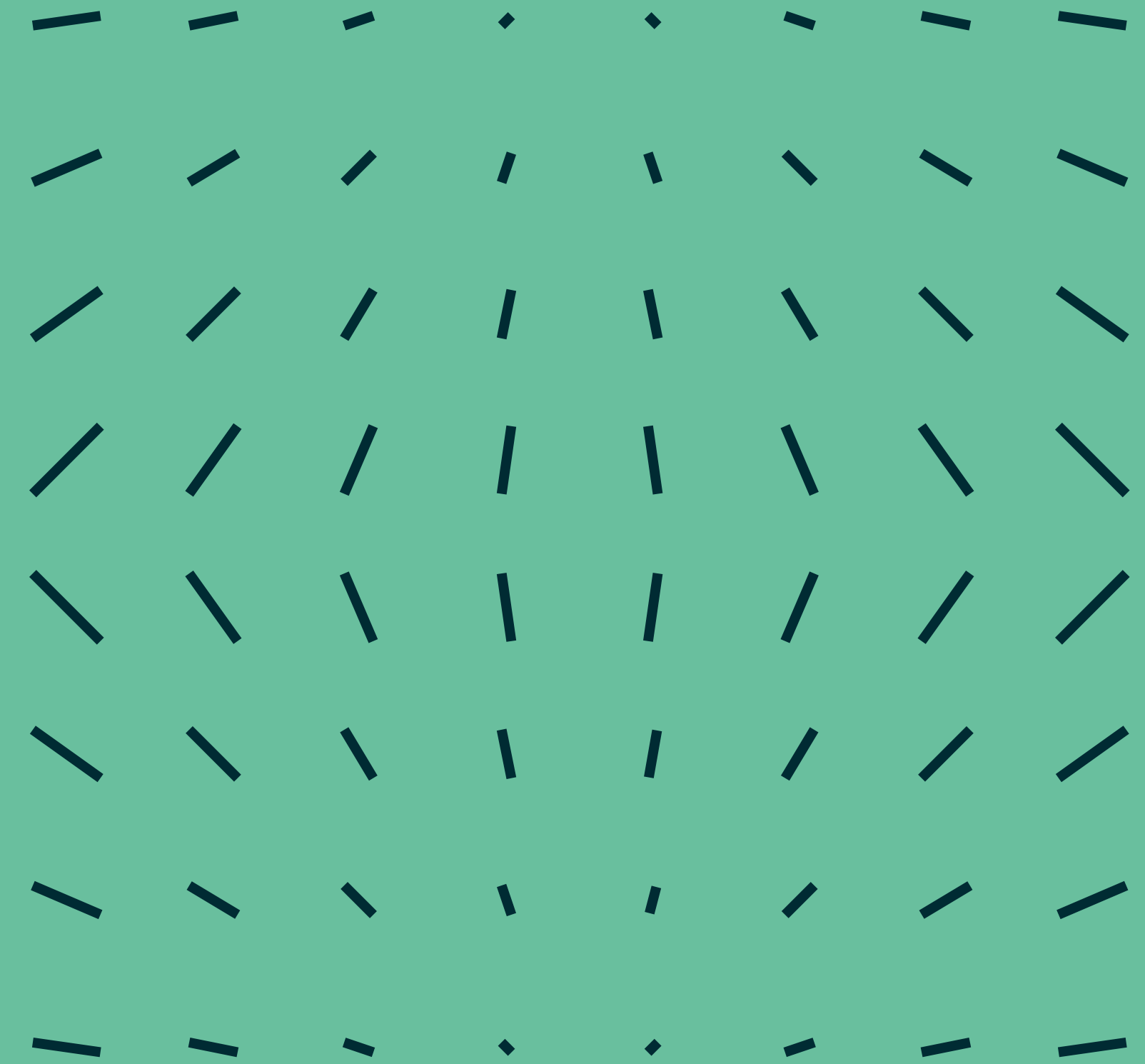


THE GREEN BEHAVIOUR CHANGE PLAYBOOK

MOBILIZING PEOPLE
FOR SUSTAINABILITY

RAINBOW
COLLECTION



You're here because sustainability is important to you. And you're probably trying to motivate others to act more sustainably too. However, we've noticed a common challenge:

How do you actually get people to change their behavior for more sustainability?

