
MAPPING REUSE BEHAVIOURS

CRNI, 27TH SEPTEMBER

1. opportunity to **chat with each other**
2. consider different types of **reuse behaviours**
3. design a **rough idea** for a campaign or service

1. opportunity to **chat with each other**
2. consider different types of **reuse behaviours**
3. design a **rough idea** for a campaign or service
4. not going to embarrass anyone

even if it is not explicitly
recognised, we approach
problems with some
model of human
behaviour

behaviour change can be
about seeing people as
the problem

**or solving people's
problems.**

make it easy
make it attractive
make it social
make it timely

SCENARIO / USER JOURNEY MAP

moving house

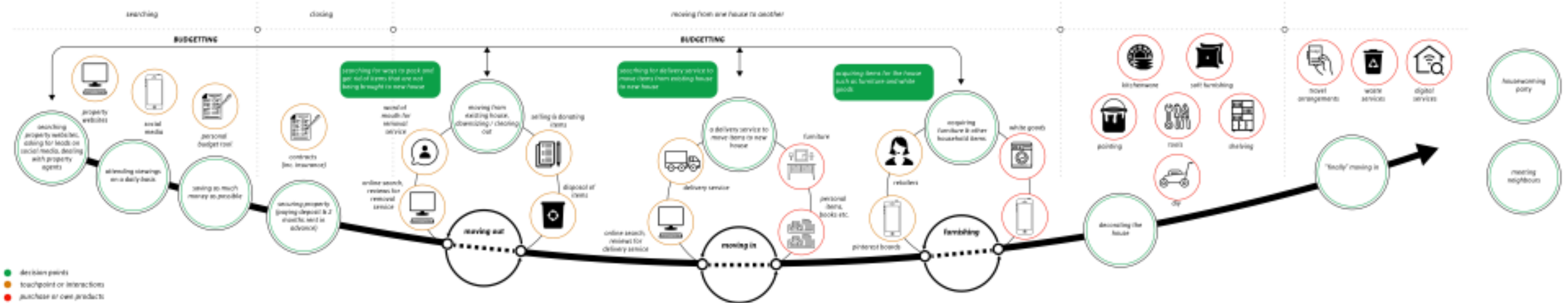
house hunting

finding

moving

set up

move in



Thinking

e.g. I hope we find somewhere we can afford soon

e.g. how can we make it a home?

e.g. how can I make the budget work

e.g. Where do I start?

e.g. how can we put our mark on the house and make it our own?

Feeling

e.g. uncertain, anxious

e.g. relieved, excited

e.g. concerned about quality of suppliers, and hassle of finding someone good

e.g. Tired from long hours and trying to fit everything in

e.g. relieved but worn out

PERSONA (FICTIONAL PERSON)

PERSONA 4



Sarah is the technical director of a medium sized food company. She has been with the business for 22 years and in the last three year she has taken on the role as environmental manager. Sarah has no formal training in environmental management but has overseen a number of environmental projects in the business.

This includes installing balers for cardboard packaging, finding uses for secondary food waste, installing energy efficient lightbulbs. Sarah has been with the business through a number of management changes. It is a family business so the pool of expertise is limited. While being smart with resources was always an ethos of the business as the younger members of the family are starting to take more senior roles issues such as sustainability are becoming more prominent.

practices

Sarah is incredibly diligent and has a very strong work ethic. She is very dedicated to the business and shares the values and ethos. She knows the products, suppliers and customers very well.

Sarah's office is chaotic and piled high with folders and paperwork. She has to deal with EPA and food safety inspectors and any audit or inspection stresses her out even though they are performing excellently.

motivations

Sarah would primarily see environmental management as "common sense" and would be motivated by finding efficiencies or simple solutions to problems.

She is less motivated by finding more innovative solutions or looking into new product development issues.

opportunities

Sarah has a very practical mindset and would be excellent at creating procedures around any resource efficiency projects.

She is one of the most connected individuals in the business as the founders have since retired.

challenges

Sarah has very little time to work on new projects. She feels isolated as there are no regional events for her to attend anymore.

While her role is crucial she feels that she has little decision making power and feels senior management should be focus of support.

