

'Walking the Talk' Discussion Workshop

In this workshop we explored the theories behind motivation and shared experiences in overcoming barriers to action.

Each group was asked to identify a target audience and a sustainable product or project that they wanted to 'sell'. Group then worked to identify the needs and wants of targets, the barriers and motivators towards action and any top tips or lessons learnt that group wanted to share.

Case Study 1: Fair trade and original sustainable products for consumers

1. Target audience: Early adopter consumer who may take on a personal ownership/interest in sustainable new products, which are unique.
2. Objective: Aim to sell new unique products and create an open mind by consumers to these products.
3. Needs and wants of targets: new unique products.
4. Barriers: inconvenience
5. Motivators: creating intrigue without excluding or confusing and keeping people up to speed by being original and cool.
6. Top tips: Keep the concept simple.

Case study 2: Recycling in offices

1. Target audience: Staff within offices.
2. Objective: To raise awareness of recycling and motivate a change in behaviour towards recycling.
3. Needs and wants of targets: Intranet communication with staff with killer facts and feedback.
4. Barriers: apathy, lack of communication, resources, and buy in from senior management.
5. Motivators: office champions, use of applied thought, senior management and waste exchange and cultivation of polite interest.
6. Top tips: providing factual information and evidence and provide incentives.

Case study 3: Youth Groups and Littering

1. Target audience: Youth Groups aged 12 – 16 years, rebellious teenagers.
2. Objective to reduce littering and promote waste management. Ideally targeting children before they reached 12- 16 years.
3. Needs and wants of targets: Focus groups with role models. Anti-authority and peer group acceptance. Do not conform and image conscious.
4. Barriers: its not cool to be good, litter and waste is dirty, do not like authoritarian approach i.e. being told what to do, conforming or following a trend. Tendency to switch off to messages and feel no one understands.
5. Motivators: wanting to grow up and role models like Beckham, Ms Dynamite. Show consequences to wildlife, especially to girls.
6. Top tips: use a joined approach and know your audience.

Case study 4: Promoting fair trade to the Kilburn community

1. Target audience Kilburn community, which is very diverse such as Irish, Somalian, Nigerian, Albanian immigrants etc.
2. Objective: to promote fair trade and uptake of such products while changing the audience's habits.
3. Needs and wants of targets: This community is socially deprived, low income and multi ethnic. They need easy access to low cost products.
4. Barriers: price and perception of 'snob' value. Fair trade seen only for the middle class who are well off. Availability in ethnic shops, language barrier, knowledge and understanding of issues, lack of motivation, lack of incentives e.g. special offers. No trust/loyalty or familiarity of fair-trade.
5. Motivators: interactive stands of information, tasting opportunities, multi lingual info and products, special offers such as coupons. Community group cooking, articles in local ethnic newspaper articles.
6. Top tips: Have a multi – language communication strategy and lots of personal interaction with community groups.

Case study 5: Multi occupancy kerbside participation.

1. Target audience: Local multi occupancy households.
2. Objective: to promote recycling in multi occupancy households.
3. Needs and wants of targets are accessibility to the service, easy to use and incentives to use it. Vandal proof facilities and clear messages.
4. Barriers: lack of knowledge about or understanding of the service, accessibility to the service, people are not always consulted. Using the service feels like a chore, the service needs more creativity.
5. Motivators: using members of the community to motivate such as waste wardens or champions. 'Policing' the service to gain acceptance through understanding. Guilt factor and promote the benefits of the issue.
6. Top tips: get away from the main waste issue and create a fun event to allow people to meet each other so message comes forward naturally. Provide an accessible and well thought out service which people have been consulted on. Create collective action and start small. Celebrate a victory every six months and keep it local.

Case study 6: Recycling in flats in London.

1. Target audience are tenants in high-rise flats in London.
2. Objective to change behaviour to recycle waste in high-rise flats in London.
3. Needs and wants of targets are a tidy local environment. People want to make a difference in their local environment, maximise their income and get peer approval. They want recycling to be time saving and mainstream. People aspire to a certain status having this facility.
4. Barriers: image of recycling, and that it involves a lot of effort. Inadequate facilities and the expensive cost of recycled products. Overall recycling and waste reduction is not a priority for this group.
5. Motivators: face-to-face contact and rewards for taking part. Create a good infrastructure that works and create local jobs from this scheme. Use existing networks to communicate especially by word of mouth and have local champions and local leaders. Create accessible doorstep or stairwell facilities. Charge for rubbish collection not recycling and give money back if people recycle. Use idols such as Beckham. Give feedback demonstrating local impact or effect.
6. Top tips: See above.

Case study 7: Promoting personal hygiene non-disposable products.

1. Target audience are women.
2. Objective to promote personal hygiene non-disposable items to women.
3. Needs and wants of targets is convenience, good quality products that are healthy and safe, attractive and cheap, save time and are readily available.
4. Barriers: perception that that they are not good quality or are expensive. Changing people's attitude and behaviour towards these products. Jargon that it is not understood.
5. Motivators: they are cost effective long-term selling point. Create incentives: free gifts and money back guarantees. Continue engaging with the purchaser and use easy language. Create good packaging and loyalty schemes. Use web-based sales at universities and schools, which promotes via word of mouth.
6. Top tips: using jargon free language.

Case study 8: Energy efficiency in small businesses

1. Target audience are small businesses.
2. Objective to promote low energy use/energy efficiency in small businesses.
3. Needs and wants of the targets are they want to save money and for implementation to be easy. They also want a market niche such as being an 'environmentally' responsible hairdresser'.
4. Barriers: not a priority for small businesses and with rented premises, not seen as relevant or cost effective.
5. Motivators: word of mouth information and knowledge, using environmental champions. Reward people. Use legislation, advertising campaigns and social pressure. Create an 'Investors in people' equivalent was instigated for SD and organisations for example.
6. Top tips – not identified

Case study 9: Young people and Packaging/Littering.

1. Target audience is young people.
2. Objective to reduce the amount of waste from packaging and reduce littering. To encourage responsibility by consumers to recycle more.
3. Needs and wants of the targets are convenience, stylish and looks good, cost is cheap and within their budget.
4. Barriers: do not like authoritarian approach of being told what to do. Lack of time and availability as well as knowledge. Perception that taste may be affected. Laziness and lack of peer pressure are other barriers.
5. Motivators: giving things for free as a reward/incentives such as cinema tickets. Include people in advertising (film making). Communicate benefits of a healthy environment and a litter free community. Promote through entertainment such as music, TV e.g. a Simpson's episode. Make the message cool, fun and mainstream it so it's accepted. Remind people through prompts and acknowledge their contributions.
6. Top tips: school competitions and giving messages to young people who influence their families and community e.g. word of mouth.