If you manage to change behavior, tremendous steps can be made in sustainability. Therefore it should be an essential aspect of your sustainability goals. You just have to know how to play with it.

That's where this playbook comes in. It provides you with a practical toolkit of behavior change techniques.

Use it wisely.



NINA MEIJER
Behavioural change expert

→ **CHAPTER 1 TARGET BEHAVIOR**

HOW TO SPECIFY THE BEHAVIOR YOU WANT TO CHANGE.

→ **CHAPTER 2 INTERVENTION TECHNIQUES**

TECHNIQUES TO MAKE IT POSSIBLE FOR YOUR TARGET AUDIENCE TO CHANGE THEIR BEHAVIOR.

→ **CHAPTER 3 PERSUASION TACTICS**

BEHAVIOR CHANGING TACTICS FOR WHEN YOUR TARGET AUDIENCE IS NOT CONVINCED OF YOUR GOAL OR ITS EFFECTIVENESS.



TARGET BEHAVIOR

When you want to change behavior, it's important to determine what exactly the behavior is that you want to change. And you need to find out what prevents people from engaging in the desired behavior right now.



STEP 1 DEFINING THE TARGET BEHAVIOR

Suppose you want your colleagues or potential customers to live more sustainably, avoid littering in inappropriate places, or support your sustainable goals.

These are admirable goals, but not specific enough. Before you can start with behavior change, you need to define your target behavior as specifically as possible.

For example:

- Every employee in our office chooses at least one day a week to leave the car at home when commuting to work.
- Hikers in the Veluwe always carry a small trash bag for their waste.
- The entire team supports the decision to no longer use plastic or paper coffee cups in the office.



STEP 2 DEFINING WHAT HOLDS PEOPLE BACK

Once you have defined your target behavior, you can determine what prevents your audience from already exhibiting the behavior or what encourages them to do so.

Is the audience unable to perform the behavior due to internal or environmental constraints? This could be a lack of awareness, not having the right resources, or not knowing how to do something. If that's the case, take a look at the intervention techniques in → [Chapter 2](#).

Does the audience not want to perform the behavior because they are not convinced of the goal or its effectiveness? Then go to → [Chapter 3](#) and review the persuasion tactics.

All of the above

Usually, we fail to adopt behaviors due to a combination of limitations in ability and motivation. So if you have the time, we would suggest to [read through the entire playbook](#).



INTERVENTION TECHNIQUES

It may be that your audience is unaware of any issues with their current behavior, or that they do not know how to perform a new behavior. They might also never have experienced the behavior or feel that it is not possible for them.

For these situations, the following intervention techniques can help:

REWARDS AND CHALLENGES

01

EDUCATION AND TRAINING

02

MODIFYING THE ENVIRONMENT

03





REWARDS AND CHALLENGES

REWARDS CAN BE PHYSICAL OR SOCIAL.

- Physical rewards: Money, days off, prizes.
- Social rewards: A simple “thank you,” recognition and appreciation (Employee of the Month, Idea of the Year, Inspiration Award).

CHALLENGE

One way to create an opportunity for a social reward is by developing a challenge. A competition between individuals, teams, departments, or even locations.

This adds a game element, known as gamification, making the behavior itself enjoyable and subsequently reinforced with a reward.

With “Boost Your Neighborhood,” an initiative by Amsterdam Impact and city districts, entrepreneurs are challenged to bring about positive changes in their neighborhoods.

By taking on this challenge and offering a cash prize, they are motivated to take action. This encourages entrepreneurs to contribute to a better society, benefiting the broader ecosystem of social enterprises and socially driven businesses.