She is also coming close to retirement and has no clear succession plan.

communication channels

Sarah said she is very "traditional" and not great at using the computer or her phone to communicate. She has a smartphone but hardly uses it. She has struggled to digitise her paperwork and seems resistant to considering the possibility.



OPEN PRACTICES

SCENARIO / USER JOURNEY MAP

moving house

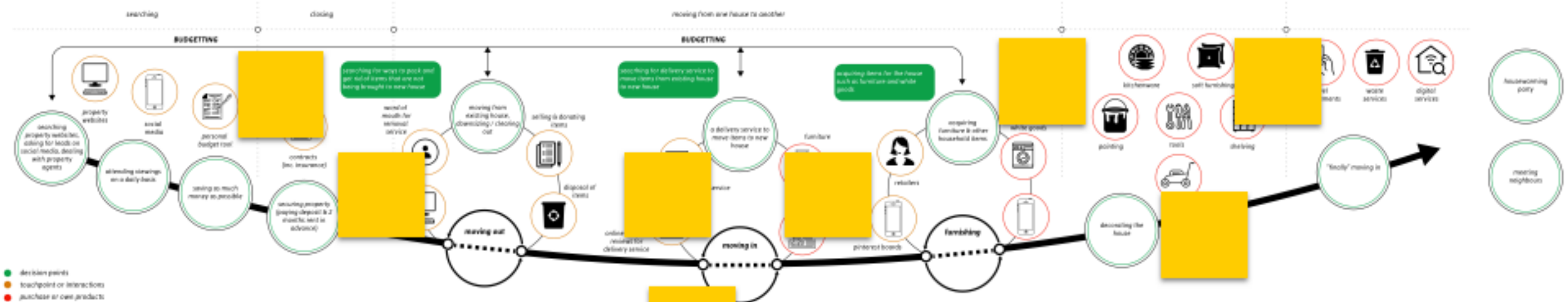
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WHERE REUSE MAY BE AN OPTION

BARRIERS TO REUSE & REPAIR (E.G ACCESS, TIME, MONEY, SKILLS)

HASSLE FACTORS, STRESS POINTS, FRICTION POINTS FOR PERSON



Future Work Priorities
Areas Which Would Benefit Most from
Network Engagement
Tools to Assist Members in Future Work

SERVICE JOURNEY MAP

BEFORE	WHILE	AFTER
1. Initial Contact	2. Assessment	3. Review
4. Planning	5. Implementation	6. Evaluation
7. Monitoring	8. Reporting	9. Feedback
10. Follow-up		

PROBLEM

Problem	Impact	Resolution
1. Lack of communication	2. Poor quality of work	3. Delayed response
4. Inconsistent service	5. Low customer satisfaction	6. High staff turnover
7. Limited resources	8. Poor time management	9. Lack of training
10. Poor customer service		

SCENARIO / USER JOURNEY MAP

moving house

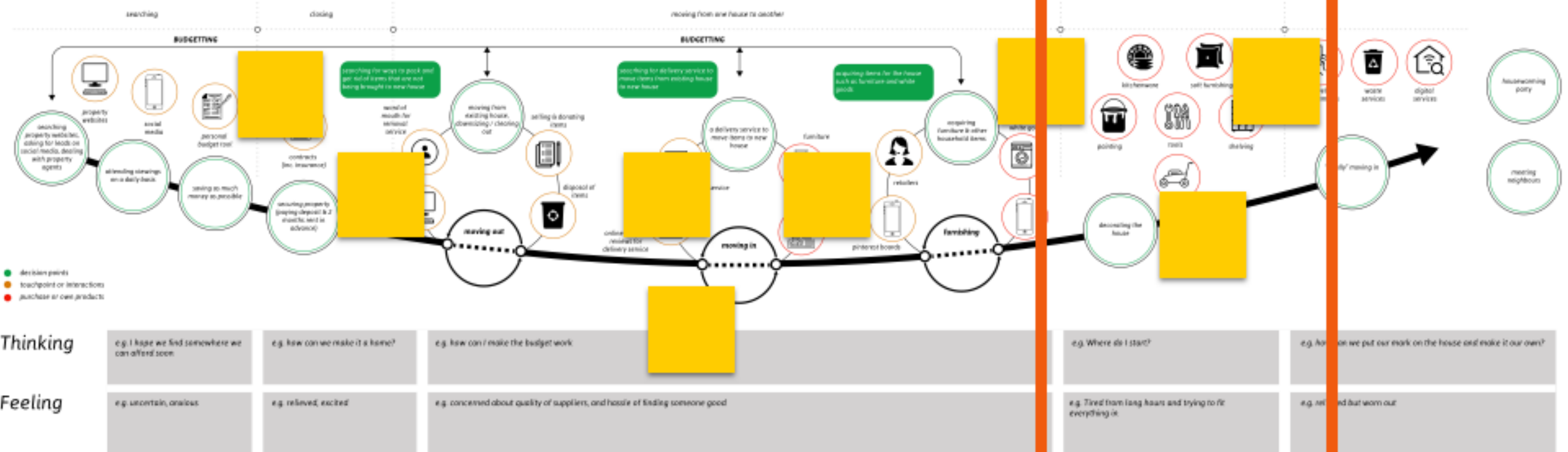
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CAMPAIGN / SERVICE DESIGN

