SEA-MaP
SOUTHEAST ASIA REGIONAL PROGRAM ON COMBATING MARINE PLASTICS

Regional Behavior Change Communications (BCC) Strategy Playbook on Plastic and Plastic Waste in ASEAN

An ASEAN project supported by the World Bank

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Table of Contents

Table of Contents 003
Glossary 005
Navigation 010

Chapter 1. Executive Summary 012

Chapter 2. Introduction 015
- Who is this Playbook for? 018
- Why focus on Behavior Change? 021
- How to change behaviors? 024
- How to develop an effective behavior change campaign? 030
- Pathfinder: Playbook content for practitioner needs 033
- Practitioner Profiles - Roles in Behavior Change Campaigns 034

Chapter 3. The Roadmap with Toolkits for Campaign Development 041
- **STEP 1**: Select Target Group and Target Behavior 045
- **STEP 2:** Understand the Target Group 067
- **Learnings from the Field:** About Target Groups 089
- **STEP 3**: Analyze & Map Behavioral drivers 109
- **Learnings from the Field:** Barriers & Enablers of ASEAN Target Groups 135
- **STEP 4:** Developing Solutions and Key Messages for Target Groups 171
- **Learnings from the Field:** Key Messages & Calls to Action 187
- **STEP 5:** Test & Refine in the Real World 201
- **STEP 6:** Roll out the Campaign 212
- **STEP 7:** Monitor, Reflect & Adapt 225
- **Learnings from the Field:** From Monitoring to Evaluation 240

How to navigate the Playbook

Click the arrows to move between pages

Table of Contents

Chapter 4. Regional Best Practices 256
Overview 259
Best Practice Previews 261
Full Best Practice Templates 274
Recommendations for the ASEAN Region 386
Behavior Change Communications Collateral and Design Guideline 397

Chapter 5. Research & Findings 405
Needs Assessment and Stocktaking Report 407
User Testing and Validation 415
Technical Consultations with ASEAN Member States 416

Chapter 6. Summary 417

How to navigate the Playbook

Click on the above tabs to navigate through different chapters of the Playbook

Glossary

Term	Definition
3R (Reduce, Reuse, Recycle)	A waste management framework encouraging less consumption, reuse of products, and recycling of materials.
Action 11 (ASEAN RAP)	The specific Regional Action Plan (RAP) item mandating development of this Playbook.
AMS	ASEAN Member States, the 10 countries that build ASEAN.
ASEAN	Association of Southeast Asian Nations.
ASEAN RAP	Regional Action Plan on Combating Marine Plastic Debris, 2021–2025.
Barriers	Factors that block adoption of desired behaviors.

Term	Definition
Baseline	The initial data collected before a campaign begins, used as a reference point to measure change.
Behavior Change Communication (BCC)	Strategic communication aimed at influencing social and environmental behaviors.
Behavior-Centered Design (BCD)	An approach combining behavioral science and design thinking.
Behavioral Drivers (or Behavior Change Drivers)	Six levers used to influence behavior: Information, Choice Architecture, Social Influence, Rules & Regulations, Incentives, Emotional Appeal.
Best Practice Templates	Ready-to-use models of short and long term campaign strategies and activities that practitioners can adapt for their own programs.

Glossary

Term	Definition
Circularity	An economic and environmental concept where resources are reused, repaired, or recycled to minimize waste and keep materials in use.
CSR (Corporate Social Responsibility)	Company activities that contribute to social or environmental goals beyond core business operations.
CTA (Call-to-Action)	A direct prompt that encourages the target group to take a specific action, such as “Refuse plastic bags” or “Sort your waste.”
Debris	Waste material scattered in the environment, often referring to plastics and other litter found in rivers, seas, and oceans.

Term	Definition
Doers vs. Non-Doers	A distinction between people already practicing the desired behavior (doers) and those who are not (non-doers).
Enablers	Factors that help or motivate adoption of desired behaviors.
Endline	The final data collected after a campaign ends, used to assess outcomes and impact.
ERIA - Breaking the Plastic Habit	A project by the Economic Research Institute for ASEAN and East Asia (ERIA) documenting plastic-related behaviors and recommending regional strategies.
ESG (Environmental, Social, Governance)	A framework used by investors and companies to evaluate sustainability and ethical practices.

Glossary

Term	Definition
EPR (Extended Producer Responsibility)	A policy approach where producers are responsible for the environmental impacts of their products throughout their life cycle, including post-consumer waste.
Evaluation	The systematic assessment of whether a campaign achieved its intended outcomes and what factors influenced success or failure.
Fast Moving Consumer Goods Companies (FMCGs)	Companies that produce goods with a short lifecycle usually packaged in single-use plastics
GIZ Behavior Change Toolbox	A toolkit developed by GIZ (German Development Agency) providing methods and examples for designing behavior change campaigns.
Greenwashing	Misleading claims or actions by organizations that exaggerate or falsely present environmental benefits.

Term	Definition
Incentive Schemes	Structured programs offering rewards to encourage desired behaviors, such as discounts, points, or deposits.
Informal Waste Workers	Individuals who collect, sort, or sell recyclables outside formal waste systems, often without contracts or protection.
Key Messages / Messaging	The main ideas and points of emphasis in a campaign, designed to influence awareness, attitudes, and behavior.
London School of Hygiene & Tropical Medicine	A leading public health institution that developed Behavior-Centered Design approaches, applied to issues such as sanitation and waste.
MEL (Monitoring, Evaluation & Learning)	An integrated framework that combines tracking progress, assessing outcomes, and applying lessons to improve future interventions.

Glossary

Term	Definition
Midline	Data collected during the implementation of a campaign to track progress and identify needed adjustments.
Monitoring	The continuous process of tracking a campaign's implementation and immediate results to ensure it is on course.
Needs Assessment	Structured process to identify gaps and practitioner requirements, carried out prior to the writing of this Playbook.
Pathfinder	The Playbook's navigation aid offers structured reading routes to readers.
Pathways (Quick Overview / Learnings from the Field / Tools for Campaign Development)	The three routes provided under the Pathfinder in every step.

Term	Definition
Persona (Sample Person)	A fictional but research-based profile representing a typical member of a target group, used to design tailored messages.
Problem Behavior	The action contributing to pollution.
Proxy Indicators	Indirect measures used to track behavior change when direct observation is not possible (e.g., fewer plastic bottles sold).
RARE / Center for Behavior & the Environment	An international NGO and research hub applying behavioral science to environmental challenges, including waste reduction.
Reality Check	A tool that helps practitioners test whether the chosen behavior and target group are realistic and feasible.

Glossary

Term	Definition
SEA-MaP	Southeast Asia Regional Program on Combating Marine Plastics, a World Bank–supported ASEAN initiative.
Stocktaking Exercise	Review of existing campaigns across ASEAN to gather lessons, carried out prior to the writing of this Playbook.
SUIs (Single-Use Items)	A broader category that includes all single-use products (plastic or not), such as styrofoam boxes or wooden cutlery.
SUPs (Single-Use Plastics)	Disposable plastic products designed to be used once before disposal, such as bags, bottles, and straws.
Target Behavior	The desired alternative behavior.
UNEP SEA-Circular	A UNEP initiative in Southeast Asia promoting circular economy approaches to reduce plastic waste and marine litter.

Term	Definition
Vulnerable Groups (women-led households, coastal communities, urban poor, etc.)	Communities or populations with limited resources or higher risks, who are disproportionately affected by plastic pollution.

Navigation

How to read and navigate the Playbook

This page is designed to support practitioners reading and navigating the Playbook more efficiently: It highlights the main sections of the Playbook and explains how practitioners can move between content based on their needs. Interactive jump links and cross-references enable non-linear reading and faster access to resources for campaign development. By streamlining reading and navigation practitioners can optimize their workflow when designing effective campaigns.

The Playbook is a “desktop first” product. Practitioners are encouraged to use the Playbook on their computer and fill in text fields or tic boxes, where needed (such as in Chapter 3). The Playbook also works on mobile phones, where practitioners can read and find guidance and inspiration.

- **Page Navigation** < 123 >

Practitioners can scroll down with their mouse/ trackpad to move to another page. Practitioners can also use the arrows next to page numbers to move between pages. The arrows next to page numbers help practitioners move to the next page without scrolling.

- **Interactive Jump Links**

Practitioners find interactive jump links like this on several pages across the Playbook. These arrows allow practitioners to move between content on one page of the Playbook to go in-depth for additional and more specific information. This is the main interactive feature allowing practitioners to go into different paths based on their needs.

- **Top-Bar Navigation**

To navigate the Playbook, practitioners can move directly between chapters in a top-bar. Practitioners can navigate between the Executive Summary, the Introduction, the Roadmap with Toolkits, the Activities & Best Practice Templates, Research & Findings and the Outcome Summary. This helps keep attention relevant to practitioners' current status of reading and conducting tasks while saving time.

- **Side-Bar Navigation**

Similar to the top-bar, practitioners can navigate between sub-chapters of the Playbook in a side-bar.

Navigation

- **Chapter 3 Side-Bar and Top-Bar Navigation**

Chapter 3 contains a special feature side-bar highlighting different steps along the Roadmap. Additionally, chapter 3 has another top-bar to navigate between tools within one step of the Roadmap. Practitioners can jump between the steps in the side-bar and related tools in the top-bar.

- **Chapter 4 Navigation**

In chapter 4 practitioners find a different interactivity to allow navigating between short and long term activities related to the three target behaviours as well as navigating between previews and full templates.

In 'Best Practice Previews' practitioners can navigate between the activities for the different target behaviours in a top-bar. Practitioners can choose between short term and long term activities by pressing the blue check mark on the yellow box.

In 'Full Best Practice Templates' practitioners can roll out a full template by clicking on these booklets.

Practitioners can return to the 'Best Practice Previews' they came from by clicking the "Back to Previews" button.

Chapter 1. Executive Summary

Chapter 1. Executive Summary

Plastic pollution poses a persistent threat to the environment, public health, and economies, including in the Southeast Asian region. While many recognize the need to reduce waste, everyday behaviors such as littering, reliance on single-use plastics, and limited waste sorting continue to contribute to the problem.

Changing behaviors requires more than raising awareness, it depends on multiple factors that can either mobilize or discourage people from changing habits. Identifying such “enablers” and “barriers” related to the everyday life of target groups and then developing effective communication strategies and behavioral interventions is the core aim of the “Regional Behavior Change Communications (BCC) Strategy Playbook on Plastic and Plastic Waste in ASEAN”.

The Playbook supports the implementation of Action 11 of the ASEAN Regional Action Plan (RAP) for Combating Marine Plastic Debris in the ASEAN Member States (2021–2025), which calls for a Behavioral Change Communication Strategy Playbook, where the objective is to develop communication strategies in different settings and countries for plastic and plastic waste, in order to create effective campaign designs for the different target groups reflecting different consumption behaviors. It is envisioned to serve as a practical guide for implementing effective BCC campaigns across the ASEAN region, particularly on three key behaviors that are namely litter reduction, decreasing single-use plastic consumption, and improving sorting and recycling practices.

The Playbook development is based on a comprehensive research conducted through a needs assessment and stocktaking exercise between February and April 2025, comprising surveys, interviews, and analysis of initiatives across the ten ASEAN Member States to ensure that the Playbook is relevant, effective, and aligned with the needs of the region. Technical consultations were also conducted with experts from across AMS in June and October 2025 to gather feedback and validate the findings, ensuring the Playbook is developed in alignment with the needs of ASEAN.

Successful campaigns in the region reveal that behavior change is most effective when several elements act to complement one another. Behavior change drivers are combined to address both motivation and practicality, while messages are delivered by trusted senders who can connect with the target groups' values and daily realities. Ensuring inclusivity is equally critical, which involves the active engagement of women, informal waste workers, and other underrepresented groups whose participation is essential to lasting change.

The Playbook contains:

Introduction - provides an overview for different practitioners and information on their respective background, introduces the core behaviors focused on in the Playbook together with behavior change concepts that will be elaborated in detail in subsequent chapters.

Eight-Step Roadmap with Toolkits for Campaign Development - offers guidance for practitioners from identifying the appropriate target group and behavior to scaling up successful campaigns. Each step is supported by tools and examples adaptable to different contexts.

Opportunities for Regional Intervention in ASEAN: Best Practice Templates for Campaign Execution - provides detailed best practice templates for BCC campaigns covering both short-term interventions and long-term programs, which serve as ready-to-adapt models for practitioners. In addition to practical recommendations, the guideline outlines the design of culturally adapted and visually compelling communication materials that are envisioned to maximize impact across diverse media channels.

Research and Findings - synthesizes regional research on plastic pollution behaviors, highlighting systemic gaps, effective strategies and actionable recommendations for designing inclusive and locally tailored behavior change campaigns across ASEAN.

By applying the approaches in this Playbook, it is hoped that practitioners will be equipped with the appropriate tools that will enable them to develop, design and implement campaigns that are grounded and capable of achieving measurable, lasting results. This Playbook is intended as a shared resource to strengthen collaboration across relevant sectors, supporting the ASEAN region toward sustained, collective action to reduce plastic pollution.

Chapter 2. Introduction

Chapter 2. Introduction

The Southeast Asia Regional Program on Combating Marine Plastics (SEA-MaP) is a project by the Association of Southeast Asian Nations (ASEAN) that is supported by the World Bank, which seeks to support the ASEAN Member States (AMS) in combating marine plastic pollution and mitigating its negative impacts. In particular, SEA-MaP aims at supporting the priority actions stipulated in the ASEAN Regional Action Plan (RAP) on Combating Marine Plastic in the AMS (2021-2025), which among others, include behavior change activities.

As such, the Regional Behavioral Change Communication (BCC) Strategy Playbook (hereafter 'the Playbook') seeks to support ASEAN in implementing Action 11 of the RAP, which calls for the development of said Playbook, containing communication strategies for different settings and countries for plastic and plastic waste to create effective campaign designs for the different target groups reflecting different consumption behaviors.

This includes the provision of toolkits, communications materials, and templates of campaign activities that are recommended based on best practice insights, to guide practitioners for designing and implementing effective BCC campaigns, with the ultimate aim of strengthening efforts at the national level while also advancing ASEAN's shared regional goals.

The Playbook draws on comprehensive evidence-based research, involving a needs assessment and stocktaking exercise which systematically reviewed 68 relevant campaigns across the ASEAN region, including cross-referencing and complementing established resources (such as the GIZ Behavior Change Toolbox, ERIA's Breaking the Plastic Habit project, and UNEP's SEA-Circular knowledge products), to identify best practices, gaps, and lessons learned. It combines insights from a regional survey participated by various stakeholders across ASEAN, including in-depth interviews with government officials of AMS, non-governmental organizations (NGOs) and civil society organizations (CSOs), as well as private sector actors.

During this process, the vulnerability of target groups as well as gender sensitivity are both taken carefully into account and incorporated into the Playbook development. This targeted approach ensures that the Playbook is relevant, effective, and aligned with the needs of the ASEAN region, without duplicating or overlapping existing efforts.

Recognizing that waste management is a complex issue and can be approached from several angles, the Playbook focuses on three key problematic behaviors that are crucial in reducing plastic pollution and shared across the ASEAN region, which are:

1 Littering

keeping public spaces, waterways, and the environment free from plastic waste.

2 Consumption of single-use plastics (SUP's) and single-use items (SUI's)

reducing consumption and providing reusable or durable alternatives over single-use products.

3 Sorting & recycling

separating waste at source to increase and improve recycling across the ASEAN region.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Who is this Playbook for?**
- Why focus on Behavior Change?
- How to change behaviors?
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- Practitioners Profiles in Behaviour Change Campaigns

Who is this Playbook for?

The Regional BCC Strategy Playbook speaks directly to **three types of practitioners, each with different entry points, strengths and challenges.**

This Playbook **combines step-by-step guidance with best practice templates for campaign activities, examples, and adaptable tools** that can be applied directly in planning, delivering, and evaluating behavior change initiatives.

Its purpose is to help practitioners move **from ideas to implementation**, ensuring that campaigns are grounded in evidence, tailored to their target groups, and designed for measurable impact.

In most cases, practitioners of this Playbook come from three main sectors: government institutions, civil society organizations, and the private sector. Practitioners find more information about stakeholders and their roles in **chapter 4 "Regional Best Practices"**.

Practitioners can find extended profiles about themselves under "Practitioner Profiles" at the end of this chapter, click **here.**

National and Local Government Officials

Government actors (including civil servants and officials) are often responsible for planning, implementing, and reporting on behaviour change programs. **The Playbook offers practical guidance to align behaviour change strategies with public service delivery or ongoing enforcement efforts.** It can also support coordination with strategic partners. The Playbook can be applied to design and oversee behaviour change initiatives that are consistent with policy priorities, backed by evidence, and adaptable across diverse administrative and cultural contexts.

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Non-Governmental Organizations / Civil Society Organizations and Individuals

The Playbook is designed for NGOs, CSOs, and individuals that would like to target the behavior of societal groups. These practitioners group often hold deep trust and insight within their communities but may lack the materials, resources, and support needed for sustained behaviour change initiatives. **The Playbook help to this practitioner group plan and implement or adapt existing campaigns** that maximise local networks, strengthen community ownership, and secure the partnerships and resources they may lack.

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Private Sector - Companies, Brand owners, SMEs

Whether managing waste systems, funding community initiatives, or addressing product impacts, private sector stakeholders play a critical role in shaping behaviour change outcomes. The Playbook outlines how to support campaigns that move beyond short-term visibility, focusing on measurable shifts in behaviour. **Using the Playbook supports the implementation of behavior change activities that align with business objectives, respond to customer and suppliers' environmentally conscious choices**, and reinforce sustainability effortss through practical solutions.

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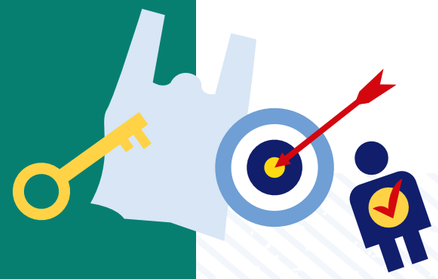

Why focus on Behavior Change?

Plastic-related waste problems, stem not only from infrastructure gaps but also from daily habits and social norms. Behavior change drives system improvements by promoting proper use of available services and encouraging the adoption of better practices, thereby enhancing the effectiveness of other waste management solutions.

Some individuals are already aware that they should reduce SUP/SUI consumption, avoid littering, and separate waste. However, the contrary behaviors often continue, because they are more convenient, affordable, habitual, or socially accepted. Other individuals even show **problematic behaviors due to low awareness or a lack of environmental knowledge** and towards environmentally friendly behavioral alternatives.

Therefore, **preventing littering, reducing plastic consumption and increasing sorting and recycling require behavioral change.** And that, in turn, requires making choices of alternative behaviors easier and more feasible. This Playbook offers a step-by-step approach to support that process.

Throughout the Playbook the following problem behaviours (that cause or contribute to pollution) and target behaviors (that prevent pollution) among the key behavioural realms are addressed:

Littering

Littering remains a visible and persistent challenge in many communities, contributing to environmental degradation, blocked waterways and ocean plastics, intensifying public health and economic risks. The Playbook outlines strategies how to turn this problem into the target behaviour: proper disposal of waste.

Despite these challenges, campaigns that often solely share information or aim to raise awareness are ineffective. An **effective shift in the priority behaviors requires holistic behavioral change**, and that, in turn, means making choices for target behaviors easier and more feasible than the problem behaviors.

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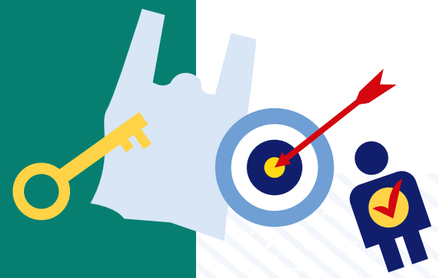

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Consumption of SUPs and SUIs

The convenience and low cost of single-use plastics lead to excessive consumption in daily life. Over time, this excessive consumption results in mismanaged waste and plastic pollution. The target behavior - changed consumption behaviors - is covered within the Playbook.

Despite these challenges, campaigns that often solely share information or aim to raise awareness are ineffective. An **effective shift in the priority behaviors requires holistic behavioral change**, and that, in turn, means making choices for target behaviors easier and more feasible than the problem behaviors.

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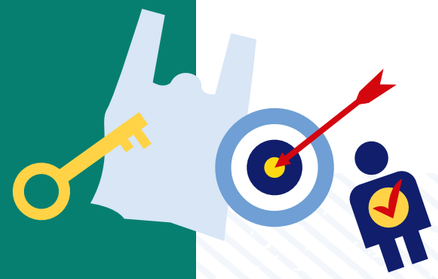

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Sorting and Recycling

A lack of sorting limits opportunities for recycling and composting, while increasing landfill pressure and environmental harm. The target behaviour of sorting waste into correct bins is also addressed throughout the Playbook.

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How to change behaviors?

Many practitioners have tried to develop effective campaigns, but only a few have succeeded with changing behaviors in the long term. This is mainly because the **target groups have not been systematically approached, while capacities of campaign implementers/ organizers are low.** In recent years, many new methods and research findings on making campaigns more effective have emerged. The Playbook aims to connect to these insights and make them available.

Successful behavior change campaigns use more than one approach. Campaigns work if a combination of the right behavioral levers is utilized to match the real-life situations of a target group. The levers should reflect the target groups' feelings, self-perceptions and perceptions about others, their notions of convenience, and rewards for specific behavioral adjustments. **Within this Playbook these levers are referred to as *behavior change drivers*** (hereafter: behavioral drivers or drivers), which are specific strategies or tools used to influence or shift behavior.

The Playbook is structured around six behavior change drivers, integrated across an eight-step roadmap. Each step includes practical tools for campaign development, guiding practitioners through tailored activities, strategic messaging, and adaptable approaches that reflect local contexts and capacities

Together, these toolkits, combining practical tools with insights into target groups and their behaviors, equip practitioners with a clear strategy and actionable steps to design effective campaigns.

The six behavioral drivers are:

Information

Help people understand what to do and why it matters.

Description:
Some behaviors persist due to unclear or unreliable information. This driver focuses on simple, practical guidance people can use in daily life in order to help them understand the negative impacts of plastic pollution to their health and well-being.

Examples:
Posters showing what goes into each bin; Demonstrations on how recycling works.

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The six behavioral drivers are:

Choice Architecture

Make the better option the easiest one.

Description:
People are more likely to choose options that are easy, familiar, or clearly signposted. This driver of BCC focuses on shaping how choices are presented, so that individuals are more likely to follow the desired/target behavior, especially within existing 3R (reduce, reuse, recycle) systems. By adjusting placement, visibility, or defaults, this approach helps people comply with waste-related infrastructure or services already in place.

Examples:
Bins placed along walking routes; Reusable bottles or containers set as default in shops.

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Together, these toolkits, combining practical tools with insights into target groups and their behaviors, equip practitioners with a clear strategy and actionable steps to design effective campaigns.

The six behavioral drivers are:

Social Influence

Show that others are already doing it.

Description:
Seeing peers act encourages change. This driver highlights familiar role models and social norms.

Examples:
Stickers "This house sorts waste"; Photos of local leaders taking action; Community Challenges to separate waste.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- Who is this Playbook for?
- Why focus on Behavior Change?
- **How to change behaviors?**
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- Practitioners Profiles in Behaviour Change Campaigns

How to change behaviors?

Many practitioners have tried to develop effective campaigns, but only a few have succeeded with changing behaviors in the long term. This is mainly because the **target groups have not been systematically approached, while capacities of campaign implementers/ organizers are low.** In recent years, many new methods and research findings on making campaigns more effective have emerged. The Playbook aims to connect to these insights and make them available.

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The six behavioral drivers are:

Rules and Regulations

Set clear expectations and support or fine them.

Description:
Rules can shift behavior when they are understood and fairly applied. This includes both formal policies and informal community norms. If rules are violated, penalties apply either financially or through social sanctions.

Examples:
Local rules requiring waste separation; School bans on single-use plastic.

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- **How to change behaviors?**
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- Practitioners Profiles in Behaviour Change Campaigns

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The six behavioral drivers are:

Incentives

Offer something in return.

Description:
Monetary, material or other incentives can motivate new habits, especially when early actions yield a sense of reward or tangible benefit.

Examples:
Loyalty cards for recycling; Discounts for vendors using reusables.

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- Who is this Playbook for?
- Why focus on Behavior Change?
- **How to change behaviors?**
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- Practitioners Profiles in Behaviour Change Campaigns

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The six behavioral drivers are:

Emotional Appeal

Connect through feelings, but also through facts.

Description:
Behavior often changes when linked to facts, but also emotions like pride, concern, or belonging.

Examples:
Stories of families affected by waste-related floods; Visuals comparing clean vs. polluted areas.

What is in this chapter

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- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- **How to develop an effective Behavior Change Campaign?**
- Pathfinder: Playbook content for practitioner needs
- Practitioners Profiles in Behaviour Change Campaigns

How to develop an effective Behavior Change Campaign?

Each of these behavior change drivers works best in certain situations, depending on what is blocking (a barrier) or helping (an enabler) the target group.

In the Playbook, practitioners will:

- **Match drivers** to the right barriers and enablers
- Use drivers to **create messages and activities**
- Put drivers into action in a **campaign development**

The Playbook will also inform how combining behavioral change drivers, such as using social norms and choice architecture, can lead to stronger and longer-term change. Each behavior change driver offers a different pathway for shifting actions.

While it is recommended to always consider all drivers, their relevance and potential vary depending on the capacities and roles of the user. For instance, community-based organizations often excel at mobilizing *social influence* through peer networks and trust. Government institutions are well-positioned to reinforce change via *rules and regulations*, using mandates or incentives. The private sector, meanwhile, can play a key role through *choice architecture* and *incentives*, by offering alternatives.

Matching drivers to institutional strengths not only increases effectiveness, but it also ensures that each practitioner contributes meaningfully within their sphere of influence.

The methodology behind this follows **eight carefully designed steps, based on the principles of Behavior-Centered Design**, an approach that combines behavioral science with design thinking. It draws from the work of institutions such as the London School of Hygiene & Tropical Medicine and RARE.

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- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- **How to develop an effective Behavior Change Campaign?**
- Pathfinder: Playbook content for practitioner needs
- Practitioners Profiles in Behaviour Change Campaigns

Step/Toolkit	Purpose	Main Output
Step 1: Select the Target Group and Target Behavior	Helps to focus. Identify one priority behavior for a target group that matters and is possible to change.	A clear target group and behavior and the reason for choosing it.
Step 2: Understand the Target Group	Guides practitioners in understanding deeper who they want to reach and what their daily reality looks like.	One or more priority target groups described in simple terms.
Step 3: Analyze & Map Behavioral Drivers	Helps to understand deeper why target groups behave the way they do.	A list of what blocks or supports the behavior in selected target groups.
Step 4: Make Key Messages & Calls to Action	Helps to build a communication and outreach strategy grounded in Playbook practitioners' insights and experiences.	Messages, visuals, and formats tailored to a target group.

Each step begins with a brief explanation of its role in the overall process. It includes clear instructions, practical tools, templates, and examples. At the end of each step a recap called "Progress so far" summarizes what has been achieved and a section called "What is next" gives an outlook on the next step.

Steps can be followed in sequence or adapted as needed, each one indicates which elements are essential and which are flexible.

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- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- **How to develop an effective Behavior Change Campaign?**
- Pathfinder: Playbook content for practitioner needs
- Practitioners Profiles in Behaviour Change Campaigns

Step/Toolkit	Purpose	Main Output
Step 5: Test & Refine in Real World	Guides Playbook practitioners in piloting ideas on a small scale, allowing for refinement and validation before committing significant resources or launching publicly.	Feedback on what works and what to improve.
Step 6: Roll out the campaign	Enables Playbook practitioners to interpret testing outcomes and translate those insights into informed, strategic decisions.	A short analysis of the test and a decision on the next steps.
Step 7: Launch at Scale	Guides practitioners in transforming pilot tests into full-scale campaigns, complete with clear milestones and implementation steps.	A ready-to-run rollout plan.
Step 8: Make it bigger and long lasting	Supports practitioners in learning from their own work and sharing it with others.	A campaign summary and lessons learned practitioners can use or pass on.

Each step begins with a brief explanation of its role in the overall process. It includes clear instructions, practical tools, templates, and examples. At the end of each step a recap called “Progress so far” summarizes what has been achieved and a section called “What is next” gives an outlook on the next step.

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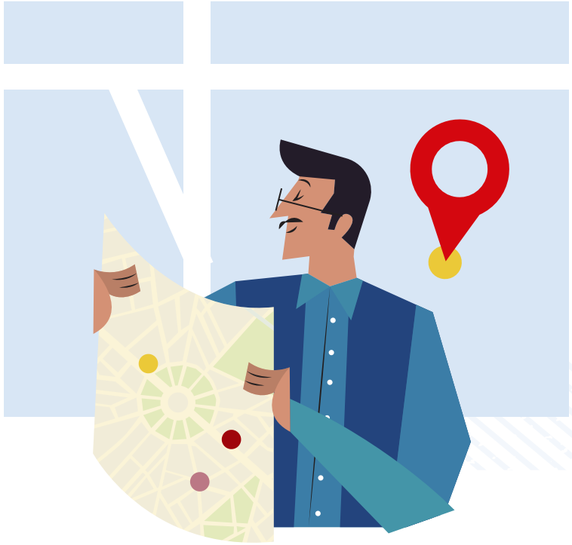
- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- How to develop an effective Behavior Change Campaign?
- **Pathfinder: Playbook content for practitioner needs**
- Practitioners Profiles in Behaviour Change Campaigns

Pathfinder: Choosing Playbook content based on practitioner needs

To facilitate navigation inside the Playbook, each step offers three pathways along the Pathfinder. They allow the practitioner to choose the level of detail to engage with, depending on the needs and the stage of their work. These pathways are:



Quick Overview - providing a short overview of the step, its content and goals, and helping practitioners decide whether to read it or skip ahead to the steps most relevant to one's situation.

Learnings from the Field - presenting insights from real-world experience and the results of research conducted in the ASEAN region related to BCC, including those gained from the needs assessment and stocktaking exercise conducted for the development of this Playbook. Readers may wish to visit chapter 5: Research and Findings for further information. Even if the reader's own research is already complete, these tips and profiles can offer new angles to confirm or revisit one's approach.

Tools for Campaign Development - summarizing the content of a step and its tools. The steps include various ready-to-use templates, tables, and checklists to guide research through gathering and organizing information until distribution and evaluation of the solutions developed.

By combining these multiple pathways, the Playbook allows readers to either navigate swiftly through familiar ground or dive deeper into specific topics and tools. This built-in flexibility makes it valuable for both launching new campaigns and enhancing existing ones.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- **Practitioners Profiles in Behaviour Change Campaigns**

Practitioner Profiles - Roles in Behavior Change Campaigns

In developing and implementing behavior change campaigns, a common set of steps is always needed, regardless of the background of the reader. **However, the roles and contributions of different actors vary.** Where applicable, sector-specific guidance for practitioners from NGO/CSO, government or private sector is provided in this Playbook.

The following section is relevant to practitioners from CSOs/NGOs including individuals, government and the private sector. While each audience plays a distinct role in shaping behavior change campaigns, in practice, approaches to target groups often overlap and require close coordination to ensure effectiveness.

This section offers a **brief orientation to the roles, strengths, and challenges of each audience of practitioners** when contributing to behavior change campaigns. Each profile includes key information to guide campaign design and collaboration.

What is in this chapter

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- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- **Practitioners Profiles in Behaviour Change Campaigns**

National and Local Government Officials

Governments and civil servants include national ministries related to waste management, regional governments, technical agencies, and civil servants involved in public education and waste policymaking and enforcement. While public sector institutions set the rules, implementation capacity varies widely. Some governments are stronger on infrastructure and enforcement; others rely on civil society and development partners to reach communities. Officers may require structured data, legal compliance, and policy alignment/ enforcement.

Strengths

Regulatory power, budget access, institutional authority

Government actors shape what is allowed and enforced. This includes their roles in determining resource allocation (budgets) and planning systems that can support large-scale change.

Challenges

Bureaucracy, limited behavior change knowledge, siloed departments

BCC campaigns and related activities may often come across as fragmented. Behavior change is not always well understood, and monitoring tends to focus on what was delivered or produced (outputs) such as materials distributed, or new policies introduced, as opposed to changes or the difference it made (outcomes).

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- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- **Practitioners Profiles in Behaviour Change Campaigns**

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Roles in BCC

Enablers and enforcers, policymakers, funders, replication and scale-up actors
Governments provide infrastructure, fund projects, and set mandates. They play a key role in scaling successful models.

Relevant Enablers

BCC training modules, evidence-driven pilot models, inter-agency coordination tools
Effective action requires coordination across departments, local data to guide decisions, and access to ready-to-use tools. Peer learning within ASEAN is also valuable.

What is in this chapter

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- Why focus on Behavior Change?
- How to change behaviors?
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- Pathfinder: Playbook content for practitioner needs
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NGOs, CSOs, and Individuals

NGOs, CSOs and individuals are mission driven, working between grassroots and national level to implement programs on sustainability, waste management, and community development. Despite diverse forms, from international NGOs to local community groups or individual informal champions, these groups share common strengths: people-centered approaches, deep community trust, and adaptability. Their work often spans sustainability, waste management, and social development.

Many draw on strong local networks, values, or identities to promote change, even if environmental goals are not their primary mission. While they may face challenges such as limited resources or technical capacity, their influence and credibility make them powerful agents of change on the ground.

Strengths

Community trust, moral leadership, field access, behavior change know-how, volunteer networks

NGOs, CSOs and individuals are trusted messengers with deep community access. Through schools, faith groups, and neighborhood networks, these audiences have the ability to access groups that other audiences may not. Their strengths lie in relatable communication, local storytelling, and shifting norms through consistent presence.

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- Who is this Playbook for?
- Why focus on Behavior Change?
- How to change behaviors?
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- **Practitioners Profiles in Behaviour Change Campaigns**

NGOs, CSOs, and Individuals

Challenges

Short project cycles, resource constraints, donor-driven targets
Limited funding and short timelines often restrict long-term impact. While strong in engagement, many lack monitoring tools or access to enabling and improved infrastructure. Behavior change becomes challenging when basic services, such as waste collection points, are inaccessible.

Roles in BCC

Implementers & facilitators, community mobilizers, local knowledge brokers, multipliers, cultural and social norm setters
CSOs, NGOs and sometimes individual actors translate policy into practice and bring campaigns to life on the ground. They foster trust, adapt messages to local contexts, and model behaviors that others follow.

Relevant Enablers

Capacity-building & training modules, collaboration, funding pathways, recognition mechanisms, culturally adapted toolkits, values-aligned messaging
Impact grows when they have communication expertise as well as the right tools, visuals, and local scripts, backed by consistent funding, meaningful partnerships, and public recognition.

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- Why focus on Behavior Change?
- How to change behaviors?
- How to develop an effective Behavior Change Campaign?
- Pathfinder: Playbook content for practitioner needs
- **Practitioners Profiles in Behaviour Change Campaigns**

Private Sector – Companies, brands, SMEs

This audience includes transnational groups, medium to large national and international companies (such as Fast-Moving Consumer Goods Companies (FMCG), hospitality or retail), CSR foundations, and business associations. This audience also includes start-ups that offer products reducing plastic pollution (such as refillable packaging solutions).

Motivations for engagement range from compliance (EPR, ESG), reputational gains and marketing demands, brand loyalty, to genuine environmental concern. Some have already funded or deployed waste management initiatives, but few integrate behavior change as a core strategy. Multinationals may have internal capacity for behavior change campaigning, while medium to large companies often lack access to tools or incentives.

Strengths

Resources, logistics, influence on consumer behavior

The private sector operates at scale, with access to funding, logistics, and marketing expertise. With aligned business models, it can play a key role in shifting consumer habits.

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- Why focus on Behavior Change?
- How to change behaviors?
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- Pathfinder: Playbook content for practitioner needs
- **Practitioners Profiles in Behaviour Change Campaigns**

Private Sector – Companies, brands, SMEs

Challenges

Profit focus, lack of behavior change expertise, greenwashing risks

Without changes to systems or products, campaigns risk being perceived as greenwashing. Actual behavior is rarely tracked, and responsibility is often placed on consumers without adequate support.

Roles in BCC

Funders, message amplifiers, sustainable packaging pioneers, market influencers

As funders and influencers, private actors can shape markets through product design, messaging, and incentive schemes. Meaningful change requires transparent, long-term partnerships.

Relevant Enablers

Partnership frameworks, impact reporting templates, ESG alignment tools

Progress depends on practical tools: clear metrics, reporting frameworks, and business models aligned with sustainability.

Chapter 3. The Roadmap with Toolkits for Campaign development

Chapter 3. The Roadmap with Toolkits for Campaign development

An effective behavior change campaign does not attempt to solve everything at once. Instead, a campaign is focused and grounded in the daily realities and routines of a target group and built on existing options for change over a certain time. A successful campaign ensures that the targeted behavior becomes easier to adopt and sustain over time.

The eight-step methodology presented in this Playbook builds on internationally recognized approaches to behavior change. At its core is Behavior-Centered Design (*BCD*), developed and applied by institutions such as the London School of Hygiene & Tropical Medicine and RARE's Center for Behavior & the Environment (*RARE*).

BCD integrates insights from behavioral science on how people think, feel, and act, with the iterative, problem-solving methods of design thinking. This combination ensures that campaigns are not only evidence-based but also adapted to the everyday realities of the people they seek to reach.

The eight steps are designed to guide practitioners through the full cycle of campaign development:

1 **Step 1**
Select Target Group and Target Behavior

2 **Step 2**
Understand the Target Group

3 **Step 3**
Analyze & Map Behavioral Drivers

4 **Step 4**
Develop Solutions and Key Messages for Target Groups

The eight steps are designed to guide practitioners through the full cycle of campaign development:

5

Step 5

Test & Refine in the Real World

6

Step 6

Roll out the Campaign

7

Step 7

Monitor, Reflect & Adapt

8

Step 8

Scale and Sustain Impact while Replicate Success

Each step is carefully sequenced to move practitioners from identifying a problem and understanding target groups, through analysis and creative solution-building, to testing, scaling, and sustaining results. Rather than offering theory alone, the steps provide a structured process and tools that help translate research into action, and action into lasting behavior change across ASEAN contexts.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- What comes next

2 3 4 5 6 7 8

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

Step 1 helps define a clear focus by selecting one target group and one behaviour that is both important and realistically changeable.

If that has already been conducted and a group is selected as a target, continue to the most relevant upcoming **step 2** or **step 3**. Each section includes brief recaps to maintain clarity throughout the process.