EXAMPLE BOOST YOUR NEIGHBORHOOD



The Student Energy Race, led by DUWO, tasks student houses with saving energy over four months. Participants vie for top energy savings and the chance to win cash prizes. Through app tracking, workshops, and starter kits, the race promotes lasting energy-conscious habits, yielding significant reductions annually.

EXAMPLE STUDENT ENERGY RACE





EDUCATION AND TRAINING

Providing new knowledge, skills, and awareness to your target audience can help them change their behavior.

Face to face education or training is an effective way to influence behavior if your target audience is willing to change but lacks the knowledge or skills to do so.

Be aware that it can be a time-consuming intervention and requires considerable energy.

Educating through a campaign or (online) resources is also possible, but less effective. Your target audience has to make the effort to read or view your materials. Therefore, make sure to present your information in a concise and appealing manner and always end with a call-to-action.

EXAMPLE MILIEU CENTRAAL



Milieu Centraal (Dutch organization focused on promoting sustainability and providing environmental information and advice) has launched the free online training “My Style iD” to help people improve their clothing choices.

This training assists participants in discovering their own style and being more creative with their existing clothing.

This contributes to a more organized wardrobe and fewer impulsive purchases, which in turn leads to a smaller ecological footprint.



MODIFYING THE ENVIRONMENT

By adjusting the environment, you can make behavior easier, or sometimes inevitable or impossible.

This can be done in various ways:

- Nudging behavior by making the right option more visible.
- Restricting access to unwanted behavior, making it unattractive or impossible.
- Adjusting the environment to make the desired behavior easier or the obvious choice.

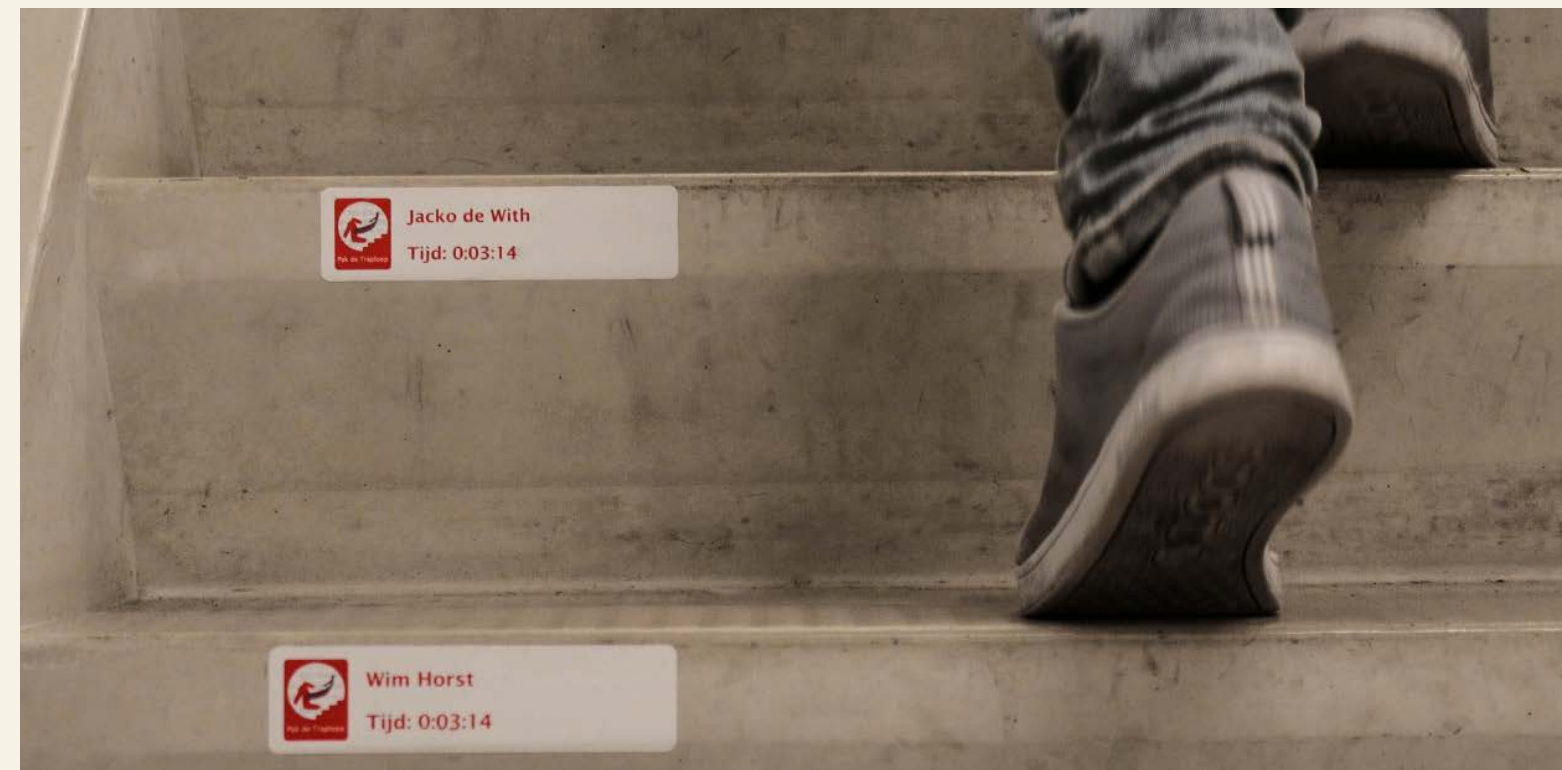
This technique cannot be used in communication.

