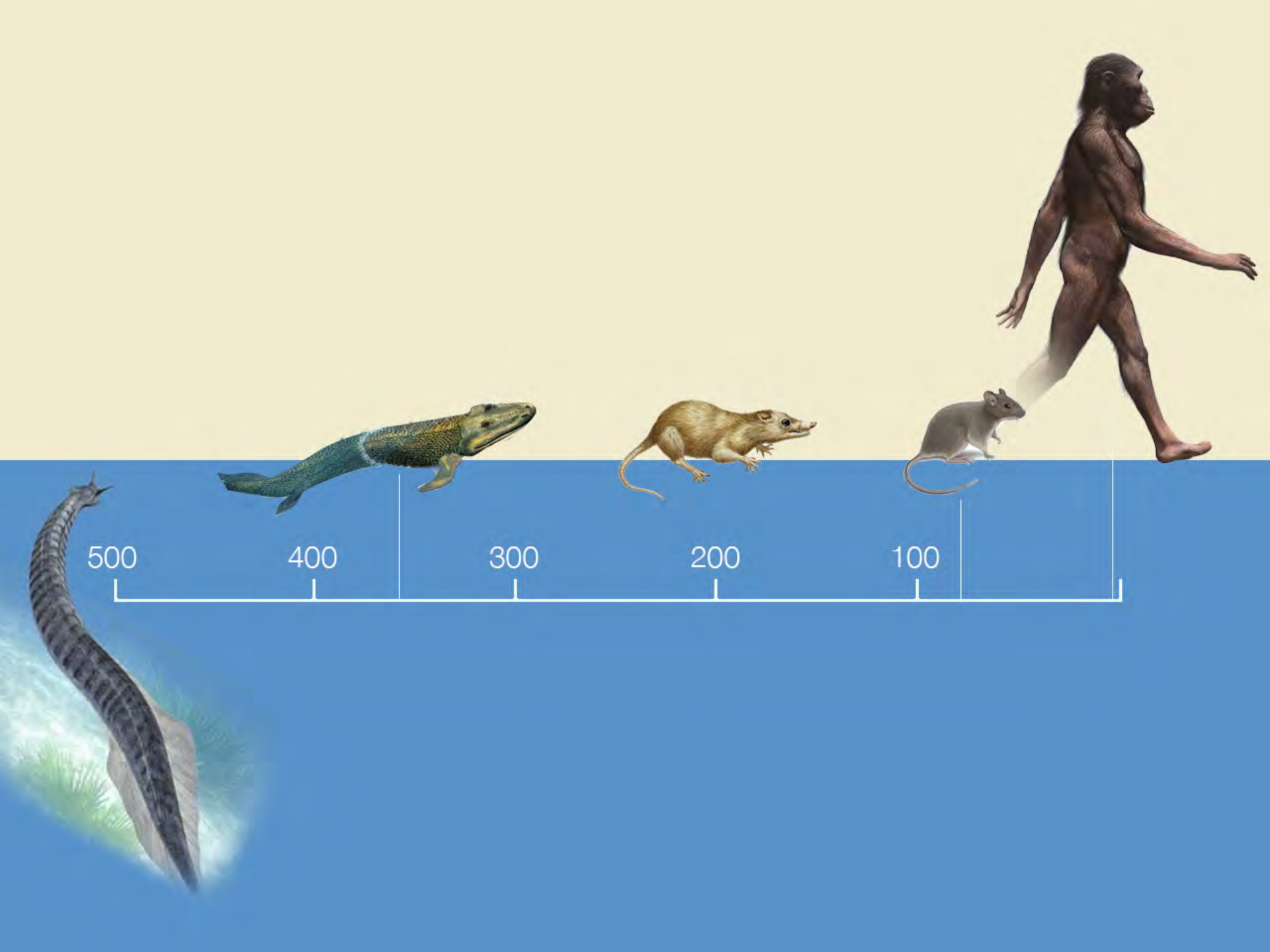
WINNER OF THE NOBEL PRIZE IN ECONOMICS



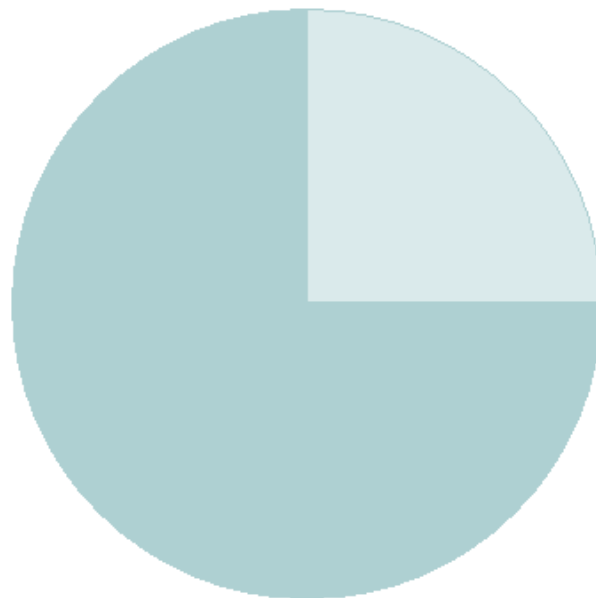
Rider →