Tools for Campaign Development

In order to start conducting a self-initiated research, practitioners can refer to these structured tools to define the campaign focus:

Tool 1.1 — **The Problem Card** to identify what will have to change

Tool 1.2 — **The Target Behavior Selection Guide** to check if the behaviour is specific and observable

Tool 1.3 — **The Target Group Selection Table** to narrow down the campaigns targets

Tool 1.4 — **Quick Reality Check** to realistically reflect on the targets

Step 1. Select Target Group and Target Behavior

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- Pathfinder/ Quick Overview
- **Why this step matters**
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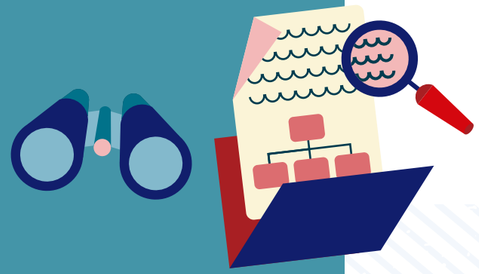
- What comes next



Why this step matters

Effective behavior change starts with knowledge and clarity, not assumptions. Important questions to ask include: What is the problem? Which behavior matters? And which group of people would be the most appropriate to address this problem and inspire behavior change realistically?

Successful behavior change campaigns begin with a clear understanding of the problem and the people involved. Where potential problems are not clearly defined and targets identified, campaigns risk committing mistakes that can waste time, drain resources, and undermine public trust. The first step involves the following:

Defining the problem clearly

Identifying what is actually happening on the ground and which behaviors are contributing to the issue.

Selecting the behavior to change

Focusing on a specific, actionable behavior that directly relates to the problem.

Choosing the right target group(s)

Determining who is performing the behavior, or influencing it, and who can realistically adopt a new practice – e.g., aiming at audiences who have access to the relevant communication channels or tools. When selecting target groups, practitioners may consider whether vulnerable groups (women, informal workers, rural poor, religious communities, youth) are relevant actors. Their inclusion not only ensures equity but also strengthens impact because of their influence on household and community behavior.

Step 1. Select Target Group and Target Behavior

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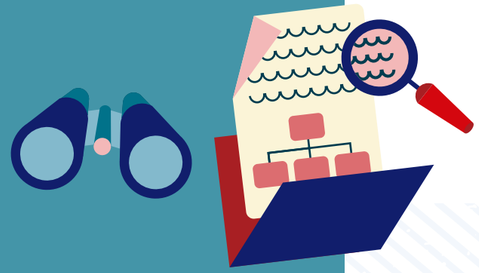

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Checking for feasibility and impact

Assessing whether the behavior is relevant and achievable given the current context, and whether change can be observed and measured – e.g., focusing on concrete as opposed to symbolic actions such as encouraging social media shares, which is not likely to lead to real world change.

This stage is comparable to setting a destination in a navigation system: a misstep here can lead an entire campaign in the wrong direction. Taking the time to establish a clear and realistic focus helps ensure that all subsequent actions, such as communication efforts, product design, or policy interventions, are strategic, well-grounded, and more likely to achieve lasting impact.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 1.1 The Problem Card | Tool 1.2 | Tool 1.3 | Tool 1.4

Purpose of This Tool

This tool helps translate lived experiences and everyday challenges into a clear, testable problem statement. It connects local realities to the broader behavioral priorities. The outcome is a single, well-defined sentence, simple enough to be understood and endorsed by stakeholders at every level, from village leaders to corporate executives.

How to Use This Tool

Practitioners may complete the problem framing using one or both options below. Both help connect visible daily behaviors to broader waste issues. Practitioners may use whichever format feels clearer or more useful to the practitioner's team.

For either option:

- Focus on what people *do* (not what they believe or know).
- Use plain, visible actions like "burn trash" or "throw bottles."

1st Option: Fill The Form

Question	Write The Answer
Where is the problem happening? (community or location - (sub-target) group)	_____
What do people do that causes this problem? (a specific action or habit practitioners can see - problem behaviour)	_____
Which further issues does the problem create? (e.g. pollution, disease, blocked drains)	_____
What behavior should we try to change? (one clear action - target behaviour)	_____

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
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Tool 1.1 The Problem Card | Tool 1.2 | Tool 1.3 | Tool 1.4

Examples of '1st Option: Fill The Form'

Question	Write The Answer
Where is the problem happening? (community or location - (sub-target) group)	SHORELINE VILLAGE
What do people do that causes this problem? (a specific action or habit practitioners can see - problem behaviour)	THROW WASTE NEXT TO THE RIVER
Which further issues does the problem create? (e.g. pollution, disease, blocked drains)	FLOODING, WATER POLLUTION
What behavior should we try to change? (one clear action - target behaviour)	PUT TRASH IN BINS

Examples of Problem Behaviors

Littering

PEOPLE THROW SNACK WRAPPERS IN THE STREET

Lack of Sorting

HOUSEHOLDS MIX ALL WASTE IN ONE BAG DESPITE BIN ACCESS

Overconsumption

STUDENTS BUY MULTIPLE BOTTLED DRINKS DAILY INSTEAD OF REUSING

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
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Tool 1.1 The Problem Card | Tool 1.2 | Tool 1.3 | Tool 1.4

2nd Option: Complete The Sentence

> In **[place or community]**, people often **[what is happening]**. This adds to the bigger problem of **[name the environmental or health issue]**. One important behavior to change is **[what action you want to focus on]**.

Example

In **Sunar Village**, people often **throw trash near the river**. This adds to the bigger problem of **water pollution and flooding**. One important behavior to change is **putting waste in proper bins**.

Tips for Practitioners

- Practitioners may use **simple, active verbs** for yourself here: "throw waste", "burn plastic", "use bottles".
- Practitioners can replace “symptom” with **“what people are doing that causes a problem”.**
- Practitioners should avoid abstract words like “intervention”: say **“what you want people to do (differently)”.**

- **Government & civil servants:** Can use this tool to align community-level behavior targets with national waste management goals or policy priorities.
- **NGOs/CSOs:** Can check this section against the community inputs, validate each assumption with direct, real interviews or discussions.
- **Private Sector:** Can look for behaviors linked to product use, packaging, or distribution patterns that your company can directly influence.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Purpose of This Tool

It is easy to be drawn to big, inspiring ideas, like stopping plastic use entirely or teaching everyone to recycle. But effective campaigns begin with what is possible in the real world.

The tool helps focus efforts by avoiding common missteps:

- Behaviors that sound good but don't lead to real change
- Actions people cannot realistically perform in their current setting
- Goals that are too vague or difficult to measure
- Ideas that ignore practical barriers, like cost or lack of alternatives

This tool helps identify target behaviors that are specific, doable, and grounded in context. It doesn't have to be the biggest idea, just one that works.

How to Use This Tool

This checklist is designed to guide informed decision-making.

If **two or more** responses are marked **"No,"** it may indicate the need to reconsider the chosen behavior and explore alternative options.
This is not a step back, it is a strategic step.

The objective is to identify a behavior that is both meaningful and immediately actionable, something that can begin not in the distant future, but as early as tomorrow.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 1.1 | **Tool 1.2 The Target Behavior Selection Guide** | Tool 1.3 | Tool 1.4

Part 1: The Target Behavior Selection Form

Question	Yes / No	Notes (Short Explanation)
Is it a high-impact behavior? Will changing it make a real difference?	/	
Is it changeable? Can people actually do this? Will communication help?	/	
Can we track it? Can we see it, ask about it, or know if it worked?	/	
Is the surrounding supporting the change? Are tools, services, or policies in place?	/	

What does "High Impact" mean?

Yes
The behavior clearly contributes to solving an environmental or social problem (e.g. reduces plastic waste, prevents flooding, improves health).

No
The behavior is mostly symbolic or unlikely to lead to measurable change.

Examples:

- *Sorting organic waste* - reduces landfill volume and methane emissions.
- *Posting about recycling* - may raise awareness but rarely results in real-world action.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
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Part 1: The Target Behavior Selection Form

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Can we track it? Can we see it, ask about it, or know if it worked?	/	
Is the surrounding supporting the change? Are tools, services, or policies in place?	/	

What does "Changeable" mean?

✔ **Yes**
if the behavior can be adopted with minimal tools or a manageable shift in habits.

✘ **No**
if it relies on infrastructure that is unavailable, products that are unaffordable, or policy changes that are not yet in place.

A key question to consider:
Is this behavior realistically changeable through communication or basic support measures?

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
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- What comes next

Part 1: The Target Behavior Selection Form

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Is it changeable? Can people actually do this? Will communication help?	/	
Can we track it? Can we see it, ask about it, or know if it worked?	/	
Is the surrounding supporting the change? Are tools, services, or policies in place?	/	

What does "Can it be tracked?" mean?

✔ **Yes**
if the behavior is clearly visible, can be captured through surveys, or observed directly or via reasonable proxies.

✘ **No**
if the behavior is too vague, private, or difficult to measure without costly or intrusive monitoring systems.

Examples:

✔ *Bringing reusable bottles to school* - verifiable through self-reports

✘ *Caring more about the environment* - lacks clear indicators

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
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Part 1: The Target Behavior Selection Form

Question	Yes / No	Notes (Short Explanation)
Is it a high-impact behavior? Will changing it make a real difference?	/	
Is it changeable? Can people actually do this? Will communication help?	/	
Can we track it? Can we see it, ask about it, or know if it worked?	/	
Is the surrounding supporting the change? Are tools, services, or policies in place?	/	

What does "Supporting the change" mean?

✔ **Yes**
if tools, infrastructure, and social norms already exist, or can be easily introduced, to support the behavior.

✘ **No**
if individuals are motivated but unable to act due to structural limitations such as the absence of services, affordable products, or enabling conditions.

Examples:

✔ *Sorting plastics* - when reliable collection services are in place

✘ *Reducing sachet use* - if no affordable alternatives are available

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Part 2: Decide What to Do

Practitioners may review the responses carefully. Look for any question marked with a ✗ or supported by a weak explanation.

Ask

Can the issue be addressed, for example, by providing support or improving communication?

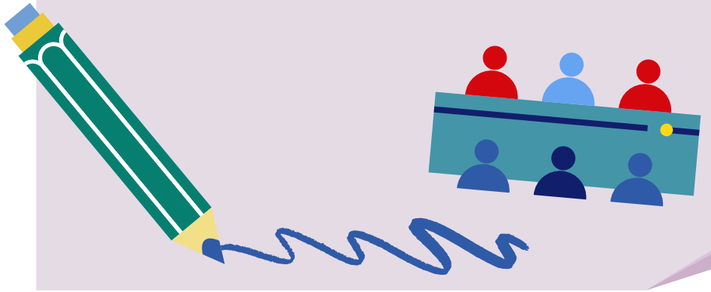
Or would it be more effective to select a different behavior that fits better with the local context?

If more than one response is marked ✗, it is advisable to pause and consider an alternative behavior.

Tips for Practitioners

Governments & Civil Servants

- Practitioners should prioritize behaviors supported by existing infrastructure and enforcement.
- Coordination across ministries to align behavior goals with services is essential.
- Practitioners should integrate tracking into national or local monitoring systems (e.g. proxy indicators).
- Practitioners should ensure legal frameworks and physical infrastructure are in place before launching campaigns.



Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 1.1 | **Tool 1.2 The Target Behavior Selection Guide** | Tool 1.3 | Tool 1.4

Tips for Practitioners

NGOs / CSOs / Individuals

- Visible, high-impact behaviors (e.g. reducing litter, sorting waste) should be focused on.
- Actions people can realistically do with minimal support are preferable.
- Practitioners should use simple tracking methods (e.g. observation, self-reporting, community volunteers).
- Promoting behaviors without basic services should be avoided and alternatives in place to facilitate target behavior.

Tips for Practitioners

Private Sector

- Practitioners from the private sectors should target behaviors tied to products, packaging, or operations.
- Practitioners can make sustainable choices easier through product design, pricing, or incentives.
- Practitioners have a possibility to track impact using internal data (e.g. sales, return rates, customer actions).
- Practitioners need to integrate and streamline messaging for alternative solutions.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
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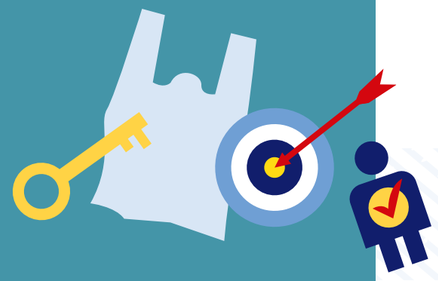
- What comes next



Purpose of This Tool

Broad target groups such as “everyone” or “the general public” are often appealing, but rarely effective in behavior change efforts. Greater impact is achieved by focusing on a specific, strategically chosen group that is both relevant to the behavior and realistically reachable.

This tool is designed to support the selection of a group that meets those criteria. It prompts a series of guiding questions to assess whether a particular group is the right focus for intervention.

Key considerations include:

Behavioral relevance: Is this group actively engaged in the behavior of concern, such as littering, mixing waste, or regularly using single-use plastics?

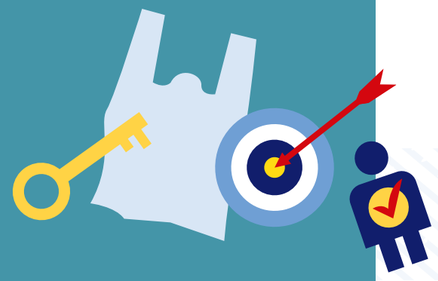
Readiness for change: Has the group expressed frustration, concern, or interest in the issue? Would the behavior change offer a clear benefit in their daily routines?

Access and reachability: Are there existing channels to connect with them, such as schools, workplaces, events, or local networks?

Potential for influence (optional): Are they seen as role models or trendsetters within their community - such as teachers, respected elders, or public figures - whose actions others are likely to follow?

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next



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This tool is designed to support the selection of a group that meets those criteria. It prompts a series of guiding questions to assess whether a particular group is the right focus for intervention.

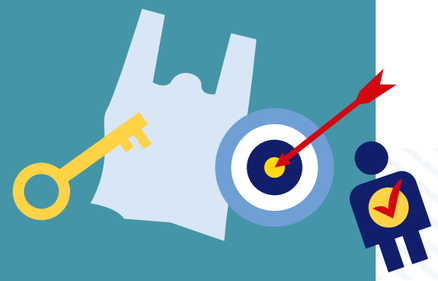
Key considerations include:

Vulnerable group and gender dimensions: Does the group include eg. **women, informal workers, rural or low-income households, or religious communities whose roles**, constraints, or motivations may differ from the general population? If so, ensure they are represented in campaign design and that their specific perspectives are considered in messaging, channels, and activities.

Focusing on the right group increases the likelihood of meaningful and sustained change. Being selective now means messages will land better, efforts will be clearer, and the campaign will have a real chance at success.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next



How to Use This Tool

Use the table below to assess whether a proposed target group is the right focus for the campaign. For each question, mark yes or no, then add notes based on the current understanding and field insights.

Reflecting helps to check these considerations:

1 Are they relevant for this behavior?

✔ **Yes,** if they do the behavior directly, enable it, or clearly contribute to the problem.

✘ **No,** if their role is only indirect or chosen for ease of access.

Ask:
"If this group changed, would it make a difference?"

2 Can we reach them easily?

✔ **Yes,** if there are existing programs, networks, or trusted messengers who can connect with them.

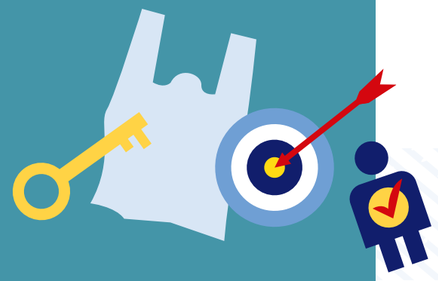
✘ **No,** if they are isolated or hard to engage.

Ask:
"Do we have a reliable way to reach them?"

The aim is to select a group that meets at least the first three criteria. If one or more answers are "no," reconsider the selected target group or explore ways to improve access, relevance, or readiness before moving forward.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next



How to Use This Tool

Use the table below to assess whether a proposed target group is the right focus for the campaign. For each question, mark yes or no, then add notes based on the current understanding and field insights.

Reflecting helps to check these considerations:

3 Are they open to change?

✔ **Yes,** if they have shown interest, had success in past efforts, or stand to benefit from the change.

✘ **No,** if they are resistant, disillusioned, or face major barriers.

Ask:
"Do they have a reason to care, or to act?"

4 (*Bonus*) Do they influence others?

✔ **Yes,** if they are respected figures or part of a larger ripple effect

Use this to strengthen the selected target group, not as the only reason

Ask:
"Do we have a reliable way to reach them?"

The aim is to select a group that meets at least the first three criteria. If one or more answers are "no," reconsider the selected target group or explore ways to improve access, relevance, or readiness before moving forward.

Step 1. Select Target Group and Target Behavior

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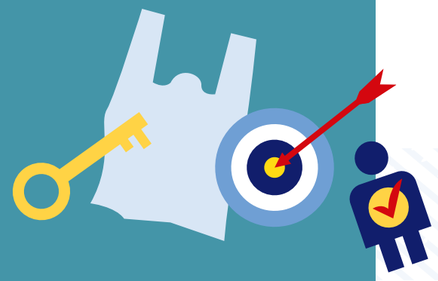
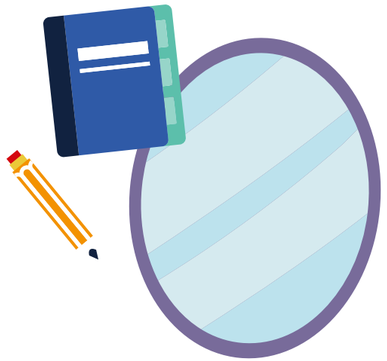


Criteria for the Target Group

Question	Yes / No	Notes (Where does the assumption come from?)
Are they relevant for this behavior? Do they actually do it or enable it?	/	
Are they easily reachable? Are there trusted channels to connect with them?	/	
Are they open to change? Are they likely to listen, learn, or try something new?	/	
(*Bonus*) Do they influence others? Would changing them help shift others too?	/	



Use a **reflection-based tool with guiding questions**, **yes/no judgments**, and **space to note concerns or assumptions.**

Step 1. Select Target Group and Target Behavior

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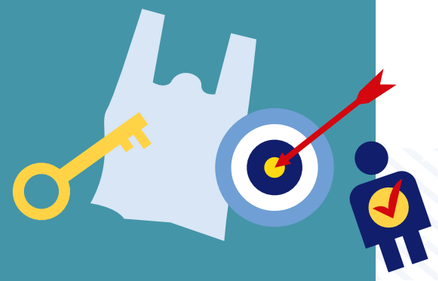
- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next



Tool 1.1 | Tool 1.2 | Tool 1.3 The Target Group Selection Table | Tool 1.4

Tips for Practitioners

Governments & Civil Servants

- Who causes, enables, or is affected by the behavior across formal and informal sectors is a key information to map out.
- Local government structures, education systems, and service providers are all suitable to use to access groups.
- Coordination across ministries helps aligning group targeting with service delivery.
- Infrastructure or policy incentives should be in place to support change readiness.

NGOs / CSOs / Individuals

- Motivated individuals or trusted community figures to drive participation should be prioritized.
- School networks, religious groups, or health posts networks can be of use to reach youth and households
- It is important to Iidentify connectors like local champions or respected leaders to model change.
- Selecting groups solely because they are accessible should be avoided. It is important to ensure they are also relevant.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
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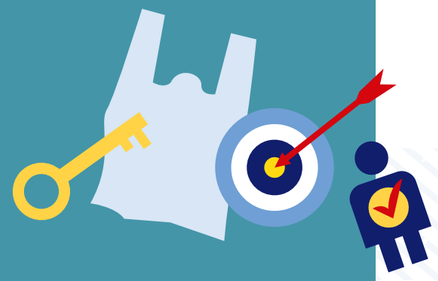
- What comes next



Tips for Practitioners

Private Sector

- Customers, employees, or vendors already within the communication ecosystem can be engaged easily.
- Aligning behavior changes with brand identity, convenience, or cost savings enables a stronger appeal.
- Collaborating with lifestyle influencers, café owners, or brand ambassadors helps with reaching trendsetters.
- Marketing and retail platforms should be considered to reach frequent buyers or users of single-use products.

By Problem Behavior Type

- **Littering:** Focusing on groups that generate visible waste in public areas. Youth are often responsive when change is linked to pride or peer influence. Reach them through schools, markets, or youth networks.
- **Excessive SUP/SUI consumption:** Prioritizing frequent users or distributors of single-use items, students, café customers, or vendors. Change is more likely when alternatives are affordable and promoted by visible influencers or businesses.
- **Lack of sorting:** Targeting those handling waste directly, households, janitors, or small business staff. Sorting works best when bins and collection services are available, with associations, facility managers, or frontline workers as entry points.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Purpose of This Tool

Complete knowledge is not required at this stage; however, it is important to assess whether the selected behavior and target group represent a practical and achievable starting point.

How to Use This Tool

Use the table below to make a quick assessment of whether the selected behavior and target group form a strong foundation to develop a campaign. For each question, mark ✓ for Yes, ? for Not Sure, or ✗ for No, then reflect on any doubts or gaps.

This tool is meant to help flag major risks or uncertainties early.

How to interpret answers:

- If **most responses are "Yes"**, the focus looks solid and proceed to Step 2.
- If **some responses are "Not Sure"**, it is acceptable at this stage. Make a note to explore these areas further in Step 2.
- If **one or more responses are clearly "No"**, reconsider the selected behavior or group before moving forward.
- If **two or more core questions receive a "No"**, this group may not be a suitable focus and should be re-evaluated.

This check helps avoid common pitfalls, like promoting a behavior that cannot be done, or targeting a group that is hard to reach.

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Quick Reality Check

Question	Yes / Not Sure / No
• Does this behavior clearly connect to the problem practitioners want to solve?	/ /
• Can the target group actually do this behavior in their daily life?	/ /
• Can the practitioner's team reach this group directly or through partners?	/ /
• Are there any big system gaps that would block this behavior? (e.g. no bins, no alternatives, no support)	/ /

Step 1. Select Target Group and Target Behavior

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **What comes next**

Progress so far:

This step has helped define a solid starting point.

Key elements are now in place:

- A clear, specific problem has been identified, grounded in real-world behaviors that contribute to waste or pollution.
- One target behavior has been selected that is realistic, measurable, and meaningful.
- A relevant group has been chosen, one that can be reached, may be open to change, and could influence others.
- Assumptions have been reviewed, and any major barriers or gaps have been flagged early.

These choices create a focused foundation, making the next steps more targeted and effective. Below practitioners can list the so far identified target groups and behaviors to address during the campaign.

Step 2 – Understand the Target Group

The first step has been completed. The next phase shifts the focus to understanding the people behind the selected behavior. Step 2 involves engaging directly with individuals, both those who already perform the behavior and those who do not, to explore what motivates or hinders them.

This is the stage where key insights are gathered: daily routines, practical constraints, emotional drivers, and overlooked barriers. These findings will help ensure that future efforts are tailored, relevant, and responsive to real conditions, not based on assumptions or generic messaging.

With a strong foundation now in place, the next step will bring greater clarity and greater precision into shaping effective behavior change strategies.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

Understanding the target group focuses on building a clear picture of the people whose behavior practitioners aim to change, starting from their daily routines, motivations, challenges, and context. If the target groups are already well identified and understood, continue to **step 3** to learn more about influences and behavior change drivers.

Tools for Campaign Development

These structured tools set activities to question and learn everything needed about target groups.

Tool 2.1 — **The Interview Guide** to equip practitioners with relevant interview targets and questions

Tool 2.2 — **The Daily Life Snapshot** to experience practitioners' target group's point of view

Tool 2.3 — **Make a Sample Person** to aggregate knowledge about practitioners' targets into a coherent archetype

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Learnings from the Field

The guidance sections under this step highlight the conditions and habits that matter most for each target group. They can be further refined based on the practitioner's profile and research along the selected problem behavior. Using these insights can support practitioners in designing target group profiles that are suitable and realistic, thus more likely to inform campaigns and solutions that work.

- **About Target Groups** is dedicated to presenting all relevant target groups in ASEAN and their respective characteristics relative to the 3 key behaviors discussed in the Playbook. The two examples below are derived from evidence gathered through the stocktaking exercise and surveys across AMS.

Examples of what to find under Learnings from the Field:

Youth → Primary School Students → *Stocktaking data shows littering is common in and around school areas*

- Littering is common in school areas. → Use school bins regularly to keep shared spaces clean.
- Single-use packaging is typical for snacks and drinks. → Bring reusable lunchboxes and bottles.
- Waste is rarely sorted due to lack of awareness. → Learn basic waste separation (e.g. plastics, organics, others).

Private Sector → Retailers & Mini-Marts → *Survey respondents and past campaigns confirm that plastic bags are often handed out by default in retail outlets*

- Plastic bags are handed out by default. → Move to opt-in or reusable options
- No sorting of packaging waste. → Separate and return plastics through collection programs

1
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Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- **Why this step matters**
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Why this step matters

Effective behavior change begins with understanding people in context, based on their lived experience (e.g. what shapes their choices day to day and how this can be used moving them towards target behaviors?)

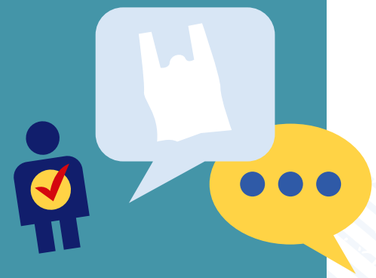
Step 2 focuses on **deepening insights** into the target group:

- Observing both those who already perform the behavior and those who do not
- Paying attention to differences in experiences, constraints, and motivations between women and men, ensuring these perspectives are equally represented
- Mapping routines, constraints, and competing priorities
- Identifying practical and emotional barriers, as well as what makes change possible
- Understanding influences beyond awareness, including habits and social dynamics

This step builds a clearer picture of who the target group is, what they face, and what may genuinely motivate change.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Purpose of This Tool

Meaningful insights come from listening directly to individuals involved. This tool supports early-stage understanding by encouraging conversations with both doers (those already practicing the behavior identified in step 1) and non-doers (those who are not yet doing so).

These initial insights can reveal patterns and themes without requiring in-depth analysis at this stage. They serve as a practical foundation for designing interventions that are grounded in real experiences.

Early tips for Practitioners:

- Conversations with members of the target group can **surface differences within the group itself**; differences that, when acknowledged, often strengthen campaign outcomes.
- It is important to engage with **non-doers early in the process** in order to prevent implementation gaps. For example, discussions with residents may reveal how bin design or placement could cause confusion if not addressed properly.
- Interviews should **include people of different genders** in both doer and non-doer groups. Gender may influence daily routines, access to resources, decision-making power, or exposure to rules and norms.
- **Perspectives from vulnerable groups** should also be incorporated. Their lived realities often reveal unique barriers and enablers that are overlooked in mainstream discussions, and tailoring campaigns to these insights can significantly increase effectiveness and equity.
- *Private Sector Teams:* For businesses introducing reusable products or internal sustainability routines, direct input from customers and staff provides valuable insights into what supports or hinders behavior adoption.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
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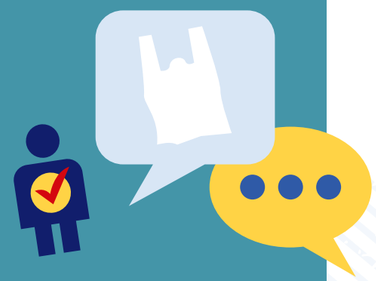

How to Use This Tool

- Interviews are recommended with at least 2–3 doers and 2–3 non-doers.
- A balance of genders is valuable where possible, with attention to any gender-specific barriers, motivations, or social expectations that emerge.
- Consistency is maintained by applying the same simple questions to all participants, as outlined in the Core Interview Questions section.
- Short quotes, phrases, or keywords can be linked to each behavioral driver.
- Capturing what participants say, feel, and experience is a priority
- At this stage, there is no need for a deeper analysis.

It is about trying to learn:

- What helps or blocks them?
- What do they know or do not know?
- What do others around them do?
- How do they feel when they do, or do not do, the behavior?

Tip:

Note real words from real people, to use them again when building messages and strategies.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
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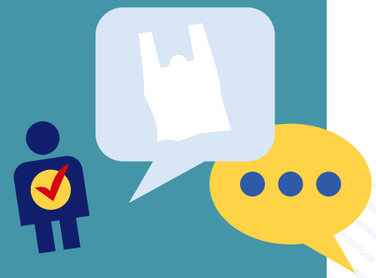


Part 1: Who to Talk To

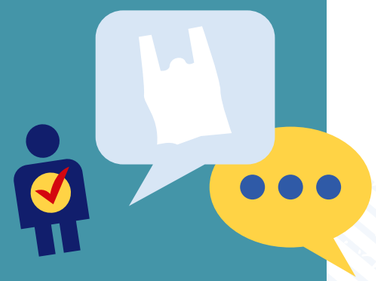
This table can be used to record basic information about individuals selected for interviews. It is intended to help organize outreach and ensure a balance between those who currently perform the target behavior (*doers*) and those who do not (*non-doers*).

Name	Age/Role	Doer or Non-Doer?	Notes

Once the individuals to be interviewed have been identified, proceed to the interview questions. All questions focus on the target behavior defined in Step 1.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 2.1 The Interview Guide | Tool 2.2 | Tool 2.3

Part 2: Core Interview Questions (for Both Groups)

Incentives - *Worth it*

- Does this save or cost you money? Time? Effort? What do you gain or lose by doing or not doing it?
- Do costs or benefits differ for men, women, or other gender identities?

Choice Architecture - *Easy to do*

- What makes this behavior easy or difficult for you? What helps you remember or makes it hard to do?
- Does ease or difficulty depend on gender roles or responsibilities?

Rules and Regulations - *Rules*

- Are there any rules, policies, or expectations about this? Do they make it easier or harder? Does anyone check?
- Are rules applied or enforced differently for different genders?

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 The Interview Guide | Tool 2.2 | Tool 2.3

Part 2: Core Interview Questions (for Both Groups)

Social Influence *- Others*

- What do people around you usually do? Do they support or ignore this behavior? Would anyone react if you started or stopped?
- Does gender affect who supports or discourages the behavior?

Information *- Info*

- Do you know how to do this? Is anything unclear or confusing? Where did you learn what to do, and who do you trust for info?
- Information: Are some genders less likely to receive or trust the information?

Emotional Appeal *- Emotions*

- How do you feel when you do or do not do this behavior? Any pride, guilt, shame, frustration? Does it fit with who you are or want to be?
- Emotional Appeal: Do emotions, identity, or pride differ between genders?

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Template Form for Interview Responses

Use these blank templates directly or copy-paste them for the interview team.

Name : _____ **Age / Role :** _____

Driver Observations:

Worth it

_____

Social influence

_____

Easy to do

_____

Info

_____

Rules

_____

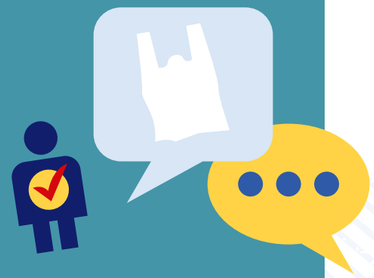
Emotions

_____

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tips for Practitioners

It is not necessary to ask every question listed, as interviews may follow the natural flow of conversation. Responses on one topic often provide insights that are also relevant to others.

Practitioners should maintain a neutral stance throughout the discussion, with the objective being to understand rather than to correct or instruct. Participants are generally more open when the interaction is perceived as non-judgmental.

The emphasis should be on identifying factors that make the behavior easier or more difficult to perform, rather than gathering personal opinions alone. This approach is more likely to uncover practical leverage points for change.

Questions should be aligned with the specific behavior being explored:

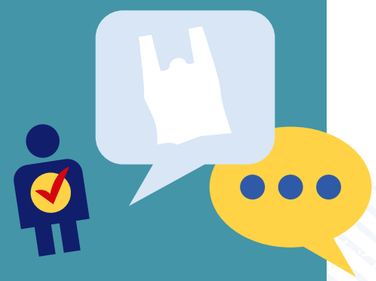
Littering
Emphasize habits and environmental context (e.g., availability of bins, peer behavior).

SUP/SUI consumption
Investigate purchasing routines, perceived convenience, available alternatives,
and cost considerations.

Sorting and Recycling
Explore levels
of knowledge, infrastructure availability, and dynamics within the household.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tips for Practitioners

Important attention should be paid to beliefs that either obstruct or enable the desired behavior:

- "No one else does it, so why should I?" indicates that social norms may be a barrier.
- "I do it for my kids' health" suggests that emotional motivation may be a strong driver.

For individuals already practicing the behavior, attention should be given to the factors that motivated them to begin. For those not yet engaging in the behavior, it is useful to identify what conditions or supports might facilitate initiation.

Insights gathered through this process can inform the use of the following tools:

Tool 2.2

Daily Life Snapshot to understand routine behaviors, constraints, and opportunities.

Tool 2.3

Make a Sample Person to develop profiles based on motivations, barriers, and lived experience.

These findings will ultimately guide the development of behavioral solutions through tailored messaging, appropriate communication formats, and effective delivery channels.

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | **Tool 2.2 The Daily Life Snapshot** | Tool 2.3

Purpose of This Tool

This tool helps understand how the target behavior fits, or does not fit, into people's daily lives. By looking at when and how the behavior happens and comparing those who do it with those who do not, it reveals what makes the behavior easier or harder in practice.

It helps campaigns avoid common mistakes, like suggesting actions that do not match routines or overlooking key moments when habits can shift. By grounding ideas in real-life patterns, this tool supports more practical, effective, and realistic solutions.

How to Use This Tool

A typical day for individuals in the selected target group should be considered, taking into account how routines and responsibilities may differ between women and men. These differences can include the timing of certain tasks, access to tools or spaces, and levels of decision-making authority.

Practitioners can use the two tables:

- One for people who still do the *problem behavior*
- One for people who already do the *target behavior*

For each moment or action, practitioners can write:

- What is happening (place, task, setting)
- What behavior they are doing (problem or target)
- Why they do it that way (motives, constraints, habits)
- Then, tick any behavioral drivers that apply (from emotional appeal to choice architecture or social influence etc.)

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Examples

Daily life snapshot – Non-Doers
(People still doing the **problem behavior**)

Time of Day	What is happening?	Problem Behaviour	Why do they do it this way? (What helps or drive the behavior?)	Behavioral Driver
e.g. 7:00 AM	Setting up food stall	Uses plastic bags for packaging	It's cheap and fast. Others do the same. No one tells her not to.	• Incentives • Choice Architecture • Rules & regulations • Social influence • Information • Emotional Appeal

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | **Tool 2.2 The Daily Life Snapshot** | Tool 2.3

Examples

Daily life snapshot – Doers
(People already doing the **target behavior**)

Time of Day	What is happening?	Target Behavior	Why are they able or willing to do it? (What supports the behavior?)	Possible Driver
e.g. 7:00 AM	Setting up food stall	Uses reusable containers	Feels proud. Kids ask her to do it. A neighbor gave her extras. She sees value in avoiding waste.	• Incentives • Choice Architecture • Rules & regulations • Social influence • Information • Emotional Appeal

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | **Tool 2.2 The Daily Life Snapshot** | Tool 2.3

Tips for Practitioners

It is not necessary to apply all six behavioral drivers in every instance. At this stage, the goal is to observe and record early patterns rather than to reach definitive conclusions. Relevance should be determined based on what is observed in real-life settings.

This tool is exploratory in nature. Insights gathered here will be further analyzed and refined in **Step 3**. The focus should remain on capturing meaningful cues and contextual details that influence behavior.

Problem behavior-specific considerations:

For **Littering**, attention should be given to behavior in public or shared spaces, with particular focus on bin accessibility, habits while in transit, and peer influence.

For **Excessive SUP/SUI consumption**, of single-use plastics, key moments in purchasing behavior should be monitored, including considerations of price, packaging, and availability of alternatives.

For **Lack of sorting**, household routines and roles should be observed, especially during cleaning or disposal activities.

Comparing *doers* and *non-doers* may help identify enabling factors such as available tools, visual cues, peer behaviors, or supporting infrastructure.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tips for Practitioners

Considerations for practitioners' types:

Government officials: Observations can be used to assess whether recommended behaviors are feasible within the current infrastructure and service delivery.

NGOs, CSOs and individuals: This tool can help identify practical barriers in communities that are often underrepresented in planning processes.

Private sector teams: Insights may reveal opportunities to influence behavior at key moments in the workplace or consumer journey.

Where possible, comparisons across sub-groups within the target group can highlight differences in routines, constraints, or motivations that affect behavior.

By grounding analysis in actual lived experiences, this tool helps ensure that subsequent decisions are not only evidence-based, but also practical and contextually appropriate.

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | Tool 2.2 | **Tool 2.3 Make a Sample Person**

Purpose of This Tool

This tool helps create a clear, relatable profile of one person from the target group, someone who either already does the behavior or does not. By focusing on a real example, not just broad categories like “youth” or “households,” it keeps planning grounded in everyday experience.

It prevents common missteps, like designing for vague audiences or overlooking real motivations. A well-defined persona makes it easier to choose the right strategies, messages, and channels at a later stage.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | Tool 2.2 | **Tool 2.3 Make a Sample Person**

How to Use This Tool

- A typical doer or non-doer is selected based on insights from previous research.
- The individual's background, routines, and interaction with the target behavior are then described.
- The persona description includes gender to highlight how it influences opportunities, constraints, motivations, and the reactions of others.
- The use of clear and realistic language is preferred, reflecting the person's actual experience while avoiding technical terms or jargon.
- The behavioral drivers most relevant to this profile emerge and become identifiable.
- Multiple personas can be developed if distinct subgroups within the target group are to be represented.

These personas will be used in Step 3 to align interventions with the motivations, constraints, and contexts of real individuals.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | Tool 2.2 | **Tool 2.3 Make a Sample Person**

Persona template – Doer

These personas will be used in Step 3 to align interventions with the motivations, constraints, and contexts of real individuals.

Field	Example Entry
• Doer or Non-Doer?	DOER
• Name / Role	FARID, 41, COMMUNITY LEADER AND SMALL GROCERY SHOP OWNER
• Routine	OPENS SHOP AT 6AM, CLOSES AT 10PM. SERVES 150+ CUSTOMERS A DAY. LIMITED STORAGE BUT LOTS OF REGULARS.
• Current Behavior	OFFERS BULK AND REFILL OPTIONS, AVOIDS PLASTIC BAGS
• Why do they do what they do now?	FEELS PROUD TO LEAD BY EXAMPLE. GOT SUPPORT FROM AN NGO. HIS SON CONVINCED HIM. CUSTOMERS ARE OKAY WITH THE CHANGE.
• What helped them adopt the target behavior?	RECEIVED FREE STARTER KIT AND TRAINING. SAW NEIGHBORS TRYING TOO. HIS STORE GOT LOCAL RECOGNITION.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | Tool 2.2 | **Tool 2.3 Make a Sample Person**

Persona template – Non-Doer

These personas will be used in Step 3 to align interventions with the motivations, constraints, and contexts of real individuals.