EXAMPLE



The sale of organic products increased by 21% due to nudges from Bionext and the European organic label. A notable rise was observed with the use of a sign saying 'Choose for taste'. This demonstrates the effect of nudging to encourage consumers to opt for organic products more frequently.

EXAMPLE

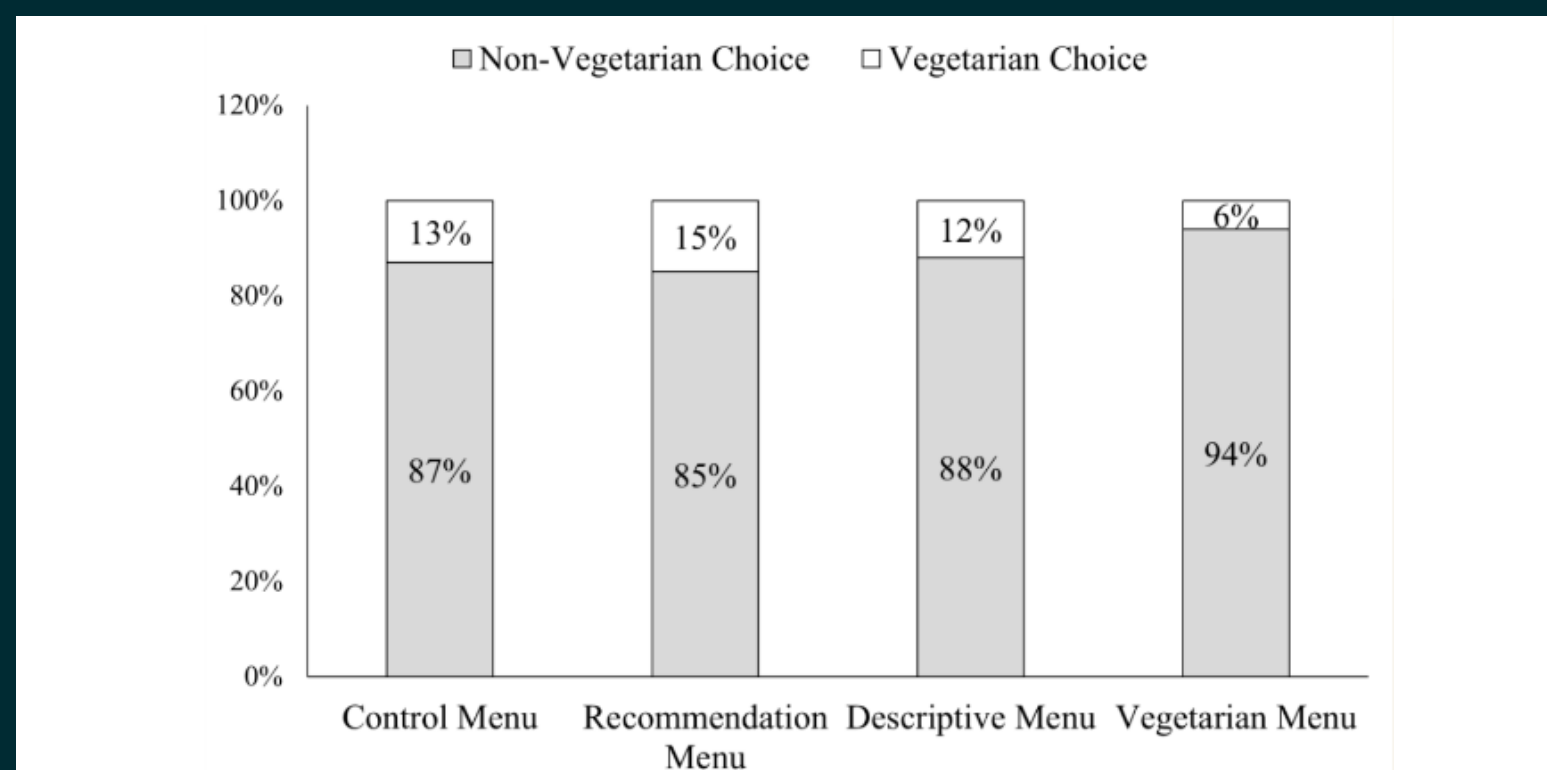


The city hall of the municipality of Utrecht applied a nudge to encourage people to take the stairs.

By placing stickers with names and times on the steps, a social and competitive atmosphere was created.

Colleagues talk about their achievements, and visitors become curious. This simple approach makes taking the stairs more appealing because it applies gamification.

EXAMPLE



Research conducted by the London School of Economics shows that presenting vegetarian options as a regular choice rather than an exception increases their sales significantly.

This adjustment resulted in a notable 56% increase in sales, as it became the default option even for non-vegetarian customers.



PERSUASION TACTICS

Does your target audience have all the resources and knowledge required, but simply lacks motivation? Then you need to persuade them. The following persuasion tactics can be used when you want to convince others of your standpoint or to adopt new behavior:



COMMITMENT AND CONSISTENCY



RECIPROCITY



SCARCITY



UTILIZING SOCIAL ENVIRONMENT



PERSUASION TACTICS



COMMITMENT AND CONSISTENCY

People often adhere to what they have previously committed to or done. If we encourage them to publicly express something positive about certain behavior, they are likely to remain consistent with that statement.

The same principle applies when people take a first small step towards desired behavior. If we can motivate them to take a small action, such as a minor commitment (foot-in-the-door), it becomes easier to later request larger favors.

EXAMPLEDOPPER

**Wegwerpwaterflessen?
Niet voor ons**

Sluit je aan bij de Dopper Wave en strijd mee tegen wegwerpwaterflessen.

BEGIN HIER



With the Dopper Wave, you commit to simple actions against single-use plastic by signing a pledge.

This promise leverages commitment and consistency. Publicly committing fosters the tendency to sustain these behaviors, thereby contributing to a plastic-free ocean.



RECIPROCITY

When you do something for someone else, that person (perhaps without even thinking about it) feels the inclination to do something in return. Consider offering free samples or other kindnesses as an employer or company.