TEAM

GROUP/PROJECT

1. GOAL (outcome)

To design a service / campaign that will.....

2. existing behaviour

what do we actually know about why
and how they behave? e.g. evidence
what is the context for the behaviour?

3. desired behaviour

how do we expect people to behave differently?
what might need to change with the context? e.g.
changes to infrastructure, technology etc

4. how might you help them make better choices?

easy

Harness the power of defaults, Reduce the 'hassle factor' of
taking up a service, Simplify messages

Defaults and prompted choices e.g. prompted to make a choice
about reuse or reuse as default option

Simplification e.g. Make how-to information clearer and easier

Remove friction & hassle factors: e.g. identify 'sticking points' in
service or operational procedures and design them out

attractive

Attract attention, Design rewards/sanctions for max. effect

Salience e.g. Draw attention to relevant points – including the role of
Reuse in savings & improving profile

Messenger e.g. use peer networks, encourage leading businesses to
become 'champions' to reinforce "social norms"

Personalisation e.g. Add hand-written instructions and contact
details to application forms

Affect e.g. Use strong feelings to prompt decisions,

Framing e.g. frame reuse as desirable

5. who do you work with to make it happen?

Who is involved in making this happen? e.g. government, NGOs,
private sector, communities.

Does it require policy changes? Reuse, Donate, Borrow, Rent,
Share, Access as a service, Refill, Exchange, Bbuy second hand,

6. what does your solution look like?

Draw a picture of how your service or campaign might
look like from the perspective of your audience/customer

social

Show that most people perform the desired behaviour,
Encourage people to make a commitment to others

Social norms e.g. Inform about the sustainable behaviour of peers

Networks e.g. Use social networks to encourage collective behaviour

Commitment e.g. Encourage public commitments (and then publish
pledges/charters on websites)

Exemplify e.g. Respond to desires for reciprocity and fairness by
leading through example and by public commitments