Field	Example Entry
Doer or Non-Doer?	NON-DOER
Name / Role	LINA, 29, SELLS FOOD NEAR A SCHOOL
Routine	PREPARES FOOD FROM 6AM, SELLS UNTIL 1PM. VERY BUSY. NO STORAGE FOR SUPPLIES.
Current Behavior	USES PLASTIC BAGS FOR EVERY MEAL SOLD
Target Behavior	USE PAPER-BASED OR REUSABLE CONTAINERS INSTEAD
Why do they do what they do now?	PLASTIC IS CHEAP AND EXPECTED BY CUSTOMERS. DOES NOT KNOW WHERE TO BUY ALTERNATIVES. WORRIED CUSTOMERS MIGHT COMPLAIN.
What helped them adopt the target behavior?	IF REUSABLE PACKAGING WERE CHEAPER AND AVAILABLE. IF OTHERS AROUND HER STARTED DOING IT. IF CUSTOMERS SUPPORTED THE SWITCH.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | Tool 2.2 | **Tool 2.3 Make a Sample Person**

What influences this person?

Practitioners can tick all that apply based on what was heard

- ☐ **Incentives**
  (Saves money, or does not)
- ☐ **Choice Architecture**
  (Simple, requires little effort, time, or not)
- ☐ **Rules and Regulations**
  (Policies, regulations, supervision)
- ☐ **Social Influence**
  (What others do or expect)
- ☐ **Information**
  (Knows what and how, or unaware, confused)
- ☐ **Emotional Appeal**
  (Pride, guilt, care, shame, fear, or other emotions, etc.)

Tips for Practitioners

- Using real words, quotes, or expressions from **interviews** and **observations** wherever possible helps to reflect how people think and speak.
- Applying a gender-sensitive lens ensures that perspectives from all genders are represented, while avoiding stereotypes. Differences in how behaviors are influenced by gender roles, safety concerns, access to resources, and decision-making power become clearer.
- Focusing on the details that genuinely emerged from research will help capture. A strong persona that includes **what matters most**, and not everything that could be included.
- Personas are a practical design tool, not a technical profile. Keep them clear, human, and rooted in everyday experience.

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 2.1 | Tool 2.2 | **Tool 2.3 Make a Sample Person**

Tips for Practitioners

- The persona is tailored to the problem behavior under focus:
  - For **littering**, including settings where the behavior happens (e.g. streets, markets, schools) and what influences the person's decision in those moments.
  - For **excessive use of SUPs/SUIs**, focusing on purchasing habits, product preferences, and perceived barriers to alternatives.
  - For **lack of sorting**, describing routines at home, division of responsibilities, and awareness of local systems.
- These personas will be revisited in Step 4 to help match each audience with the right behavioral driver and message strategy. A well-drawn persona keeps the campaign focused on people, as opposed to only policies or products.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

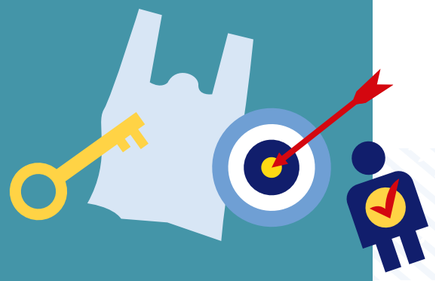
Learnings from the Field: About Target Groups

The target groups highlighted in this Playbook were compiled through a comprehensive evidence-gathering process that combined a regional survey, in-depth interviews with stake-holders across ASEAN, and a stocktaking review of past campaigns. This process identified which groups most directly influence or are affected by the three priority behaviors: reducing littering, minimizing single-use plastics, and improving sorting and recycling.

Households, youth, businesses, informal waste workers, local leaders and vulnerable communities consistently emerged as priority target audiences across AMS, each showing distinct barriers, motivations, and enabling conditions. The profiles reflect the recurring emphasis placed on them by practitioners during the needs assessment.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



1 Households

- **Profile**

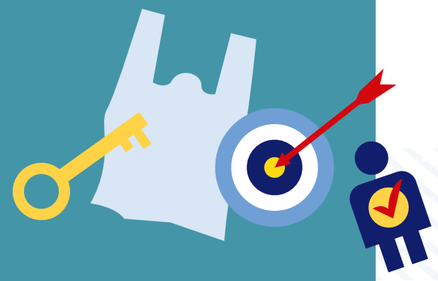
Households across ASEAN vary widely, ranging from urban apartments to stilt houses in coastal areas and rural homes in. Despite these differences, households are central to daily decisions about purchasing, consumption, and waste management.

Most households consist of families, often with children and sometimes extended relatives. While structures differ, a common pattern is evident: men often engage in income-generating work, while women manage domestic responsibilities such as shopping, cooking, and handling waste. Women frequently decide what to buy and how to dispose of it, making them key actors in shaping household consumption patterns. This may not be the case for all households as there are diverse forms of household arrangements with shared responsibilities.

In higher-income households, waste services may be reliable. In many others, infrastructure is limited or absent. Some households sort waste and reuse containers, while others burn or dump waste due to a lack of alternatives. Plastic remains deeply integrated into daily life, used in packaging, clothing, and household goods. Changing these behaviors often depends not just on awareness, but on what is affordable, available, and socially accepted.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Women often carry the responsibility for household cleanliness and family health, but may lack the authority, tools, or support to make lasting changes. While some lead neighborhood clean-ups or promote reuse, most are left out of campaign design and lack access to meaningful alternatives. This makes women both key influencers and a vulnerable group, overburdened yet under-supported.

Many households experience tension between intent and reality. People may want cleaner environments but rely on single-use plastics. They may attempt to sort waste but face inconsistent collection services. These contradictions reflect systemic gaps rather than individual failure.

Households are not the problem; they are essential partners in the solution. Effective behavior change campaigns must reflect their lived realities, address structural barriers, and involve them meaningfully in the process. Understanding their roles and constraints is critical to designing interventions that work.

Here are profiles and problem and target behaviors of the following sub-target groups of households:

Urban Households

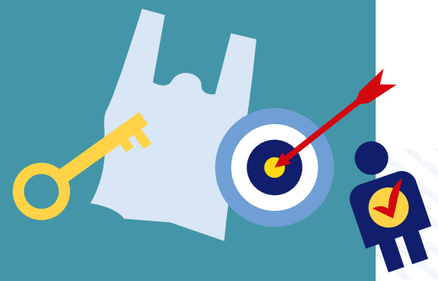
Families or individuals living in densely populated city areas typically have greater access to waste services but also higher exposure to consumerism, packaged goods, and convenience-driven behaviors.

Problem & Target Behaviors

- Waste is often discarded in alleys or drains due to limited service.
  → Use separate bins and available collection systems.
- Plastic bags and sachets are the norm.
  → Switch to reusable bags, containers, and bottles.
- Most waste is mixed before disposal.
  → Separate recyclables, organics, and other waste at the source.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Here are profiles and problem and target behaviors of the following sub-target groups of households:

Rural and Peri-Urban Households

Households located in agricultural, remote, or transitional areas on the outskirts of cities, often with limited infrastructure and varying access to waste services.

Problem & Target Behaviors

- Open burning and dumping in fields or rivers are widespread.
  → Use safe disposal methods or communal drop-off points.
- Plastic packaging has replaced traditional materials. → introduce re-usable packaging solutions, refill stations etc.
- Waste is rarely sorted before disposal.
  → Sort household waste into basic categories when feasible.

Vulnerable Group: Women-Led and Multigenerational Households

Households located in agricultural, remote, or transitional areas on the outskirts of cities, often with limited infrastructure and varying access to waste services.

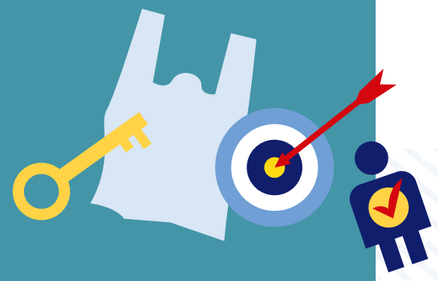
Problem & Target Behaviors

- Waste is often burned or dumped near the home.
  → Promote shared responsibility for proper disposal across all family members.
- Plastic-packaged items are bought out of habit or cost concerns.
  → Shift to bulk options, larger units, or reusable packaging when feasible.

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Here are profiles and problem and target behaviors of the following sub-target groups of households:

Vulnerable Group: Urban Poor Residents

Individuals or families living in low-income urban areas or informal settlements often face over-crowding, insecure housing, and limited access to basic services, including waste management.

Problem & Target Behaviors

- Waste is dumped in shared spaces due to limited collection.
  → Use or organize shared drop-off points where possible.
- Low-cost single-use items are common.
  → Adopt reusable alternatives where access and support exist.

Vulnerable Group: Coastal and Flood-Prone Households

Households located near coastlines or in areas vulnerable to flooding, where waste mismanage-ment can have direct environmental and health consequences.

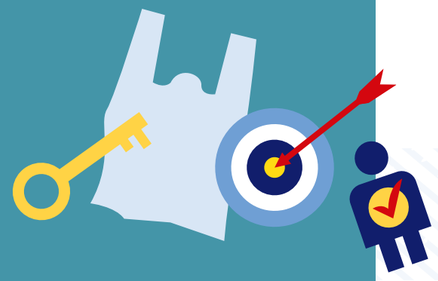
Problem & Target Behaviors

- Plastic waste enters canals and waterways.
  → Secure and store waste safely for land-based disposal.
- Plastic packaging is widely used due to wet conditions.
  → Transition to waterproof, reusable containers where possible.

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



2 Youth

- **Profile**

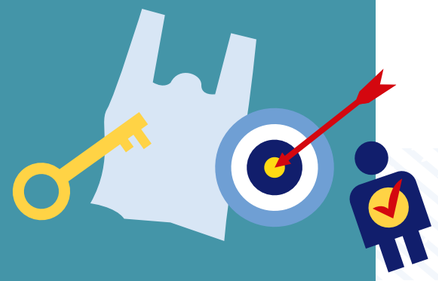
Youth across Southeast Asia, typically aged 6 to 25, live in cities, towns, villages, and coastal communities. Some are in school or university, while others work in shops, on farms, or support their families in informal jobs. Many are active on social media and follow digital trends, though not all have consistent internet access. This group is diverse but shares one common trait: high potential to influence peers, families, and communities through their curiosity, creativity, and visibility.

Environmental topics are covered in some schools, but not all. In rural areas, schools may lack even basic facilities, making it difficult to put learning into practice. At home, youth may try to introduce sorting or plastic reduction but often face resistance or indifference from adults. When working, they usually follow established routines. Even if motivated, they may not feel empowered to question or change their surroundings.

Youth tend to learn quickly, follow trends, and respond well to content that is visual, fun, and socially engaging. Recognition, whether through praise, awards, or online visibility, can be a strong motivator. Many are eager to contribute, but only when they feel their voices are heard and their role is respected.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



To take meaningful action, youth need supportive adults, teachers, parents, employers, and tools that fit their environment. Digital campaigns work well for some, but others need offline options to participate. Co-creation is key: youth are more likely to engage if they help shape the solution.

Reach this group through storytelling, gamified content, and peer-led initiatives. Messaging should be positive, practical, and youth-friendly, offering simple actions they can take in daily life. Offline strategies, such as school activities, creative challenges, or local youth events, remain essential to include those without digital access.

Both sub-target groups of Youth share the following problem and target behaviors.

Primary School Students & Secondary, High School, and University Students

Primary school students are children aged approximately 6 - 12 who are in the early stages of formal education and often highly impressionable, enthusiastic, and eager to learn through play and storytelling.

Secondary, high school and university students are adolescents and young adults in middle school through tertiary education who are forming independent identities, increasingly exposed to social and environmental issues, and capable of peer influence.

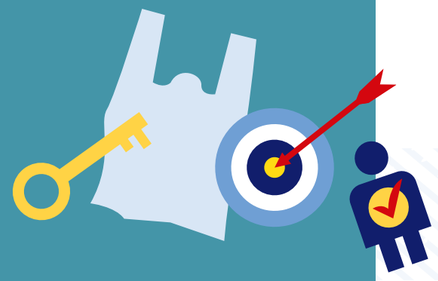
Problem & Target Behaviors

- Littering is common in school areas. → Use school bins regularly to keep shared spaces clean. Promote cleanliness among peers.
- Single-use packaging is typical for snacks and drinks. → Bring reusable lunchboxes and bottles.
- Waste is rarely sorted due to lack of awareness. → Learn basic waste separation (e.g. plastics, organics, others).

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



3 Waste Sector: Formal and Informal Workers

- **Profile**

Waste workers across ASEAN include both formal and informal actors, municipal employees, street pickers, junkshop operators, and waste bank staff. Some work with contracts and uniforms, others operate independently without recognition or protection. Despite differing roles, they remain central to the waste system yet often excluded from formal planning and support.

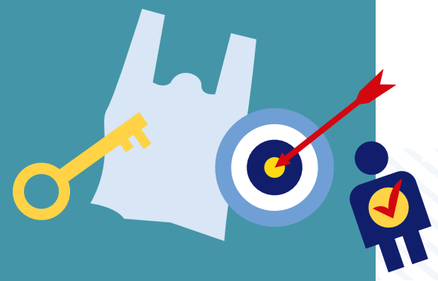
Informal workers begin early, collecting and sorting waste by hand, often without safety equipment or training. Income is unstable and based on fluctuating material prices. Waste bank staff and junkshop operators clean, weigh, and resell recyclables, bridging the gap between waste generators and recyclers. Municipal workers collect and transport waste but are rarely consulted in system design or policy.

Waste workers possess deep practical knowledge, knowing what items are recyclable, valuable, or harmful. They observe first-hand whether campaigns lead to cleaner sorting or more contamination. Yet their expertise is often overlooked, and their contributions go unrecognized.

1
3
4
5
6
7
8

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Informal workers face harassment, lack of formal ID, and absence of secure workspaces. Waste entrepreneurs deal with inconsistent supply chains and pricing risks. Formal staff may have salaries but are rarely included in decision-making. Campaigns often promote sorting at source but fail to provide the workforces required to collect ing the separated waste.

The next section outlines sub-groups within the waste sector, key behaviors related to littering, single-use plastic use, and waste sorting, as well as barriers that limit behavior change and enablers that support it.

Here are profiles and problem and target behaviors of the following sub-target groups of waste workers:

Vulnerable Group: Informal Waste Collectors

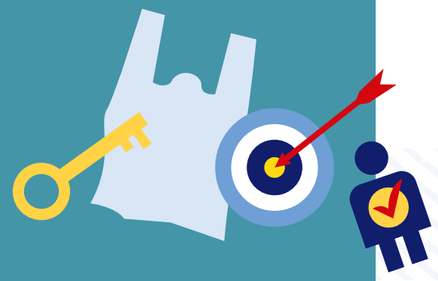
Individuals who recover recyclable or reusable materials from streets, bins, or dumpsites, often work independently without formal employment or social protection.

Problem & Target Behaviors

- Only high-value recyclables are prioritised.
  → Expand collection and incentives to include low-value items when support is available.
- Plastic reduction messaging is rarely promoted.
  → Learn and share information

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Here are profiles and problem and target behaviors of the following sub-target groups of waste workers:

Vulnerable Group: Waste Bank Operators

Community-based coordinators who manage collection points where households can deposit sorted recyclables in exchange for money, goods, or savings credits.

Problem & Target Behaviors

- Occasional spillage during transport.
  → Improve handling and secure transport of recyclables.
- Limited community engagement on plastic reduction. → Promote reuse and single-use plastic reduction among users.
- Inconsistent sorting practices.
  → Standardise sorting based on agreed categories.

Vulnerable Group: Informal Aggregators/ Junkshop Operators

Middle actors in the informal waste value chain who buy, sort, and resell recyclable materials collected from waste pickers or the public.

Problem & Target Behaviors

- Improper disposal or burning of non-recyclables.
  → Shift to formal disposal channels.
- Focus on resale with limited promotion of reduction or reuse.
  → Promote reusable alternatives such as tote bags among clients.
- Sorting is based on speed and profit, not safety or consistency. → Provide safety and protective equipment (such as masks or gloves) and follow hygiene practices

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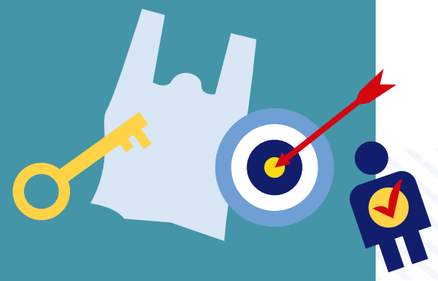
Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Here are profiles and problem and target behaviors of the following sub-target groups of waste workers:

Formal Waste Workers (Municipal Staff)

Government-employed personnel responsible for collecting, transporting, and managing household or commercial waste through formal systems and infrastructure.

Problem & Target Behaviors

- Spillage during transport. → Improve secured waste transport.
- Limited public engagement on plastic reduction. → Serve as visible role models for reduction and reuse.
- Mixing of sorted waste due to operational limitations. → Respect sorting efforts of citizens through aligned collection routines , such as through proxy of segregated waste collection, increasing numbers of separated fractions .

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Step 2. Understand the Target Group

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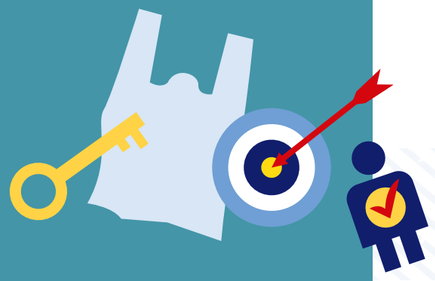

4 Private Sector (Companies and formal & informal local businesses)

- **Profile**

The private sector in ASEAN spans from small, formal or informal businesses to large national companies and multinational groups operating across multiple markets. Local businesses include market vendors, food stall operators, shopkeepers, and small brand representatives, ranging from single-person operations to small hospitality businesses.

Large-scale companies and multinational groups usually operate retail chains, manufacturing plants or distribution networks, with the capacity to shape supply chains, set product and packaging standards, and influence consumer habits on a national or regional scale.

Most private sector actors operate with limited space, tight margins, and high customer expectations. Plastic packaging is widely used for speed, cost-efficiency, and convenience. Alternatives are often seen as expensive, unreliable, or incompatible with fast-paced service. While many business owners are aware of the environmental impact, they face pressure to prioritize affordability, customer satisfaction, and operational efficiency.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
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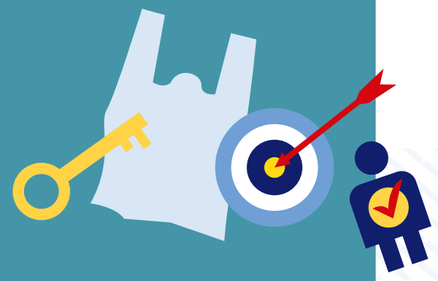
- **Learnings from the Field**
- What comes next



Business owners are deeply familiar with customer habits, packaging routines, and supply chain limitations. They can influence purchasing behavior through what they offer, display, and promote at point of sale. However, they are rarely included in waste reduction planning and often lack access to information or tools that support sustainable practices.

Plastic remains the default due to availability and price. Businesses face pressure to meet customer expectations quickly and affordably. Reusable or eco-friendly alternatives are often inaccessible, untested, or unaccompanied by supplier support. Owners are also concerned that charging extra or encouraging reusables may deter customers. This section outlines key behaviors, barriers, and enablers for local business sub-groups related to littering, SUP/SUI use, and waste sorting.

Here are profiles and problem and target behaviors of the following sub-target groups of private sectors:

Market and Street Food Vendors

Small-scale entrepreneurs selling food in open markets or street settings, often generating large volumes of single-use plastic and organic waste.

Problem & Target Behaviors

- Mixed waste disposal is common.
  → Introduce designated bins and maintain cleaner stalls.
- Single-use plastics dominate the service.
  → Shift to reusable or washable packaging.
- Waste sorting is rarely practiced.
  → Begin basic separation of organic and non-organic waste

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Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
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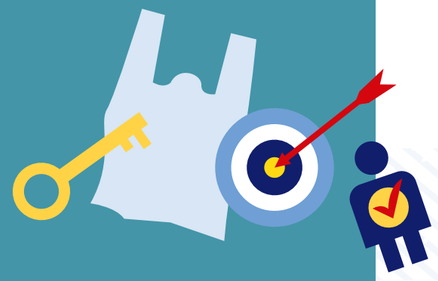
- What comes next



Here are profiles and problem and target behaviors of the following sub-target groups of private sectors:

Small Shops

Independent retailers, such as kiosks or roadside stalls (such as warungs), that sell daily goods in small quantities, typically relying on plastic packaging and serving regular, local customers.

Problem & Target Behaviors

- High use of sachets and SUIs.
  → Offer refillable or bulk options where feasible.
- Little concern for post-sale waste.
  → Encourage customers to bring their own bags or containers.
- Sorting rarely occurs.
  →Implement behind-the-counter separation.

Hospitality Providers (Hotels, Guesthouses)

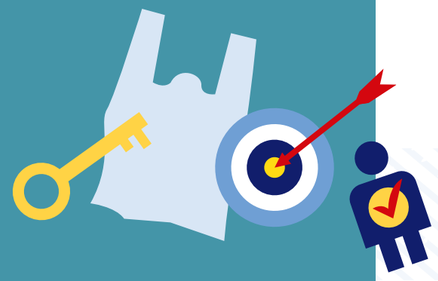
Businesses offering lodging and related services that cater to travelers and can influence waste practices through service design, guest communication, and back-of-house operations.

Problem & Target Behaviors

- Heavy reliance on single-use plastics.
  → Transition to bulk or refillable alternatives.
- Poor clarity on waste disposal.
  → Provide visible bins and clear instructions.
- Waste is often mixed during post-collection.
  → Collaborate with local services for better sorting.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Here are profiles and problem and target behaviors of the following sub-target groups of private sectors:

Restaurants, Cafés, and Food Delivery Services

Food service businesses play a key role in shaping consumption and packaging habits, often generating large volumes of single-use plastics and food waste through dine-in, takeaway, and delivery operations.

Problem & Target Behaviors

- Single-use items are default.
  → Offer reusables on-site and switch to sustainable takeaway packaging.
- Takeaway generates unsorted waste.
  → Improve labeling and customer sorting guidance.
- Inconsistent internal sorting.
  → Train staff in basic segregation routines.

Retailers and Mini-marts

Commercial outlets sell packaged consumer goods, with strong influence over customer habits through product offerings, promotions, and packaging choices.

Problem & Target Behaviors

- Plastic bags are handed out by default.
  → Move to opt-in or reusable options.
- No sorting of packaging waste.
  → Separate and return plastics through collection programs.

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Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
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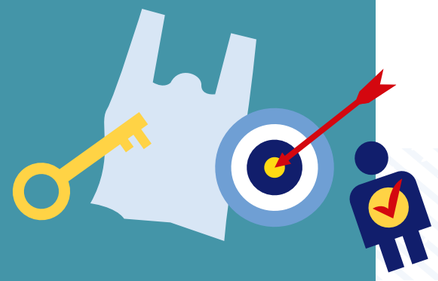


5 Local Leaders

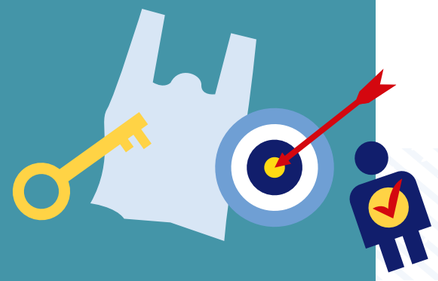
- **Profile**

Local leaders in ASEAN communities include neighborhood heads, religious figures, women's union representatives, traditional elders, and municipal officers. They play a central role in shaping community norms, resolving local issues, and guiding behavior. Although widely trusted and influential, they often face competing priorities, limited resources, and unclear responsibilities when it comes to waste-related concerns.

Community and religious leaders are frequently the first to hear about waste issues such as blocked drains, open burning, or littering. However, few have formal training or technical support to respond effectively. Religious figures often promote values like cleanliness and care for the environment, but these messages are not always linked to plastic reduction or sorting behaviors. Village heads and women's group leaders regularly organize clean-ups or community events yet are rarely involved in formal waste planning. Municipal officers face high expectations but are constrained by staffing shortages, limited budgets, and coordination challenges.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Local leaders are deeply connected to the communities they serve. They understand daily realities, social dynamics, and cultural sensitivities. Their endorsement can shape public opinion, reinforce social norms, and mobilize participation. Yet, their voices are often underused in formal campaigns, and their influence is sometimes limited to ceremonial roles rather than decision-making.

Many leaders lack clear guidance on what role they can play in addressing waste. They need actionable tools, simple messages, and consistent inclusion in program design and delivery. Campaigns that expect them to promote new behaviors without proper support risk losing credibility. Recognition is also critical as local initiatives often go unnoticed despite their potential to inspire broader change.

The next section outlines sub-groups within local leadership, key behaviors related to littering, single-use plastic use, and waste sorting, as well as barriers that limit behavior change and enablers that support it.

Here are profiles and problem and target behaviors of the following sub-target groups of local leaders:

Village Heads

Elected or appointed local leaders responsible for community governance, coordination with authorities, and mobilizing residents for shared initiatives.

Problem & Target Behaviors

- Open dumping or burning is sometimes ignored → promote safer, community-managed disposal.
- Waste rarely features in local plans → prioritize it in meetings and budgeting.
- Sustainable practices are not always modeled → adopt and promote reuse and sorting.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
- Why this step matters
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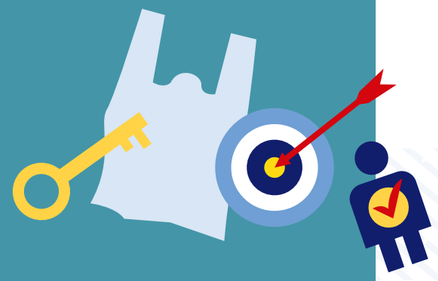
- What comes next



Here are profiles and problem and target behaviors of the following sub-target groups of local leaders:

Religious Leaders

Respected figures within faith communities who influence values, norms, and behavior through spiritual guidance and public messaging.

Problem & Target Behaviors

- Plastic pollution is rarely addressed in teachings → integrate stewardship themes.
- Sustainable practices are not consistently modeled → promote use of reusables and sorting.

Women's Union Leaders

Representatives of organized women's groups that often advocate for community wellbeing, health, and environmental initiatives, particularly in rural or lower-income settings.

Problem & Target Behaviors

- Events may produce unmanaged waste → model clean event practices.
- Single-use plastics are common in activities → promote reusable options.
- Many women in the community lack sorting knowledge → lead household education through workshops and training.

Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
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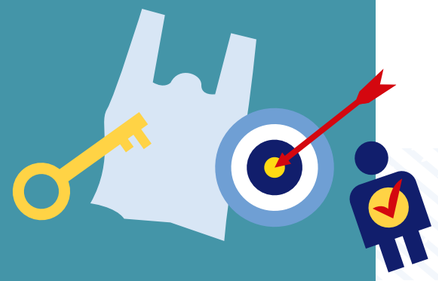

Here are profiles and problem and target behaviors of the following sub-target groups of local leaders:

Traditional Elders

Culturally respected figures who hold influence based on wisdom, age, or customary authority, often guiding community decisions and intergenerational learning.

Problem & Target Behaviors

- Burning or dumping is seen as acceptable
  → Discourage open burning and dumping in communities and set this as a social norm.
- Plastic in rituals is widespread
  → Use biodegradable or organic material in rituals.
- Elders rarely model sorting
  → show active support.

Local Government Workers and Environmental officers

Public officials and staff tasked with planning, regulating, and implementing environmental and waste-related policies and services at the local level.

Problem & Target Behaviors

- Staff lack training or clarity on waste roles
  → Equip and train as local educators and replicators.
- Waste is not seen as an urgent public concern
  → bring issues of health and environmental impacts to public attention.

1
3
4
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Step 2. Understand the Target Group

- Pathfinder/ Quick Overview
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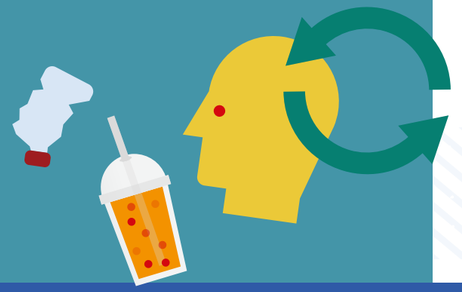


Progress so far:

This stage marks the completion of one of the most essential phases in behavior change planning: gaining a grounded understanding of the target group, based on real experiences as well as backed up by research.

At this point:

- Direct engagement has taken place with both doers and non-doers of the selected behavior, offering insight into motivations and barriers.
- Daily routines and lived contexts have been mapped, revealing when and why the behavior occurs, or fails to occur.
- Personas have been developed to represent actual individuals, making the data more relatable and actionable.
- Preliminary behavioral drivers have been identified, based on the language, habits, and conditions shared during interviews.

The result is a detailed and realistic portrait of the target group - their routines, challenges, motivations, and emotional context - all of which will shape the campaign's next steps.

Step 3 – Analyze and Map Influences

In this step, raw insights are organized into a clear analysis of what drives or blocks the target behavior. Barriers and enablers are mapped across six behavior change drivers, helping to identify the most relevant influences, whether people, systems, or environments. This process highlights where change is most achievable and where campaign efforts should focus, setting a strong foundation for the next step: developing practical, targeted solutions.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

Analysing and mapping behavioral influences turns observations into a clear picture of what enables (enablers) or blocks (barriers) change. This step organizes insights using the six behavior change drivers, contrasts doers and non-doers, and locates the people, systems, and conditions that shape the target behavior.

If enablers, barriers, and key influencers are already mapped with confidence by practitioners, continue with **Step 4** to design campaign activities.

Tools for Campaign Development

These structured tools set activities to question and learn everything needed about target behaviors.

Tool 3.1

The Behavioral Drivers Table to organize findings from Step 2 and inform

Tool 3.2

The Behavior Diagram to visualize clearly the target group from a behavioral perspective

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Learnings from the Field

As practitioners study their target groups sufficiently, patterns observed in doers and non-doers show where change is most feasible and which influences are most decisive. This step's research-backed guidance helps practitioners to further differentiate between barriers and enablers and gives insightful tips to practitioners on selecting the right drivers. The barriers and enablers highlighted here reflect recurring themes across AMS encountered during stocktaking research and interviews.

- **Barriers & Enablers of Target Groups** presents profiles of the typical target groups (e.g., household members, vendors, schoolkids, or local authorities) and the settings that enable or block behavior change.

Examples to be found as Research-Backed Guidance:

Households → Urban Households → Barriers → Choice Architecture - Space constraints

Local Leaders → Village Heads → Enablers → Social Influence - Learning from peer villages

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- **Why this step matters**
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Why this step matters

The previous step focused on listening and observing. Now it is time to make sense of what was learned by organizing insights and identifying the deeper forces shaping behavior.

By the end of step 3, it becomes clearer:
- What matters most in influencing the target behavior
- Who holds influence: individuals, systems, or institutions
- Where to focus campaign efforts for maximum impact

This step helps move from exploration to synthesis. It pinpoints what enables or hinders change and highlights who or what plays a role in shaping those dynamics.

By working through this step, practitioners will:
- Categorize enablers and barriers using the six behavior change drivers
- Compare perspectives from doers and non-doers
- Identify the key actors, systems, and conditions influencing behavior

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

This tool builds directly on the insights gathered in Step 2. It summarizes what shapes behavior across doers, non-doers, and all six drivers.

Purpose of This Tool

The Behavioral Drivers Table helps consolidate what was learned by mapping out the enablers and barriers experienced by both doers and non-doers, using the six behavior change drivers as a guide.

To complete the matrix, practitioners can draw from earlier findings:

- quotes, habits, and beliefs from the Interview Guide (Step 2 Tool 1);
- contextual triggers and routines from the Daily Life Snapshot (Step 2 Tool 2); and
- grounded user profiles from the Make a Sample Person Tool (Step 2).

By providing a structured overview, this tool helps avoid common missteps, such as designing around the wrong barrier or choosing an ineffective strategy, while making it easier to spot where real change is possible.

It supports practitioners in:

- Avoiding irrelevant or assumed barriers
- Selecting the right behavior change driver for each insight
- Surfacing subtle but important blockers (e.g., emotions, habits, friction)
- Clarifying what motivates action and what stands in the way
- Identifying where campaign efforts can realistically create impact

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

How to Use This Tool

- Practitioners select one target group and one specific behavior
- Practitioners populate the table with observations, quotes, or paraphrased insights from fieldwork
- Practitioners organize findings under the following six drivers:

Incentives	Choice Architecture	Emotional Appeal
Social Influence	Rules & Regulations	Information

Not all drivers will apply to every case: focus on the factors that clearly stand out and find inspiration in the following example if needed.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 1

Less Single-Use Plastic, proposing reusable and refillable options to small businesses.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Incen-tives	"Saves money on packaging" "Wants cheaper alternatives"	"Some customers still ask for plastic"	"Wants cheaper alternatives"	"Reusables cost too much" "Some customers still ask for plastic"
Choice Archi-tecture	"Keeps reusable stock nearby"	"Needs reminders when busy"	"Would try if it was more convenient"	"Hard to change daily routine"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 1

Less Single-Use Plastic, proposing reusable and refillable options to small businesses.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Rules & Regu-lations	"Vendor permit includes rule"	"No real penalties for violations"	"Would change if rules were clearer"	"No one enforces anything"
Social Influence	"Neighbors switched too"	"Some customers are confused"	"Would follow if others did it"	"No one around does it yet"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 1

Less Single-Use Plastic, proposing reusable and refillable options to small businesses.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Infor-mation	"Learned from NGO demo"	"Still unsure about storage tips"	"Wants clear step-by-step guidance"	"Doesn't know how to start"
Emo-tional Appeal	"Feels proud, sets an example"	"Still worries about being judged"	"Wants to feel good about it"	"Feels it's not important enough"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 2

Littering, encouraging households and urban youth to use public bins or hold waste until disposal.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Incen-tives	"Community program gives rebates or tokens for proper waste disposal"	"No reward for proper disposal"	"Would use bins if there were benefits like raffle entries or points collection"	"No cost to throw it on the street"
Choice Archi-tecture	"Bins are near the shop"	"Sometimes bins overflow"	"Would use bin if it was closer"	"Nowhere to put it, just drop it"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 2

Littering, encouraging households and urban youth to use public bins or hold waste until disposal.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Rules & Regu-lations	"There's a local rule and patrol"	"Rules exist but no one checks"	"Would follow if it was enforced"	"Never seen anyone fined"
Social Influence	"Kids at school talk about keeping clean"	"Some friends still litter"	"Would do it if friends did too"	"Everyone around me litters"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 2

Littering, encouraging households and urban youth to use public bins or hold waste until disposal.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Infor-mation	"I saw a poster near the school"	"Unclear what types of trash go where"	"Wants to learn what counts as littering"	"Thinks small trash doesn't matter"
Emo-tional Appeal	"Feels proud to keep the neigh-borhood clean"	"Feels awkward picking up others' waste"	"Wants to be seen as responsible"	"Feels it's not their job to care"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 3

Lack of Sorting, encouraging households to separate organic and inorganic waste.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Incen-tives	"Waste bank gives me cash every month"	"Only certain types accepted"	"Would sort if it helped earn money"	"Sorting takes time with no reward"
Choice Archi-tecture	"We keep two bins at home"	"Sometimes forget when busy"	"Would do it if there were separate bins"	"It's too hard without the right tools"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 3

Lack of Sorting, encouraging households to separate organic and inorganic waste.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Rules & Regu-lations	"Community rules require sorting"	"Sometimes collection trucks mix it anyway"	"Would do it if trucks kept it separate"	"Why bother if they mix it all again?"
Social Influence	"My neighbor taught me how to sort"	"Family doesn't always cooperate"	"Would try it if others in the area started"	"No one in my area sorts waste"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Matrix Example 3

Lack of Sorting, encouraging households to separate organic and inorganic waste.

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Infor-mation	"I learned what's organic from a workshop"	"Still unsure about some packaging"	"Wants a clear sorting guide"	"Doesn't know where to get correct info"
Emo-tional Appeal	"Feels proud reducing trash volume"	"Worries about doing it wrong"	"Wants to feel useful to the environment"	"Thinks one person sorting doesn't matter"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Empty Matrix to copy-paste and/or fill directly:

[Problem behavior] - [Target of the campaign/program]

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Incen-tives				
Choice Archi-tecture				

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Empty Matrix to copy-paste and/or fill directly:

[Problem behavior] - [Target of the campaign/program]

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Rules & Regu-lations				
Social Influence				

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Empty Matrix to copy-paste and/or fill directly:

[Problem behavior] - [Target of the campaign/program]

Driver	What enables target behavior?	Doers – What blocks them?	Non-Doers – What enables them?	What blocks them?
Infor-mation				
Emo-tional Appeal				

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 The Behavioral Drivers Table

Tool 3.2

Tips for Practitioners

This tool is designed to support grounded campaign planning.

- Real data from **Step 2** should be used, rather than relying on assumptions or speculation.
- Attention should be given to contrasts between doers and non-doers, as these differences often reveal potential leverage points.
- It is important to assess whether existing rules are effectively applied in practice, rather than only on paper.
- Gaps in infrastructure, services, or support systems that may hinder change should be identified.
- Priority should be placed on feasible actions that align with people's lived experiences.
- The matrix should remain simple, as it is intended to inform the development of a strategy in **Step 4**.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 | **Tool 3.2 The Behavior Diagram**

This tool helps visualize how different behavioral influences interact with key actors, systems, and environmental conditions. It turns insights into a strategic map, clarifying where change is most feasible and who must be involved to make it

Purpose of This Tool

The Behavior Diagram helps translate scattered insights into a clear strategic overview. By mapping out how behavioral drivers are reinforced or obstructed by people, institutions, and conditions, it allows practitioners to focus efforts where they are most likely to succeed and avoid wasted resources or misdirected messaging.