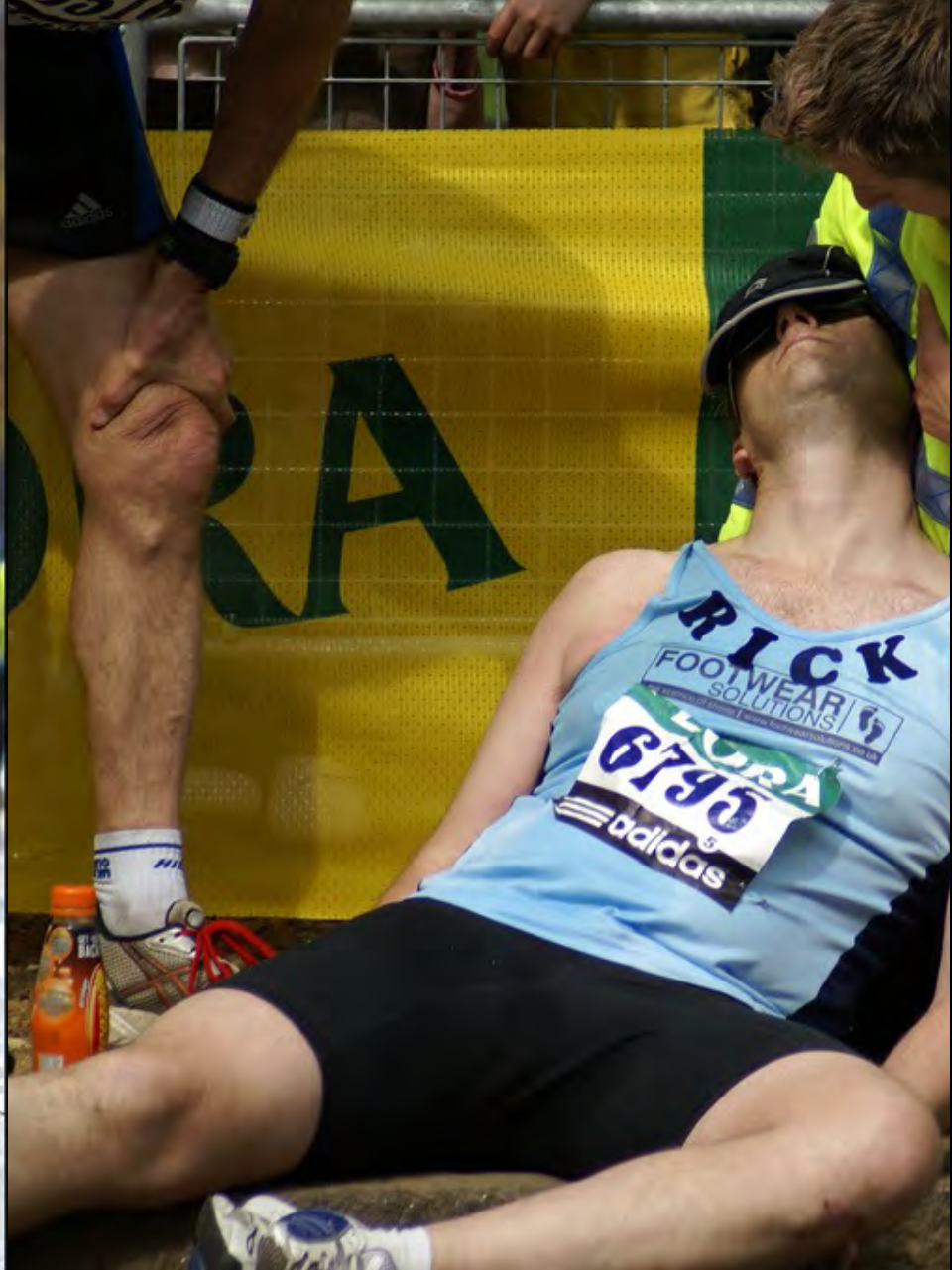




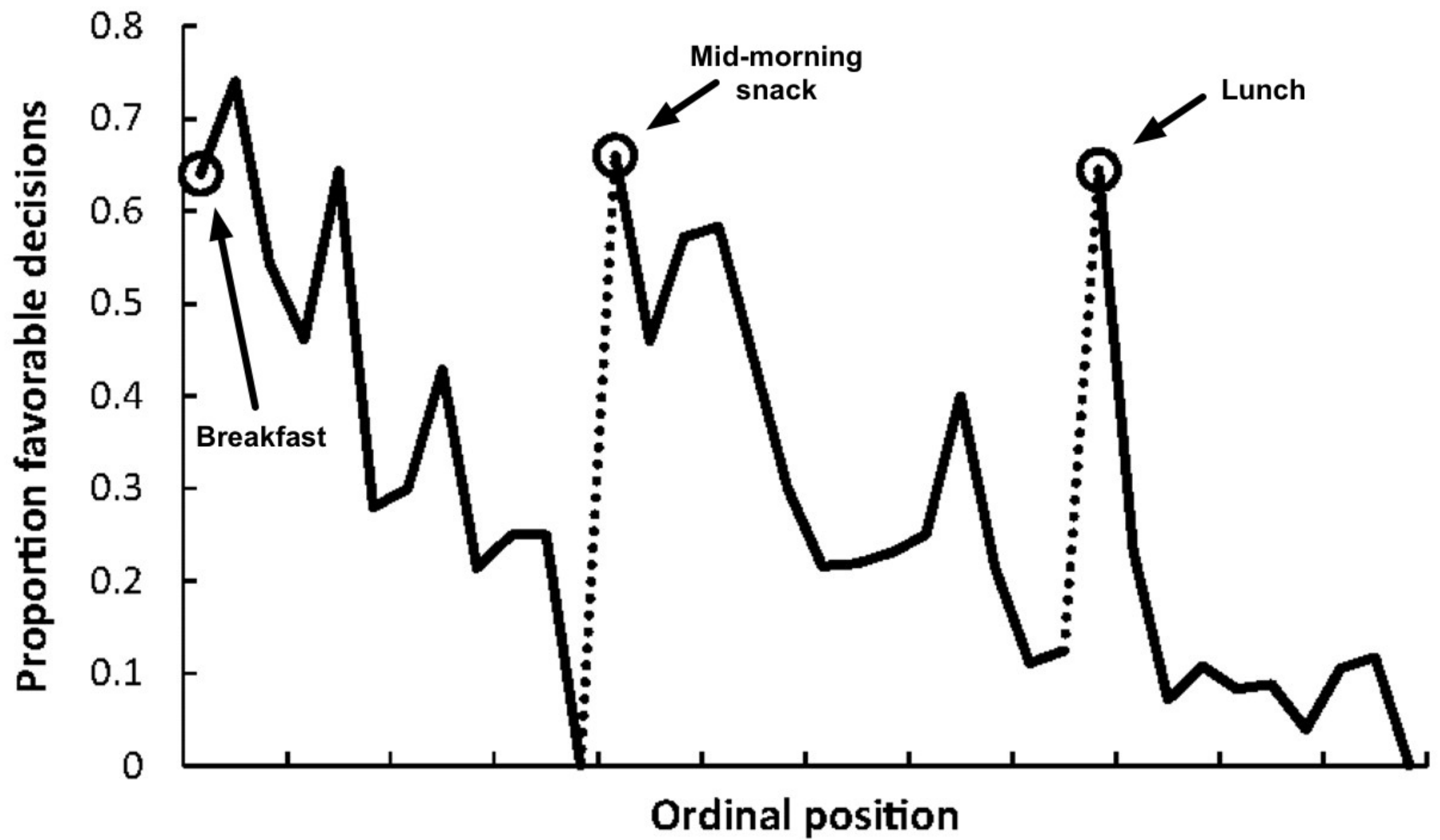




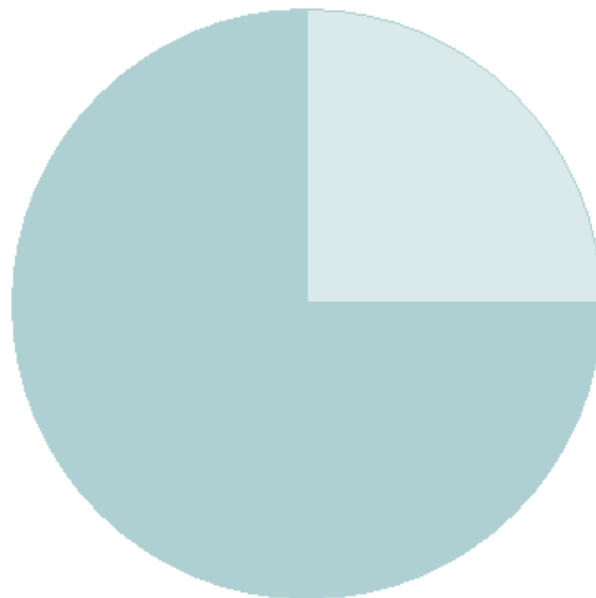
Marcos Vasconcelos photography