EXAMPLE



Oatly has visited various stations to distribute free samples of their product.

This action aligns with the principle of reciprocity, where offering free samples motivates people to want to do something in return.

It creates a kind of exchange relationship, which can influence purchasing behavior.

EXAMPLE



Hertz organized one of the largest EV test drives in the US, giving people the opportunity to try out electric vehicles.

Additionally, Hertz offered customers the chance to rent an EV for free for two or more days when they choose an electric vehicle.

This creates a sense of reciprocity, where customers feel more connected to the brand and are encouraged to rent electric vehicles from Hertz more often.

EXAMPLE



REI's "Opt Outside" campaign involves closing their stores on Black Friday and encouraging both employees and customers to spend time outdoors instead.

They provide tools and resources such as hiking trail maps, guides for various outdoor sports, and food packages to help people enjoy their time outside. By offering these resources, REI not only promotes a healthier lifestyle but also builds a strong emotional connection with customers, who feel motivated to support a brand that gives back to the community and the environment.



SCARCITY

Scarcity generates urgency and exclusivity, making something or an opportunity more appealing. The notion that something is limited in availability prompts people to take action, as they do not want to miss out. The sense of exclusivity enhances the value, making the object or opportunity even more attractive.

The Chunky Dunky Nike and Ben & Jerry's collaboration is a limited edition release that creates a sense of scarcity.

This unique collaboration combines the iconic style of Nike with the colorful aesthetic of Ben & Jerry's, inspired by the popular ice cream flavor "Chunky Monkey". With vibrant colors and striking details, these sneakers are highly sought after by sneaker enthusiasts and fans of Ben & Jerry's.

EXAMPLE BEN & JERRY'S X NIKE



Adidas collaborates with Parley for the Oceans to create sneakers and apparel made from recycled ocean plastic.

These products are often released in limited editions to emphasize their exclusivity and highlight the importance of ocean conservation. The scarcity of these sustainable items makes them more desirable, motivating consumers to act quickly and contribute to environmental preservation.

EXAMPLE ADIDAS X PARLEY



PERSUASION TACTICS



USE OF SOCIAL CONTEXT

People tend to feel more at ease doing something if they see others doing it first. This is influenced by social proof, where individuals tend to mimic the behavior of others, especially if those others are perceived as likable.

Here, you can also utilize a social norm, provided it actually prevails among people in the group (colleagues, friends, demographic).

Note:

- ➔ positive social norms often work best. So, what people do.
- ➔ When a person of authority conveys a message, we are also more likely to accept it as truth.

EXAMPLE



Supporter van Schoon is a Dutch organization dedicated to promoting a cleaner environment by reducing waste and encouraging sustainable practices.

Supporter van Schoon runs campaigns focused on reducing waste. One of their campaigns emphasizes using reusable packaging for food and beverages. **They employ social proof in two ways:**

- Showcasing individuals who set the right example.
- Featuring Freek Vonk, a popular wildlife presenter.