It is especially useful for:

- Identifying high-impact intervention points and the stakeholders connected to them
- Avoiding common mistakes such as misjudging barriers, overlooking key actors, or acting without sufficient context

How to Use This Tool

Before using this tool, the followings would need to be available:

- One target group and target behavior (if not identified yet, find more information in **Step 1**)
- Basic data from the field, including insights from doers and non-doers, interview quotes and snapshots of your target group daily routines (if not identified yet, find more information in **Step 2**)

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 | **Tool 3.2 The Behavior Diagram**

Diagram Structure

Enablers

Barriers

- **Center (Inner Circle):** *Target Group* and *Target Behavior*
  → e.g., "Market vendors"
- **Inner Middle Ring:** *Enablers* – What supports the behavior?
  → Use OK or short quotes/phrases
  → e.g., "Saves money," "Feels proud"
- **Middle Ring (Six Behavioral Drivers):** Organize key insights under each driver

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 | **Tool 3.2 The Behavior Diagram**

Diagram Structure

Enablers

Barriers

- **Outer Middle Ring:**
Barriers – What makes the behavior difficult?
→ Use X or short examples
→ e.g., "No time," "Hard to remember"

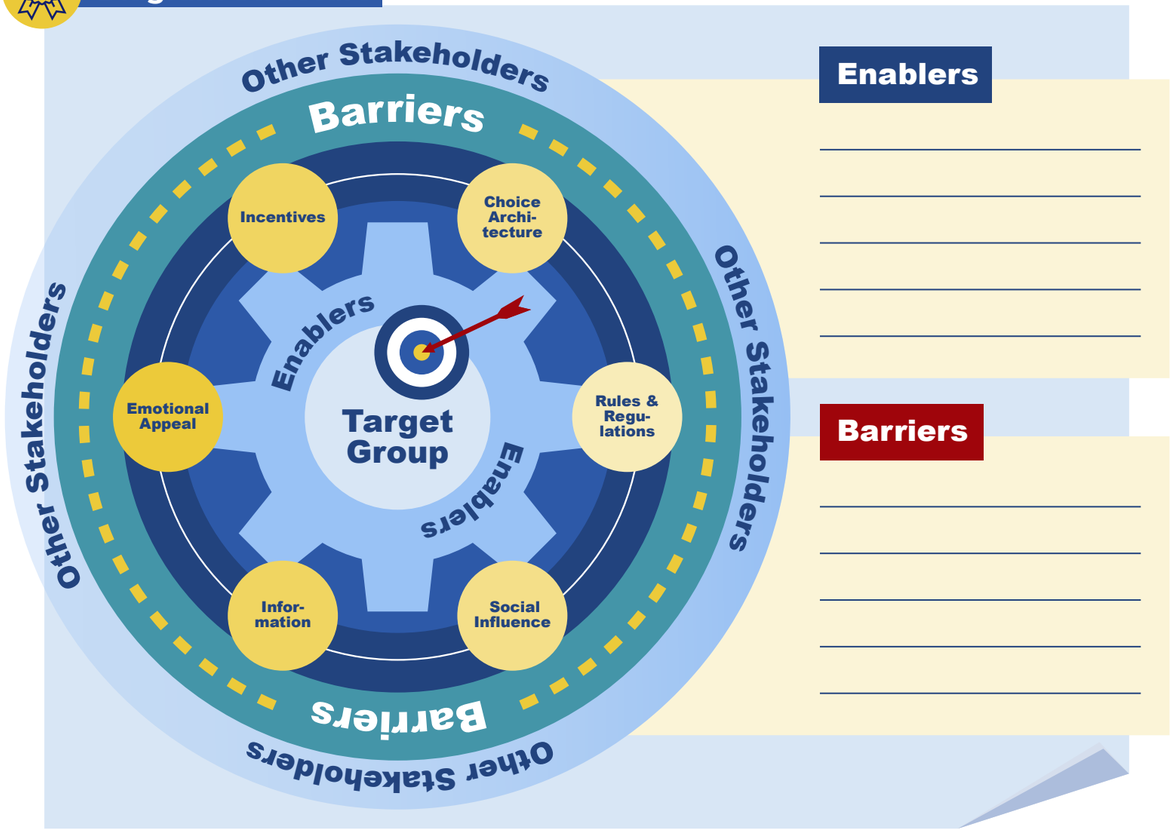
- **Outer Ring:**
Other Stakeholders – Who shapes the behavior in each driver?
→ Use icons with names, roles, or institutions
→ e.g., "Customers," "Local government," "Retail manager"

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 | **Tool 3.2 The Behavior Diagram**

Diagram Structure



Enablers

Barriers

- **Additional Tips**
  - Not all sections need to be completed; clarity and relevance should take priority.
  - Emphasis should be placed on standout insights that reveal the most critical influences.
  - The tool is intended to inform both strategy development and stakeholder engagement.

This step transforms field findings into structured understanding. By mapping behavior and its influences clearly, campaigns can move forward with direction, precision, and practical relevance.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 | **Tool 3.2 The Behavior Diagram**

Understanding the Behavior Diagram

The Behavior Diagram provides a framework to organize the findings around a target behavior and the factors influencing it. Each ring of the diagram serves a specific function, allowing for structured analysis and identification of strategic opportunities.

Diagram Zones and What to Include

Zone	Content to Add
• **Center (Target Group)**	Specify the target group segment under focus (e.g., *Market vendors, Students*)
• **Inner Middle Ring**	List *enablers*, factors that support the behavior (us OK or green highlights)
• **Middle Ring (Drivers)**	Use the six behavior change drivers to organize insights logically
• **Outer Middle Ring**	List *barriers*, factors that hinder the behavior (use X or red highlights)
• **Outer Ring**	Identify *stakeholders*, individuals, groups, or institutions influencing each driver

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 | **Tool 3.2 The Behavior Diagram**

Understanding the Behavior Diagram

Short quotes, brief notes, and visual symbols (e.g., arrows) can be used to show influence or relationships between elements.

This structure allows for a clear understanding not only of what shapes the behavior, but also of who may need to be engaged to support or sustain change.

Example:

Target Group: Market vendors in urban areas
Target Behavior: Reduce use of single-use plastic bags by offering reusable alternatives

Driver	Enablers	Barries	Stakeholders
Infor-mation	"I saw a public gathering from a local NGO."	"I don't know where to get reusable bags."	Local NGOs, city environ-mental office, market association, suppliers
Social Influence	"Other vendors have started using cloth bags."	"Most customers still ask for plastic."	Fellow vendors, market association, community groups, customers

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1 | **Tool 3.2 The Behavior Diagram**

Understanding the Behavior Diagram

Driver	Enablers	Barries	Stakeholders
Rules & Regu-lations	"There's a city rule about reducing plastics."	"No one checks if we follow it."	Local government, market management, enforcement officers
Emo-tional Appeal	"Feels good when customers praise me."	"Worried people will complain if I stop offering plastic."	Customers, market peers, community leaders
Incen-tives	"Reusable bags cost more, but I save over time."	"Can't afford to stock both plastic and reusable."	Market management, city government (for subsidy or incentive programs), suppliers, NGOs
Choice Archi-tecture	"I keep a few cloth bags ready at the stall."	"I forget to offer them when it's busy."	Market management, vendor association, stall assistants

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 3.1

Tool 3.2 The Behavior Diagram

Tips for Practitioners

- This tool is intended to support reflection. It is not necessary for the map to be exhaustive or perfect. Focus on insights that stand out.
- Collaborative use is encouraged; it can help surface diverse perspectives and observations.
- The completed map will serve as a foundation for **Step 4**, where key behavioral drivers are prioritized to support the making of decisions.
- By visually connecting behaviors, influences, and stakeholders, this tool provides a clearer pathway from understanding to action.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

Learnings from the Field: Barriers & Enablers of Target Groups in ASEAN

The barriers and enablers presented in this section are drawn directly from the evidence base established through the regional stocktaking and needs assessment process. These findings highlight the conditions that most often prevent or encourage change among the ASEAN target groups set in Step 2 of this Playbook, such as households, youth, businesses, local leaders, and informal waste workers.

By linking this analysis to the target groups already introduced, practitioners can quickly navigate between the profiles and the factors that shape their behaviors.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Urban Households

Barriers

Rules and Regulations - Infrastructure gaps

In many areas, waste collection is inconsistent. Trucks may skip certain streets or come irregularly. When this happens, residents turn to burning or dumping, not out of negligence, but because no other option is available.

Choice Architecture - Convenience bias

In many areas, waste collection is inconsistent. Trucks may skip certain streets or come irregularly. When this happens, residents turn to burning or dumping, not out of negligence, but because no other option is available.

Choice Architecture - Space constraints

In small apartments or densely populated areas, storing separate bins for different waste types is often impractical. Limited space makes sorting feel like a burden.

Information - Information gaps

Clear and accessible waste-sorting instructions are often lacking, leaving even motivated households uncertain about proper disposal. Without visible guidance, intentions rarely translate into action.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Urban Households

Enablers

Rules and Regulations - Reliable services

When waste collection is regular and well-communicated, households are more likely to comply. Clear systems and visible infrastructure make proper disposal easier.

Information - Digital engagement

Many urban residents are active on smartphones and social media. Short videos, apps, or games that explain sorting or promote plastic reduction can quickly reach wide audiences.

Social Influence - Community pride

A clean street can inspire others to act. When neighbors take the initiative, others often follow, especially if the behavior is publicly visible and positively reinforced.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Rural and Peri-Urban Households

Barriers

Rules and Regulations - Lack of infrastructure

Many communities do not have formal waste services. In the absence of collection systems, households must find their own way to dispose of trash, even if that means burning or dumping.

Choice Architecture - Decline in traditional practices

Modern packaging has become the norm, while natural alternatives have disappeared from local markets. Even when people remember older practices, alternatives may no longer be available or affordable.

Information - Limited outreach

Behavior change messages often fail to reach rural communities. National campaigns may overlook these areas, and messaging may not be adapted to local needs.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Rural and Peri-Urban Households

Enablers

Choice Architecture - Familiarity with local solutions

Many older residents still remember traditional methods of packaging such as organic material (banana leaves etc.). When these are presented as familiar and practical, they are often welcomed, not resisted.

Social Influence - Strong community ties

Behavior changes introduced by respected local figures tend to spread quickly. Village leaders, schoolteachers, or health workers can play a key role in setting new norms.

Choice Architecture - Available space

Unlike urban areas, many households have space for composting or reuse. With the right support, these practices can become part of daily routines.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Vulnerable Group: Women-Led & Multigenerational Households

Barriers

Choice Architecture - Intergenerational resistance

In multigenerational homes, older family members may resist new habits like sorting waste or using reusables, seeing them as unnecessary or unfamiliar. This can slow adoption and create household tension.

Choice Architecture - Time constraints

Women in caregiving roles manage multiple responsibilities. Sorting waste or sourcing sustainable products may be deprioritized due to time pressures, even when the intention exists.

Incentives - Limited household budget

Small packaged items are often the most affordable in the short term. Bulk or reusable alternatives may save money over time, but upfront costs present a challenge.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Vulnerable Group: Women-Led & Multigenerational Households

Enablers

Incentives - Purchasing influence

Women often make the majority of household buying decisions. Embedding sustainable choices into everyday purchases can lead to meaningful change, especially when supported by affordable options.

Social Influence - Children as messengers

Children exposed to environmental education at school can influence behaviors at home. Their enthusiasm can shift household norms and encourage wider participation.

Emotional Appeal - Family wellbeing

Messages linking waste reduction to children's health or family safety resonate strongly. When framed as a way to protect loved ones, behavior change feels more relevant and motivating.

1
2
4
5
6
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8

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Vulnerable Group: Urban Poor Residents

Barriers

Incentives - Limited income

Cost is the key driver of consumption. Urban families with low income often select the cheapest available products, often single-use plastics, regardless of long-term environmental impact.

Rules and Regulations - Poor infrastructure

Inadequate or absent waste facilities as often found in urban poor communities mean residents are left with few alternatives. Dumping becomes the only practical option in many cases.

Rules and Regulations - Poor infrastructure

Inadequate or absent waste facilities as often found in urban poor communities mean residents are left with few alternatives. Dumping becomes the only practical option in many cases.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Vulnerable Group: Urban Poor Residents

Enablers

Social Influence - Community role models

Local champions who take initiative in waste management often inspire others. Peer-led change is especially effective when built on trust and visibility.

Incentives - Practical reward systems

Incentives like exchanging recyclables for phone credit or food supplies can drive participation. These low-threshold schemes make change feel immediately worthwhile.

Emotional Appeal - Family wellbeing

Messages linking waste reduction to children's health or family safety resonate strongly. When framed as a way to protect loved ones, behavior change feels more relevant and motivating.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Vulnerable Group: Coastal and Flood-Prone Households

Barriers

Emotional Appeal - Risk of environmental loss

In flood-prone areas, waste is often lost during storms. This discourages efforts to store or sort waste when it feels futile.

Choice Architecture - Functional reliance on plastic

Plastic is widely used in fishing, transport, and food sales due to its durability and water resistance. Few affordable alternatives exist for these specific conditions.

Choice Architecture - Limited collection access

Poor roads or remote locations can prevent consistent waste collection, limiting options even for households that wish to dispose properly.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household - Vulnerable Group: Coastal and Flood-Prone Households

Enablers

Emotional Appeal - Risk awareness

Firsthand experiences with clogged drains, damaged gear, or polluted fishing areas create urgency. When the consequences are visible, behavior shifts become more likely.

Social Influence - Community cleanups

Post-storm cleanups can bring communities together. These moments can be used to introduce long-term waste practices with strong local ownership.

1
2
4
5
6
7
8

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

2. Youth - Primary School Students

Barriers

Information - Limited understanding

At a young age, abstract topics like pollution or recycling systems can be difficult to understand. If the issue feels too distant, it may not feel relevant.

Social Influence - Peer behavior

Children often imitate classmates. If littering is common among peers, it quickly becomes a group norm unless guided otherwise.

Rules and Regulations - Lack of infrastructure

When bins are missing, broken, or not clearly labeled, students are unsure where to dispose of waste, even if they want to do the right thing.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

2. Youth - Primary School Students

Enablers

Choice Architecture - Gamified learning

Competitions, sticker charts, or playful challenges help build positive habits. Games make learning about sorting and disposal both memorable and enjoyable.

Social Influence - Parental modeling

When parents practice good waste habits at home, children are more likely to apply those habits at school. Consistency across environments reinforces behavior.

Information - Teacher involvement

When teachers integrate waste education into lessons or routines, students begin to view waste as something manageable and important, rather than invisible.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

2. Youth - Secondary, High School, and University Students

Barriers

Choice Architecture - Single-use plastic as default

Convenience and affordability make plastic packaging the go-to choice in student routines. Habits are reinforced by limited access to alternatives.

Rules and Regulations - Weak infrastructure

Many campuses lack visible, functional waste sorting systems. When students see sorted waste later mixed, trust and motivation decrease.

Social Influence - Apathy or low perceived impact

If institutional support is lacking or adults seem indifferent, students may feel their actions have little effect, leading to disengagement.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

2. Youth - Secondary, High School, and University Students

Enablers

Social Influence - Peer leadership

Student clubs, influencers, and role models have strong sway. When waste-related behaviors are presented as socially valued, uptake improves.

Choice Architecture - Service-learning opportunities

Linking environmental action to academic credit or community service gives students a tangible reason to participate and feel recognized.

Information - Digital engagement

Students are generally tech-fluent. Tools like QR codes, mobile challenges, or digital reward systems align with their habits and preferences.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers - Vulnerable Group: Informal Waste Collectors

Barriers

Information - Limited understanding

At a young age, abstract topics like pollution or recycling systems can be difficult to understand. If the issue feels too distant, it may not feel relevant.

Social Influence - Peer behavior

Children often imitate classmates. If littering is common among peers, it quickly becomes a group norm unless guided otherwise.

Rules and Regulations - Lack of infrastructure

Informal workers often operate without formal equipment or dedicated sorting areas. Waste spills or improper handling are due to inadequate resources, not intention.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers - Vulnerable Group: Informal Waste Collectors

Enablers

Social Influence - Community recognition

Informal collectors are known in their neighborhoods. With training and support, they can serve as trusted messengers for sorting and plastic reduction practices.

Incentives - Reward for better sorting

Financial incentives tied to cleaner or better-separated materials encourage improved practices. When value is linked to quality, routines can shift.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers - Vulnerable Group: Waste Bank Operators

Barriers

Information - Lack of sorting standardization

Households often use inconsistent sorting methods, leading to confusion of waste bank operators and re-sorting becomes a challenge at collection points.

Social Influence - Limited role in behavior change

Informal workers often operate without formal equipment or dedicated sorting areas. Waste spills or improper handling are due to inadequate resources, not intention.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers - Vulnerable Group: Waste Bank Operators

Enablers

Social Influence - Trusted community presence

Frequent interactions with residents provide opportunities to reinforce sorting and plastic reduction behaviors, if supported with messaging tools.

Social Influence - Role elevation

When waste bank operators are introduced as environmental educators, their influence and confidence increase. Recognition enhances their impact.

Economic Incentives - Immediate feedback loops

Visible, short-term rewards for well-sorted waste encourage repeat behavior and reinforce messages.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers - Vulnerable Group: Informal Aggregators / Junkshop Operators

Barriers

Incentives - Profit-driven decision-making

Business priorities lead to the discarding of low-value or unsellable materials, especially when prices fluctuate.

Rules and Regulations - Informal status

Operating outside of formal systems makes access to support and inclusion in campaigns difficult.

Enablers

Information - Deep material knowledge

Aggregators understand market dynamics and materials thoroughly. This expertise can support education and waste planning efforts.

Incentives - Transparent pricing

Stable and fair pricing structures encourage safer practices and reduce dumping of non-recyclables.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers - Formal Waste Workers (Municipal Staff)

Barriers

Information - Limited understanding

At a young age, abstract topics like pollution or recycling systems can be difficult to understand. If the issue feels too distant, it may not feel relevant.

Social Influence - Peer behavior

Children often imitate classmates. If littering is common among peers, it quickly becomes a group norm unless guided otherwise.

Rules and Regulations - Lack of infrastructure

Informal workers often operate without formal equipment or dedicated sorting areas. Waste spills or improper handling are due to inadequate resources, not intention.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers - Formal Waste Workers (Municipal Staff)

Enablers

Social Influence - Daily visibility and community trust

As regular points of contact in communities, waste workers can reinforce good habits through small actions and reminders.

Choice Architecture - Inclusion in training and systems

Stable and fair pricing structures encourage safer practices and reduce dumping of non-recyclables.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: Market and Street Food Vendors

Barriers

Incentives – Low-cost plastics remain the default

Low-cost plastics remain the default for market and street food vendors; alternatives are often seen as expensive or impractical.

Choice Architecture - Limited time, space, and waste facilities

Market and street food vendors face time and space limitations to separate waste, lack of existing collection or sorting system reduce interest.

Social Influence - Customer expectations reinforce plastic use

Customers expect plastic for convenience; offering alternatives may risk dissatisfaction or delays.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: Market and Street Food Vendors

Enablers

Choice Architecture - Supportive infrastructure and regulation

When NGOs or market management provide, or regulators support and enforce alternatives, vendors are more likely to adopt them.

Social Influence - Peer adoption and visible role models

Visible adoption by peers (e.g., banana leaf use use of organic or biodegradable materials) builds confidence.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: Small Shops

Barriers

Choice Architecture - Supply chains favor disposables

Supply chains deliver disposables; refills are harder to access or store for small shops.

Social Influence - Perceived customer resistance

Perception that customers won't accept changes, discouraging experimentation or adoption of alternatives.

Enablers

Choice Architecture - Accessible refill systems and training

Refill systems provided with practical instructions and considerations make transition possible.

Social Influence - Close-by success stories

Nearby examples by partners or shop competitors encourage adoption through visible success.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: Hospitality Providers (Hotels, Guesthouses)

Barriers

Choice Architecture - Aligning with guest expectations

Single-use items meet guest expectations for complimentary amenities; changes may feel risky.

Rules and Regulations - Informal status

Operating outside of formal systems makes access to support and inclusion in campaigns difficult.

Enablers

Choice Architecture - Supplier and certification support

Access to affordable, high-quality alternatives and eco-certifications rewarding reduced plastic use can pave the way toward adoption.

Social Influence - Recognition drives peer adoption

Awards, eco-labels, and listings on sustainable travel platforms attract eco-conscious guests. Visible success stories from nearby hotels encourage others to follow suit.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: Restaurants, Cafés, and Food Delivery Services

Barriers

Economic Incentives - Low-cost disposables remain the default

Plastic cutlery, cups, straws, and containers are cheap, widely available, and bundled into supply orders. Sustainable alternatives are often more expensive.

Choice Architecture - Limited waste systems and sorting consistency

Many outlets lack adequate space for separating waste, and collections often mix sorted items. In food delivery, reliance on disposable packaging is dictated by platforms and customer expectations.

Enablers

Choice Architecture - Incentives and branded alternatives

Municipal support, supplier discounts, or branded reusable/compostable packaging are efficient drivers.

Social Influence - Positive feedback and peer adoption

Media and customer recognition on “eco-friendly” restaurants and delivery services build momentum. Visible examples help normalize new practices across the sector.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: Retailers and Mini-marts

Barriers

Incentives - Packaging changes require time and investment

Reconfiguring supply chains, updating packaging formats, and covering higher material costs can be financially and logistically challenging.

Information - Limited staff training on waste protocols

Staff lacks clear guidance to handle alternative packaging or manage sorting, leading to inconsistent application of sustainability measures.

Enablers

Choice Architecture - Incentive programs and practical training

Municipal support, supplier discounts, or branded reusable/compostable packaging are efficient drivers.

Social Influence - Competitor leadership and public recognition

When rival stores implement visible sustainability measures, it sets a market standard. Recognition through green labels further motivates replication.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: National / Multinational Groups

Barriers

Incentives - cost and operational constraints

Switching to reusable or recyclable packaging can be perceived as costly, complex to manage at scale, or disruptive to established supply chains.

Rules and Regulations - uneven policy environments

Operating across multiple ASEAN countries means dealing with inconsistent waste regulations and enforcement, complicating standardization of sustainable practices.

Social Influence - branding priorities

Marketing teams may prioritize convenience and aesthetics over environmental considerations, reinforcing consumer expectations for single-use formats.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector: National / Multinational Groups

Enablers

Choice Architecture - market influence

Their scale enables negotiation with suppliers for sustainable materials, driving industry-wide shifts toward better packaging standards.

Social Influence - strong consumer reach

Through branding, promotions, and retail presence, they can set new norms for sustainable consumption and encourage large-scale behavior change among customers.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders: Village Heads

Barriers

Choice Architecture – Waste ranked lower than other priorities

Local leaders often focus on other public issues, with waste management seen as secondary unless it directly impacts health or income.

Information – Limited training and technical guidance

Without access to practical waste management models, data, or technical support, village heads may be uncertain how to organize effectively.

Enablers

Social Influence – Local authority and role modeling

Village heads have high legitimacy within their communities, allowing them to set visible examples that others are likely to follow.

Social Influence – Learning from peer villages

Exposure to nearby villages with successful waste initiatives provides concrete examples.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders: Religious Leaders

Barriers

Emotional Appeal – Waste not seen as a religious responsibility

Environmental issues may be viewed as secular matters, with leaders prioritizing spiritual guidance and community welfare over topics like waste management.

Social Influence – Desire to maintain harmony

Concerns about creating division may make leaders reluctant to address behaviors linked to waste, especially if they involve criticizing community practices.

Enablers

Emotional Appeal – Framing waste as a moral and spiritual duty

Linking environmental stewardship to religious teachings can make waste reduction relevant and compelling for followers.

Social Influence – Influence through sermons and gatherings

Regular sermons, festivals, and community meetings provide trusted platforms to share waste reduction messages, reinforce norms, and inspire collective action.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders: Women's Union Leaders

Barriers

Information - Waste management not consistently included in training

Many leadership or community programs for women focus on livelihoods, health, or education, with limited coverage of waste reduction or sorting practices.

Emotional Appeal - Environmental issues seen as outside core priorities

Some leaders may view waste management as secondary to immediate community needs, unless it is directly linked to health or household savings.

Enablers

Social Influence - Trusted positions enable effective outreach

Women's union leaders can influence households through family-oriented campaigns and networks, especially when waste is linked to protecting health and children's wellbeing.

Choice Architecture - Integration into existing programs

Waste reduction topics can be embedded into ongoing women's union activities making participation easy and relevant.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders: Traditional Elders

Barriers

Emotional Appeal – Waste not seen as part of traditional concerns

Environmental issues like waste management may be viewed as modern problems outside the scope of traditional leadership, reducing motivation to address them.

Information – Potential conflict with customs

New waste practices can be seen as clashing with long-standing cultural norms or ceremonies, creating reluctance to adopt them.

Enablers

Social Influence – Authority and moral guidance

As respected figures, traditional elders can lend credibility to environmental messages, making them more likely to be accepted by the community.

Social Influence – Linking change to cultural pride

Framing waste reduction as a way to preserve culture, protect lands, or maintain village beauty aligns environmental action with tradition, making it more acceptable.

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders: Local Government Workers and Environmental officers

Barriers

Rules and Regulations – Limited mandates and authority

Local staff may lack the formal powers or budgets to enforce waste management rules or launch sustained campaigns that require coordination across departments.

Choice Architecture - Environmental efforts not prioritized without incentives

Competing demands often take precedence over waste issues unless linked to performance targets, budget allocations, or visible political priorities.

Enablers

Rules and Regulations – Alignment through national campaigns and toolkits

National policies and standardized toolkits give local staff a clear, consistent messaging, and structured methods for implementation, making it easier to mobilize resources and partners.

Social Influence – Visibility as community role models

Government workers are seen as official representatives of good practice. By demonstrating waste reduction in their own operations and public spaces, they can set norms for the wider community.

1
2
4
5
6
7
8

Step 3. Analyze & Map Behavioral Drivers

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- **What comes next**

Progress so far:

This step marked the transition from raw data to structured insight.

Key accomplishments include:

- Organizing barriers and enablers using the six behavior change drivers
- Distinguishing what supports or hinders behavior among both doers and non-doers
- Mapping out key actors and systems that influence the target behavior

Each tool has contributed to replacing assumptions with evidence-based foundations. Insights are now supported by patterns observed during research, not merely by opinion.

Step 4 - Developing Solutions and Key Messages for Target Groups

In the next step, insights will be translated into actual solutions. This includes identifying strategies aligned with the behavior change drivers, tailoring them to target group's needs, and shaping activities that are practical, targeted, and ready for testing in real contexts.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

Developing solutions that work relies on translating insights into practical ideas and clear messages that fit the target groups' routines and constraints.
By the end of this step, the users will have a clear set of options prepared for testing.

If solutions and key messages are already cleared and linked to drivers, continue with **Step 5** to test and refine.

Tools for Campaign Development

These structured tools set activities to question and learn everything needed about target groups:

Tool 4.1

Insight to Solution
to help practitioners connect previous findings with action ideas

Tool 4.2

Activities Design Table
to align ideas with solutions and messages

Tool 4.3

Feasibility Check
to take a step back and evaluate the strength of the proposed solution

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Learnings from the Field

The behavior change drivers are applied to consistently sort findings across settings. This involves combining individual barriers and enablers, such as knowledge, motivation, and habits, with structural factors, mainly infrastructure, rules, incentives, and norms, helping to avoid solutions that rely solely on messaging.

- **Key Messages & Call to Actions (CTA)** section gives target group-specific guidance on communication channels, key messages and CTAs to help teams develop an impactful and practical communication that works in real settings, based on stocktaking research survey findings from AMS representatives and interviews with community leaders.

Examples

- **Sample Sub-Target Group: Urban poor residents:**
  - *Channels* → community volunteers, door-to-door, mobile announcements;
  - *Materials* → visual reminders, low-literacy posters, live demos;
  - *Tone* → respectful, practical, local pride.
  - *CTA* → "Drop your waste before 8 AM,"
  - *Avoid* → digital-only tools, complex rules, shame.
- **Sample Sub-Target Group: Secondary/ high school & university students:**
  - *Channels* → peer-led campaigns, social media, interactive challenges;
  - *Tone* → smart, trend-aware, recognition and belonging.
  - *CTA* → "Join the zero-waste squad,"
  - *Avoid* → overly formal campaigns, slow processes.

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6
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8

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- **Why this step matters**
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Why this step matters

In the previous step barriers, enablers, and the surrounding systems or individuals that affect them have been identified. This step moves from analysis to designing the actual solutions to be communicated within a campaign.

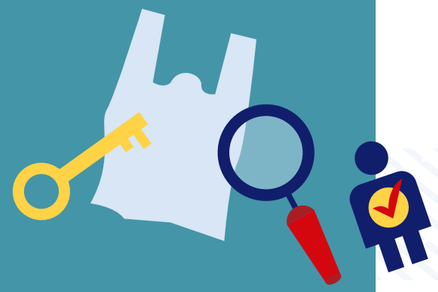
Step 4 helps translate real barriers, routines, and motivations into early ideas that are practical and aligned with the realities of the target group. Each idea is mapped to a specific behavior change driver, helping teams select strategies that truly fit the problem and context.

By the end of this step, practitioners will be able to:

- Connect each insight to a clear strategy based on the six behavior change drivers.
- Identify which actors or systems need to be involved.
- Develop early ideas that overcome real barriers and are feasible in local conditions.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 4.1 The Research-to-Solution Map

Tool 4.2 | Tool 4.3

This tool supports the transition from research to solution design. It helps ensure that ideas are grounded in the identified barriers, enablers, and behavior change drivers.

Purpose of This Tool

Many campaigns fall short when strategies are not properly aligned with the actual barriers to change. This tool helps avoid common mistakes such as choosing ideas that do not address the root problem, or overlooking the practical steps needed for change.

It guides practitioners to:

- Identify the relevant behavior change driver
- Select a suitable strategy type
- Generate solution ideas based on real barriers and enablers

This structured process creates a clear connection between insights and action, supporting the development of focused and practical activities that can be refined further in the next step.

How to Use This Tool

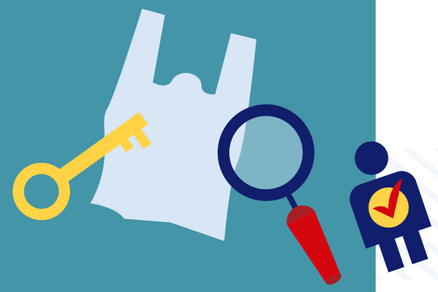
This tool is designed to link each research insight with a corresponding solution idea. The process is typically completed one row at a time:

- **Barrier or Enabler:** The insight may be recorded in the participant's own words where possible.
- **Doer / Non-Doer:** Indicate whether the insight originates from someone already practicing the desired behavior or from someone who is not.
- **Driver:** The behavior change driver most closely aligned with the barrier or enabler can be identified here.
- **Strategy Type:** The type of action likely to address the insight (e.g., incentive, prompt, recognition) is specified.
- **Idea for a Solution:** A practical activity or concept may be suggested for further development in the next step.

The use of this tool is most effective after completing initial research and behavior analysis. It ensures that creative ideas are grounded in real-world insights, reflecting what people have said, felt, or experienced and aligned with the type of support needed for behavioral change.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 4.1 The Research-to-Solution Map | Tool 4.2 | Tool 4.3

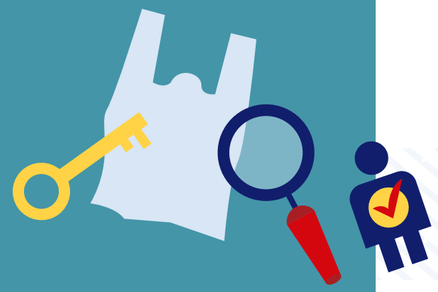
Research-to-Solution Map (Template)

Example: Less Single-Use Plastic, proposing reusable and refillable options to vulnerable households.

Barrier or Enabler	Doer/ Non-Doer	Driver	Strategy Type	Idea for a Solution
"Plastic bags are cheaper"	Non-Doer	Incen-tives	Starter kit, highlight long-term savings	Starter pack of reusable containers with "cost over time" poster
"My kids ask me to reuse"	Doer	Social Influence	Peer pressure / identity reinforcement	Family-based school activity to influence parents
"I don't know where to buy reusables"	Non-Doer	Infor-mation	Visibility & access	Map of local vendors with icons, posted at markets
"No one checks if we comply"	Non-Doer	Rules & Regu-lations	Local regulation, gentle enforcement	Stamp program for compliant vendors with visible reward

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



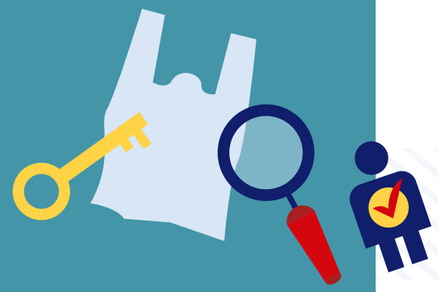
Research-to-Solution Map (Template)

Example: Less Single-Use Plastic, proposing reusable and refillable options to vulnerable households.

Barrier or Enabler	Doer/ Non-Doer	Driver	Strategy Type	Idea for a Solution
“It makes me proud”	Doer	Emo-tional Appeal	Identity / recognition	“Smart seller” badge campaign for visible pride
“Too hard to remember during rush hour”	Non-Doer	Choice Architect ure	Environmental cue, prompt	Color-coded station signs + countertop reminder stickers

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 4.1 The Research-to-Solution Map | Tool 4.2 | Tool 4.3

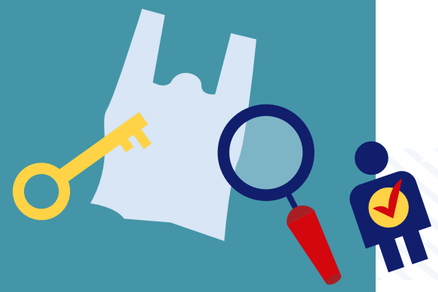
Research-to-Solution Map (Template)

Blank template: copy-paste or fill directly with campaign insights

Barrier or Enabler	Doer/ Non-Doer	Driver	Strategy Type	Idea for a Solution

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 4.1 The Research-to-Solution Map | Tool 4.2 | Tool 4.3

Tips for Practitioners

The goal of this tool is to create solutions that are realistic and well-matched to the problems identified earlier. Creative thinking is welcome, but ideas should be developed step by step, with a focus on clarity and fit. Avoid rushing into broad campaign plans too early. Use the behavior change drivers to stay focused on real barriers and enablers. Some barriers may not lead to clear solutions right away, but refining ideas is part of the process.

Key Considerations

- **CSOs/NGOs/Individuals:** Often effective at using emotional messages (Emotional Appeal), such as pride, community care, and public recognition, to support changes like reducing litter or using reusables. These are often better than messages focused on blame or punishment.
- **Government Officials:** Can use this tool to focus on the actual behavior barriers, that may be overlooked in policy implementation and regulatory enforcement. It also helps make sure that new efforts match local rules, timing, or services like collection schedules or waste laws.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Purpose of This Tool

This tool supports the development of an early idea into a clear and practical intervention, ready for testing or implementation.

It draws on previous work and helps define key aspects of the proposed solution, including:

- The target group
- The specific change being pursued
- The setting and method of delivery
- The required message and materials
- The approach for assessing whether it works

How to Use This Tool

Practitioners can select one solution idea they would like to develop further. They can use this table to describe how it will work in practice, focusing on the people, setting, timing, delivery format, and expected outcomes.

Being clear and specific is crucial, so that someone unfamiliar with the campaign could understand and carry it out.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 4.1 | **Tool 4.2 Activities Design Table** | Tool 4.3

Activities Design Table

Section	What to Write	Example Entry
Goal / Target Behavior	What behavior do practitioners want to promote?	Vendors stop using single-use plastic bags
Target Group	Who is this for? (Persona, group, role)	Street food vendors in morning markets
Vulnerable Group Consideration	Note how the activity will include or affect vulnerable groups.	Many vendors are women who manage both stalls and households
Action / Intervention	What is the intervention? (Action, tool, message, product)	Distribute refill starter kits and badge for “Refill Vendor”
Location	Physical or digital setting	Directly at vendor stalls in the market
Frequency	One-time, weekly, daily?	Launch event, kit delivery, and follow-up every 2 weeks

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 4.1 | **Tool 4.2 Activities Design Table** | Tool 4.3

Activities Design Table

Section	What to Write	Example Entry
Tone & Message	What kind of voice/feeling will it use?	Empowering: “Smart vendors save more”
Materials Needed	Posters, people, kits, budget	50 kits, 2 staff, 1 banner, print costs
Indicator	How will practitioners measure success?	70% of vendors use refill items within 4 weeks
Influence Helpers	Anyone else who needs to support this? (e.g. market organizer, local official)	Market managers, local environment office
Photo/Sketch of Setup	Draw or describe what it will look like on-site	Small table near market entrance with sample kit, banner, and vendor photos
Adjustability	Can this work in different markets? How would it change?	Yes, with local language stickers and adjusted kit contents for different vendors

1
2
3
5
6
7
8

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 4.1 | **Tool 4.2 Activities Design Table** | Tool 4.3

Tips for Practitioners

- **Encouraging Collaboration:** This tool is best completed as part of a collaborative process. Using it in team workshops or working sessions and bringing together those involved in design, implementation, and outreach can lead to more practical and well-rounded plans.
- **Making the Table Action-Oriented:** Once completed, the canvas can serve as a working reference to brief designers or communications teams, train field staff or delivery partners, and test the idea with target users before full implementation.
- **If challenges come:** If certain sections are difficult to complete, it may be helpful to revisit earlier tools. Practitioners can use the solution mapping grid (Tool 4.1) to check how the barrier and behavior are linked, or return to the personas and insights to better understand the target group's needs and routines.