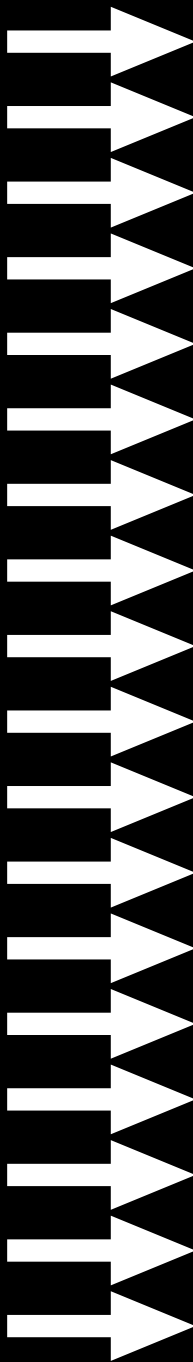
Flickr user DanMaudsley



Pay Attention



40 000 000

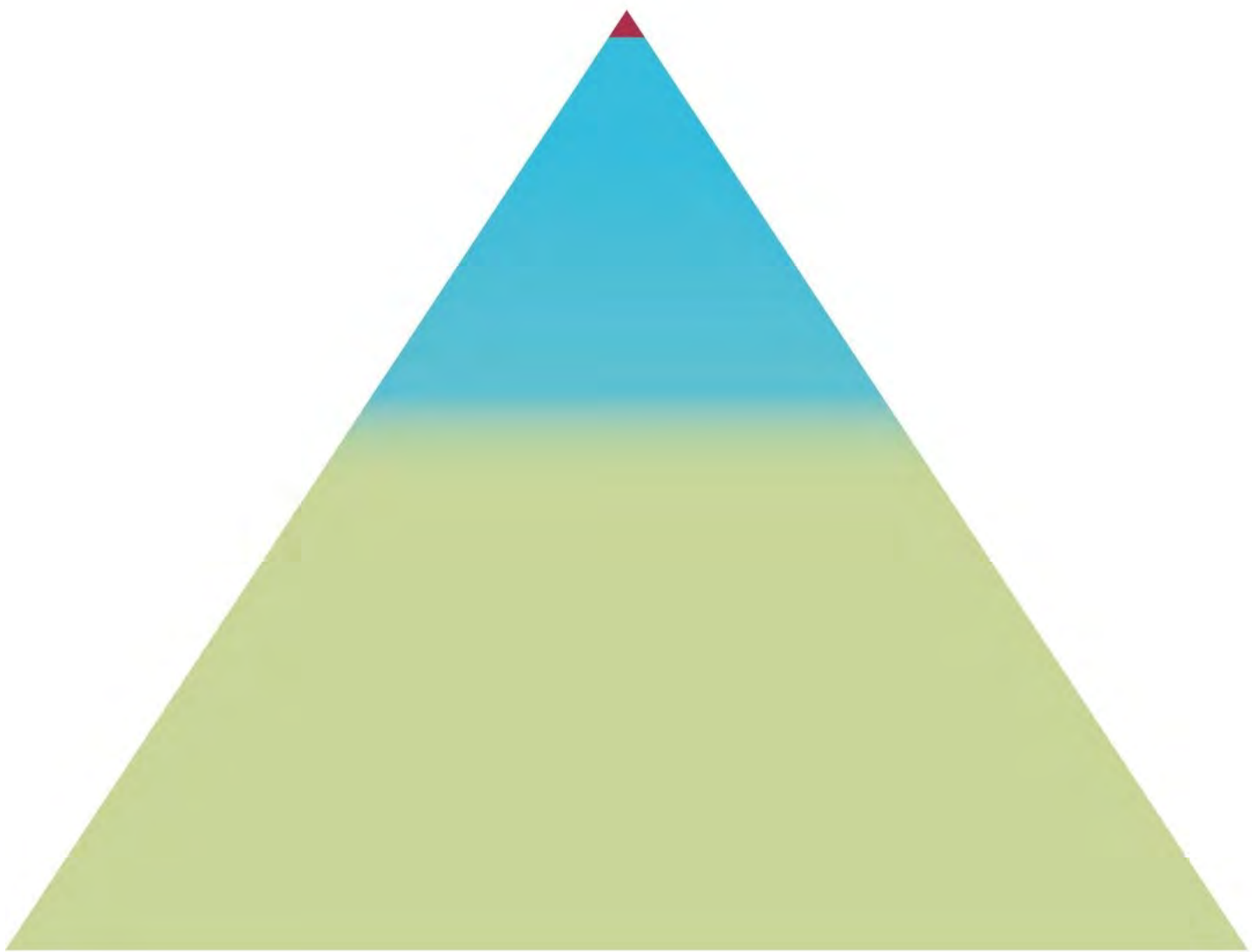