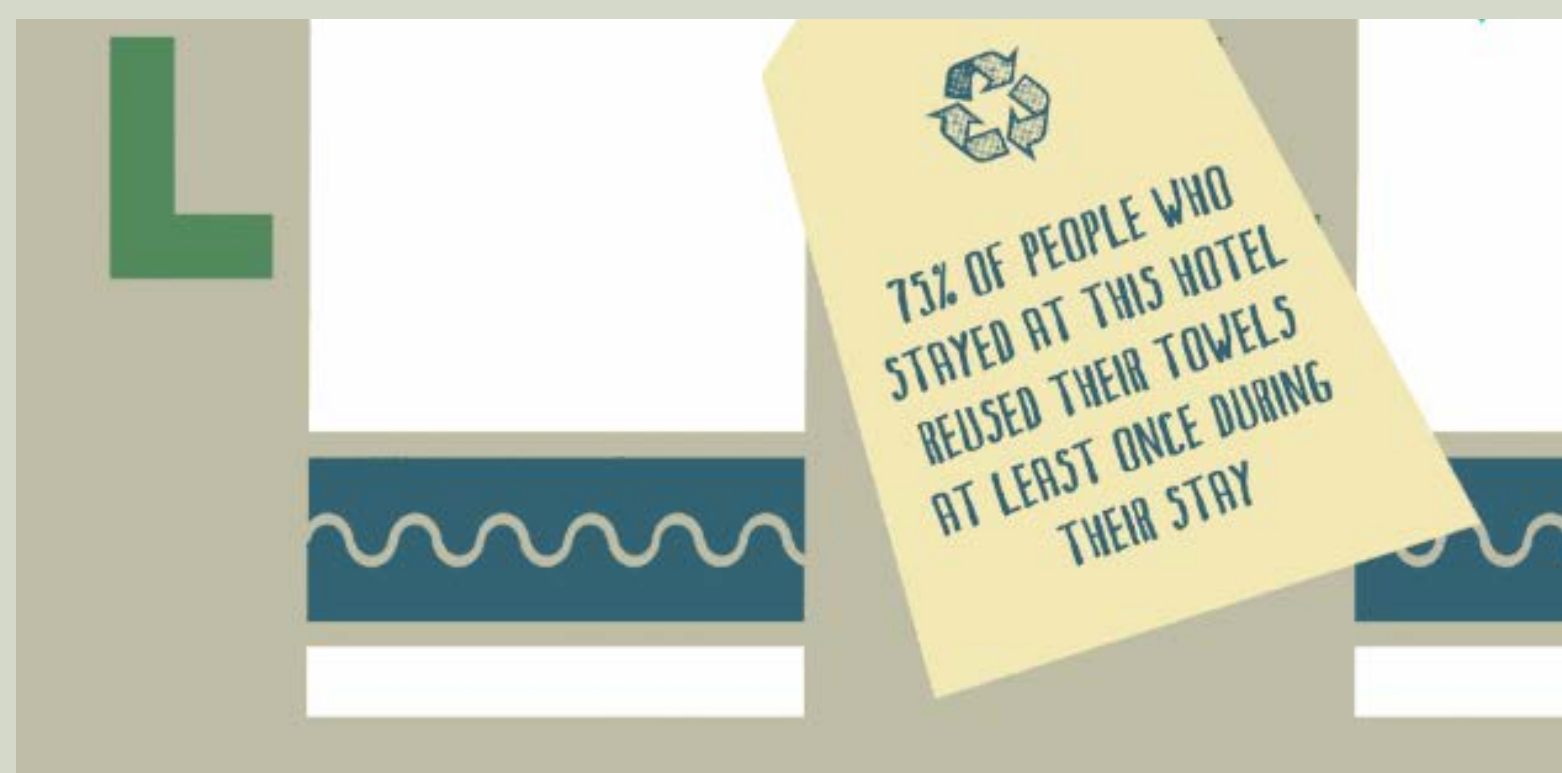
EXAMPLE



IKEA’s “Live Lagom” initiative helps customers lead more sustainable and balanced lives by providing practical tips and products.

