

Period:	12.2021 – 09.2022
Countries	Indonesia, Nigeria, Georgia, Mexico, Ecuador, Maldives, Ghana
Project partners	Rare's Center for Behavior & the Environment

The innovation contest was implemented by Rare's Center for Behavior & the Environment. The ten selected finalists (see below) attended in-depth capacity building workshops and received funding of \$5,000 to refine their innovations and prepare to test a prototype. The two winners of the BE.Innovative contest, Common Seas and Caucasus Environmental NGO Network (CENN), received an additional \$25,000 financial support to further implement their behaviour-centred approach.

Environmental challenges are behavioural challenges

Someone somewhere needs to be doing something differently to drive change. Environmental solutions traditionally only use rational material incentives, rules and regulations and information as levers for behaviour change. However, these levers often miss important aspects of human behaviour and thus are not effective on their own. Applying a structured behaviour-centred design approach can help many circular economy projects to effectively change behaviours and achieve more impact.

The project

The PREVENT innovation contest BE.Innovative provided self-paced trainings on behaviour-centred design, accompanied by tailored coaching and mentoring as well as financial support to pilot solutions. Participants learned about the entire spectrum of levers of behaviour change and reflected on behavioural motivations and barriers of their target groups. By working through the behaviour-centred design journey, which is based on the design thinking methodology and includes user research, prototyping and testing of solutions, participants designed targeted interventions. This provided them with a structured and methodological process to address waste challenges through behaviourally informed solutions, ensuring that interventions are informed by real-world evidence.



CENN introduced organisations and companies in Georgia to the behaviour-centred approach to beat plastic pollution.

The ten finalists

- **Common Seas (Indonesia)** wants households in Indonesia to switch to using reusable diapers instead of disposable ones to prevent diapers from ending up in rivers or the environment.
- **Caucasus Environmental NGO Network (Georgia)** aims to alter plastic consumption habits by encouraging a reduction in the use of plastics, especially single-use plastic items. The project targets institutions and their employees in Tbilisi.
- **Pakam Technology Limited (Nigeria)** promotes waste sorting from source by every household.

- **Entreamigos (Mexico)** encourages tourist establishments to participate in the correct sorting of valuable recyclables to provide incentives for the elimination of single-use plastic in their establishments.
- **Making Oceans Plastic Free with PT Ini Solusi Hijau (Indonesia):** The goal of “SUP Free Families” is for households in Indonesia to refuse single-use plastic and manage plastic waste responsibly.
- **The Rockstar Waste Services Limited (Ghana)** wants to promote solid waste segregation and waste management in coastal communities.
- **Basel Convention Coordinating Centre for the African Region (Nigeria)** aims to encourage students and faculty members at the University of Ibadan to separate organic waste as part of a campus-wide composting programme.
- **Vertmonde (Ecuador)** aims to encourage people to take their e-waste to official recyclers.
- **River Cleanup and Cibunut Finest (Indonesia)** work with villages in Bandung to reduce the use of single-use plastic and create good sorting habits.
- **Small Islands Geographic Society (Maldives)** works with restaurants and cafés to replace the use of PET water bottles with more sustainable methods.

Impact

With a relatively small budget and within only 12 months, the BE.Innovative programme reached 100 people who attended the behaviour-centred design course and 10 selected organisations who were supported to implement behaviour-centred design in their projects.

The pilot projects produced tangible results, for example:

- **Basel Convention Coordinating Centre for Africa:** In two weeks after the intervention the segregation of food waste in university dorms went from 0 to 40%.
- **Common Seas:** 90% of the target group became active users of reusable diapers, saving nearly 2,000 single-use diapers during the project period.
- **CENN - Caucasus Environmental NGO Network:** 80% of the target group switched to glass bottles instead of PET bottles for drinking water, reducing the overall PET consumption in the target company by 21%.

PREVENT Waste Alliance

The PREVENT Waste Alliance serves as an international ‘think and do tank’ for circular economy practitioners. As a platform for knowledge exchange and international cooperation, it brings together organisations from the private sector, academia, civil society and public institutions. PREVENT’s mission is to advance the circular economy in low- and middle-income countries by minimising waste, eliminating pollutants, and maximising the reuse of resources in the economy worldwide.

The PREVENT Waste Alliance was launched in 2019 by the German Federal Ministry for Economic Cooperation and Development.



**CENTER FOR
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Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
PREVENT Waste Alliance
Friedrich-Ebert-Allee 32 + 36
53113 Bonn
Germany

T +49 61 96 79-0
F +49 61 96 79-11 15

E info@giz.de
contact@prevent-waste.net | www.giz.de

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More information: www.prevent-waste.net/en/