Practitioners find further information and inspiration from ready made campaign templates in **chapter 4**. There the Playbook offers target behavior specific short and long term activities. These may contribute to the activities practitioners have designed here within tool 3.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 4.1 | Tool 4.2 | **Tool 4.3 Feasibility Check**

Purpose of This Tool

This tool is designed to assess whether a proposed solution is likely to work in the specific context where it will be implemented. It supports a final check before moving forward, helping to ensure that the intervention is:

- Feasible to implement within the current setting
- Relevant and appropriate for the intended target group
- Accessible across diverse cultural, linguistic, and design contexts in the ASEAN region

How to Use This Tool

This tool can be used after completing the **Activities Design Table (Tool 4.3).**

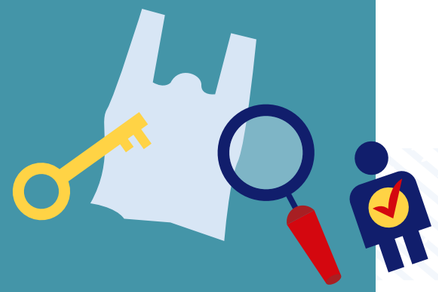
Teams and local stakeholders may go through each question. For each item, the following marks can be placed:

Yes (**Y**) | Not Sure (**?**) | No (**N**)

Any items marked ? or N may require changes to practitioners' design before testing or implementation.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



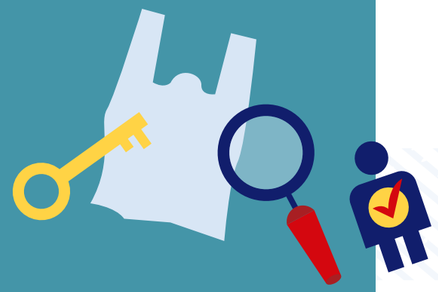
Tool 4.1 | Tool 4.2 | **Tool 4.3 Feasibility Check**

Feasibility Table

Question	Question	Yes / Not Sure / No	Notes or Actions
Delivery Capacity	Do we have the right people/resources to deliver this?	/ /	
System Readiness	Is this compatible with local infrastructure or policy?	/ /	
Access	Can the target group reach or use this solution easily?	/ /	
Permission / Safety	Are there legal, social, or cultural blockers?	/ /	
Language Fit	Is the language clear and in local terms?	/ /	

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



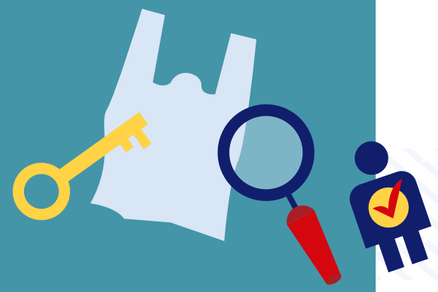
Tool 4.1 | Tool 4.2 | **Tool 4.3 Feasibility Check**

Feasibility Table

Question	Question	Yes / Not Sure / No	Notes or Actions
Visual Clarity	Are images/icons easily understood by all literacy levels?	/ /	
Cultural Fit	Is the tone respectful and appropriate in this context?	/ /	
Target Group Match	Does this match how the target group sees themselves?	/ /	
Format Fit	Can this be used in the physical/digital setting planned?	/ /	
Adaptability	Can this be reused or tweaked for another group or place?	/ /	

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

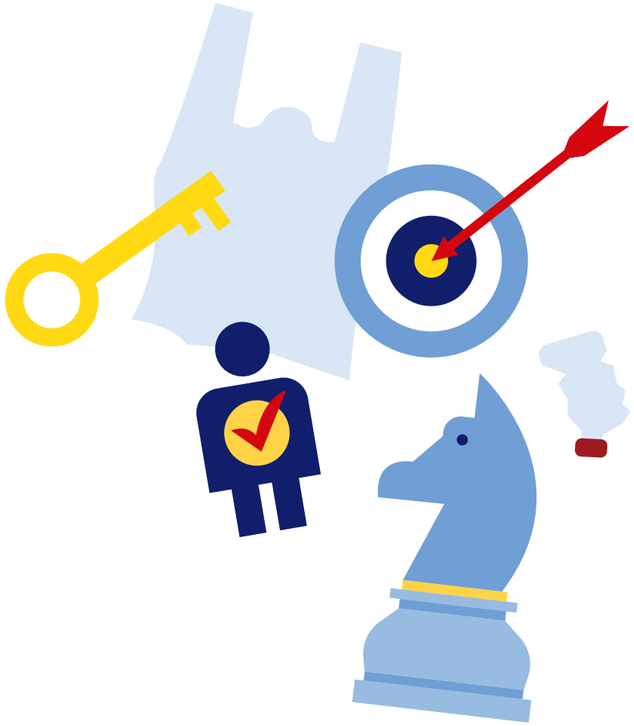


Tips for Practitioners

- **Local feedback gathered early in the process can be valuable,** as community members, vendors, students, or field partners often identify practical issues that campaign designers may overlook, and often more quickly.
- **Simple testing of tone and visuals can help determine whether materials are clear and appropriate;** for instance, printed versions may be reviewed with a small group before wider production.
- **Absolute perfection is not required,** but interventions are expected to avoid confusion or unintended negative reactions.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next



Learnings from the Field: Key Messages & Calls to Action (CTA)

The key messages and CTA presented in this section are grounded in research findings, drawn froma needs assessment and stocktaking conducted prior to developing the Playbook.

This evidence highlights not only which communication approaches resonate with different target groups, but also which channels and CTA are most effective in converting awareness into sustained practice.

The target groups reflected here follow directly from the prioritization process in Steps 1 - 4 of this Playbook. By linking the earlier analysis of who to reach with the findings and on how to best engage them, this section provides practitioners with research-backed guidance for crafting messages and CTAs that are culturally fit, credible, and actionable across ASEAN contexts. These Key Messages and CTAs give additional orientation how to best engage with target groups .

1
2
3
5
6
7
8

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household

Urban Households

How to Reach and Mobilize

Messaging is most effective when it is short, visual, and places where people already spend time, on mobile apps, in lifts, public markets, or transport hubs. Reminder-based nudges, infographics, and clear signage work better than long instructions or blame-focused messages.

Effective CTAs

- "Sort your waste, your neighbors already do."
- "Download the app to check your collection schedule."
- "Join the clean street challenge today."

Technical jargon, overly dense manuals, and content with a judgmental tone are best avoided.

Rural and Peri-Urban Households

How to Reach and Mobilize

Face-to-face outreach is most effective. Local events, mobile teams, village bulletin boards, and radio announcements help reach households that do not rely on smartphones or digital platforms. Messaging should be respectful, simple, and tied to everyday concerns like health, farming, and community pride.

Effective CTAs

- "Join the village composting day."
- "Use this bag for clean waste."
- "Separate organic waste from plastic waste and feed your garden."

Avoid digital-only tools, references to urban services, or overly long and complex written materials are best avoided.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household

Vulnerable Group: Women-Led and Multigenerational Households

How to Reach and Mobilize

This group responds well to trusted, everyday communication channels such as WhatsApp groups, school bulletins, and market posters. Messaging should be visual, practical, and family-focused, emphasising health, care, and resourcefulness in a respectful tone.

Effective CTAs

- "Teach your children to sort waste today."
- "Cook meals without single-use packaging this week."
- "Reuse containers, every little choice matters."

Messaging that challenges household roles or presumes access to premium alternatives is best avoided

Urban Poor Residents

How to Reach and Mobilize

Effective outreach includes community volunteers, trusted messengers, mobile announcements, and door-to-door visits. Preferred materials include visual reminders, posters suited for low literacy, and live demonstrations. Messaging should be respectful, practical, and focused on local pride and everyday benefits.

Effective CTAs

- "Drop your waste before 8 AM for pickup."
- "Keep this neighborhood clean together."
- "Follow your community leader's sorting tips."

Strategies limited to digital channels, overly complex regulations, or messaging that places blame are best avoided. Greater emphasis is placed on dignity, health, and visible improvements.

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2
3
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7
8

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

1. Household

Vulnerable Group: Coastal and Flood-Prone Households

How to Reach and Mobilize

This group responds well to disaster preparedness efforts and practical messaging that connects resilience with everyday action. Visual, location-specific materials are most effective, especially when delivered through local leaders or flood-risk training.

Effective CTAs

- “Secure bins before the rain comes.”
- “Separate plastics to keep waterways clear.”

Generic urban references, highly technical materials, and lengthy written guides are best avoided. Priority is given to clear, climate-aware messaging that strengthens household resilience.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

2. Youth

Primary School Students

How to Reach and Mobilize

Primary students respond best to playful formats: songs, colorful posters, comic books, and simple stories. Messaging should be framed around imagination, responsibility, and fun.

Effective CTAs

- "Be a waste hero."
- "Sort it like a modern citizen."

Long explanations, abstract concepts, or content that feels like a lecture should be avoided.

Secondary, High School, and University Students

How to Reach and Mobilize

This age group responds well to peer-driven campaigns, social media content, and interactive formats. Messaging should connect to identity, community, and recognition, delivered in a smart, trend-aware tone.

Effective CTAs

- "Join the zero-waste squad."
- "Upload your best sort-hack."
- "Score points for every refill."

Condescending or moralistic tones, overly formal campaigns, and slow bureaucratic processes are best avoided. Messaging is most effective when it emphasizes action, visibility, and a sense of belonging.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers

Vulnerable Group: Informal Waste Collectors

How to Reach and Mobilize

Face-to-face outreach and visual guides work best, particularly during routine collection points. Messaging should reflect respect, inclusion, and practical benefits.

Effective CTAs

- "Join a sorting workshop."
- "Receive recognition for safe handling."
- "Use protective gear, your health matters."

Blame-focused language, excessively technical materials, and top-down commands are not recommended.

Vulnerable Group: Waste Bank Operators

How to Reach and Mobilize

Provide visual tools, simple training materials, and templates for communication. Messaging should highlight their community leadership and technical skills.

Effective CTAs

- "Post your best waste-sorting layout."
- "Host a citizen drop-off day."
- "Join the certified recyclers network."

Overly academic or one-size-fits-all content is best avoided. Materials are expected to remain adaptable to the local context.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

3. Waste Workers

Vulnerable Group: Informal Aggregators / Junkshop Operators

How to Reach and Mobilize

Engage through peer briefings and supplier networks. Messaging should focus on profit, compliance, and safe operations, delivered through practical formats.

Effective CTAs

- "Sign the safe disposal charter."
- "Join the waste tracker pilot."
- "Clean plastics = better margin."

Moralizing tones and generic campaign language are best avoided. Transactional messaging linked to business performance is more effective.

Formal Waste Workers (Municipal Staff)

How to Reach and Mobilize

Provide clear guidelines, practical toolkits, and community-facing materials. Use procedural language aligned with public service routines.

Effective CTAs

- "Join awareness drives."
- "Use this guide to educate your district."
- "Distribute sorting instructions during inspections."

Legal-heavy terminology, exclusion from planning, and overly prescriptive messaging are best avoided. Emphasis is placed on alignment, consistency, and recognition of the frontline role they play.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector

Market and Street Food Vendors

How to Reach and Mobilize

Stall signage, pictorial guides, and vendor group meetings are effective. Use messaging that emphasizes pride, cleanliness, and customer appeal in a practical tone.

Effective CTAs

- "Keep your table plastic-free."
- "Separate at source."
- "Clean stalls attract customers."

Guilt-based messages and materials that degrade quickly under market conditions are best avoided.

Small Shops

How to Reach and Mobilize

Use in-shop signage, supplier flyers, and WhatsApp banners. Prioritize formats like checklists or display posters. Focus messaging on business pride and smart operations.

Effective CTAs

- "Wrap it smart,"
- "Display your clean shop badge."

Disruptions to service rhythm need to be avoided.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector

Hospitality Providers (Hotels, Guesthouses)

How to Reach and Mobilize

Embed prompts into the guest journey (room signage, booking platforms). Use professional, values-based messaging that links sustainability with brand identity.

Effective CTAs

- "Show signage to customers how to sort waste."
- "Create zero waste rooms."

Anything that blames or inconveniences guests is best avoided.

Restaurants, Cafés, and Food Delivery Services

How to Reach and Mobilize

Use inserts in delivery packaging, SOP posters, and video guides. Messaging should align with "clean kitchen, clean brand" and be modern and efficient.

Effective CTAs

- "Sort by shift"
- "Refill together with pride"
- "Offer dine-in discounts"

Audits or negative framing are best avoided.

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Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

4. Private Sector

Retailers and Mini-marts

How to Reach and Mobilize

Use POS signage, quick-reference materials, and shift-based prompts. Focus on consumer pressure and brand reputation in a clear, procedural tone.

Effective CTAs

- "Train cashiers to reduce bag use"
- "Display green tips."

Staff overload or guilt-based messages need to be avoided.

National / Multinational Groups

How to Reach and Mobilize

Use short, data-backed messages linking waste reduction to brand reputation, compliance, and market advantage. Target decision-makers through industry forums, corporate briefings, and tailored toolkits, while embedding operational prompts in staff training and (Standard Operating Procedures) SOP's.

Effective CTAs

- "Integrate waste targets into CSR/ESG reporting."
- "Train staff on sustainable service protocols."
- "Work with suppliers on eco-friendly packaging."

Generic moral appeals are best avoided. Messaging is more effective when it highlights business benefits, regulatory readiness, and sector leadership.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders

Village Heads

How to Reach and Mobilize

Best reached through planning meetings, policy memos, and dashboard displays. Tone should be procedural and community-oriented.

Effective CTAs

- "Champion the village waste plan"
- "Launch a clean street week"

Blame-based messaging and top-down approaches that bypass local coordination are best avoided.

Religious Leaders

How to Reach and Mobilize

Best engaged through sermon inserts, interfaith events, and school posters. Use a respectful and values-based tone.

Effective CTAs

- "Lead a religious pledge,"
- "Teach that waste is a moral responsibility."

Secular or overly technical framing excluding faith perspectives should be avoided.

Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders

Women's Union Leaders

How to Reach and Mobilize

Best reached through facilitated sessions and adaptable materials. Use inclusive, practical messaging.

Effective CTAs

- "Bring waste education to your next meeting,"
- "Lead a clean neighborhood pledge."

Rigid templates or timelines that overlook caregiving responsibilities are best avoided.

Traditional Elders

How to Reach and Mobilize

Engagement works best through village forums and ceremonial acknowledgments. The tone should be respectful and heritage-based.

Effective CTAs

- "Bless a clean day,"
- "Guide youth in sorting efforts."

Fast-paced digital tools and messaging that disrupts cultural continuity are best avoided.

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Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

5. Local Leaders

Local Government Workers and Environmental officers

How to Reach and Mobilize

Engage through peer briefings and supplier networks. Messaging should focus on profit, compliance, and safe operations, delivered through practical formats.

Effective CTAs

- “Use this during inspections”
- “Coordinate local waste education.”

Overly academic content and abstract policy messaging are best avoided. Greater value is offered by tools that directly support implementation.

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Step 4. Develop Solutions and Key Messages for Target Groups

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- **What comes next**

Progress so far:

This step was about turning ideas into real plans. Based on earlier research, teams chose solutions that directly respond to the problems people face.

Instead of starting from zero, they looked at proven examples in the Solutions Bank and adjusted them to match their target group and setting. The planning canvas helped organize the details: who will do what, where it will happen, and how it will be carried out. Before moving forward, each plan was also checked to make sure it was realistic, appropriate for the people involved, and a good fit for the local context.

This step also helps avoid common problems that have affected past campaigns in the region, such as:

- Not enough local examples to build from
- Trouble finding the right tone or message
- Plans that don't match the local situation or miss the intended target group

By working through these points early, the chances of success are much higher.

Step 5 - Test & Refine in the Real World

The next step focuses on small-scale testing. Rather than launching a full campaign, the planned intervention will be introduced in a limited setting to gather feedback and refine the approach. This process involves prototyping, learning directly from the target group, and adjusting before broader implementation.

Testing is not only a validation exercise, it is a critical opportunity to revisit assumptions, improve relevance, and enhance effectiveness before scaling up.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

Testing in real-world conditions checks whether planned messages and activities work as intended. This step introduces small, time-bound trials to see if target groups notice the intervention, understand it, react as expected, and change behavior.

If a pilot has already been run and findings are clear, continue with **Step 6** to organize full implementation.

Tools for Campaign Development

These tools test if activities and messaging create change among the target group.

Tool 5.1 — **Observation and Feedback Sheet**

Tool 5.2 — **Step-by-Step Review** to go deeper and analyze the pilot performance link by link, asking the right questions

Tool 5.3 — **Fix the Campaign Plan** to lay out flat issues, causes and proposed solutions

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- **Why this step matters**
- Tools for Campaign Development
- What comes next

Why this step matters

Up to this point, the campaign has been carefully developed, based on research, built around a clear target behavior, and designed to match people's everyday realities.

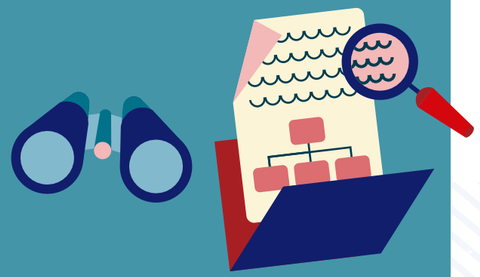
This step now focuses on testing the strategy in real-world conditions. Step 5 helps ensure that the strategy is not only well-designed on paper, but also practical and likely to succeed when implemented.

Even a well-developed campaign may face unexpected challenges during delivery. A message might go unnoticed, an activity may seem confusing, or an action may feel too difficult for people to try. This step helps identify such issues early before a full campaign rollout, by testing how the strategy works in a real setting.

By testing each link in this chain, the strategy can be adjusted with evidence, not assumptions. This prepares the campaign for a broader and more likely to succeed rollout in the next step.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next



Tool 5.1 Observation & Feedback Sheet | Tool 5.2 | Tool 5.3

Purpose of This Tool

This tool assists practitioners to **collect data from the selected target group** to understand how well each part of the behavior change logic is working.

Scenarios where this tool would be useful:

- While **observing users directly** (e.g., at a market, school, or event),
- Or during **short informal interviews** (ask what they saw, how they felt, and what they did).

A range of personas may be included, with attention given to what each individual received, how they responded, whether they took action, and whether any visible change was observed. Each logical link in the process is tracked step by step.

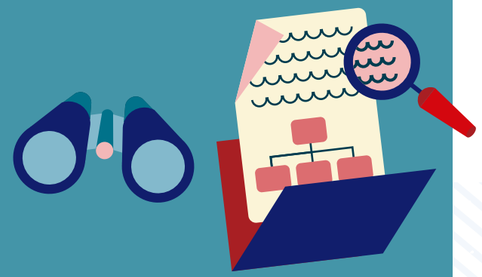
How to Use This Tool

- **One line** can be completed per person, or the box layout below can be applied for group analysis.
- **Simple symbols** such as YES (worked), NO (failed), or ? (partial) may be used to enable quick sorting during a team debrief.
- **Patterns across users can then be identified**, highlighting where breakdowns occur and which links may require adjustment.

A **link** in this tool represents a specific step in the behavior change process. For example, whether the person received the material (Link 1), whether they reacted to it (Link 2), whether they changed their behavior (Link 3), and whether that behavior led to real impact (Link 4). Each link checks if one part of the chain is working before moving to the next.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next



Tool 5.1 Observation & Feedback Sheet

Tool 5.2 | Tool 5.3

Examples of Sample Entry

Who	What they received (Link 1)	Reaction (Link 2)	Did behavior? (Link 3)	Visible change? (Link 4)	Notes or Surprises
Vendor A	Kit + badge + flyer OK	“Looks nice” but unsure !	Used for 1 day, then stopped !	No visible change X	Said others must do it too
Student B	Saw sorting signs in hallway OK	Didn’t understand icon X	Used wrong bin X	No impact yet X	Sign was too high, students rushed past

After collecting observations from the selected target group, the next step is to review the results. **Tool 2: Step-by-Step Review** helps compare expectations with reality, enabling practitioners to identify what worked, what did not, and how to improve before continuing.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 5.1 | **Tool 5.2 Step-by-Step Review** | Tool 5.3

Purpose of This Tool

Even well-designed campaigns can produce unexpected results. This tool helps unpacking those results and tracing back what happened at each stage of the behavior change journey. It supports learning and improvements while structured questions help identify weak points so solutions can be targeted and become more effective.

How to Use This Tool

This tool can be used during the debrief for the campaign prototyping in teams while using the Sample Entries obtained from the field. It can be applied by project leads, field teams, or partners to gather structured feedback on what worked and what did not.

Practitioners' can start with **Link 1** and work through each link in order, guiding their debriefing with the Sample Entries insights.

At each stage, practitioners can compare what was expected with what actually happened. Practitioners can use the guiding questions to clarify whether the issue was one of delivery, perception, motivation, action, or impact. Then decide what needs adjusting before the next rollout.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 5.1 | **Tool 5.2 Step-by-Step Review** | Tool 5.3

Link 1: Intervention → Perception

Questions to ask oneself	What actually happened
• **Was it delivered properly?**	*(e.g. they got it, touched it, heard it, etc)*
• **Was it visible enough?**	*(e.g. they did notice it at the right place)*
• **Was the timing right?**	*(e.g. it didn't appear at the right hour)*
• **Did someone explain it?**	*(e.g. a trainer had to reach out to help them make sense out of it)*
• **Does it match the setting?**	*(e.g. someone said it was too loud)*

If something wrong happened at this link:
It's a delivery or environmental design problem.
Adjust visibility, placement, or explanation.

Link 2: Perception → Reaction

Did the experience create the emotional or motivational shift a practitioner hoped for?

Questions to ask oneself	What actually happened
• **Was it clear?**	*(e.g. they understood the topic and issue)*
• **Did it feel relevant?**	*(e.g. they said it felt out of touch with their daily life)*
• **Did it evoke the right emotion?**	*(e.g. they felt proud, or shamed)*
• **Did it feel trustworthy?**	*(e.g. some didn't find it believable)*
• **Did it fit their identity?**	*(e.g. it prompted a group response, or they mentioned it felt like something their group had to do)*

If something wrong happened at this link:
It's often a **framing**, **tone**, or **emotional mismatch**.
Adjust language, message format,
or call-to-action style.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 5.1 | **Tool 5.2 Step-by-Step Review** | Tool 5.3

Link 3: Reaction → Behavior

Did the new mindset or feeling actually lead to the target behavior?

Questions to ask oneself	What actually happened
• **Is the action clear?**	*(e.g. they knew exactly what to do next)*
• **Is it practically possible?**	*(e.g. they were already equipped to do the behavior)*
• **Is it socially safe?**	*(e.g. they found support in others, or others judged them for adopting the behavior)*
• **Are there system blockers?**	*(e.g. they were stopped in doing it by a local rule, or a strong habit)*
• **Does the behavior 'fit' into their routine?**	*(e.g. they said they could do it without much effort)*

If something wrong happened at this link:
The behavior may be **too hard**, **confusing**, or **not supported**. Review the identified barriers and enablers.

Link 4: Behavior → Contribution

Did the behavior actually create the intended change?

Questions to ask oneself	What actually happened
• **Can we observe the outcome?**	*(e.g. there are visible signs of change)*
• **Was the measurement realistic?**	*(e.g. our indicators were the right/wrong ones to track)*
• **Was the sample too small?**	*(e.g. there wasn't enough people to fill the bins in the expected time)*
• **Is there a delay?**	*(e.g. the sorting behavior could only show after a new collection service begins)*

If something wrong happened at this link:
It's likely a **measurement or scaling issue**, not a failure. Consider longer observations or better metrics.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 5.3 Fix & Test Again Table

After determining which links broke, if any, and what was the nature of the issue, the next tool will help practitioners suggest a solution and list the actions to take before re-testing.

Purpose of This Tool

To help practitioners plan the next actions based on their reflection. After diagnosing which parts of the behavior change process didn't work as expected, it guides practitioners to:

- Identify the broken link in the behavior change chain
- Clarify what caused the issue, based on earlier findings
- Decide what kind of change to try next
- Outline a plan to test or adjust the idea in the next round

How to Use This Tool

This tool is best used after completing the Step-by-Step Review & Diagnosis (Tool 5.2).
For each link in the behavior change logic, practitioners record:

- What didn't work
- The likely cause, based on one's diagnostic insights
- A proposed solution or adjustment
- What exactly practitioners plan to test in the next round

Practitioners can fill out the Fix & Test Again Table as a team or with input from field staff and partners. This tool also includes prompts in case the entire approach needs to be reconsidered.

If multiple links fail, practitioners can review the originally identified problem behavior, group, and strategy by returning to Step 2 or Step 3, if needed, before designing the next test.

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 5.1 | Tool 5.2 | **Tool 5.3 Fix & Test Again Table**

The "Fix & Test Again" Table

Example of a campaign to market vendors for reduction of SUP

Logic link	What didn't work	Likely cause (from findings)	What can we try next?	What will we test next time?
Link 1: Intervention → Experience	Vendors ignored flyer	Low visibility / too much text	Add color and icons, move to eye-level	Test new flyer design in same location
Link 2: Experience → Reaction	Didn't feel proud or engaged	Emotion didn't land, no social proof	Add vendor quote + "Most vendors use this" poster	Test new message framing reception
Link 3: Reaction → Behavior	Only 1 vendor changed behavior	No incentive or peer support	Add reward or badge for use + peer champion	Test bonus system and badge perception
Link 4: Behavior → Contribution	No visible reduction in plastic	Test window too short	Add waste bin audit over 2 weeks	Observe vendor stalls over longer period

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 5.1 | Tool 5.2 | **Tool 5.3 Fix & Test Again Table**

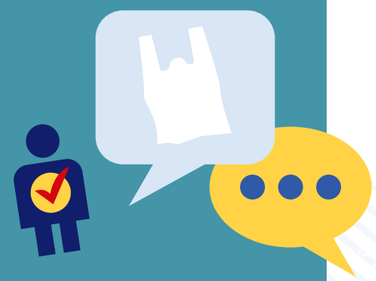
The "Fix & Test Again" Table

Blank template:

Logic link	What didn't work	Likely cause (from findings)	What can we try next?	What will we test next time?

Step 5. Test & Refine in the Real World

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **What comes next**



Progress so far:

At this stage, practitioners have completed a real-world test of the intervention. The purpose was not only to determine whether it had an effect, but to better understand how each part of the behavior change logic performed in practice.

Practitioners have now:

- Collected observations from targets across each behavior change link.
- Identified where action worked as expected and where it did not.
- Recognized specific areas for improvement prior to a wider rollout.

Step 6 - Roll out the Campaign

Step 6 guides through preparing for campaign rollout. This includes aligning with the people responsible for delivery, confirming roles, locations, and timelines, and ensuring all materials and communication tools are ready. The goal is to make sure that everything and everyone is in place for smooth and effective implementation.

This step ensures the campaign is not only well-designed, but also fully organized and supported, ready to make an impact on the ground.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

This step aligns who does what, where, and when. Step 6 helps to prepare messages, materials, and permissions and builds a shared timeline, so activities are delivered consistently and on time.

If roles, schedule, logistics, and materials are already planned and confirmed, continue with **Step 7** to dive into monitoring and evaluation of the campaigns.

Tools for Campaign Development

These structured tools set activities to question and learn everything needed about target groups.

Tool 6.1

Strategy to Engage Influential People
to identify stakeholders and distribute roles efficiently

Tool 6.2

Campaign Rollout Plan
to write down the execution of the campaign and finalize the last details

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- **Why this step matters**
- Tools for Campaign Development
- What comes next

After testing and refining the intervention, this step focuses on moving from preparation to full implementation. The campaign is now ready to be delivered at scale, and the work done so far will be translated into coordinated activities in the field.

A successful rollout requires more than producing materials or setting dates. It also requires clear coordination and timely communication to ensure the intervention is delivered consistently and effectively.

This step provides practical support for practitioners to:

- Coordinate with individuals and groups responsible for delivering or supporting the campaign
- Confirm when, where, and how each part of the intervention will be implemented
- Prepare materials and communication tools in advance
- Conduct a final check to ensure readiness before launch

In practical terms, this includes identifying and engaging key stakeholders, finalizing logistics and responsibilities, and building a shared timeline. Each tool in this step is designed to guide these tasks and ensure that the campaign begins with clarity, coordination, and confidence.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 Strategy to Engage Influential People

Tool 6.2

Purpose of This Tool

This tool is designed to help identify and engage the key individuals and groups, beyond the practitioners and their target groups, who play a role in supporting or delivering the campaign. Successful implementation often depends on collaboration with stakeholders who may provide approval, assist with logistics, influence others, or ensure smooth execution. By clarifying who these stakeholders are and how they will be involved, this tool supports more effective coordination and communication.

How to Use This Tool

The table provided serves as a tool to organize a stakeholder engagement plan tailored to the campaign. Stakeholders may include government officials, community leaders, youth groups, NGOs, or private sector partners. For each stakeholder, the following fields are to be completed:

- **Person or group:** Name the individual, organization, or team.
- **Their role:** Briefly describe their involvement (e.g., provides approval, manages logistics, promotes the message).
- **What they care about:** Note any interests, expectations, or concerns they may have related to the campaign.
- **What practitioners will do:** Outline how the stakeholder will be engaged or kept informed (e.g., regular updates, participation in activities, consultation).
- **Who will talk to them:** Assign a team member responsible for communication and coordination with this stakeholder.

An example has been included to illustrate the format. Practitioners can use the same structure to build a complete and practical stakeholder engagement plan.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 Strategy to Engage Influential People

Tool 6.2

Table to engage influential people among the target group

Example 1: in the context of a traditional market vendors campaign, promoting use of reusable and refillable

Person or Group	Their Role	What They Care About	What Practitioners Do	Who Will Talk to Them
City Waste Office	Gives permission, supports rollout	Showing success, citizen support	Share 1-page progress update + invite to launch day	Project lead
Vendor Group Leader	Talks to other vendors	Keeping it simple, looking good	Show badge design early, ask for input	Field manager
Market Manager (Site B)	Approves poster locations	Clean, smooth market operations	Walk through site plan with photos	Local team
Youth Group	Spreads the message in schools	Learning and visibility	Invite to create a short campaign skit	Youth coordinator

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 Strategy to Engage Influential People

Tool 6.2

Tips for practitioners

Keeping stakeholders engaged requires ongoing, clear communication. These simple practices can support:

Government Officials: should appreciate that the campaign aligns with existing policies or public commitments, and in that way, increases support toward their institutions. For this, practitioners from the government should provide clear timelines and responsibilities, especially when coordination with multiple departments is needed.

NGOs, CSOs, and individuals: should appreciate shared ownership and involvement of local actors in decision-making or field delivery.

Private Sector Teams: should welcome opportunities for visibility, such as logo placement or co-branding on materials and events. Communicate early and on concrete outcomes or customer engagement results to demonstrate added value.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1

Tool 6.2 Campaign Rollout Plan

Purpose of This Tool

This tool provides a clear summary of where the campaign will be implemented, who is involved, and what will be delivered. It is designed to help organize the essential components of the rollout, including locations, timelines, team responsibilities, materials, and monitoring indicators. By bringing these details together in one place, the tool supports internal coordination, improves communication with partners, and reduces the risk of overlooking key steps.

How to Use This Tool

This tool helps practitioners to organize all key components of the campaign rollout in one place. It includes three parts:

- **Rollout Summary Table**
  Practitioners can fill in the basic details of the campaign: goal, location, timeline, main partners, supporting groups, what will be delivered, and what is planned to be tracked. This summary helps ensure shared understanding across the team and with external partners.

- **Timeline and Responsibilities**
  Practitioners can list each key activity involved in the rollout, along with its scheduled date, the person or team responsible, and any notes on progress. Use this table to track delivery and assign follow-ups.

- **Launch Readiness Checklist**
  Before starting the campaign, practitioners can use the checklist to confirm that all core elements are in place - such as materials, team preparation, public messaging, and monitoring tools. Practitioners can mark each item as ready (OK), partially ready (!), or not ready (X), and note any follow-up needed.

This plan can be updated throughout the campaign and shared with team members and partners. It is especially useful for coordination during busy launch periods or across multiple locations.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 | Tool 6.2 Campaign Rollout Plan

The Plan

Example of a campaign to market customers and vendors promoting reusables

Section	Entry
Goal	Reduce plastic use by food vendors in 5 local markets
Where?	Markets A–E in Jakarta & Surabaya
When?	Start: July 10 / End: September 5
Main Organizers	NGO 1 and City Office 2
Other People Helping	Market managers, vendor leaders, youth groups
What Will Be Delivered	Refill kits, posters, vendor badges
What Will Be Track	How many vendors use reusables on the day and during the next month.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 | **Tool 6.2 Campaign Rollout Plan**

The Plan

Blank template to fill directly or copy-paste:

Section	Entry
Goal	
Where?	
When?	
Main Organizers	
Other People Helping	
What Will Be Delivered	
What Will Be Track	

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 | **Tool 6.2 Campaign Rollout Plan**

Timeline and Responsibilities

Practitioners can use the table below to list each major activity, its timeline, and who is responsible. This section helps ensure accountability and timely follow-up.

Indicator	When	Who Will Do It	Done?	Notes
Print posters and badges	July 1	NGO print team	OK	Posters delivered
Share plans with market leaders	July 3–5	Project coordinator	!	Some missed, follow-up needed
Start campaign at Market A	July 10	NGO + vendor reps		
Midpoint check	August 5	Field team		
Final follow-up	September 5	Project team		

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 | **Tool 6.2 Campaign Rollout Plan**

Timeline and Responsibilities

Blank template to fill directly or copy-paste:

Indicator	When	Who Will Do It	Done?	Notes

This rollout plan can be shared with partners and updated as the campaign progresses. It is a practical reference for coordination and progress tracking.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 | **Tool 6.2 Campaign Rollout Plan**

Launch Readiness Checklist

This serves as a final readiness checklist to support the implementation of the Campaign Rollout Plan. It helps verify that all critical elements - such as materials, logistics, team coordination, and contingency measures - are prepared before the campaign begins. By reviewing these components in advance, it reduces the risk of delays, miscommunication, or missed steps during launch. The checklist can be adapted to suit the size and complexity of the campaign.

Example for a market vendor badge & incentives schemes in promoting reusable packagings

Item	Yes / Not Sure / No	Notes or Actions
Materials packed (e.g., kits, signs)	/ /	All items delivered to field office
Locations confirmed and accessible	/ /	Market D pending final approval
Team briefed and ready	/ /	Staff completed training on July 5
Messaging and launch content prepared	/ /	Posters printed and launch post ready
Tracking and observation tools ready	/ /	Final printout scheduled Friday
Backup or contingency plan in place	/ /	Draft still in progress

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 6.1 | **Tool 6.2 Campaign Rollout Plan**

Launch Readiness Checklist

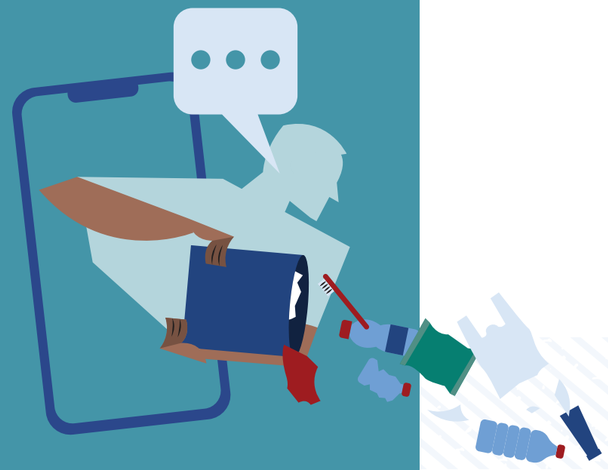
Blank Template – to copy-paste for the team of practitioners

Item	Yes / Not Sure / No	Notes or Actions
Materials packed (e.g., kits, signs)	/ /	
Locations confirmed and accessible	/ /	
Team briefed and ready	/ /	
Messaging and launch content prepared	/ /	
Tracking and observation tools ready	/ /	
Backup or contingency plan in place	/ /	
[Add item]	/ /	
[Add item]	/ /	

Practitioners can use this checklist during the final internal review before launch day. Update as needed and assign.

Step 6. Roll Out the Campaign

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **What comes next**



Progress so far:

This step focused on preparing the campaign for full implementation. All essential elements have been finalized, including coordination with stakeholders, confirmation of roles and locations, and preparation of materials and communication tools. A final readiness check has also been completed to help ensure that the campaign can begin smoothly and without unexpected issues.

At this stage, the campaign is not only well-planned but also operationally ready, supported by local actors, and structured for effective delivery.
The rollout plan is clear, responsibilities are assigned, and all resources are in place.

However, the next step is crucial before going into the field as practitioners must know how to monitor and evaluate their campaign impact.

Step 7 - Monitor, Reflect & Adapt

The next step focuses on monitoring and evaluation. As the campaign is rolled out, attention will shift to observing what is happening on the ground: tracking behavior change, identifying challenges, and recognizing early signs of progress.

The upcoming tools in step 7 will support the selection of practical indicators, introduce low-cost methods for gathering information, and guide real-time adjustments based on field experience. This approach ensures that the campaign remains responsive, improves over time, and strengthens its overall impact.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

This step sets a small set of behavior-focused indicators, simple collection routines, and regular reviews so teams can see what is working, adjust quickly, and document learning for accountability and improvement.

If monitoring processes and indicators are already in place, continue with **Step 8 (optional)** to consolidate learning and prepare for hand over or scale-up.

Tools for Campaign Development

These structured tools set activities to question and learn everything needed about target groups.

Tool 7.1

Define What to Track
to inform and help the selection of indicators aligned with both the field execution and the Research-to-Solution Map

Tool 7.2

Build a Monitoring & Change Tracker
to write down the execution of the campaign and finalize the last details

Learnings from the Field

Findings from the "needs assessment and stocktaking" exercise informing this Playbook consistently emphasized the importance of tracking behavior change throughout a campaign. Stakeholders reported that many past efforts lacked robust monitoring and evaluation (M&E) systems, relying only on activity counts or anecdotal evidence. This gap undermined learning, credibility, and the ability to scale or replicate.

To address this, the Playbook highlights how regular monitoring and evaluation can provide clear evidence of progress, identify areas for adjustment, and strengthen legitimacy with funders and policymakers.

- **From Monitoring to Evaluation** guides practitioners plan evaluation methods, timelines and reporting.

1
2
3
4
5
6
8

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- **Why this step matters**
- Tools for Campaign Development
- Learnings from the Field
- What comes next

Why this step matters

With this step practitioners can track the impact of the campaign in order to adapt, optimize or report.

Once a campaign is underway, monitoring becomes essential not just to gauge awareness, but to determine whether real behavior change is taking place. In the context of BCC, monitoring refers to the regular and systematic collection of data to track progress, evaluate effectiveness, and pinpoint areas for improvement. It serves as a critical link between campaign activities and real-world behavior change.

Monitoring and evaluation are complementary: monitoring tracks progress and emerging changes during implementation, while evaluation builds on this by assessing longer-term outcomes and impacts, often after a campaign concludes.

The monitoring and evaluation tools provided in this step are designed in a gamified way not only to capture data both through a quantitative and qualitative approach, but also to encourage structured reflection and adaptation throughout implementation. In doing so, they support teams to learn from real-time evidence, adjust strategies, and continuously improve campaign effectiveness - even before formal evaluation takes place.

Monitoring verifies if target behaviors are shifting. It does not need to be complex or expensive. When done simply and consistently, monitoring ensures that efforts are aligned with real behavioral outcomes.

By completing this step, practitioners will be able to:

- Select indicators that reflect actual changes in behavior
- Apply simple and consistent methods for data collection
- Identify patterns and challenges emerging in the field
- Adjust strategies based on observed evidence
- Document key insights to strengthen future campaigns

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1 Define What to Track

Tool 7.2

Purpose of This Tool

Check, if a campaign succeeds.