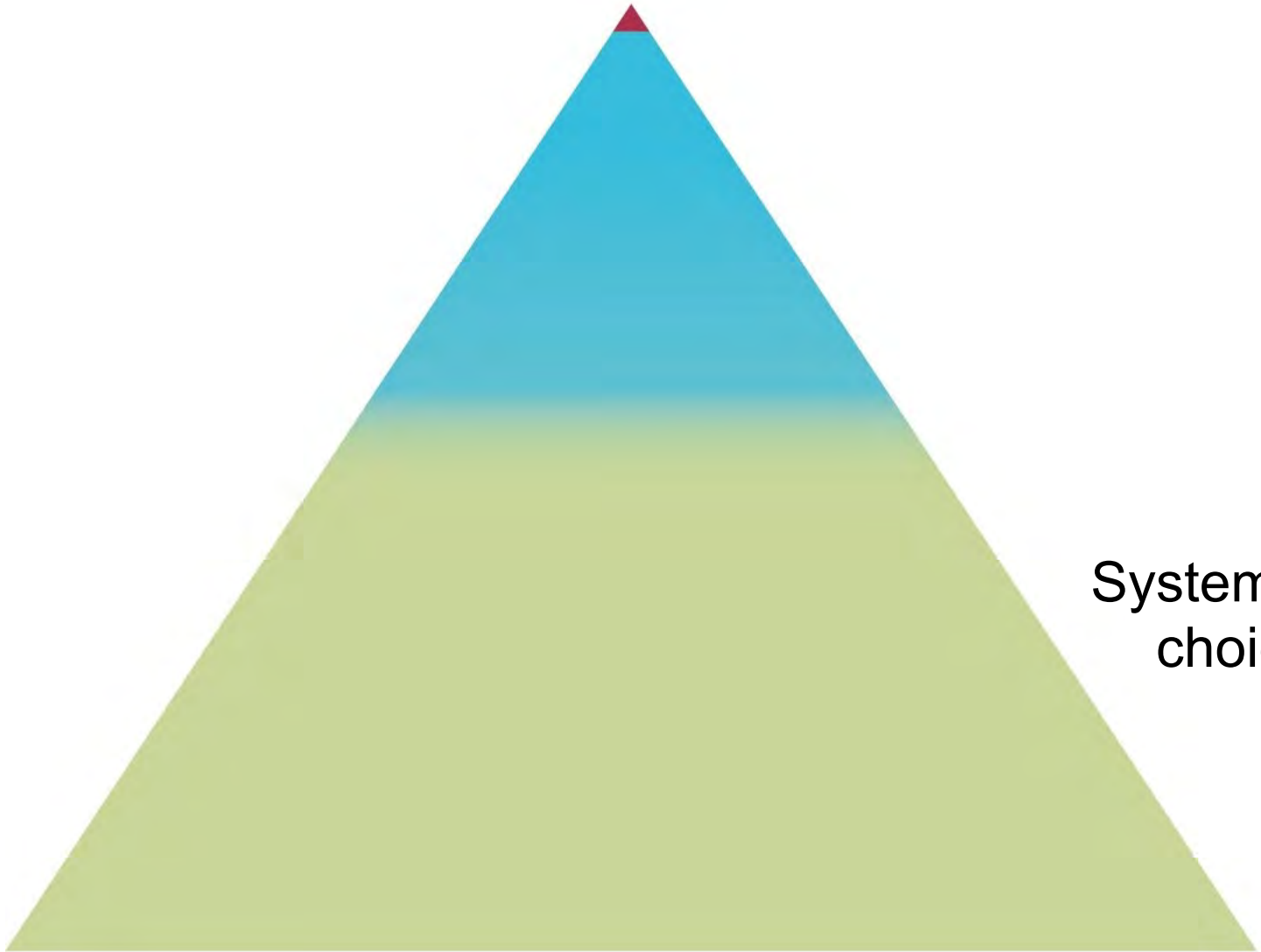
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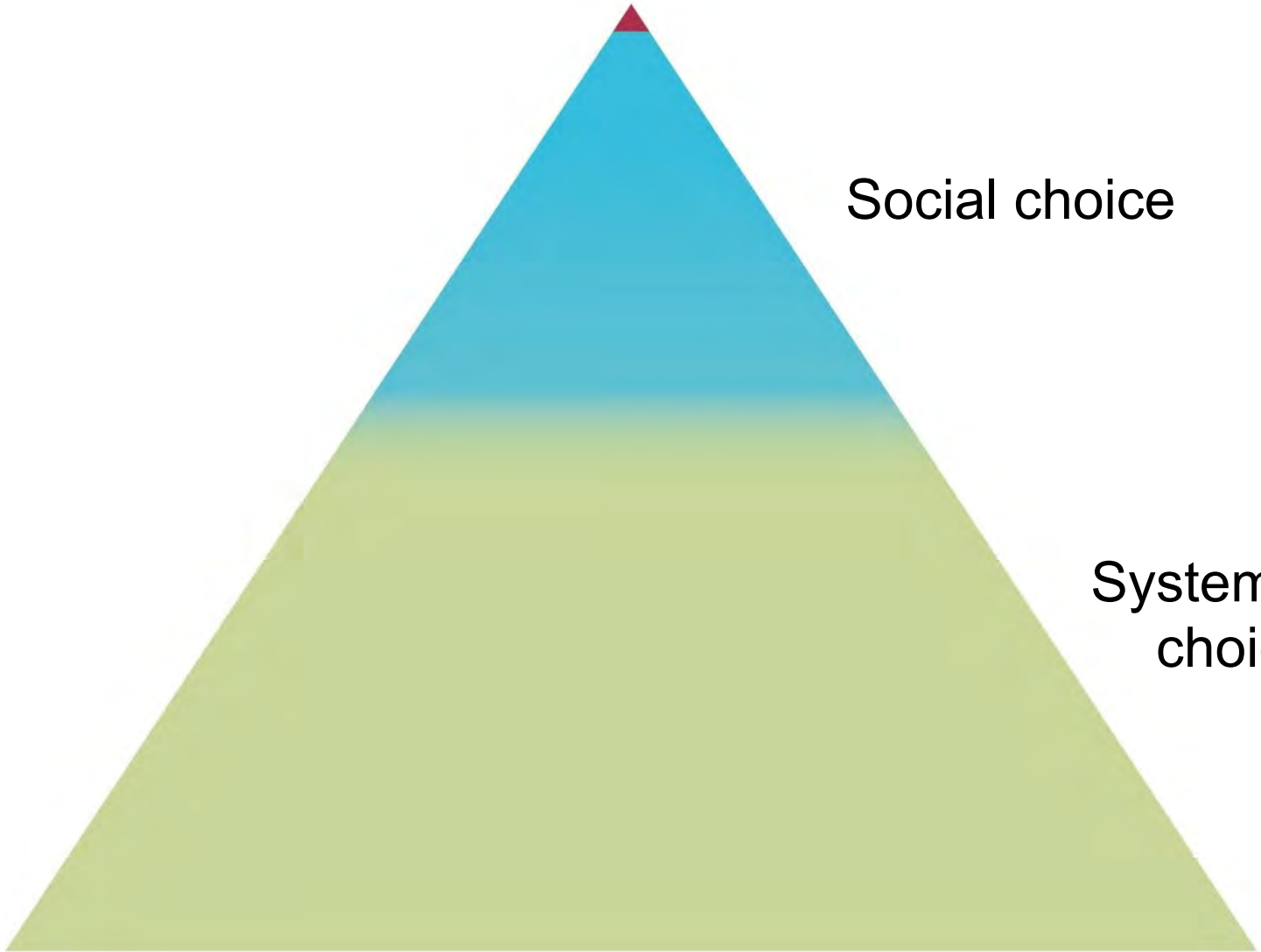