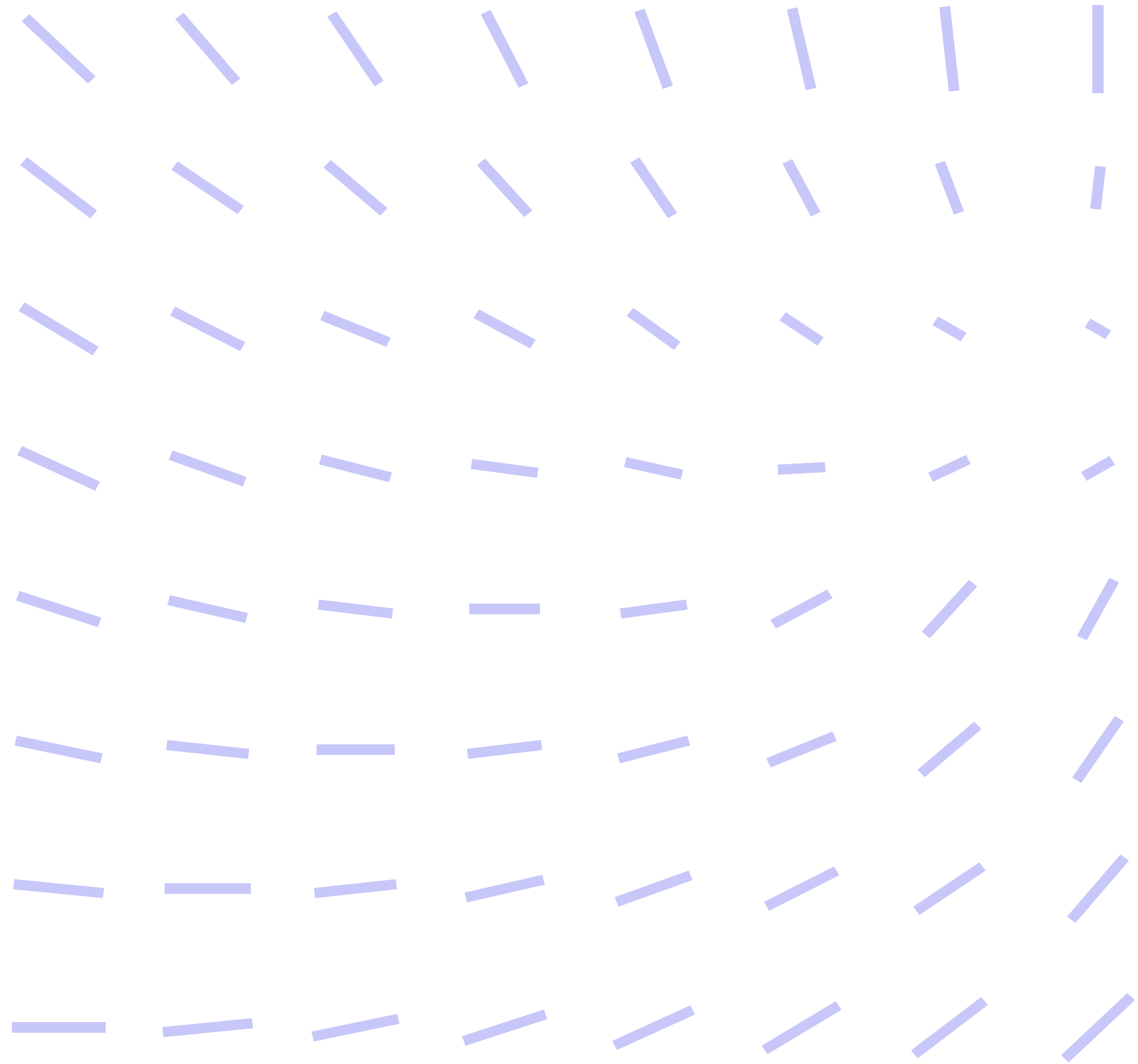
By showcasing how others successfully live sustainably through the “Lagom” concept, IKEA encourages more people to adopt similar habits.

EXAMPLE



Hotels use social norms to encourage guests to reuse their towels.

In a study, a bathroom card stating that “nearly 75% of guests” reuse their towels had a much greater effect than a message simply urging guests to “help save the environment.”



LET'S MEET FOR A CUP OF COFFEE?

RAINBOW COLLECTION

At Rainbow Collection, we're here to help you navigate through sustainability. Our multidisciplinary team brings together sustainability strategists, designers, copywriters, brand strategists, and a behavioural change expert, all dedicated to create effective and genuine sustainability narratives that inspire action.



On this final page we'd like to persuade you to contact our Behavior Change expert Nina for customized behavior change advice.

LET'S CONNECT