This tool supports the selection of appropriate indicators to track behavior change and monitor early signs of progress. By linking monitoring efforts to the overall campaign goal and The Research-to-Solution Map, it helps ensure that attention is focused on meaningful outcomes. It also encourages a review of whether the chosen monitoring methods are practical and well suited to the team and local context.

The Research-to-Solution Map outlines the intended pathway of change and the assumptions linking campaign activities to desired outcomes. Revisiting this framework during the monitoring design phase helps ensure that selected indicators reflect both the intended behavior shifts and the mechanisms expected to drive them.

Defining what to track is a critical first step toward building a functional monitoring system.

Practitioners are encouraged to begin by identifying which specific behaviors should increase or decrease because of the campaign, as well as what early signs might signal that progress is underway. The next step is to assess whether these indicators are feasible to measure consistently and to select the most appropriate types of data.

How to Use This Tool

This tool will help practitioners decide what success should look like in the campaign and how progress toward it will be measured. The process is structured into three steps that support the transition from conceptual intent to practical monitoring design.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1 Define What to Track

Tool 7.2

Part 1: Revisit campaign goal

Practitioners can look back at the campaign objective and the specific behavior they want to change.

Guiding Question	Example of a Vendor Campaign
What behavior should increase?	Vendors offer of reusable containers
What behavior should decrease?	Vendors offer of single-use plastic bags
What might show it's working?	Reusable containers stock depletion rate, plastic bags decreasing presence in bins
What early signs might come first?	Customers curiosity, affluence at stalls

Part 2: Check for Feasibility

For each potential indicator, an assessment is required of whether it can be realistically tracked in the field. Methods selected are expected to align with the team's capacity, be culturally appropriate, and allow for consistent application. Each indicator may be considered in terms of whether it can be directly observed, reliably reported, or inferred through indirect signals. Preference is given to methods that are sustainable over time and straightforward to replicate across locations or teams.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1 Define What to Track

Tool 7.2

Part 2: Check for Feasibility

Checking the feasibility of monitoring methods
Select tools that align with the type of indicator being tracked and that can be applied consistently in the field. Common options include:

- **Direct observation** – Suitable for visible behaviors that can be counted on-site.
- **Photo documentation** – Useful for recording physical setups, campaign materials, or infrastructure.
- **Brief interviews** – Appropriate for gathering opinions, feedback, or self-reported behaviors.
- **Counting sheets** – Effective for tracking repeated behaviors over time.
- **Messaging platforms (e.g., WhatsApp, LINE)** – Help gather informal updates from multiple field locations.

Part 2: Check for Feasibility

Practical Tips:

- Simple formats such as yes/no questions, rating scales (e.g., 1 to 5), or visual symbols can be applied.
- Sensitive or overly complex questions, which may result in inaccurate responses, are best avoided.
- Methods selected are expected to fit the team's capacity and allow for consistent application over time.

Context example:
In a campaign focused on encouraging reusable packaging at traditional markets, organizers noticed that vendors felt uncomfortable being directly asked if they were still using plastic bags. Instead of relying solely on interviews, the team hires volunteers to do casual walkthroughs and count how many stalls displayed "reusable-bags-available" signs and how many plastic bags were visible in trash bins, combining direct and proxy indicators.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1 Define What to Track

Tool 7.2

Part 2: Check for Feasibility

Context example: Reusable packaging at traditional markets

Question	Why It Matters	Example of a campaign (street vendors)
Is this behavior visible in daily life?	If yes, direct observation is possible and the most reliable method	Can staff see if vendors use reusables? → Yes → Use spot checks
If not visible, can people self-report reliably?	Self-reported answers are less reliable for sensitive behaviors (like littering)	Asking “Do you prefer reusable bags? ” may lead to false answers
Is there an indirect indicator practitioners can observe instead?	Indirect signs may be easier to collect and still reflect the change	Fewer plastic wrappers in drains → Indirect indicator for reduced littering
Can this method be used repeatedly and easily?	Sustainable monitoring means the practitioner’s team can collect data over time without burnout	Observation once per week by trained vendor leader
Will users feel comfortable and safe giving this information?	If people feel judged or embarrassed, they may not answer truthfully	Better to ask, “What kind of bag did most customers bring today?”

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1 Define What to Track

Tool 7.2

Part 3: Find the Right Type of Indicator

Selecting the appropriate type of indicator is essential to ensure that the monitoring efforts generate reliable, actionable insights. Strong indicators are observable, relevant to the behavior being targeted, and practical to track over time. Where possible, aim to include a combination of indicator types, but always ensure that at least one indicator directly measures the target behavior.

The table below outlines common indicator types, along with descriptions and illustrative examples:

Type of Indicator	Description	Example
Direct Behavior	Behavior seen and counted	% of vendors re-using refillable containers or reusable packaging
Self-Reported	People report their own behavior	“I didn’t stock on single-use plastic bags at all today”
Indirect Behavior	Something that indirectly shows the behavior	Refill tanks turnover, visual evaluation of waste after market hours
Reactions or Beliefs	Feelings, attitudes, or beliefs	“I feel proud offering reusables”
System Support	Tools or infrastructure that support change	Posters are visible, bins or refill stations present and reachable

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Part 3: Find the Right Type of Indicator

Tip:

A mix of indicator types builds a more complete picture of change, especially when direct measurement is difficult. However, including at least one direct behavior indicator whenever possible is best, as this provides the strongest evidence of actual change.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1

Tool 7.2 Build a Monitoring & Change Tracker

Purpose of This Tool

This tool provides a structured format to organize a monitoring plan clearly and efficiently. It outlines what should be tracked, how it will be tracked, and who is responsible for each task. A simple progress tracker is also included to compare key indicators over time. This enables reflection and ensures the strategy remains aligned with observable changes in the field. This tool is designed to support regular learning. It can be updated throughout the campaign and serves as a reference for decision-making and reporting.

How to Use This Tool

This tool is divided into two parts: a monitoring plan and a change tracker. Use both to stay organized, track progress, and guide reflection throughout the campaign.

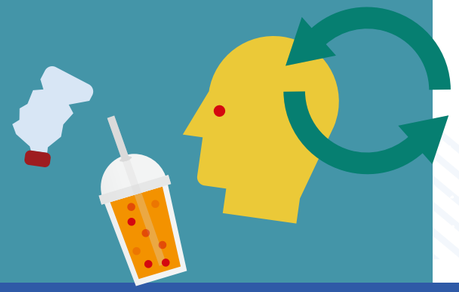
Fill in the Monitoring Plan

The template serves to define what will be tracked, how data will be collected, and who will carry responsibility. In this way, monitoring tasks remain clearly assigned and feasible for the team. Entries are expected to be concise and practical.

- The process typically begins with the key behavior indicator.
- Methods are then selected according to the local context, which may include observation, interviews, or photo logs.
- Agreement is established on the frequency of data collection and the location where it will be stored.
- Finally, responsibility is specified for who will review the data and at what stage.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 7.1 | **Tool 7.2 Build a Monitoring & Change Tracker**

How to Use This Tool

Track Change Over Time
The second table provides a basis for comparing indicators at three stages: before, during, and after the campaign. This helps identify trends, gaps, or unexpected outcomes.

- Numbers, percentages, or short notes are tracked in each column.
- Additional interpretation can be written in the “Notes” section if required.
- The table functions as a reference to guide internal reviews or partner updates.

Make sense of the results
The guidance table (“How to read the data?”) provides support for interpreting results and identifying subsequent actions

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1 | **Tool 7.2 Build a Monitoring & Change Tracker**

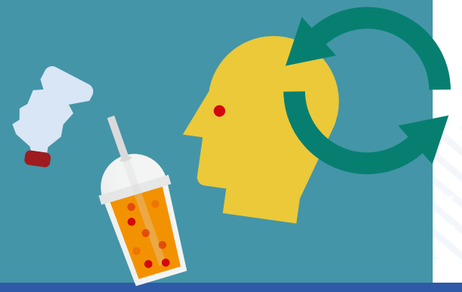
Monitoring Plan

Example template: case of a campaign to market vendors promoting reduction of SUP and adoption of reusable alternatives.

What are we tracking?	% of vendors using reusable containers
How will we track it?	Weekly observation + short vendor interviews
Who will collect the data?	NGO field team + volunteer vendor rep
How often?	Every Tuesday and Friday
Where will we store results?	Google Sheet + photo log on WhatsApp
Who will review and reflect on it?	Project coordinator + team leads every 2 weeks

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 7.1 | **Tool 7.2 Build a Monitoring & Change Tracker**

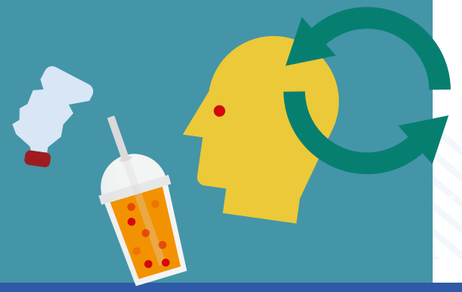
Monitoring Plan

Empty template:

What are we tracking?	(e.g. the direct behavior indicator)
How will we track it?	(e.g. methods)
Who will collect the data?	(e.g. field partners, influencers)
How often?	(e.g. frequency, time count)
Where will we store results?	(e.g. communication channels, tools, both online and offline)
Who will review and reflect on it?	(e.g. supervision and accountable persons for follow up)

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next



Tool 7.1 | **Tool 7.2 Build a Monitoring & Change Tracker**

Track Change Over Time

The following simple table can be used to compare key indicators at different points in time: before, during, and after the campaign.

While this table is designed to support ongoing monitoring and reflection, it can also form the foundation for a simple outcome evaluation and helps to reflect and adapt campaigns. By comparing baseline, midpoint, and endline data, teams can begin to assess whether meaningful changes have occurred. For more formal evaluation, such as determining whether observed changes are directly attributable to the campaign, additional methods may be required, such as in-depth interviews, control groups, or external assessments. See the guidance below on when and how to consider evaluation more explicitly.

Example template: Street vendors and reduction of SUPs

Indicator	Baseline	Midpoint	Endline	Notes
% vendors using reusables	10%	45%	72%	Uptake rose after launch of refill kits
Plastic bags in market waste at EOD	9%	7%	6%	Decrease of presence of plastic bags in market bins.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1 | **Tool 7.2 Build a Monitoring & Change Tracker**

How to Read the Data?

What Practitioners See	What It Might Mean	What To Do Next
Behavior is improving	The intervention is working	Reinforce it, celebrate and share results
No change	Something might be missing	Recheck reactions and barriers in the Research-to-Solution Map
Mixed or strange results	Signals are unclear	Follow up with user interviews or observations
Decline	Something went wrong inside or outside the campaign	Look for gaps in delivery or sudden outside influences
Plateau	Initial impact slowed down	Refresh messages or bring back champions

1
2
3
4
5
6
8

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- Learnings from the Field
- What comes next

Tool 7.1

Tool 7.2 Build a Monitoring & Change Tracker

Tips for practitioners

- **Early preparation:** Baseline data is ideally collected before the campaign begins.
- **Midpoint review:** Progress can be assessed midway, allowing potential issues to be identified and addressed promptly.
- **Post-campaign follow-up:** Reviewing of endline data typically happens one to two weeks after the campaign concludes.
- **Ongoing reflection:** Tracking results provide a basis for guiding team discussions and informing decisions.
- **Attention to clear signals:** Monitoring is most effective when it focuses on indicators that are visible, meaningful, and straightforward to observe over time.

This tool helps the team reflect regularly and adapt based on real changes in behavior. The data and analysis can be also used to communicate impact to external parties.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

Learnings from the Field: From Monitoring to Evaluation

Step 7 emphasizes that effective campaigns require both monitoring and evaluation. Monitoring provides regular information on what is happening during implementation, while evaluation complements this by answering deeper questions about outcomes, impact, and lessons for the future. Together, they ensure that practitioners can both adapt during the campaign and generate evidence to support scaling, replication, and policy uptake. Importantly, monitoring and evaluation also contribute to reporting requirements, helping implementers and funders demonstrate accountability, transparency, and impact.

Evaluation helps answer questions such as:

- Did the campaign achieve its intended behavioral outcomes?
- Can those changes be attributed to the intervention?
- What worked well, and what could be improved?
- What insights can be applied to future campaigns or policy design?

Evaluation methods may include pre/post comparisons, stakeholder interviews, focus groups, or external assessments. Where resources are limited, even a simple reflection process involving frontline implementers and community members can yield valuable lessons.

If planning for evaluation, practitioners can consider the following:

- Defining evaluation questions early, ideally during campaign design.
- Ensuring baseline and endline data are available for comparison.
- Identifying who will lead or support the evaluation (internal or external).
- Using findings to inform adaptation, communication, reporting, and future strategy.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **Learnings from the Field**
- What comes next

Learnings from The Field: From Monitoring to Evaluation

How M&E strengthens reporting

Monitoring and evaluation are not only tools for learning and adaptation, they also provide the foundation for credible reporting. Many donors, governments, and stakeholders require evidence of progress before committing further support. By integrating M&E into campaign design, practitioners can:

- **Demonstrate accountability** – show funders, partners, and communities how resources were used and what results were achieved.
- **Ensure transparency** – provide clear evidence rather than anecdotal claims.
- **Highlight success stories** – use data, quotes, and outcomes to communicate impact in reports, presentations, and public outreach.
- **Support funding proposals** – leverage documented evidence of impact to strengthen future applications.

Evaluation is particularly useful when a campaign is intended to be scaled up, replicated, or used as a model for others. It builds credibility, strengthens funding proposals, and deepens understanding of what drives behavior change in specific contexts. Just as importantly, integrating monitoring and evaluation into campaign design supports clear and transparent reporting. It enables implementers to demonstrate accountability, highlight success stories with evidence, and provide funders and partners with confidence that resources are achieving impact.

Step 7. Monitor, Reflect & Adapt

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- Learnings from the Field
- **What comes next**

Progress so far:

At this stage, a basic monitoring system is in place to provide a clearer understanding of what is occurring in the field beyond assumptions or output-based measures. Teams are now equipped to track meaningful behavioral indicators and to use real-time evidence for learning and decision-making.

Key components have been established:

- The target behavior, method of tracking, and indicators of meaningful change have been clearly defined
- A monitoring plan has been developed, outlining responsibilities and timelines
- Tools have been introduced to track changes over time
- Initial evidence has been collected to support reflection, inform improvements, or contribute to reporting efforts

Through this process, teams are not only building monitoring capacity but also acquiring the fundamentals of basic evaluation. By using tracking data to reflect, interpret change, and revise strategies, practitioners are actively engaging in a cycle of continuous improvement. This ability to assess what works, why, and under what conditions is essential for both effective campaign management and long-term impact.

Step 8 - Scaling and Sustaining Impact while replicating Success

At this point, many teams take a moment to reflect on what has been developed, tested, implemented, monitored and evaluated. This represents a considerable achievement, and it is important to acknowledge the progress made.

For those planning to extend their impact, step 8 provides guidance on how to adapt successful approaches to new contexts, expand reach, or integrate practices into existing systems. While not all teams will need to proceed, this final step offers a structured way to plan for long-term change.

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- What comes next

Pathfinder: Choosing Playbook content based on practitioner needs

Quick Overview

Use this step when aiming to replicate in new places or embed the approach with new local actors; otherwise, the campaign development can be finalized at **Step 7** with changes tracked and impact shared.

Tools for Campaign Development

These structured tools set activities to question and learn everything needed about target groups.

Tool 8.1

Sustainability Readiness Checklist
to first evaluate if conditions are met for replication or scale-up

Tool 8.2

Adaptation Map
to determine what is core to success and what needs to be changed and adapted

Tool 8.3

The "Make-it-bigger" Sheet
to plan the adaptation of a solution to another set of parameters

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- **Why this step matters**
- Tools for Campaign Development
- What comes next

Why this step matters

This step is optional for practitioners who are ready to scale their solution after conducting the essential steps 1 to 7 of campaign design.

This step supports practitioners who wish to take their tested solution further by expanding it to new areas, adapting it for new target groups, or ensuring it can be sustained over time. It helps translate small-scale success into long-term or broader impact by focusing on repeatability, relevance, and local ownership.

A well-designed campaign that works in one place does not automatically succeed elsewhere. This step helps ensure that proven solutions can be maintained, transferred, or scaled without losing their effectiveness. It also encourages teams to assess whether their solution is ready to be handed over or integrated into existing systems.

Through this step, practitioners can:

- Review what elements are essential and what can be adapted
- Build clear plans for transfer or scale-up
- Identify who will take ownership and how they will be supported

Strengthen links to local systems, budgets, or policies to support sustainability
This step is optional. It may not apply to every campaign, but it offers useful guidance for teams aiming for longer-term impact or wider replication.

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Purpose of This Tool

This tool reviews practical and institutional conditions that support long-term use of a campaign.

Solutions that depend too heavily on external resources or expertise may not be sustained over time. This checklist helps identify whether a tested campaign intervention can realistically be maintained, repeated, or handed over to local actors. It considers factors such as clarity of logic, ease of delivery, cost, policy alignment, local ownership, and adaptability. Practitioners are encouraged to begin by identifying which specific behaviors should increase or decrease because of the campaign, as well as what early signs might signal that progress is underway. The next step is to assess whether these indicators are feasible to measure consistently and to select the most appropriate types of data.

How to Use This Tool

Practitioners can use this checklist to assess whether a tested campaign activity or solution can be sustained beyond the initial implementation. For each domain, ask the key question and can be marked the status as:

- **Y** – conditions are in place
- **?** – partially met, may require follow-up
- **N** – not yet in place, significant risk

Adding short notes or action points will help to clarify the assessment or highlight next steps. Once completed, practitioners review the overall pattern:

- **Mostly Y** → The solution is likely ready for sustained use or formal handover.
- **Mostly ?** → Additional support, advocacy, or capacity-building may be required.
- **Mostly N** → Major redesign or new partnerships may be needed before scaling or transfer.

This tool helps teams make informed decisions about long-term planning, resource allocation, and local ownership. It can be used at the end of a pilot, during scale-up planning, or before handing over.

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 8.1 Sustainability Readiness Checklist | Tool 8.2 | Tool 8.3

The Checklist

Domain	Key Question	Yes / Not Sure / No	Notes or Actions
Clear Logic	Is the reason this solution works and its target group well understood?	/ /	
Repeatable Format	Can it be delivered by others without expert support?	/ /	
Cost & Time	Can it operate within local budgets and available capacity?	/ /	
Policy Link	Is it supported by, or integrated into, existing rules or mandates?	/ /	
Ownership	Is there a local individual or group potentially assuming responsibility for it?	/ /	
Materials	Are tools, templates, and messages clearly organized and accessible?	/ /	
Fit	Can the solution adapt if conditions or needs change?	/ /	

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 8.1 | **Tool 8.2 Adaptation Map** | Tool 8.3

Purpose of This Tool

This tool helps teams with the adaptation of a behavior change solution to a new target group or setting.

Effective behavior change strategies are often shaped by their context. When adapting a tested campaign or solution to a different target group or location, certain elements may need to be modified, and others should remain consistent to preserve impact. This tool helps identify which components require adjustment and which should stay unchanged.

How to Use This Tool

This tool is intended for situations where a tested solution is being adapted for a different target group, location, or delivery channel. For each campaign element listed, the following aspects can be considered:

- **What Might Need to Change** → Possible modifications required to suit the new context (e.g., language, format, delivery method, audience).
- **What Should Stay the Same** → Elements that remain consistent in order to preserve the effectiveness of the original intervention (e.g., emotional appeal, key message, successful format).
- **Notes** → Any relevant considerations, risks, or decisions for follow-up may be included here.

This tool helps ensure that changes are made intentionally, preserving what works while making adjustments for relevance, reach, or cultural fit. It is especially useful when scaling a campaign, working across regions, or transferring solutions between partners.

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 8.1 | **Tool 8.2 Adaptation Map** | Tool 8.3

The Adaptation Map Table

Element	What Might Need to Change	What Should Stay the Same	Notes
Language / Tone	(e.g. translate to another language or dialect)	(e.g. keep core message)	
Target Group	(e.g. switch core target of solution)	(e.g. keep focus on target behavior or enabler)	
Location / Channel	(e.g. adapt to new target group preferred channels)	(e.g. keep the social norm framing)	
Message Format	(e.g. translate messages to the new channels - visual to audio, video, etc)	(e.g. keep the successful emotional hook, if any, and repetition intensity)	
Materials	(e.g. adapt to the new environment - urban to rural, weather resilience, etc)	(e.g. keep unchanged a successful kit content, for example)	

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 8.1 | **Tool 8.2 Adaptation Map** | Tool 8.3

Tips for practitioners

Government Officials:
In multilingual or multi-ethnic contexts, translating materials into widely spoken local languages and reflecting regional values in tone strengthens accessibility and resonance.

NGOs, CSOs, and individuals:
- Community involvement at an early stage can provide valuable validation when adapting to new demographic or cultural groups, helping to build trust and ensure relevance.
- For youth-focused adaptations, partnerships with schools or the use of creative local formats,such as drama or peer-to-peer education, often enhance engagement.
- Where infrastructure is limited or literacy levels are low, visual or auditory approaches (e.g., posters, WhatsApp audio messages) tend to be more effective.

Private Sector Teams:
- Adaptations benefit from being cross-checked against business priorities, including cost savings, consumer engagement, and supply chain alignment.
- Peer examples and pilot initiatives can provide compelling evidence of benefits, supporting requests for scale-up or replication across branches and franchises.

This tool helps balance consistency and flexibility, allowing for contextual tailoring without undermining what makes the intervention effective.

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Purpose of This Tool

Structure the key elements needed to expand.

Scaling up a behavior change initiative demands thorough planning to preserve effectiveness across new settings. This tool supports the transition from pilot to wider implementation by defining leadership, resources, adjustments, and mechanisms for measurement.

How to Use This Tool

Practitioners can use this tool to prepare for expanding a tested behavior change solution to new locations or groups. For each question in the table, practitioners provide clear and specific entries that outline the key elements of the scale-up plan.

- Beginning by describing **what** is being scaled and **who** will lead the effort.
- Then defining the **geographic or institutional scope**, along with any **adaptations** needed for the new setting.
- Listing the **materials, resources, and training** required to deliver the solution effectively.
- Finally, clarifying **how success will be measured**, and **who will take responsibility** for sustaining the intervention after the rollout.

This tool helps ensure that scale-up is intentional, well-resourced, and adapted without compromising the effectiveness of the original solution. It also supports alignment across partners and helps track responsibilities during implementation.

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 8.1 | Tool 8.2 | **Tool 8.3 The "Make-it-bigger" Sheet**

The Table Sheet

Question	Example Entry
What are we scaling?	The "Smart Seller" Refill Kit model
Who will lead?	Municipal office + 2 NGO field partners
Where will it go next? (scope & location)	From 1 market to 4 in the same district
What adaptations are needed?	Translate flyer, use different vendor lead, adjust schedule
Who needs to be trained?	Local partner staff, market managers
How will we track success?	Spot checks at stalls + 1-month vendor survey
Who will sustain it after?	District office commits to 3-month support period

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tool 8.1 | Tool 8.2 | **Tool 8.3 The "Make-it-bigger" Sheet**

The Table Sheet

Blank template:

Question	Entry
What are we scaling?	
Who will lead?	
Where will it go next? (scope & location)	
What adaptations are needed?	
Who needs to be trained?	
How will we track success?	
Who will sustain it after?	

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tips for practitioners

Key components of the pilot, such as training materials, visuals, and the underlying behavior change rationale, are most effective when they are easily transferable and replicable.

Government Officials:

- Clear institutional ownership, accompanied by follow-up timelines and performance review mechanisms, helps ensure accountability.
- Integration of training and monitoring into existing public sector programs (e.g., municipal waste services or environmental education in schools) increases the likelihood of long-term adoption.

NGOs, CSOs, and individuals:

- Local champions, such as community leaders or vendor representatives, often play a pivotal role in mobilizing behavior and reinforcing shared norms.
- In resource-limited settings, informal support mechanisms—peer groups, youth clubs, or school-based outreach—can provide continuity and sustain engagement over time.

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- **Tools for Campaign Development**
- What comes next

Tips for practitioners

Key components of the pilot, such as training materials, visuals, and the underlying behavior change rationale, are most effective when they are easily to transferable and replicable.

Private Sector Teams:

- Early involvement of internal staff creates opportunities for them to reinforce messa-ges and facilitate solution distribution.
- Operational considerations during scale-up, including inventory management for refill kits or logistics for point-of-sale materials, are essential to maintaining business confidence and smooth implementation.

1
2
3
4
5
6
7

Step 8. Scale and Sustain Impact while Replicate Success

OPTIONAL

- Pathfinder/ Quick Overview
- Why this step matters
- Tools for Campaign Development
- **What comes next**

Progress so far:

At this stage, the solution has moved beyond design and testing. It has been implemented, monitored, and adjusted based on real-world insights, and Step 8 helped assess whether the approach is ready to be expanded or sustained by others.

If the solution has been clearly documented, adapted where needed, and taken up by satisfied local actors, it is now complete and ready to be replicated, scaled, or embedded into existing systems with confidence.

Chapter 4.
Regional Best Practices

Chapter 4. Regional Best Practices

This chapter presents a set of 22 Best Practice Templates - ready-to-use activities that can be directly applied or adapted for campaign development including 9 long-term oriented activities and 13 short-term activities. They offer a practical alternative for practitioners seeking quick and reliable entry points into behavior change campaigning.

The templates are grouped around the three priority behaviors of the Playbook: Littering, SUP/SUI consumption and Sorting and Recycling, providing guidance for short- and long-term campaign implementation.

These activity templates are meant to be applied using the Playbook's tools and approaches introduced in Chapter 3. Practitioners are encouraged to use the diagnostic, planning, and testing tools to adapt and customize the templates to their specific contexts. The more thoroughly these tools are applied, the greater the potential for campaigns to be effective, evidence-based, and locally grounded, ensuring strong alignment with the Playbook's overall behavior change process.

The best practice templates are developed systematically, drawing directly from what is applicable in the ASEAN context. They are based on the structured review of 68 programs documented in the Playbook's ASEAN-specific stocktaking database, complemented by insights from the regional needs assessment. Activities were selected using clear evaluation criteria focused on behavior change evidence, reach and engagement, sustainability and replication potential, and the availability of monitoring and evaluation data.

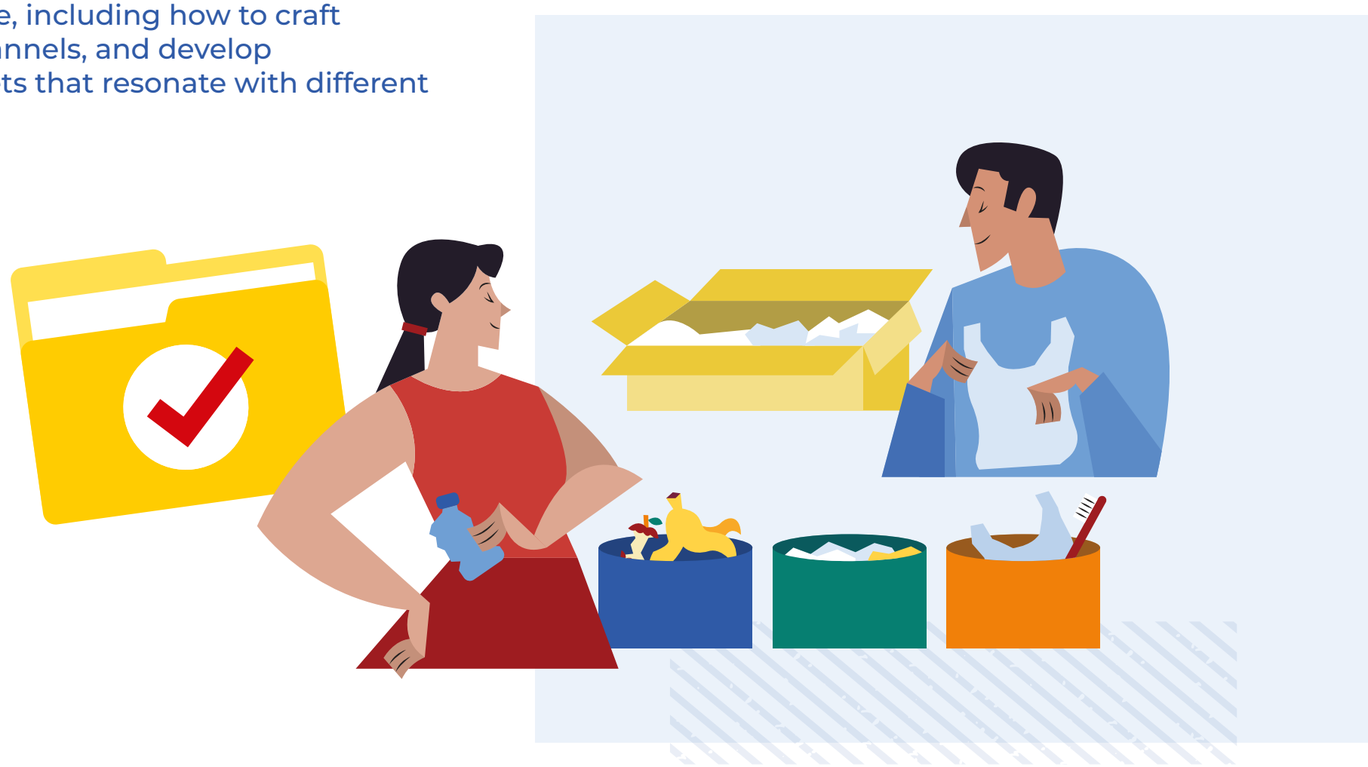
Another key criterion was the inclusion of activities that address the needs of vulnerable groups (highlighted in the templates), ensuring the templates are inclusive and relevant across diverse social and economic settings. The templates reflect regional barriers and enablers and incorporate best practices related to community ownership, gender equity, economic incentives, and cultural belonging.

Each template follows a consistent structure with a Campaign Strategy Overview and an Implementation Plan, and is aligned with the Playbook steps. This makes them both practical for direct application and flexible for adaptation.

Together, the templates form a solution bank: a practical resource for practitioners who may not be able to develop a full campaign, but still want to run effective, evidence-based interventions for behavior change on plastic waste. Practitioners are encouraged to embed the outcomes of earlier steps in the Playbook as they work with these templates.

Subsequently, the chapter offers recommendations for the ASEAN region to support practitioners developing interventions. It highlights opportunities for collaboration and policy alignment at the regional level, ensuring that lessons learned in one context can inform action elsewhere.

It also provides practical advice on BCC Collateral and Design Guideline, including how to craft messages, select channels, and develop communication assets that resonate with different target groups.



- **Overview**
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

Overview

To support navigation, the activities and resources in this chapter are organized into four parts:

Best Practice Previews provide concise overviews of each activity, summarizing the idea, benefits, behavioral focus, and type. These previews help readers quickly scan and identify relevant options.

Recommendations for the ASEAN Region distilled cross-cutting lessons from the stocktaking and needs assessment, highlighting opportunities for collaboration, policy alignment, and scaling of approaches across Member States.

Full Best Practice Templates expand on the previews with detailed guidance for implementation, including roles of stakeholders, suggested communication channels, and monitoring indicators.

BCC Collateral and Design Guidelines offer practical advice for designing campaign materials and messages that are evidence-based, culturally appropriate, and visually effective across diverse contexts.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

Overview

How to use Best Practice Previews and Full Best Practice Templates

Scan the Best Practice Previews
Each Best Practice is summarized with its core idea, benefits, type (short- or long-term), and behavioral focus/problem behavior.

Adapt with Playbook Tools
If practitioners want to maximize impact, move from the templates into the tools to test effectiveness in their context and adjust them for local suitability.

Click through for Full Templates
If practitioners want to find out more details, each preview links to the complete template with strategy overview, step-by-step implementation guidance, stakeholder roles, and monitoring suggestions.

- Overview
- **Best Practice Previews**
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

Activities on Littering | Activities on SUP/SUI Reduction | Activities on Increasing Sorting and Recycling

Long Term | Short Term

1 Community Waste-Free Zone Programs

Turning neighborhoods into clean, proud, and self-monitored spaces.

Designated zones commit to cleanliness through visible rules, peer monitoring, and community scoreboards. Recognition events and involvement of informal waste workers reinforce participation.

Benefit:
Stronger community pride and visibly cleaner streets.

Type:
Long-term

Behavioral Focus & Problem Behavior:
Littering – household and vendor waste dumped in streets and drains.

Target Groups:
Residents, vendors, informal waste workers, local leaders

Learn More

2 Coastal Community Waste Collection Program

Fishers become ocean protectors.

Fishing communities set up drop points, run clean-ups, and build pride through recognition. Youth and fishers jointly manage activities to reduce marine litter.

Benefit:
Cleaner coasts and stronger community bonds.

Type:
Long-term

Behavioral Focus & Problem Behavior:
Littering – dumping waste into the sea due to lack of collection options.

Target Groups:
Fishers, youth, coastal households

Learn More

- Overview
- **Best Practice Previews**
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What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

3 *Digital Community Clean Streets Network*

Putting accountability for clean streets in everyone's pocket

Residents use a mobile app to report litter hotspots, request bin maintenance, and coordinate clean-ups. A dashboard links citizens and municipal waste teams for joint accountability.

Benefit:
More responsive services and cleaner streets through digital engagement.

Type:
Long-term

Behavioral Focus & Problem Behavior:
Littering – neglected hotspots caused by missing monitoring and accountability.

Target Groups:
Urban residents, local government, civic tech groups

Learn More

- Overview
- **Best Practice Previews**
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What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

Activities on Littering | Activities on SUP/SUI Reduction | Activities on Increasing Sorting and Recycling

Long Term | Short Term

4 Clean-Up & Compost Fest

A one-day celebration of clean communities and composting.

Residents join large-scale clean-ups and composting workshops, paired with food fairs and entertainment. Participants leave with new skills and motivation to compost at home.

Benefit:
Quick, visible impact and a gateway to longer-term practices.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Littering – burning or dumping waste due to irregular collection; food waste not composted.

Target Groups:
Residents, families, women's groups, waste workers

Learn More

5 Litter-Free School Days

A weekly zero-litter challenge for schools.

One day per week, schools adopt zero-litter rules: waste-free snacks, class competitions, and playground monitoring. Fun activities encourage consistency at home.

Benefit:
Normalizes waste-conscious behavior in children and builds long-term habits.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Littering – student littering due to weak reinforcement and lack of ownership.

Target Groups:
Students, teachers, families

Learn More

- Overview
- **Best Practice Previews**
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What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

Activities on Littering | Activities on SUP/SUI Reduction | Activities on Increasing Sorting and Recycling

Long Term | Short Term

6 Youth Action for Clean Streets

Flash mob clean-ups that make waste action visible and fun.

Youth groups stage surprise clean-ups in public spaces with music, costumes, and banners. These lively events spark curiosity and reframe cleaning as youth-driven civic pride.

Benefit:
Creates memorable, shareable moments that inspire community action.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Littering – social acceptance of dirty spaces and low youth engagement.

Target Groups:
Youth, community groups, social media audiences

Learn More

7 Market Waste Patrol

Markets kept clean through friendly patrols

Volunteers rotate to remind vendors and shoppers about waste rules, distribute flyers, and support bin use. Their visible presence reduces littering during market hours.

Benefit:
Cleaner markets and stronger vendors–community cooperation.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Littering – improper disposal of waste by vendors and shoppers.

Target Groups:
Vendors, shoppers, market committees

Learn More

- Overview
- **Best Practice Previews**
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- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

8 Shared Reusables for Food Vendors

Making reuse the default for takeaway food.

A cooperative manages a shared pool of reusable containers with deposit-return, washing services, and branding. Vendors cut costs and plastic use while customers adapt to new norms.

Benefit:
Thousands of SUPs avoided monthly and green jobs created in reuse logistics.

Type:
Long-term

Behavioral Focus & Problem Behavior:
SUP Reduction – reliance on single-use food packaging in street food and delivery.

Target Groups:
Vendors, street food customers, small enterprises

Learn More

9 Community Refill Hub Network

Affordable refills, less plastic.

Women's groups and shops run refill stations for staples like oil, soap, and detergent. Loyalty programs and local promotions increase participation.

Benefit:
Sachet waste reduced while making sustainable shopping affordable.

Type:
Long-term

Behavioral Focus & Problem Behavior:
SUP Reduction – households rely on sachets due to affordability and habit.

Target Groups:
Women-led households, poor households, small shops

Learn More

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

10 SUP-Free Schools Program

Children lead the way in ditching plastics.

Through puppet shows, diaries, reusable kits, and teacher-led lessons, schools cut out bottles, straws, and wrappers. Students influence parents and vendors alike.

Benefit:
40% reductions in SUP use in pilot schools and spillover to families.

Type:
Long-term

Behavioral Focus & Problem Behavior:
SUP Reduction – students' daily dependence on bottles, straws, and wrappers.

Target Groups:
Students, teachers, households, canteen vendors

Learn More

- Overview
- Best Practice Previews
- Full Best Practice Templates
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What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

11 Plastic-Free Vendor Day

Markets proving that plastic-free sales are possible.

For one day, vendors commit to no plastic, using reusable or biodegradable alternatives. Customers join by bringing their own bags and containers.

Benefit:
High visibility demonstration that plastic-free is feasible and popular.

Type:
Short-term

Behavioral Focus & Problem Behavior:
SUP Reduction – vendors' habitual use of plastic bags and containers.

Target Groups:
Vendors, shoppers, local authorities

Learn More

12 Bring Your Own Cup Discount Day

Rewards for reuse.

Cafes and stalls offer discounts or loyalty stamps for customers with reusable cups. Participation rates can double on campaign days.

Benefit:
Encourages lasting BYO habits and makes reuse socially visible.

Type:
Short-term

Behavioral Focus & Problem Behavior:
SUP Reduction – consumers default to single-use cups for convenience.

Target Groups:
Customers, cafes, beverage stalls

Learn More

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

13 My First Refill Giveaway

A free start to build a refill habit.

Community refill hubs give first-time customers a free refill, supported by posters and ambassadors. The small incentive breaks habits and builds trust.

Benefit:
Converts newcomers into regular refill users.

Type:
Short-term

Behavioral Focus & Problem Behavior:
SUP Reduction – households not trying refills due to habits and unfamiliarity.

Target Groups:
Families, women-led households, shops

Learn More

14 SUP Storytime & Puppet Theatre

Teaching children to care for the ocean through stories

Interactive puppet shows and storytelling sessions explain plastic pollution in fun, age-appropriate ways. Stickers, songs, and take-home booklets extend the message.