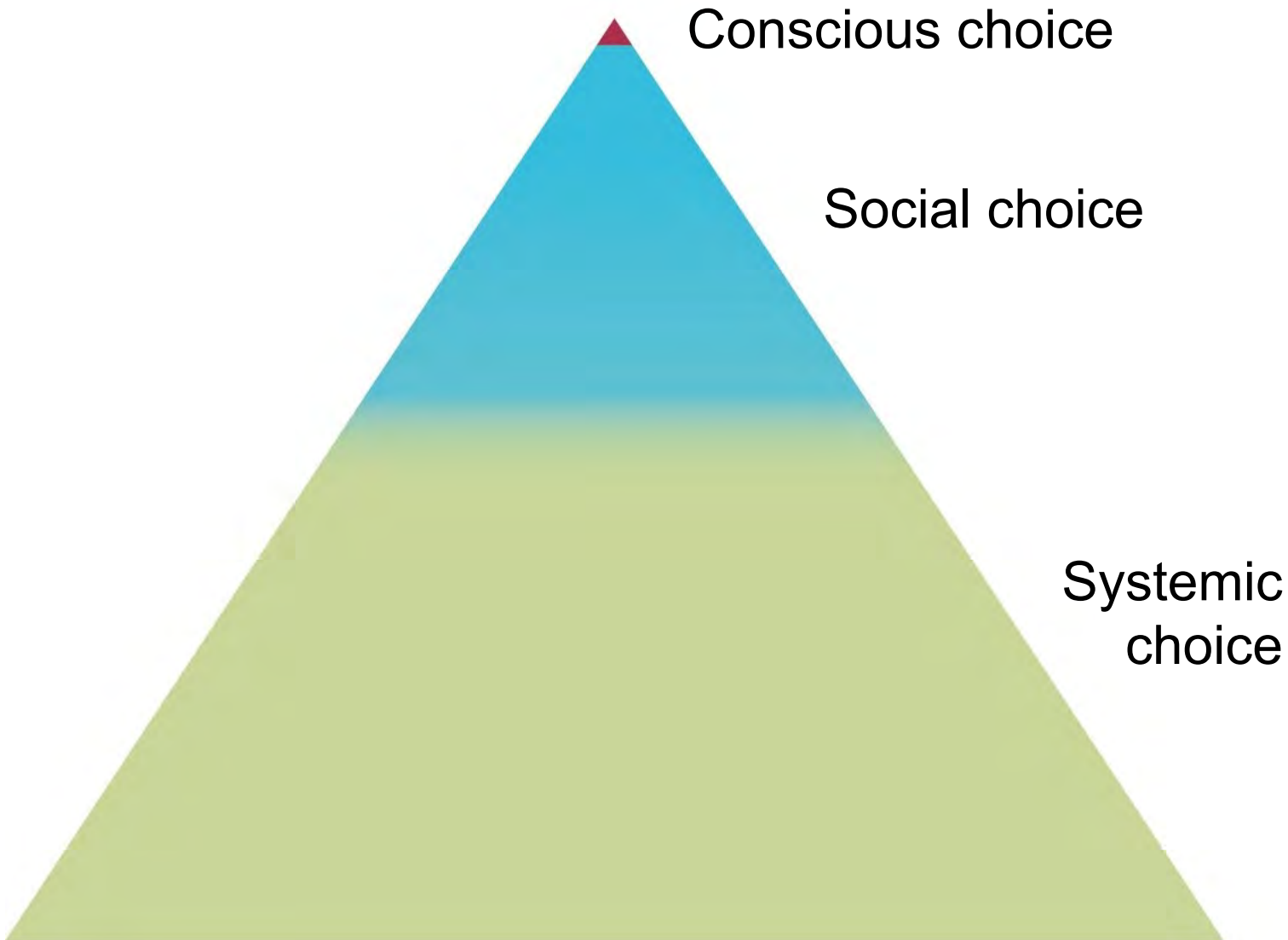


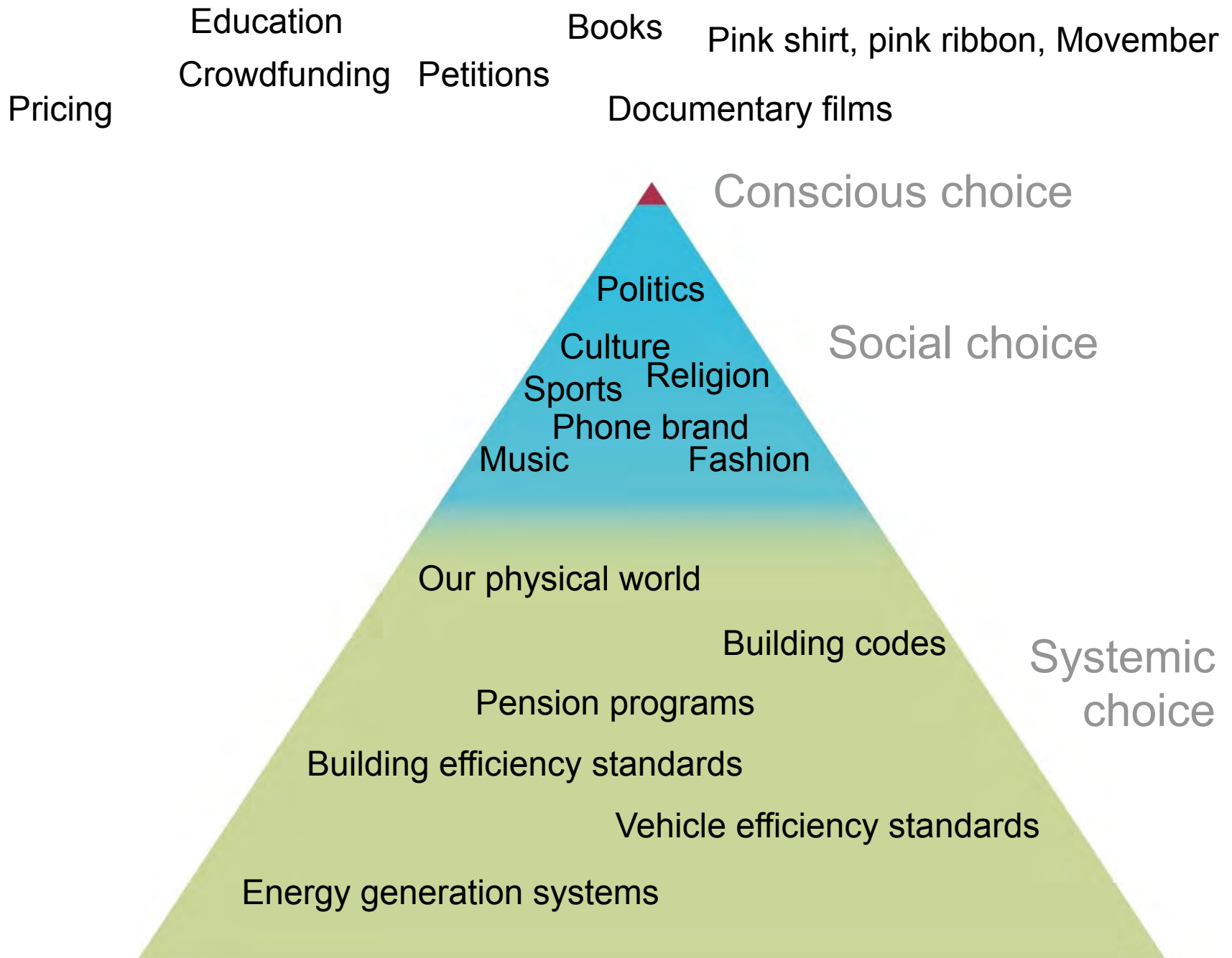
Systemic
choice



Social choice

Systemic
choice





Pricing

Education

Crowdfunding

Public consultation

Shower timers

Speed limits

Petitions

Books

Documentary films

Advertising

Pink shirt, pink ribbon, Movember

Conscious choice

Politics

Advertising

Culture

Sports

Religion

Phone brand

Music

Fashion

Driving speed

Social choice

Our physical world

Packaging regulations

Building codes

Pension programs

Building efficiency standards

Speed restrictors

Vehicle efficiency standards

Energy generation systems

Overfishing regulations

Changing shower heads

Systemic
choice

Pricing

Education Shower timers Advertising
Speed limits Books Pink shirt, pink ribbon, Movember
Crowdfunding Petitions Recycling education
Oceanwise wallet card Documentary films
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social norms

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Changing shower heads

Social media
Apps/ the Nest
Pricing
Education
Crowdfunding
Shower timers
Speed limits
Petitions
Oceanwise wallet card
Public consultation
Books
Advertising
Signage, prompts, feedback
Pink shirt, pink ribbon, Movember
Recycling education
Documentary films