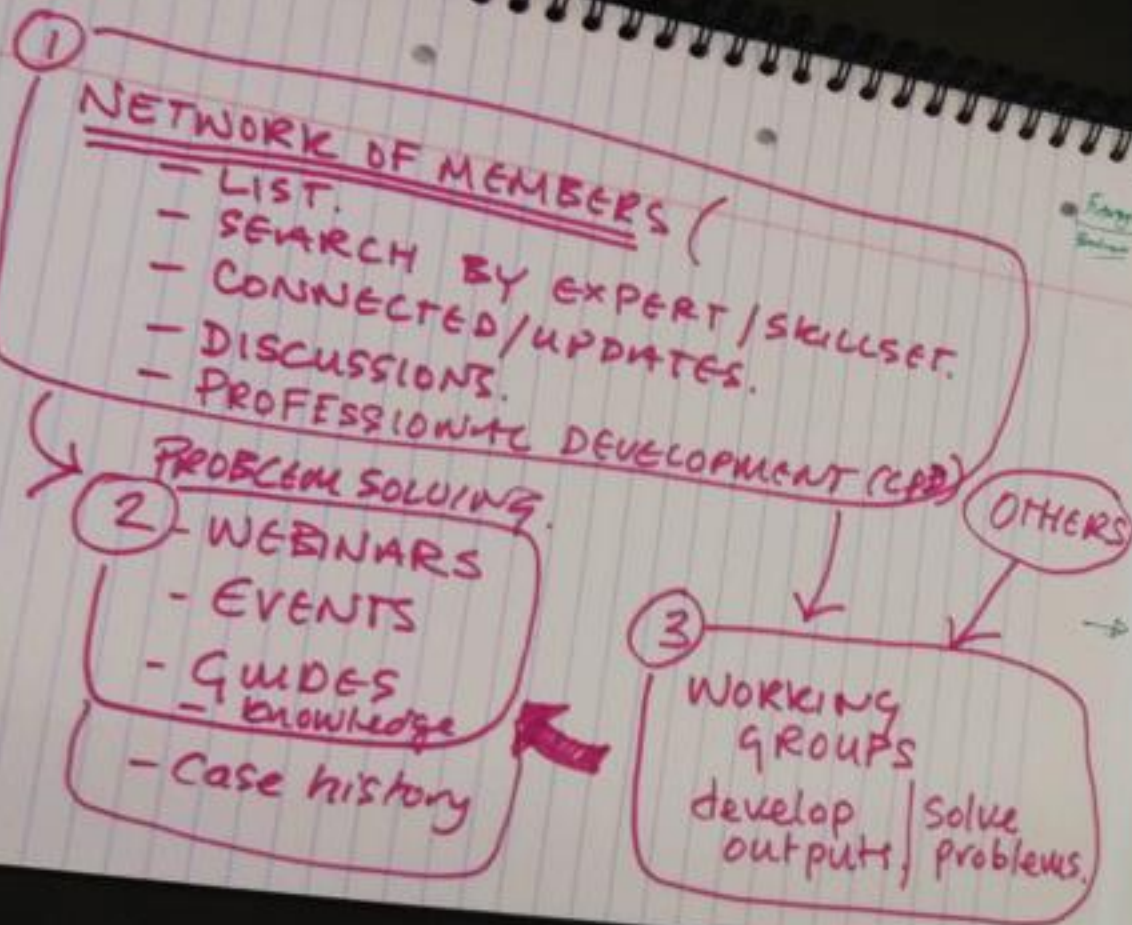
timely

Prompt people when they are likely to be most receptive,
Consider the immediate costs and benefits, Help people plan
their response to events

Priming e.g. Prime target audiences with success stories and
demonstration sites

Incentive design e.g. Provide short-term incentives such as helping
to meet other management objectives (e.g. by increasing grant rates
once a efficiency threshold reached)

Key moment e.g. Consider timing interventions around critical points
(e.g. following media coverage of climate change or flood events), or
at key stages when people are open to change (e.g. investment,
moving house)



IDEA DEVELOPMENT

What is the challenge?

Improve engagement with stakeholders and help it spread to all areas of the business, across the country.

How would you announce it?

How will you develop your idea further?

Develop a strategy to build the project. Plan for people (consultation) of people.

What are your major pieces of insight and evidence?

1. Current business model

2. User survey

3. User survey

4. User survey

5. User survey

6. User survey

7. User survey

8. User survey

9. User survey

10. User survey

Draw or describe your idea

Drawing an idea can help explain it to a wider audience and provide feedback.

Who will help deliver it?

CPD

How will you test and scale your idea?

Testing and scaling your idea involves gathering feedback from users and stakeholders to refine the idea and ensure it meets their needs.

Pilot with a smaller group of users or stakeholders to test the idea and gather feedback.

What are the risks and barriers?

1. Lack of resources

2. Lack of time

3. Lack of support

4. Lack of knowledge

5. Lack of motivation

6. Lack of communication

7. Lack of collaboration

8. Lack of innovation

9. Lack of creativity

10. Lack of imagination

What would a key user say?

This is the first part of our idea. It's a new way to deliver the information and people I need.

1. It's great!

2. It's great!

3. It's great!

4. It's great!

5. It's great!

6. It's great!

7. It's great!

8. It's great!

9. It's great!

10. It's great!

TIMING

Introduction to Workshop (Simon)	10 Mins
Introduce each other at table	5 mins
As a group, read through Scenario Journey Map	5 mins
Read through your 2 Personas then select one	5 mins
Review the Journey Map from perspective of your Persona	10 mins
Design a rough idea for a reuse campaign or service around (Use Design Worksheet)	15 mins