Benefit:
Builds empathy for marine life and creates ripple effects in families.

Type:
Short-term

Behavioral Focus & Problem Behavior:
SUP Reduction – children's early reliance on SUPs and lack of awareness.

Target Groups:
Primary students, families, teachers

Learn More

- Overview
- Best Practice Previews
- Full Best Practice Templates
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- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

15 Social Media Challenge for SUP-Free Living

Make reuse a habit, one post at a time.

A 30-day social media challenge invites people to refuse common SUPs, post proof, and tag friends. Influencers and youth groups model the behavior, while hashtags and leaderboards keep it fun and visible. Peer visibility turns small swaps into lasting habits

Benefit:
High reach and strong peer-to-peer norm building that boosts BYO and reuse behaviors

Type:
Short-term

Behavioral Focus & Problem Behavior:
SUP Reduction – continued use of single-use plastics due to habit, convenience bias, and weak social cues.

Target Groups:
Urban youth, students, social media users, influencers, eco-clubs

Learn More

- Overview
- Best Practice Previews
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- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

Activities on Littering | Activities on SUP/SUI Reduction | Activities on Increasing Sorting and Recycling

Long Term | Short Term

16 Community Waste Resource Center

Local hubs for sorting and recycling education.

Centers provide hands-on training, host recycling drop points, and showcase upcycled products. They act as visible community anchors for waste reduction.

Benefit:
Builds sorting habits and community pride while supporting circular economy practices

Type:
Long-term

Behavioral Focus & Problem Behavior:
Sorting and Recycling – lack of practical knowledge and resources for sorting.

Target Groups:
Residents, schools, women's groups, waste workers

Learn More

17 Waste-Smart Communities Program

Helping households sort and reduce marine litter.

Households receive bins, guides, and feedback systems. Schools, religious institutions, and informal waste workers reinforce good practices.

Benefit:
Increased household sorting and less plastic leakage into the environment.

Type:
Long-term

Behavioral Focus & Problem Behavior:
Sorting and Recycling – households not separating waste consistently.

Target Groups:
Households, schools, religious leaders, waste workers, SMEs

Learn More

- Overview
- Best Practice Previews
- Full Best Practice Templates
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- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

18 *Gamified Environmental Education App for Youth*

Learning about plastic waste through play

A mobile app teaches sorting, recycling, and SUP reduction with quizzes, challenges, and rewards. Students compete with peers, unlock badges, and track progress, making learning fun and consistent with their digital habits.

Benefit:
Increases youth knowledge and engagement by blending education with entertainment.

Type:
Long-term

Behavioral Focus & Problem Behavior:
Sorting and SUP Reduction – low awareness among youth and weak motivation to adopt sustainable habits.

Target Groups:
Secondary students, university students, youth clubs, teachers

Learn More

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

19 Sorting Pledge Week

A seven-day commitment to better sorting.

Households and schools pledge to separate waste correctly for one week, tracked through diaries and peer checks. Public recognition motivates compliance.

Benefit:
Short-term habit building that can spark lasting change.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Sorting and Recycling – households neglect sorting due to weak routines.

Target Groups:
Households, schools, local leaders

Learn More

20 Sorting Relay Race in Schools

Sorting made fun through play.

Students compete in relay races that test correct waste sorting. Teachers and eco-clubs support, making lessons interactive and memorable.

Benefit:
Improves understanding of sorting rules and strengthens peer influence.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Sorting and Recycling – students lack practical knowledge of how to sort waste.

Target Groups:
Students, teachers, school staff

Learn More

- Overview
- Best Practice Previews
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What is in this section

This section provides a snapshot of all the best practice templates for campaign activities offered in the Playbook. The details of each are elaborated under section 4.2.

21 Sticker Campaign for Color-Coded Bins

Making bin use intuitive and visible.

Stickers with clear visuals are placed on bins to guide sorting in schools, markets, and communities. The approach removes confusion and promotes consistency.

Benefit:
Low-cost, immediate improvements in sorting accuracy.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Sorting and Recycling – bins misused due to unclear labelling.

Target Groups:
Residents, schools, vendors, local government

Learn More

22 Household Waste Diary Challenge

Tracking waste to spark reflection.

Families record their daily waste in diaries for one week, often with children leading the effort. Reflection and peer exchange motivate new habits.

Benefit:
Families become more conscious of their waste generation and reduction opportunities.

Type:
Short-term

Behavioral Focus & Problem Behavior:
Sorting and Recycling – low awareness of household waste quantities.

Target Groups:
Households, urban poor and rural households, schools

Learn More

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

Activities on Littering | Activities on SUP/SUI Reduction | Activities on Increasing Sorting and Recycling

Long Term | Short Term

1 Community Waste-Free Zone Programs

Target Groups: Residents, vendors, informal waste workers, local leaders

2 Coastal Community Waste Collection Program

Target Groups: Fishers, youth, coastal households

3 Digital Community Clean Streets Network

Target Groups: Urban residents, local government, civic tech groups

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

Activities on Littering | Activities on SUP/SUI Reduction | Activities on Increasing Sorting and Recycling

Long Term | Short Term

4 Clean-Up & Compost Fest

Target Groups: Residents, families, women's groups, waste workers

5 Litter-Free School Days

Target Groups: Students, teachers, families

6 Youth Action for Clean Streets

Target Groups: Youth, community groups, social media audiences

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

7 Market Waste Patrol

Target Groups:
Vendors, shoppers, market committees

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

Activities on Littering | **Activities on SUP/SUI Reduction** | Activities on Increasing Sorting and Recycling

Long Term | Short Term

8 Shared Reusables for Food Vendors

Target Groups: Vendors, street food customers, small enterprises

9 Community Refill Hub Network

Target Groups: Women-led house holds, poor house holds, small shops

10 SUP-Free Schools Program

Target Groups: Students, teachers, households, canteen vendors

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

11 Plastic-Free Vendor Day

Target Groups: Vendors, shoppers, local authorities

12 Bring Your Own Cup Discount Day

Target Groups: Customers, cafes, beverage stalls

13 My First Refill Giveaway

Target Groups: Families, women-led households, shops

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

14 SUP Storytime & Puppet Theatre

Target Groups:
Primary students, families, teachers

15 Social Media Challenge for SUP-Free Living

Target Groups:
Urban youth, students, social media users, influencers, eco-clubs

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

Activities on Littering | Activities on SUP/SUI Reduction | Activities on Increasing Sorting and Recycling

Long Term | Short Term

16 Community Waste Resource Center

Target Groups: Residents, schools, women's groups, waste workers

17 Waste-Smart Community Program

Target Groups: Households, schools, religious leaders, waste workers, SMEs

18 Gamified Environmental Education App for Youth

Target Groups: Secondary students, university students, youth clubs, teachers

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

19 Sorting Pledge Week

Target Groups: Households, schools, local leaders

20 Sorting Relay Race in Schools

Target Groups: Students, teachers, school staff

21 Sticker Campaign for Color-Coded Bins

Target Groups: Residents, schools, vendors, local government

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

What is in this chapter

Click on these booklets to roll out the "Full Best Practice Templates"

22 Household Waste Diary Challenge

Target Groups:
Households, urban poor and rural households, schools

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

1 Community Waste-Free Zones Program

Summary

The program designates certain neighborhoods as "Waste-Free Zones" with clearly posted cleanliness rules, regular peer monitoring, and public display of cleanliness scores. Monthly improvement meetings address problem areas, and top-performing zones receive recognition plaques or certificates from local authorities. Informal waste workers are integrated into monitoring and education roles to increase reach and trust.

Impact

This program promotes long-term behavior change around littering by combining visibility, peer accountability, and recognition. Areas participating in the program may achieve significant reductions in litter volume based on similar peer-monitoring models, increased community cohesion, and stronger cooperation between local leaders and informal waste workers. The approach also strengthens public trust in local cleanliness efforts and encourages replication across other districts.

Campaign Strategy Overview

- **Title:**
Community Waste-Free Zones Program

- **Implementation Context:**
Urban and peri-urban neighborhoods with persistent litter hotspots, where local governance structures (local councils, neighborhood associations) have some capacity for community mobilization.

- **Problem Behavior:**
Chronic littering in public spaces, low community ownership of cleanliness, and insufficient enforcement of anti-littering regulations.

- **Target Behavior:**
Residents and businesses maintain litter-free streets and public spaces through self-monitoring, peer pressure, and public recognition.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

1 Community Waste-Free Zones Program

Campaign Strategy Overview

- **Description:**
This program serves as a comprehensive, community-driven anti-littering model aimed at creating and maintaining permanently clean neighborhoods. It works by designating specific areas as official "Waste-Free Zones" with clear public commitments, visible cleanliness rules, and transparent performance tracking. Residents, shop owners, and informal waste workers take part in both the monitoring and the solution- finding processes. The approach combines behavior change techniques – from providing practical information and making compliance easy, to social recognition, clear rules, and small incentives – to shift social norms towards collective responsibility for a clean environment. Its flexible design allows adaptation to both urban and peri-urban contexts and can be scaled from a few pilot streets to entire districts, depending on resources and political support. It is especially suited for communities with active local councils and existing grassroots structures and can be integrated with other waste management and civic pride initiatives.

- **Target Groups & Environment:**
The program targets residents, shop owners, food stall operators, and informal waste workers in dense urban and peri-urban areas that combine residential and commercial zones, with visible litter problems and active local governance structures.

- **Implementing Partners/Stakeholder:**
Local government units (LGUs), neighborhood associations, resident leaders, informal waste worker cooperatives, local businesses, NGOs.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

1 Community Waste-Free Zones Program

Campaign Strategy Overview

- **Behavioral Categories:**
  - **Information** – Clear signage and public scoreboards provide practical guidance on expected cleanliness standards;
  - **Choice Architecture** – Signage placement and visible cleanliness scores make compliance the easy and obvious choice;
  - **Social Influence** – Public recognition events and peer monitoring show that community members and local leaders are already acting;
  - **Rules and Regulations** – Local ordinances and agreed community rules set clear expectations and consequences;
  - **Incentives** – Recognition plaques and certificates reward compliant zones;
  - **Emotional Appeals** – Fosters pride and belonging through visible improvements and celebration of achievements.

- **Communication Channels:**
  Street signage, community meetings, loudspeakers, local radio, social media, public scoreboards.

- **Indicators for Monitoring and Evaluation:**
  - Reduction in visible litter counts in designated zones.
  - Number of neighborhoods achieving and maintaining "Waste-Free" status.
  - Frequency and participation rates in monthly improvement meetings.
  - Satisfaction levels of residents and local businesses.

- **Similar Programs/Reference Programs:**
  - **Plastic Smart Cities (WWF)** - *Tan An Clean Zone Pilot (Vietnam)*
  - **Healthy Oceans and Clean Cities Initiative (HOCCI)** - *Barangay Waste Compliance Recognition Schemes (Philippines)*
  - **UNDP Viet Nam (funded by the Norwegian Embassy)** – *Scaling up a socialized model of domestic waste and wastewater management in Hoi An (Vietnam)*
  - **Alliance to End Plastic Waste, Malang Regency Government, SYSTEMIQ** – *Bersih Indonesia: Eliminasi Sampah Plastik*

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

1 Community Waste-Free Zones Program

Implementation Plan

- **Duration:**
  Long-term (multi-year), with a 6-month pilot and quarterly reviews.

- **Team & Roles:**
  - Program coordinator (eg. local government) – Oversees planning and coordination.
  - Community mobilizers (resident leaders) – Organize local clean-up and monitoring teams.
  - Informal waste worker liaison – Coordinates engagement and roles of waste pickers.
  - Monitoring officer – Tracks cleanliness scores and prepares reports.

- **Materials & Logistics:**
  Signage boards, compliance dashboards, public announcement system, recognition plaques, volunteer kits (safety vests, gloves).

- **Budget (optional):**
  Low to medium — signage and recognition events can be co-funded by local businesses.

- **Dependencies & Risks:**
  Requires strong initial community buy-in; risk of volunteer fatigue without incentives; possible resistance from non-compliant businesses.

- **Sustainability / Exit Plan:**
  Integrate "Waste-Free" requirements into local ordinances; rotate leadership roles to sustain volunteer engagement; secure small municipal budgets for recognition and signage maintenance.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

1 Community Waste-Free Zones Program

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Conduct baseline litter survey and map problem areas	Monitoring officer, community mobilizers	Month 1	Litter map completed; baseline data established
Identify candidate neighborhoods for pilot phase	Program coordinator, local councils	Month 1	List of selected pilot neighborhoods
Host community consultation meetings to build buy-in	Community mobilizers, resident leaders	Month 2	At least 70% of households in pilot areas commit to participation
Install signage and public cleanliness scoreboards	Materials/ logistics team	Month 2	Signage installed; scoreboards operational

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

1 Community Waste-Free Zones Program

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Launch peer-monitoring and monthly improvement meetings	Community mobilizers, informal waste workers	Month 3 onward	Monthly meetings held; monitoring reports produced
Hold quarterly recognition events	Program coordinator, local councils	Every 3 months	Certificates and plaques awarded; positive media coverage
Scale up to additional neighborhoods based on pilot success	Program coordinator, LGU	After 1 year	Number of waste-free zones increased by at least 50% from pilot

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

2 Coastal Community Waste Collection Program: Empowering Fishers to Protect the Ocean

Summary

This program engages small-scale coastal fishing communities in marine litter reduction through peer-led clean-ups, community-run waste drop points, and recognition-based incentives. By combining social influence, local capacity building, and low-barrier infrastructure, the initiative empowers fishers and local youth to shift norms and practices away from ocean dumping toward stewardship and proper waste disposal.

Impact

In a single 6-month pilot, 61 fishers actively participated, 13.56 tons of waste were collected, and a 93.3% reduction in coastal waste density was observed. The formation of five joint community groups sustained peer support and accountability, while drop point infrastructure enabled convenient and visible action.

Campaign Strategy Overview

- **Title:**
Coastal Community Waste Collection Program: Empowering Fishers to Protect the Ocean

- **Implementation Context:**
Coastal villages with high marine litter presence and limited formal waste services, but strong informal networks and community pride.

- **Problem Behavior:**
Dumping of plastic and other waste into the ocean due to lack of alternatives, awareness, and incentives.

- **Target Behavior:**
Fishers collect marine litter and dispose of it at designated community-managed drop points; they participate in clean-up campaigns and waste reduction practices.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

2 Coastal Community Waste Collection Program: Empowering Fishers to Protect the Ocean

Campaign Strategy Overview

- **Description:**
The program mobilizes fishers and local youth groups to collect marine debris and improve waste management using a community-led approach. It introduces convenient waste drop-off locations near ports, provides capacity building workshops, and reinforces commitment through non-financial incentives such as certificates and participation in collective business models. It is designed to build pride, improve environmental quality, and support long-term peer engagement in sustainable waste handling.

- **Target Groups & Environment:**
Small-scale fishers, coastal youth, waste collection volunteers. Suitable for coastal villages with fishing-dependent economies and basic local government coordination.

- **Implementing Partners/Stakeholder:**
Local youth environmental teams, fishers, community leaders, informal business groups, waste management volunteers.

- **Behavioral Categories:**
  - **Information** – Training and outreach events to explain marine litter risks and alternative disposal methods.
  - **Emotional Appeals** – Recognition ceremonies and storytelling foster pride in environmental stewardship.
  - **Social Influence** – Peer accountability reinforced via local business groups and visible role models.
  - **Choice Architecture** – Drop points placed along usual routes to encourage collection behavior.
  - **Material Incentives** – Non-cash rewards (certificates, recognition) and access to group benefits like loans.

- **Communication Channels:**
Face-to-face workshops, informal peer engagement, local signage and storytelling.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

2 Coastal Community Waste Collection Program: Empowering Fishers to Protect the Ocean

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Amount of marine waste collected (tons)
  - Number of fishers participating
  - Reduction in visible coastal waste (density tracking)
  - Number of waste drop points established
  - Number of community business groups formed

- **Similar Programs/Reference:**
  - **VINAFIS (Viet Nam Association of Fisheries)** – *Engaging the Fishing Community in Plastics Collection and Awareness Raising (Vietnam)*
  - **Greeneration** – *Eco Ranger: Fishing for Litter Program (Indonesia) 136*
  - **Simmons, EC and Sanders, M** – *Building sustainable communities for sustainable marine litter reduction (Philippines)*

Implementation Plan

- **Duration:**
6-month pilot phase with potential for replication in other villages.

- **Team & Roles:**
  - Youth environmental teams – Outreach, engagement, cleanup coordination
  - Fishers – Waste collectors and community leaders
  - Local waste volunteers – Manage drop point operations
  - Community facilitators – Deliver workshops, mobilize recognition activities

- **Materials & Logistics:**
Waste collection tools, drop point bins, signage, certificates, training manuals.

- **Budget (optional):**
Medium – Moderate cost for bins and training; low for incentive items.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

2 Coastal Community Waste Collection Program: Empowering Fishers to Protect the Ocean

Implementation Plan

- **Dependencies & Risks:**
Sustained participation requires strong peer pressure and community facilitation; limited formal support may affect continuity.

- **Sustainability / Exit Plan:**
Transition drop point oversight to local groups; embed recognition into community celebrations; link with coastal protection policies.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Conduct waste management workshop	Youth team, facilitators	Month 1	50+ participants trained in marine litter awareness
Set up community waste drop points	Volunteers, youth team	Month 1–2	Drop points installed and publicly announced
Facilitate clean-up drives with fishers	CYouth team, fishers	Month 2–5	10+ joint cleanups held; 10+ tons marine waste collected

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

2 Coastal Community Waste Collection Program: Empowering Fishers to Protect the Ocean

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Issue recognition and certificates	Local leaders	Month 3–6	Awards distributed; participation rates documented
Form waste-conscious business groups	Youth, fishers	Month 4–6	5+ informal joint business groups mregistered
Track waste reduction impact	Youth, M&E volunteers	Month 6	90%+ reduction in coastal waste density

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

3 Digital Community Clean Streets Network

Summary

This initiative builds a sustained digital platform for neighborhood-based litter monitoring and response. Community members use a mobile app to flag litter-prone spots, request bin maintenance, and coordinate cleanup activities. A digital dashboard allows city authorities and citizen groups to co-manage litter hotspots with transparency and data.

Impact

Digital civic reporting systems have proven effective in creating shared accountability and increasing municipal responsiveness. Over time, consistent monitoring and feedback loops reduce chronic littering and improve community pride.

Campaign Strategy Overview

- **Title:**
Clean Streets Civic Engagement App

- **Implementation Context:**
Municipal areas with active neighborhood associations, high waste complaints, and some local authority engagement.

- **Problem Behavior:**
Neglected litter hotspots due to lack of monitoring, response, and shared accountability.

- **Target Behavior:**
Citizens regularly report litter, engage in coordinated clean-ups, and support responsive waste management.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

3 Digital Community Clean Streets Network

Campaign Strategy Overview

- **Description:**
The app maps litter complaints and organizes responses via a shared platform. Users can upload photos, rate cleanliness, and log local initiatives. Authorities can respond or assign requests to neighborhood waste teams. The platform builds digital records for tracking hotspots and supports long-term planning.

- **Target Groups & Environment:**
Urban residents, local civic groups, and municipal sanitation teams.

- **Implementing Partners/Stakeholder:**
City sanitation departments, tech NGOs, community councils, private waste contractors.

- **Behavioral Categories:**
  - **Information** – Interactive cleanliness maps and trend data educate citizens.
  - **Social Influence** – Public dashboards and recognition of active neighborhoods.
  - **Rules & Regulation** – Embedded reporting system helps enforce waste bylaws.
  - **Choice Architecture** – Easy 3-click process to log reports and view responses.

- **Communication Channels:**
Mobile app, community meetings, civic newsletters, local Facebook groups.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

3 Digital Community Clean Streets Network

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Frequency and quality of community reports
  - Number of municipal responses completed
  - Reduction in recurring litter complaints
  - Increased participation in clean-up drives
- **Similar Programs/Reference:**
  - **Plastic Smart Cities (WWF)** - *Expanded Waste Collection in Phu Quoc (Vietnam)*
  - **USAID** – *VECA: App to Sell Recyclables (Vietnam)*

Implementation Plan

- **Duration**
Long-term (open platform with monthly activity cycles)
- **Team & Roles:**
  - App development team – Builds platform, updates backend
  - Community moderators – Manage and validate reports
  - City waste managers – Coordinate responses
  - Data analyst – Prepares monthly insights for city and residents
- **Materials & Logistics:**
Digital dashboard setup, training guides, feedback templates, app marketing materials
- **Budget (optional):**
Medium – App maintenance, civic campaigns, data processing

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

3 Digital Community Clean Streets Network

Implementation Plan

- **Dependencies & Risks:**
Low digital literacy or trust; delayed government responses can reduce user motivation

- **Sustainability / Exit Plan:**
Integration with official municipal complaint systems; training local moderators for continuity

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Customize app for local reporting	Development team	Month 1–2	App tailored for region; testing complete
Train moderators and city partners	NGO + municipality	Month 2	Stakeholders trained; SOPs distributed
Public launch with community events	Outreach coordinators	Month 3	5+ neighborhoods onboarded
Monitor reports and track responsiveness	Analysts + moderators	Ongoing	Monthly report showing activity and outcomes
Adjust features based on feedback	Dev team + M&E	Quarterly	Improved usability; more active users

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

4 Clean-Up & Compost Fest

Summary

This one-day community event combines a large-scale clean-up drive with practical composting workshops and a local food fair. It showcases zero waste practices, offers hands-on training in composting organic waste, and celebrates collective actionn through shared meals and entertainment. The program is designed to be festive, educational, and inclusive, making waste management engaging and rewarding.

Impact

The event offers a tangible entry point into both litter prevention and organic waste recovery. It fosters short-term behavior change through high participation and visibility while also equipping households with composting knowledge that can reduce organic waste by up to 40%. It promotes community bonding and serves as a gateway to more permanent zero-waste practices.

Campaign Strategy Overview

- **Title:**
Clean-Up & Compost Fest

- **Implementation Context:**
Urban and rural communities with public gathering spaces, such as town squares, markets, or community halls, where waste generation is high and composting knowledge is limited.

- **Problem Behavior:**
Low public engagement in litter prevention, limited understanding of composting, and weak link between community events and waste reduction practices.

- **Target Behavior:**
Residents actively participate in litter clean-up and composting activities, leading to improved waste management practices at home and in public spaces.

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

4 Clean-Up & Compost Fest

Campaign Strategy Overview

- **Description:**
This program turns a clean-up activity into a celebration of environmental action. It combines education and experience in a single event, where participants collect litter, learn composting techniques, and share food in a zero-waste setting. Participants leave not only with improved awareness, but with skills, tools, and motivation to apply composting and waste prevention at home. Designed for scalability and replicability, this model suits both urban and rural settings with minimal infrastructure, and can be timed with existing community events or public holidays to maximize reach and participation.

- **Target Groups & Environment:**
The program targets residents, women's groups, schools, and informal waste workers in communities with accessible gathering areas and local leadership willing to support participatory events.

- **Implementing Partners/Stakeholder:**
Local government units (LGUs), schools, women's associations, informal waste worker groups, environmental NGOs, local businesses.

- **Behavioral Categories:**
  - **Information** – Composting demonstrations and printed guides on sorting waste;
  - **Choice Architecture** – Clearly marked compost collection stations and waste zones at the event site;
  - **Social Influence** – Public group clean-up activities and recognition of active participants foster peer support and norm-building;
  - **Rules and Regulations** – Clear zero-waste guidelines for vendors and participants;
  - **Incentives** – Giveaways like compost kits or reusable bags for participants;
  - **Emotional Appeals** – Community pride reinforced by shared food, entertainment, and clean surroundings.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

4 Clean-Up & Compost Fest

Campaign Strategy Overview

- **Communication Channels:**
Local posters, community announcements, school networks, local radio, social media, word of mouth.

- **Indicators for Monitoring and Evaluation:**
  - Number of participants attending the event;
  - Volume of litter collected and compost produced;
  - Number of households starting composting after the event;
  - Participant satisfaction and feedback.

- **Similar Programs/Reference:**
  - **WWF, Hue City People's Committee** – *The Plastic Reduction Journey of Hue City (Vietnam)*
  - **IGES (Institute for Global Environmental Strategies)** - *Community Behavior Change Strategies for Plastic Waste Reduction (Philippines)*

Implementation Plan

- **Duration**
Short-term (one day event, with 2–4 weeks preparation).

- **Team & Roles:**
  - Event coordinator – Oversees event planning and execution;
  - Community mobilization team – Engages residents, schools, and groups;
  - Composting trainer – Leads demonstrations and Q&A;
  - Waste collection support – Handles logistics of litter collection and sorting.

- **Materials & Logistics:**
Cleaning tools, composting kits, tables, tents, sound system, promotional materials, waste collection bags, compost bins

- **Budget (optional):**
Low – Costs covered through sponsorships, in-kind contributions, or municipal funds.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

4 Clean-Up & Compost Fest

Implementation Plan

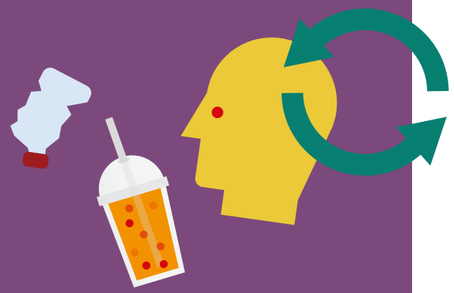
- **Dependencies & Risks:**
Weather conditions; participation rates; availability of trainers and composting materials.

- **Sustainability / Exit Plan:**
Repeat annually or seasonally; integrate composting into local school curricula and household waste management routines.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Secure event date, venue, and permits	Event coordinator, LGU	Month 1	Confirmed date and venue; permits obtained
Mobilize community and partners	Mobilization team	Month 1	At least 100 participants registered
Prepare cleaning tools and compost kits	Logistics team	Week before event	Tools and kits ready for distribution
Conduct clean-up drive	All teams, volunteers	Event day	Target litter volume collected

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

4 Clean-Up & Compost Fest

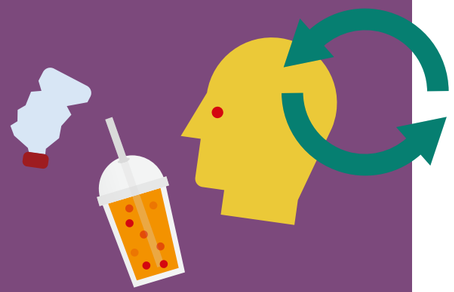
Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Run composting workshop	Composting trainer	Event day	50+ participants trained in composting
Host local food fair and entertainment	Event coordinator, vendors	Event day	Increased community engagement
Evaluate event and gather feedback	Event coordinator, M&E team	Week after event	Event report and recommendations

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline



5 Litter-Free School Days

Summary

A short-term campaign where schools dedicate one day per week to a zero-litter routine. Students are encouraged to bring waste-free snacks and lunches, classrooms conduct waste sorting activities, and school grounds are monitored for litter. Class-level competitions and rewards reinforce participation and foster accountability.

Impact

This campaign builds early habits of waste reduction and responsibility among students. Schools report noticeable reductions in litter during campaign days, and over time, students begin influencing household waste behaviors. Repeated exposure to sorting and zero-litter messaging can result in longer-term school-wide improvements in cleanliness and behavior change.

Campaign Strategy Overview

- **Title:**
Litter-Free School Days

- **Implementation Context:**
Primary and secondary schools with administrative autonomy and basic waste handling systems in place.

- **Problem Behavior:**
Littering by students and school vendors, lack of ownership over school cleanliness, and inconsistent reinforcement of good waste practices.

- **Target Behavior:**
Students take responsibility for keeping classrooms and school grounds litter-free, sort their waste, and avoid single-use packaging.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

5 Litter-Free School Days

Campaign Strategy Overview

- **Description:**
Each week, a designated "Litter-Free Day" is held where students and staff commit to zero litter on campus. Activities include school-wide clean-ups, peer-monitoring, zero-waste snack challenges, and inter-class competitions. Teachers integrate waste topics into lessons, and monitors give real-time feedback. The campaign helps establish clear norms and rewards, often becoming part of the school's regular routine.

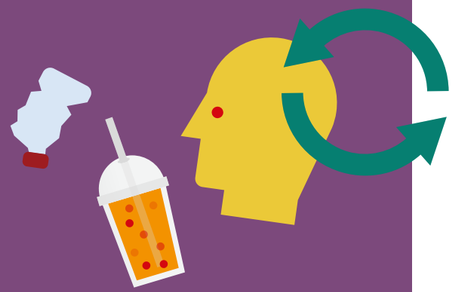
- **Target Groups & Environment:**
Students aged 6–18, teachers, school vendors, janitorial staff. Applies to both public and private schools with supportive leadership and parent involvement.

- **Implementing Partners/Stakeholder:**
Schools, parent–teacher associations, student councils, environmental NGOs, waste collectors.

- **Behavioral Categories:**
  - **Information** – Visual posters, classroom presentations, and waste education;
  - **Choice Architecture** – Accessible bins and defined litter-free zones;
  - **Social Influence** – Class competitions and visible student monitors;
  - **Rules and Regulations** – Clearly defined Litter-Free Day rules and expectations;
  - **Incentives** – Points, certificates, or rewards for cleanest class or best sorting;
  - **Emotional Appeals** – School pride and recognition as a clean, responsible community.

- **Communication Channels:**
School intercom, student groups, class announcements, printed materials, parent messages.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

5 Litter-Free School Days

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of participating classes and students;
  - Amount of litter collected (or avoided);
  - Quality of waste sorting practices during campaign days;
  - Feedback from staff and students on changes in behavior.

- **Similar Programs/Reference:**
  - **Making Oceans Plastic Free** - *SUP Free Schools Program (Indonesia)*
  - **WWF** - *The Plastic Waste Free School in Viet Nam (Vietnam)*
  - **Green-Books** - *Zero Waste School Program (Indonesia)*
  - **GreenHub** - *Zero Waste School and Clean Water Model (Vietnam)*

Implementation Plan

- **Duration**
  Short-term (4–6 week campaign; repeatable).

- **Team & Roles:**
  - School coordinator – Organizes activities and reporting;
  - Teachers – Integrate content and motivate participation;
  - Student monitors – Track class compliance and support peers;
  - Janitorial staff – Assist in sorting and clean-up logistics.

- **Materials & Logistics:**
  Posters, classroom tracking sheets, sorting bins, reward items (certificates, banners), parent communication flyers.

- **Budget (optional):**
  Low – Materials can be printed in-house or supported by local sponsors.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

5 Litter-Free School Days

Implementation Plan

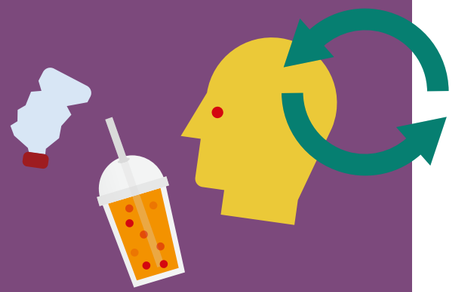
- **Dependencies & Risks:**
Inconsistent teacher engagement; difficulty enforcing rules withvendors or parents; short-term behavior change without reinforcement.

- **Sustainability / Exit Plan:**
Can be integrated into weekly school operations or tied to school environmental clubs. May serve as a stepping stone to full Plastic-Free School certification.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Announce Litter-Free Day and prepare materials	School coordinator	Week 1	All classes informed; visuals and rules prepared
Train student monitors	Teachers, coordinator	Week 1	Monitors ready to track and support compliance
Launch first Litter-Free Day	All staff and students	Week 2	Zero-litter activities implemented school-wide
Conduct weekly competitions and clean-ups	Student monitors, teachers	Week 2–6	Active participation; weekly winners announced
Collect feedback and share lessons	School coordinator	End of campaign	Summary of outcomes; recommendations for next cycle

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

6 Youth Action for Clean Streets

Summary

This short-term campaign engages youth groups and students to stage unannounced “flash mob” clean-up actions in high-litter public areas. Accompanied by music, signs, and costumes, these events surprise and educate the public about littering impacts and promote community pride. Flash mobs are documented and shared online to amplify their message.

Impact

The campaign generates immediate visibility and emotional engagement. It helps reframe clean-ups as youth-led social action and can spark local conversations about littering. In some cities, flash mobs have led to increased volunteerism, better enforcement, and stronger civic norms. Their online presence extends reach beyond the physical site.

Campaign Strategy Overview

- **Title:**
Youth Action for Clean Streets

- **Implementation Context:**
Urban or peri-urban locations with visible litter issues and active youth networks, particularly areas with foot traffic like plazas, markets, or schools.

- **Problem Behavior:**
Public littering, social acceptance of dirty public spaces, and low youth engagement in waste issues.

- **Target Behavior:**
Youth and public audiences participate in, or respond positively to, anti-littering flash mobs that shift norms and raise awareness.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

6 Youth Action for Clean Streets

Campaign Strategy Overview

- **Description:**
Local youth or school groups plan and stage short, choreographed clean-up "performances" in public spaces without prior public notice. Actions are festive and theatrical, using signs, slogans, and coordinated moves. Flash mobs are recorded and posted online. After the clean-up, youth engage bystanders with short info cards or visual prompts about proper disposal and respect for public space.

- **Target Groups & Environment:**
Young people (13–25), teachers, community artists, local officials, and passers-by in areas with active youth groups and public foot traffic.

- **Implementing Partners/Stakeholder:**
Youth organizations, schools, local artists, NGOs, LGUs, community influencers, online media teams.

- **Behavioral Categories:**
  - **Information** – Short public messaging and handouts shared during events;
  - **Choice Architecture** – Clean-up points reinforce disposal norms on-site;
  - **Social Influence** – Youth-led action models behavior for the public;
  - **Rules and Regulations** – Implicit message about expected norms (may include visual of rules);
  - **Incentives** – Recognition for groups; online reach and positive media exposure;
  - **Emotional Appeals** – Surprise, humour, and pride in community change.

- **Communication Channels:**
Social media, school networks, public loudspeakers, posters,online influencers.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

6 Youth Action for Clean Streets

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of flash mobs conducted and number of youth involved;
  - Public engagement (on-site and online views/comments);
  - Volume of litter collected during actions;
  - Observed changes in littering behavior (if measurable).

- **Similar Programs/Reference Programs:**
  - **UNEP / MeshMinds Foundation** – *100 Days to #BeatPlasticPollution (ASEAN)*
  - **Zero Waste Youth Pilipinas (Mother Earth Foundation / GAIA Asia-Pacific)** – *Zero Waste Youth Caravan & School Campaigns (Philippines)*

Implementation Plan

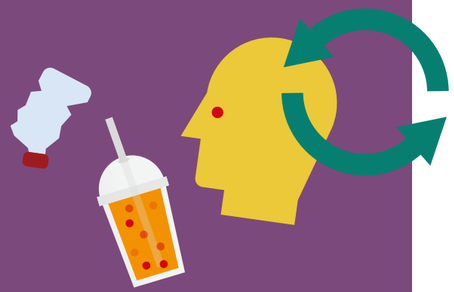
- **Duration:**
Short-term (1–2 months; one event per week or biweekly).

- **Team & Roles:**
  - Youth leader or teacher facilitator – Coordinates planning and permissions;
  - Choreography team – Designs visual message and movement;
  - Media team – Documents and posts content online;
  - Logistics team – Ensures clean-up tools and safety.

- **Materials & Logistics:**
Brooms, gloves, placards/signs, costumes or props, speaker/sound system (if allowed), mobile phone camera, printed info cards.

- **Budget (optional):**
Very low – Many materials reusable or donated; potential for youth-led fundraising or sponsor support.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

6 Youth Action for Clean Streets

Implementation Plan

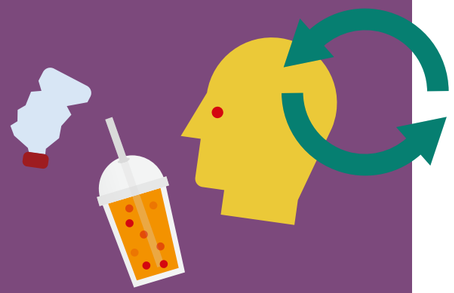
- **Dependencies & Risks:**
Weather, permission from local authorities, maintaining safety, limited time for impact without follow-up.

- **Sustainability / Exit Plan:**
Campaign can be tied to youth clubs or school eco groups and repeated annually; strong media performance may encourage further events.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Identify locations and secure permissions	Youth leader, LGU	Week 1	2–3 public sites approved for flash mob actions
Train and rehearse with youth participants	Teacher/youth coordinator	Week 1–2	Flash mob script and participants ready
Conduct first flash mob clean-up	All youth groups	Week 2	Event completed; video and photos taken
Post content and engage followers online	Media team	Week 2–4	Views, likes, and shares tracked
Evaluate reactions and plan next actions	Youth group, facilitator	End of campaign	Summary of outcomes, lessons learned, next steps

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

7 Market Waste Patrol

Summary

This short-term activity organizes rotating volunteer patrols in traditional markets to monitor littering behavior, engage with vendors and shoppers, and promote proper waste disposal. Volunteers, often youth or informal workers, are trained to provide real-time guidance, distribute sorting flyers, and remind people of local cleanliness rules. The patrols are visible, friendly, and supportive rather than punitive.

Impact

The initiative improves day-to-day compliance with market waste management rules. Immediate presence of patrols has been shown to reduce littering, especially when coupled with education and public recognition. The activity also builds vendor awareness and trust, creating momentum for more structured market waste improvements.

Campaign Strategy Overview

- **Title:**
Market Waste Patrol

- **Implementation Context:**
Traditional wet markets and public marketplaces with high foot traffic, mixed waste streams, and inconsistent waste disposal practices.

- **Problem Behavior:**
Vendors and shoppers disposing of waste improperly, littering around stalls, and ignoring existing bins or rules.

- **Target Behavior:**
Proper disposal of waste by vendors and customers during market hours; increased sorting and cleaner stall surroundings.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

7 Market Waste Patrol

Campaign Strategy Overview

- **Description:**
Volunteers patrol the market in small rotating teams during peak hours. They wear visible vests or badges and gently remind people to use bins or separate recyclables. Patrols can also offer short tips, distribute flyers, or report recurring issues to local authorities. A feedback mechanism encourages vendors to share concerns and suggest improvements.

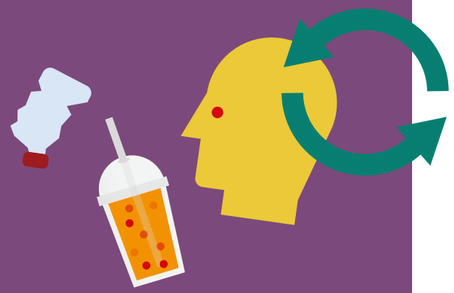
- **Target Groups & Environment:**
Vendors, market managers, shoppers, informal waste workers in medium to high-density markets.