Conscious choice

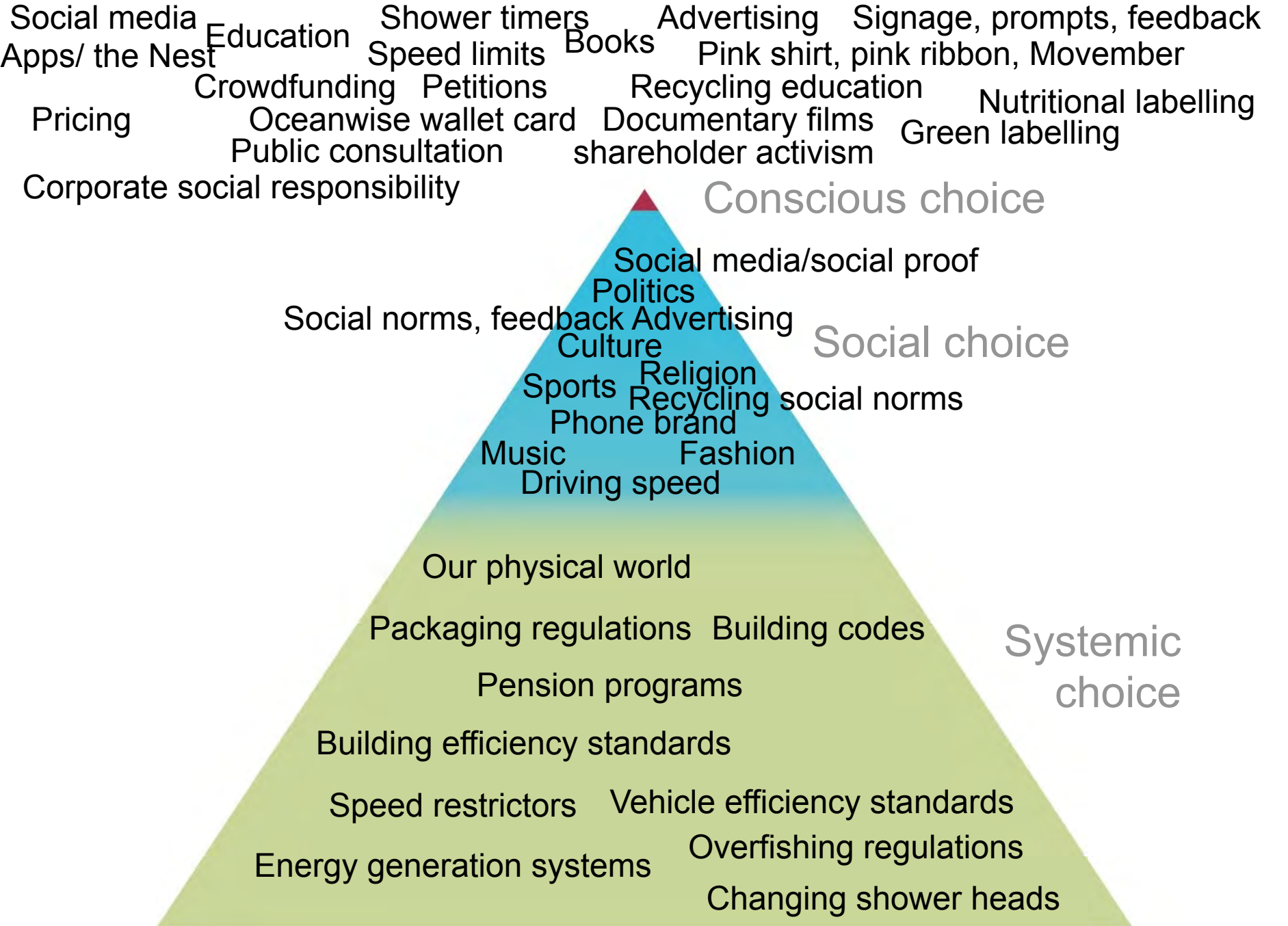
Social media/social proof
Politics
Social norms, feedback
Advertising
Culture
Religion
Sports
Recycling social norms
Phone brand
Music
Fashion
Driving speed

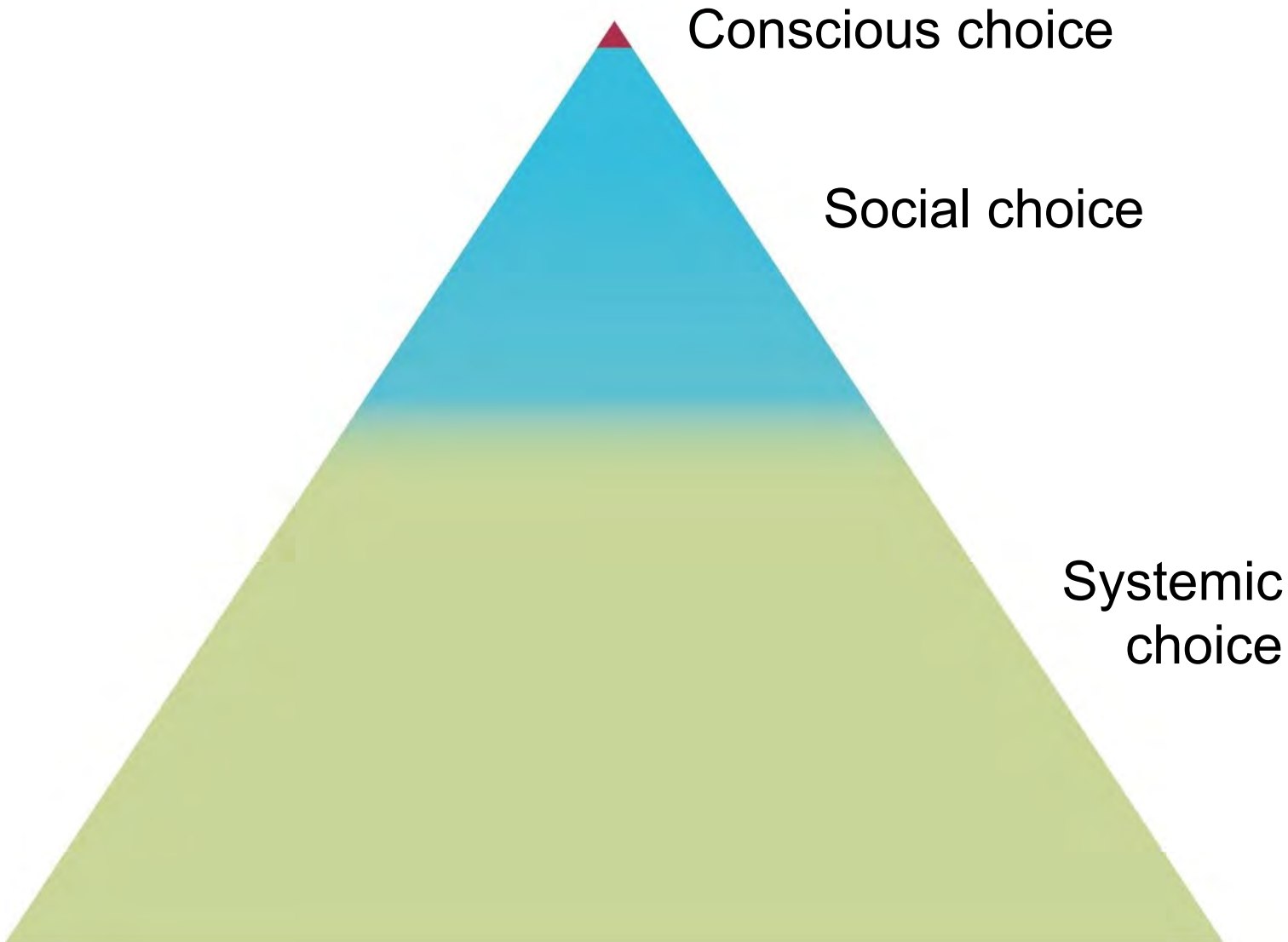
Social choice

Our physical world

Packaging regulations
Building codes
Pension programs
Building efficiency standards
Speed restrictors
Vehicle efficiency standards
Energy generation systems
Overfishing regulations
Changing shower heads

Systemic choice





We save energy by:

- **Ignoring and filtering**
- **Following a social group**
- **Building habits**
- **Using rules of thumb**
- **We are very, very reluctant to stop and think**
- **Following system design**







074
FOR **CARDBOARD**  ONLY

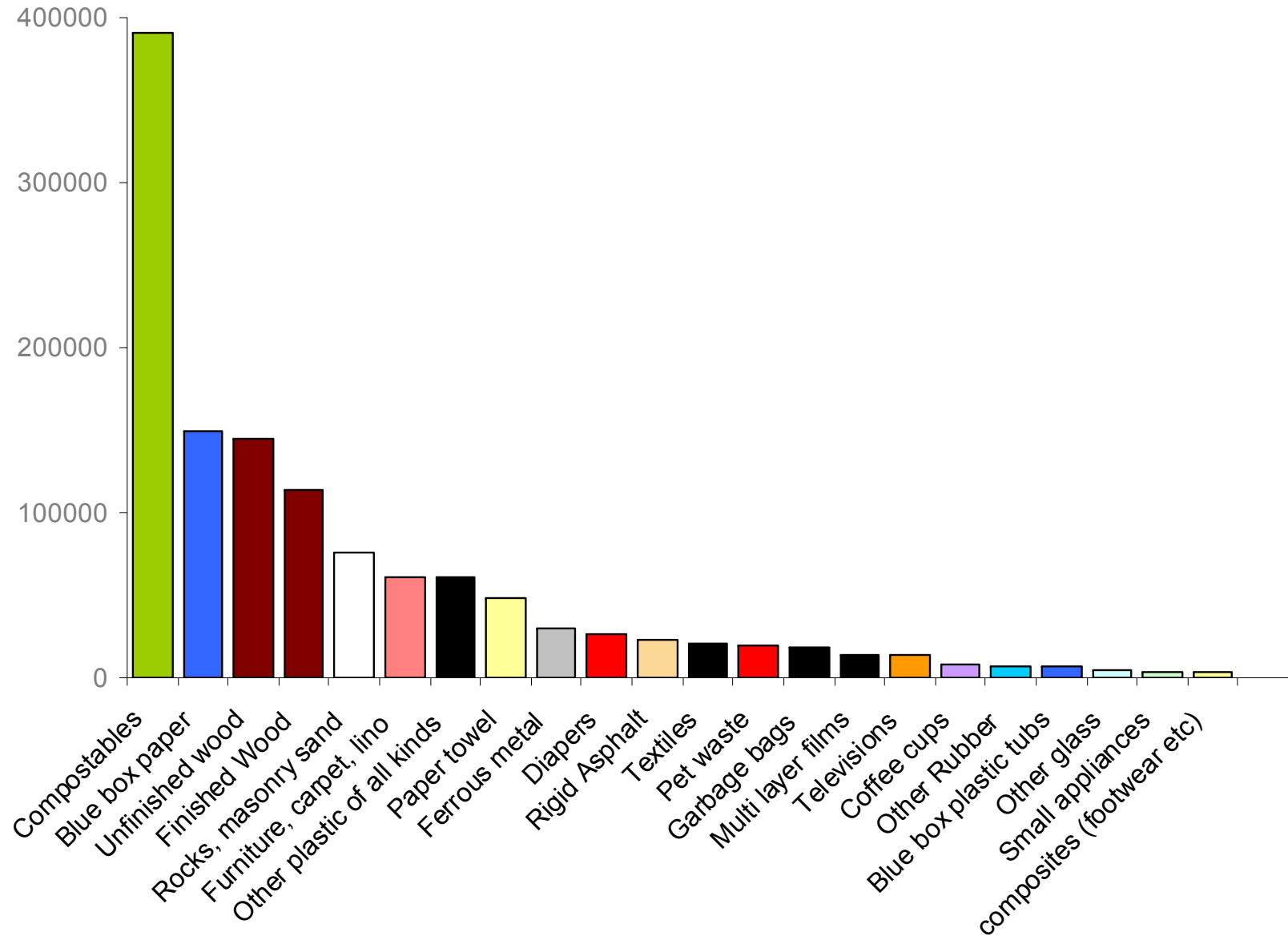
**Super
Save**

**Disposal
533-4423**





Top 100 -- grouped by material and strategy





Resources

Books ★ I'll Have What She's Having – Bentley

★ Honest Signals – Pentland

Willpower – Baumeister

Your Brain at Work – David Rock

Nudge – Thaler and Sunstein

Thinking Fast and Slow – Daniel Kahneman

★ Redirect – Timothy Wilson

Web <http://www.smf.co.uk/publications/creatures-of-habit-the-art-of-behavioural-change/>

★ <http://www.donellameadows.org/archives/leverage-points-places-to-intervene-in-a-system/>

<http://www.youtube.com/watch?v=XeJSXfXep4M>

<http://webarchive.nationalarchives.gov.uk/20120406035308/http://www.coi.gov.uk/documents/commongood/commongood-behaviourchange.pdf>