- **Implementing Partners/Stakeholder:**
Market management, local government, vendor associations, informal waste workers, NGOs, youth volunteers.

- **Behavioral Categories:**
  - **Information** – Flyers and signs reinforce correct sorting and disposal methods;
  - **Choice Architecture** – Patrols highlight and direct people to available bins;
  - **Social Influence** – Public presence of patrols nudges behavior toward cleanliness;
  - **Rules and Regulations** – Patrols reference market cleanliness guidelines;
  - **Incentives** – Markets or vendors may receive recognition for high compliance;
  - **Emotional Appeals** – Pride in a clean market and support for frontline workers.

- **Communication Channels:**
Loudspeakers, posters in vendor stalls, WhatsApp groups, patrol uniforms or badges, personal interaction.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

7 Market Waste Patrol

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of patrols conducted and hours covered;
  - Reduction in visible litter or improper disposal incidents;
  - Number of flyers distributed or vendors reached;
  - Feedback from vendors and market managers.

- **Similar Programs/Reference Programs:**
  - **GIDKP (Gerakan Indonesia Diet Kantong Plastik)** – *Championing Less Plastic Traditional Markets in Indonesia (Indonesia)*
  - **WWF, Hue City People's Committee** – *The Plastic Reduction Journey of Hue City (Vietnam)*
  - **Prevent Plastics & Thant Myanmar** – *Rural Solid Waste Management Field Handbook (Myanmar)*

Implementation Plan

- **Duration:**
Short-term (2–4 weeks, renewable or repeatable)

- **Team & Roles:**
  - Patrol coordinator – Organizes schedule and volunteer training;
  - Patrol teams – Carry out market monitoring and engagement;
  - Communications team – Prepares materials and public messages;
  - Market liaison – Coordinates with vendors and managers.

- **Materials & Logistics:**
Vests or ID badges, flyers and waste sorting guides, logbooks, speaker or whistle for crowd awareness, feedback box or online form.

- **Budget (optional):**
Very low – Mostly volunteer-based with simple materials.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

7 Market Waste Patrol

Implementation Plan

- **Dependencies & Risks:**
Volunteer availability; possible resistance from vendors; unclear rules may limit effectiveness.

- **Sustainability / Exit Plan:**
Patrols can be integrated into routine vendor committee duties; market management may adopt a light monitoring system.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Recruit and train volunteer patrol teams	Coordinator, NGO	Week 1	10–20 volunteers trained and equipped
Develop flyers and market signage	Communications team	Week 1–2	Printed materials distributed to stalls
Launch patrols and daily market rounds	Patrol teams	Week 2–4	At least one patrol per day; incidents recorded
Collect feedback and assess impact	Market liaison, coordinator	Week 4	Report on vendor satisfaction and litter reduction
Recommend follow-up or integration steps	All teams	Week 4–5	Plan for continuity or expansion developed

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

8 Shared Reusables for Food Vendors

Summary

This long-term program establishes a shared inventory of reusable food containers and cups for use at markets, food courts, and public events. Managed by a cooperative or small enterprise, the system uses a deposit-return model, where customers borrow reusable containers and return them for cleaning and reuse. It reduces the dependence on single-use plastic packaging and promotes a circular solution for the food service sector.

Impact

This system replaces hundreds or thousands of single-use containers per month in high-traffic food service areas, reducing local waste and saving vendors money over time. It demonstrates the feasibility of reuse systems at scale and promotes customer awareness through visible, repeated engagement. By building local supply chains and service networks around reuse, it also supports green jobs and encourages broader institutional uptake.

Campaign Strategy Overview

- **Title:**
Shared Reusables for Food Vendors

- **Implementation Context:**
Urban markets, food courts, and festival/event locations where high volumes of single-use plastic food packaging are used and discarded.

- **Problem Behavior:**
Widespread use of single-use plastics in food service settings, leading to excessive packaging waste and low uptake of reusable alternatives

- **Target Behavior:**
Vendors and customers shift from disposable containers to a deposit-based reusable container system, facilitated through an easy-to-use shared pool.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

8 Shared Reusables for Food Vendors

Campaign Strategy Overview

- **Description:**
The program sets up a city-wide or district-level shared pool of reusable food containers managed by a cooperative, social enterprise, or vendor association. Containers are collected, washed, and redistributed daily. Vendors join as members, and customers participate via a deposit-return model. The system simplifies reuse for both sellers and buyers, standardizes hygiene and quality control, and builds a recognizable brand for waste-free food service.

- **Target Groups & Environment:**
Food vendors, catering operators, local market associations, customers in food courts, street food areas, and festivals. Urban areas with frequent public events and a concentration of informal or semi-formal food sellers.

- **Implementing Partners/Stakeholder:**
Vendor cooperatives, SMEs, local government units, market authorities, waste management companies, health departments, and environmental NGOs.

- **Behavioral Categories:**
  - **Information** – Posters and demonstrations show cost savings and usage of refill stations;
  - **Choice Architecture** – Refills are prominently placed and incentivized as the default option;
  - **Social Influence** – Early adopters featured as community role models; loyalty programs add visibility;
  - **Rules and Regulations** – Local policies may encourage reuse systems and limit sachet distribution;
  - **Incentives** – Price savings, refill rewards, and promotional bundles for customers;
  - **Emotional Appeals** – Reuse connected to pride, responsibility, and neighborhood improvement.

- **Communication Channels:**
Market signage, QR codes, branded containers, digital loyalty apps, local radio, social media campaigns.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

8 Shared Reusables for Food Vendors

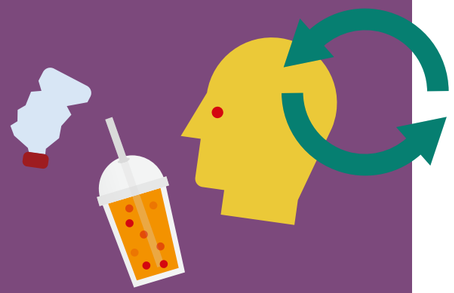
Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of vendors participating in the program;
  - Volume of SUPs avoided through container reuse;
  - Number of containers in circulation and return rate;
  - Customer satisfaction and repeat usage rates.
- **Similar Programs/Reference Programs:**
  - **Allas** – *Returnable Food & Beverage Packaging Network (Indonesia)*
  - **Tamsang-Tamsong, Chulalongkorn University** – *Thai Delivery Reimagined (Thailand)*
  - **Siklus** – *Door-to-Door Refill Service (Indonesia)*

Implementation Plan

- **Duration:**
Long-term (multi-year); initial setup phase 6–12 months.
- **Team & Roles:**
  - Program manager – Oversees planning, vendor engagement, and rollout;
  - Vendor liaison – Coordinates daily logistics, membership, and troubleshooting;
  - Inventory manager – Tracks container movement and handles replacement;
  - Washing station operator – Ensures hygiene standards and timely cleaning.
- **Materials & Logistics:**
Standardized reusable containers and cups, storage bins, transportcarts, washing station (manual or mechanical), tracking system (digital or manual), promotional materials, vendor signage.

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

8 Shared Reusables for Food Vendors

Implementation Plan

- **Budget (optional):**
Medium to high – Initial investment needed for containers, washing system, branding; ongoing costs can be covered by user fees and vendor contributions.

- **Dependencies & Risks:**
Participation from key vendors; reliable container return rates; managing hygiene expectations; logistics for container collection and redistribution.

- **Sustainability / Exit Plan:**
Revenue from vendor membership fees and customer deposits sustain the program. Washing services may be outsourced or scaled. As acceptance grows, reuse becomes default across events and districts.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

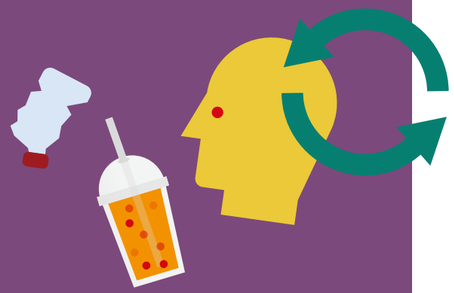
8 Shared Reusables for Food Vendors

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Conduct feasibility study and market mapping	Program manager, NGO	Month 1–2	List of target vendors and High-volume food areas
Design container and branding system	SME, design partner	Month 2	Standardized, recognizable container prototypes
Build partnerships and onboard vendors	Vendor liaison, local gov	Month 3–4	MoUs signed; number of vendors committed
Set up washing station and logistics system	Inventory & logistics team	Month 4–6	Functional cleaning and transport infrastructure
Launch container reuse service at pilot site	All teams	Month 6	Pilot active; container circulation and return tracking

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

8 Shared Reusables for Food Vendors

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Monitor, evaluate, and adjust system	M&E team	Month 6–12	Return rate above 80%; vendor and customer satisfaction
Scale to additional locations or events	Program manager, partners	Year 2 onward	Container reuse expanded to new districts/markets

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

9 Community Refill Hub Network

Summary

This long-term program supports the establishment of community-based refill stations where households can purchase everyday goods such as detergent, cooking oil, and personal care products using reusable containers. These refill hubs, typically located in small shops or cooperatives, are operated by women's groups or local vendors and supported by NGOs or local governments. The approach provides both environmental and economic benefits by reducing reliance on single-use sachets while lowering costs for consumers.

Impact

This program provides a viable pathway to reduce reliance on sachets and other single-use plastic packaging by establishing a local, refill-based economy. Participants can save up to 15–30% on product costs, while significantly decreasing plastic waste. By empowering women-led cooperatives and engaging community vendors, the model supports inclusive green jobs and builds long-term, decentralized reuse infrastructure.

Campaign Strategy Overview

- **Title:**
Community Refill Hub Network

- **Implementation Context:**
Urban and peri-urban communities where single-use sachets are prevalent; suitable for low- and middle-income neighborhoods.

- **Problem Behavior:**
High reliance on single-use sachets for household necessities due to affordability and lack of alternatives.

- **Target Behavior:**
Households shift from sachet purchases to using refillable containers to access staple goods.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

9 Community Refill Hub Network

Campaign Strategy Overview

- **Description:**
The program sets up a city-wide or district-level shared pool of reusable food containers managed by a cooperative, social enterprise, or vendor association. Containers are collected, washed, and redistributed daily. Vendors join as members, and customers participate via a deposit-return model. The system simplifies reuse for both sellers and buyers, standardizes hygiene and quality control, and builds a recognizable brand for waste-free food service.

- **Target Groups & Environment:**
Low-income families, especially women responsible for household purchases, small shopkeepers, informal vendors, and youth volunteers. Works best in dense neighborhoods with accessible corner stores.

- **Implementing Partners/Stakeholder:**
Women's cooperatives, local governments, NGOs, refill product suppliers, community leaders, shop owners.

- **Behavioral Categories:**
  - **Information** – Posters and demonstrations show cost savings and usage of refill stations;
  - **Choice Architecture** – Refills are prominently placed and incentivized as the default option;
  - **Social Influence** – Early adopters featured as community role models; loyalty programs add visibility;
  - **Rules and Regulations** – Local policies may encourage reuse systems and limit sachet distribution;
  - **Incentives** – Price savings, refill rewards, and promotional bundles for customers;
  - **Emotional Appeals** – Reuse connected to pride, responsibility, and neighborhood improvement.

- **Communication Channels:**
Local radio, community posters, shopfront signage, word-of-mouth by local leaders and vendors, WhatsApp groups.

Back to Previews

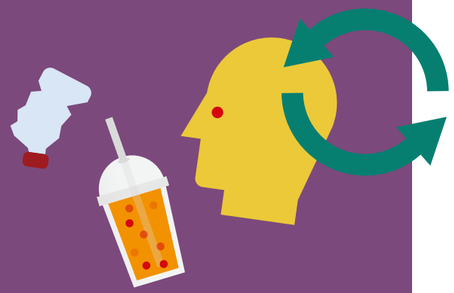
- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

9 Community Refill Hub Network

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of active refill stations established;
  - Reduction in sachet waste collected in the area;
  - Volume of products sold via refill;
  - Customer retention and satisfaction levels.
- **Similar Programs/Reference Programs:**
  - **Greenpeace Philippines** – *Kuha sa Tingi (Philippines)*
  - **Siklus** – *Door-to-Door Refill Service (Indonesia)*
- **Duration:**
  Long-term (multi-year); startup period of 4–6 months.
- **Team & Roles:**
  - Program coordinator – Leads setup, liaises with shop owners and authorities;
  - Cooperative or vendor operator – Manages day-to-day refill system;
  - Refill logistics partner – Ensures regular product supply and hygiene control;
  - Communications focal point – Develops promotional materials and loyalty scheme.
- **Materials & Logistics:**
  Refillable dispensers, scoops, signage, reusable containers, record-keeping sheets or apps, promotional banners, training toolkit for vendors.
- **Budget (optional):**
  Medium – Initial setup costs; cost-sharing with refill brands and cooperatives possible.

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

9 Community Refill Hub Network

Implementation Plan

- **Dependencies & Risks:**
Supply chain consistency; hygiene standards; convincing customers to trust the model; space availability in shops.

- **Sustainability / Exit Plan:**
After setup, cooperatives manage operations independently; can expand to new products and shops; loyalty systems sustain customer engagement.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Identify pilot shops and cooperatives	Program coordinator	Month 1	3–5 interested partners confirmed
Install refill stations and supply systems	Refill logistics partner	Month 1–2	Equipment installed; products stocked
Train vendors and shop owners	Coordinator, NGO	Month 3	Vendors trained in pricing, hygiene, and communication
Launch promotional campaign and loyalty app	Communications focal point	Month 4	Posters distributed; loyalty tracking in place

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

9 Community Refill Hub Network

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
• Begin operations and monitor early use • Evaluate and report results quarterly	• Shop owners, coordinator • Monitoring officer	• Month 4 onward • Quarterly	• Regular customer flow; refills recorded • Usage, satisfaction, and waste reduction data collected

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

10 SUP Free Schools Program

Summary

The SUP Free Schools Program tackles plastic pollution by engaging students and teachers in structured behavior change interventions focused on reducing single-use plastics (SUPs). Through emotional storytelling, peer learning, certified teacher training, and the use of reusable alternatives, the program drives measurable reductions in SUP consumption and builds sustainable habits in both schools and homes.

Impact

Pilot surveys show a 39% reduction in SUP usage and a 28% increase in the use of reusable alternatives among students. Extrapolated, this translates to 600 kg of SUPs avoided per student over a lifetime. The program has been successfully implemented across Indonesia and demonstrates strong potential for replication through partnerships with local education departments.

Campaign Strategy Overview

- **Title:**
SUP Free Schools Program

- **Implementation Context:**
Primary and junior secondary schools with basic environmental awareness, teacher support, and access to SUP alternatives.

- **Problem Behavior:**
Daily reliance on plastic bottles, bags, takeaway containers, straws, and snack wrappers by students and families.

- **Target Behavior:**
Avoidance of the 5 key SUP items; increased use of reusable bottles, bags, and lunch containers

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

10 SUP Free Schools Program

Campaign Strategy Overview

- **Description:**
The program trains teachers and equips students with knowledge, emotional motivation, and practical tools to reduce their use of SUPs. Certified training is offered to teachers as an incentive. Students take part in puppet theater, storytelling, and tracking tools like Plastic Diaries to reflect on and reduce their plastic use. Reusable alternatives are distributed to families to ensure practical support for behavior change.

- **Target Groups & Environment:**
Schoolchildren (primary and early secondary), teachers, households. Works well where environmental education is endorsed by local education departments

- **Implementing Partners/Stakeholder:**
NGOs, Government Education Offices, schools, families.

- **Behavioral Categories:**
  - **Information** – Classroom lessons, posters, and puppet shows teach plastic impacts and alternatives.
  - **Emotional Appeals –** Stories of marine animals hurt by plastic to foster empathy.
  - **Social Influence –** Student pledges, commitment posters, and class-level peer support.
  - **Choice Architecture –** SUP alternatives made available to households; visual nudges at home and school.
  - **Material Incentives –** Certified teacher training supports career advancement.

- **Communication Channels:**
Face-to-face lessons, parent outreach materials, performances, videos, printed posters, and household reminders.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

10 SUP Free Schools Program

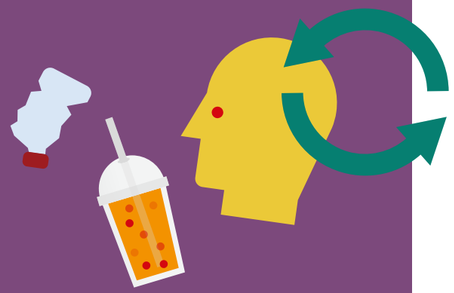
Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - % reduction in SUP use (pre/post surveys)
  - % increase in reusable item usage
  - Number of teachers certified
  - Student Plastic Diaries completed
  - Household follow-up and parent reports
- **Similar Programs/Reference Programs:**
  - **Making Oceans Plastic Free** - *SUP Free Schools Program (Indonesia)*
  - **WWF** - *The Plastic Waste Free School in Viet Nam (Vietnam)*
  - **Green-Books** - *Zero Waste School Program (Indonesia)*
  - **GreenHub** - *Zero Waste School and Clean Water Model (Vietnam)*

Implementation Plan

- **Duration:**
  6-month cycle with potential for repeat/scale-up
- **Team & Roles:**
  - Lead NGO – Develop curriculum and manage teacher training
  - Local Education Department – Recruit schools, provide certification
  - Teachers – Deliver content and track progress
  - Students – Track personal plastic use, perform peer outreach
  - Parents – Support children's behavior change at home
- **Materials & Logistics:**
  Teacher handbook, reusable sets (bottles, bags), puppet kits, commitment posters, lesson plans, tracking sheets.
- **Budget (optional):**
  Medium – reuse kits and teacher training require investment; core curriculum delivery is low-cost.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

10 SUP Free Schools Program

Implementation Plan

- **Dependencies & Risks:**
Requires active teacher engagement and government support; resource needs may limit scale-up.

- **Sustainability / Exit Plan:**
Certification encourages ongoing teacher engagement; school-wide norms sustain behavior; government endorsement facilitates institutionalization.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Conduct baseline Plastic Diaries	Teachers, students	Week 1	Diaries collected; baseline SUP use documented
Deliver teacher training (certified)	NGO, DINAS Pendidikan	Week 1–2	Teachers trained; certificates awarded
Run classroom activities and puppet shows	Teachers, students	Week 2–10	Sessions delivered; visual materials displayed
Distribute reusable kits to families	NGO, teachers	Week 3	SUPA kits distributed to target students

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

10 SUP Free Schools Program

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Facilitate peer activities and poster work	Students, teachers	Week 4–10	Commitment posters displayed; peer learning done
Conduct post-program Plastic Diaries	Teachers, students	Week 11	Diaries show % reduction in SUP use
Evaluate and celebrate impact	School, NGO	Week 12	Impact shared; students rewarded; report drafted

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

11 Plastic-Free Vendor Day

Summary

This short-term campaign designates a special market day where vendors commit to operating without single-use plastics (SUPs). Vendors switch to reusable or biodegradable alternatives for packaging and are supported through promotion, public events, and light incentives. The goal is to showcase plastic-free practices, generate public interest, and demonstrate feasibility to both vendors and consumers in a festive, trial-oriented atmosphere.

Impact

This short-term intervention provides high visibility for plastic-free practices and creates a tangible experience for vendors and customers. It demonstrates that operating without single-use plastics is feasible and popular, potentially influencing vendor habits and customer expectations beyond the event itself. It also supports longer-term shifts toward reuse systems or plastic-free policies through positive exposure and community

Campaign Strategy Overview

- **Title:**
Plastic-Free Vendor Day

- **Implementation Context:**
Local markets or public events where many small vendors rely heavily on single-use packaging and where there is public foot traffic and local authority support.

- **Problem Behavior:**
High reliance on SUPs in day-to-day vendor transactions, and limited experimentation with reusable alternatives.

- **Target Behavior:**
Vendors and customers engage in a plastic-free day of sales, using alternative packaging or bringing their own containers.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

11 Plastic-Free Vendor Day

Campaign Strategy Overview

- **Description:**
On this designated day, vendors at a market or food court operate without any single-use plastics. The event is promoted with banners, radio announcements, and social media campaigns. Customers are encouraged to bring reusable containers, and vendors are offered light incentives (e.g. discounts on future fees, featured visibility, co-branding). The initiative serves as a trial run that may lead to repeated or permanent adoption of low-SUP practices.

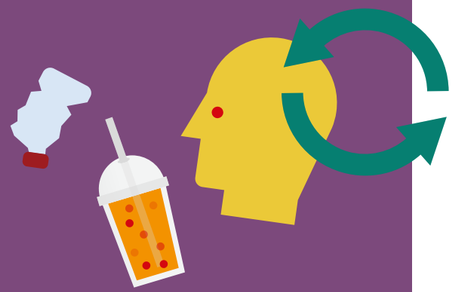
- **Target Groups & Environment:**
Market vendors, food sellers, street food operators, and their customers in medium to high-traffic areas with local government or market management willing to support trials.

- **Implementing Partners/Stakeholder:**
Market management bodies, vendor associations, environmental NGOs, local government units, communication agencies.

- **Behavioral Categories:**
  - **Information** – Promotion before the event informs vendors and customers how to participate plastic-free;
  - **Choice Architecture** – Reusables and biodegradable alternatives are made easily available during the event;
  - **Social Influence** – Celebrating successful vendors publicly and showcasing their practices through banners and social media;
  - **Rules and Regulations** – Light guidance or temporary mandates for a no-SUP day;
  - **Incentives** – Visibility benefits and small material or cost-based perks for compliant vendors;
  - **Emotional Appeals** – Pride and fun in participating in a public event forenvironmental good.

- **Communication Channels:**
Market banners, local radio announcements, social media posts, influencer visits, SMS/WhatsApp vendor groups.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

11 Plastic-Free Vendor Day

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of participating vendors;
  - Amount of SUPs avoided (estimated);
  - Customer feedback on experience and willingness to support future events;
  - Vendor feedback on feasibility and willingness to repeat the practice

- **Similar Programs/Reference Programs:**
  - **GIDKP (Gerakan Indonesia Diet Kantong Plastik)** – *Championing Less Plastic Traditional Markets in Indonesia (Indonesia)*
  - **IGES** - *Breaking the Plastic Habit (Thailand, Vietnam, Indonesia, Philippines)*
  - **Brunei's Ministry of Development** - *No Plastic Bag Everyday Initiative in Brunei (Brunei)*
  - **Ministry of Natural Resources and Environment Thailand, UNDP** - *Say No to Plastic Bags / No Plastic! Yes, We Can (Thailand)*

Implementation Plan

- **Duration:**
Short-term (one-day event, with 2–3 weeks of preparation).

- **Team & Roles:**
  - Market event coordinator – Leads planning and coordination;
  - Vendor liaison – Confirms participation and answers vendor questions;
  - Promotions team – Designs and spreads event messaging;
  - Monitoring team – Conducts basic feedback collection and documentation.

- **Materials & Logistics:**
Reusable containers (loan or sale), biodegradable alternatives,promotional banners and signage, customer reward tokens or stickers, checklists for vendorcompliance.

- **Budget (optional):**
Low – Promotion and materials can be supported by market fees or NGO sponsorship.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

11 Plastic-Free Vendor Day

Implementation Plan

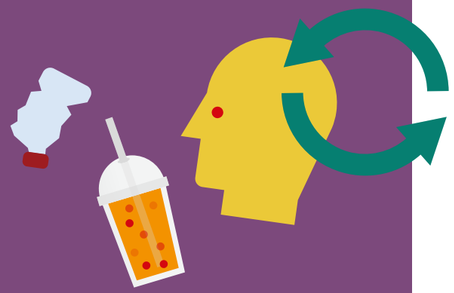
- **Dependencies & Risks:**
Low vendor interest; resistance to change; inconsistent enforcement; limited access to reusables.

- **Sustainability / Exit Plan:**
Events may be repeated monthly or quarterly; positive vendors could be transitioned into an accreditation scheme.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Announce event and set date	Market coordinator	Week 1	Event date confirmed and shared with vendors
Identify vendors and brief on rules	Vendor liaison	Week 1–2	80%+ vendor participation commitment
Prepare banners, signage, and materials	Promotions team	Week 2	Visuals ready and shared in community and online
Distribute sample alternatives (opt.)	NGO or market team	Week 2	Reusables/biodegradables delivered to interested vendors

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

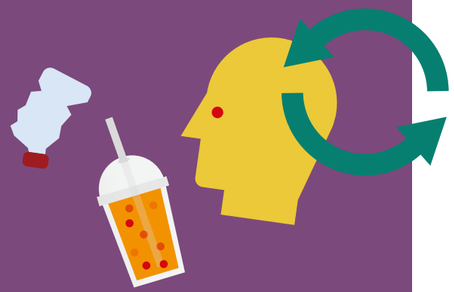
11 Plastic-Free Vendor Day

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
• Execute Plastic-Free Vendor Day	• All teams	• Event day	• Market runs without SUPs; public participation observed
• Collect feedback and report	• Monitoring team	• Week after event	• Vendor/customer feedback collected; lessons documented

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

12 Bring Your Own Cup Discount Day

Summary

This short-term campaign encourages customers at cafes, stalls, and drink vendors to bring their own reusable cups in exchange for a small discount or reward. The initiative takes place over a dedicated day or weekend and is supported with posters, social media promotion, and staff engagement. It demonstrates how small incentives can trigger a shift away from single-use plastic cups.

Impact

Campaigns like this have shown that small, time-bound incentives can lead to a significant uptake of reuse behavior. Vendors often report a 20–40% increase in customers bringing their own cups during the promotion. The event also serves tonormalize BYO practices and strengthens vendor-customer engagement on sustainability.

Campaign Strategy Overview

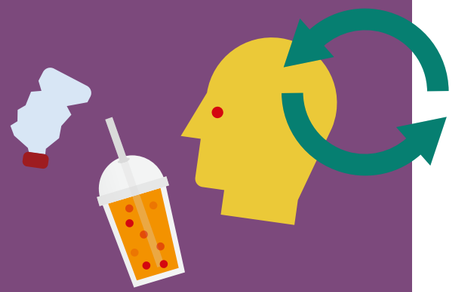
- **Title:**
Bring Your Own Cup Discount Day

- **Implementation Context:**
Cafes, bubble tea shops, juice vendors, and refreshment stalls in schools, malls, campuses, or market areas where disposable cups are commonly used.

- **Problem Behavior:**
Habitual use of single-use plastic cups despite the availability of reusable options; low customer motivation to shift without visible incentives.

- **Target Behavior:**
Customers bring their own reusable cups when purchasing beverages, and vendors reward this behavior with small incentives.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

12 Bring Your Own Cup Discount Day

Campaign Strategy Overview

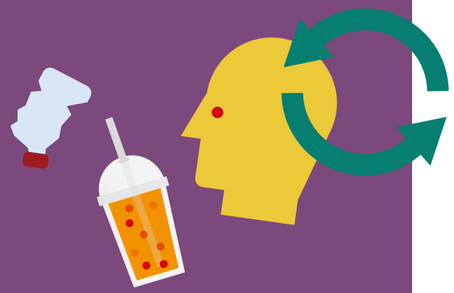
- **Description:**
A fixed day (e.g., monthly or quarterly) where all participating vendors offer a discount, loyalty stamp, or small prize for customers who bring a reusable cup. Visual promotion at the stall and across local channels builds anticipation. Vendors track participation and provide feedback after the event. This initiative can be repeated or expanded based on success

- **Target Groups & Environment:**
Young adults, students, mall visitors, commuters, particularly in high-foot-traffic beverage retail zones. Vendors with flexibility to offer small discounts.

- **Implementing Partners/Stakeholder:**
Drink stall owners, mall operators, school/university administrators, city governments, NGOs, student councils.

- **Behavioral Categories:**
  - **Information** – Visual cues at stalls explain the BYO option and rewards;
  - **Choice Architecture** – Posters and friendly reminders make the BYO option obvious;
  - **Social Influence** – Public visibility of others using reusables;
  - **Rules and Regulations** – Temporary market or school policy may encourage vendor participation;
  - **Incentives** – Discounts, loyalty points, or gifts for BYO participants;
  - **Emotional Appeals** – Pride in environmental action; sense of belonging to a green community.

- **Communication Channels:**
Posters, social media, campus newsletters, school announcements, WhatsApp groups, vendor signage.



Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

12 Bring Your Own Cup Discount Day

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of participating vendors;
  - Number of customers using reusable cups on the day;
  - Estimated number of SUPs avoided;
  - Vendor and customer feedback post-event.

- **Similar Programs/Reference Programs:**
  - **susGain** – *susGain (Singapore)*
  - **Zero Waste Malaysia (ZWM)** – *My Zero Waste Life / Zero Waste Event Handbook (Malaysia)*
  - **UNEP** - *Combatting Marine Plastic Litter in Cambodia (Cambodia)*
  - **WWF, Line Man** - *"No Condiments" opt-out feature (Thailand)*
  - **Brunei's Ministry of Development** - *No Plastic Bag Everyday Initiative in Brunei (Brunei)*

Implementation Plan

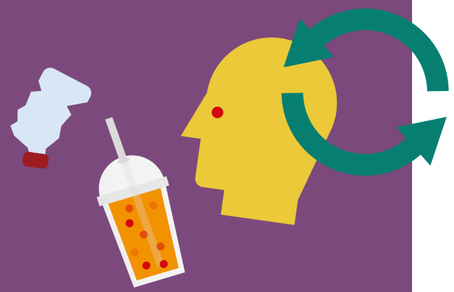
- **Duration:**
Short-term (1-day event, repeatable monthly or quarterly).

- **Team & Roles:**
  - Campaign coordinator – Manages vendor engagement and overall design;
  - Communications team – Designs posters and handles promotion;
  - Vendor liaisons – Brief vendors and collect feedback;
  - Volunteer observers – Count participants and collect responses.

- **Materials & Logistics:**
Discount cards or stamps, posters and banners, sample reusable cups, feedback forms, small incentives or giveaways.

- **Budget (optional):**
Low – Incentives and promotion can be co-funded or sponsored; minimal infrastructure needed.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

12 Bring Your Own Cup Discount Day

Implementation Plan

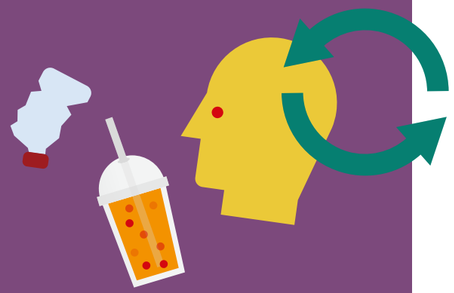
- **Dependencies & Risks:**
Low vendor interest; limited customer awareness; follow-through without ongoing reinforcement.

- **Sustainability / Exit Plan:**
Vendors may adopt BYO discounts permanently; repeat events may coincide with other green days or sustainability campaigns.

- **Comprehensive Plan of Actions**

Task	Responsible	Timeline	Expected Output/Indicator
Enlist vendors and confirm participation	Vendor liaisons	Week 1	10–15 vendors signed up
Design and print discount materials	Communications team	Week 1–2	Posters and signage ready
Launch promotional campaign	Coordinator, partners	Week 2	Social media posts, announcements, WhatsApp messages

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

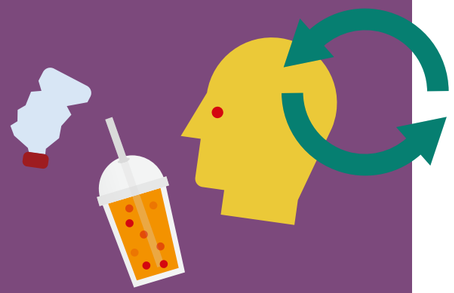
12 Bring Your Own Cup Discount Day

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
• Execute BYO Cup Discount Day	• All teams	• Event day	• Visible participation; estimated reduction in plastic use
• Collect vendor and customer feedback	• Volunteers, vendor liaisons	• Week after event	• Lessons learned, interest in future campaigns

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

13 My First Refill Giveaway

Summary

This short-term promotional campaign encourages new customers to try refill stations by offering a free refill for their first visit. It includes promotional materials at community stores or refill hubs and is supported by local influencers or community leaders. The goal is to remove initial barriers to trying refill systems and turn first-time users into repeat customers.

Impact

A free first experience removes price and confidence barriers and has been shown to increase conversion to repeat use. In similar initiatives, over 30–50% of first-time refill users return within a month. The program boosts visibility and acceptance of refill models and strengthens community trust in reuse systems.

Campaign Strategy Overview

- **Title:**
My First Refill Giveaway

- **Implementation Context:**
Community stores, refill hubs, or kiosks in residential areas or near schools where refill infrastructure already exists or is being piloted.

- **Problem Behavior:**
Low initial uptake of refill systems due to habits, unfamiliarity, or perceived inconvenience.

- **Target Behavior:**
First-time users try a refill system and are encouraged to return and adopt reuse habits.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

13 My First Refill Giveaway

Campaign Strategy Overview

- **Description:**
Community refill stations offer one free refill per person for select products (e.g. cleaning liquids, condiments). The offer is promoted via local posters, door-to-door outreach, and social media. Local leaders or influencers may act as "refill ambassadors." Staff track usage with a simple tally sheet or digital code. Follow-up reminders or loyalty incentives support continued engagement.

- **Target Groups & Environment:**
Residents, especially low-income households and women managing household purchases, in areas with limited exposure to refill systems.

- **Implementing Partners/Stakeholder:**
Refill station operators, local NGOs, community stores, barangay officials, refill product suppliers.

- **Behavioral Categories:**
  - **Information** – Clear instructions on how refill works and what to bring;
  - **Choice Architecture** – Default display encourages refills at entry point;
  - **Social Influence** – Refill ambassadors share their experience and encourage peers;
  - **Rules and Regulations** – Simple system for eligibility (e.g. one per household);
  - **Incentives** – First refill free, with optional loyalty follow-up;
  - **Emotional Appeals** – Emphasises pride, savings, and being part of a new community solution.

- **Communication Channels:**
Posters in stores, word of mouth, social media groups, local influencers, school and barangay announcements

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

13 My First Refill Giveaway

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of first-time users during campaign;
  - Percentage of users returning within 4–6 weeks;
  - Volume of products refilled vs. single-use packaging avoided;
  - Participant feedback and reasons for returning or not.

- **Similar Programs/Reference Programs:**
  - **Siklus** – *Door-to-Door Refill Service (Indonesia)*
  - **Asia Reuse Consortium** - *Advocates for Reuse and Refill Solutions (ASEAN)*
  - **Greenpeace Philippines** – *Kuha sa Tingi (Philippines)*

Implementation Plan

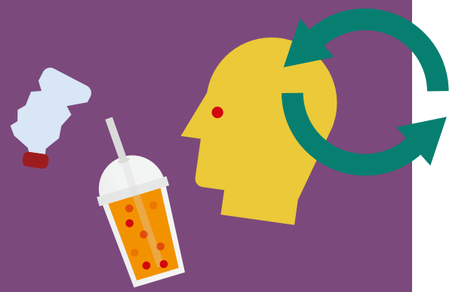
- **Duration:**
Short-term (2–3 weeks with optional extension)

- **Team & Roles:**
  - Campaign manager – Coordinates refilling sites and partners;
  - Refill staff – Provide refills and explain the process;
  - Ambassadors – Promote the event and model participation;
  - M&E team – Track user data and gather feedback.

- **Materials & Logistics:**
Refill product stock, posters, simple refill tracking tools (tally sheets, digital codes), reusable container stock (if needed), printed instructions.

- **Budget (optional):**
Low to medium – Cost of free products, staff time, and basic promotion; can be co-funded with suppliers.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

13 My First Refill Giveaway

Implementation Plan

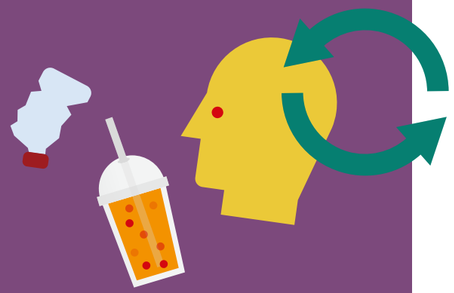
- **Dependencies & Risks:**
Stock availability; user confusion on how refill works; abuse of free refill offer; low repeat engagement without follow-up.

- **Sustainability / Exit Plan**
Transition into a loyalty-based refill incentive program; ambassadors retained for future campaigns.

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Design offer and select refill sites	Campaign manager	Week 1	Offer details and locations confirmed
Prepare stock, signage, and instructions	Refill teams	Week 1–2	Materials and logistics ready
Promote offer through local channels	Ambassadors, partners	Week 2	Community awareness and interest generated

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

13 My First Refill Giveaway

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Launch free refill offer	All teams	Week 2–3	New users served; tracking started
Conduct follow-up and collect feedback	M&E team	Week 4	% returning users, satisfaction data, future recommendations

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

14 SUP Storytime & Puppet Theatre

Summary

This short-term educational campaign brings plastic pollution awareness to young children through engaging storytelling and puppet shows. Hosted in schools, libraries, barangay halls, or public events, the performances use age-appropriate narratives to explain the dangers of single-use plastics (SUPs) and promote simple actions like bringing a lunchbox or using reusable bottles. Activity sheets or take-home stories reinforce learning.

Impact

Puppet shows and stories effectively build early emotional connections to environmental protection. The interactive format helps young children understand complex issues through familiar characters and relatable stories. Parents and teachers are often involved, creating ripple effects in household behavior.

Campaign Strategy Overview

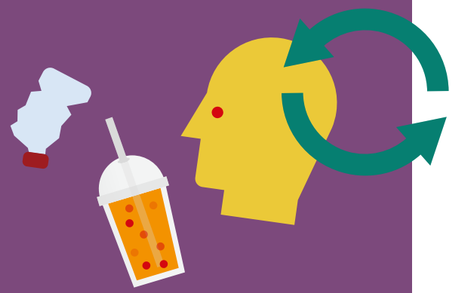
- **Title:**
SUP Storytime & Puppet Theatre

- **Implementation Context:**
Kindergartens, early primary schools, libraries, and community venues with child-friendly infrastructure and support from educators or local government.

- **Problem Behavior:**
Children and families rely heavily on SUPs in daily routines (e.g. snacks in sachets, bottled drinks) and lack early awareness of alternatives or nvironmental impacts.

- **Target Behavior:**
Children begin recognising SUPs and their impacts, and practice small changes like bringing reusable containers, with support from adults.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

14 SUP Storytime & Puppet Theatre

Campaign Strategy Overview

- **Description:**
A team of facilitators delivers 20–30-minute puppet performances featuring friendly animal or child characters tackling a plastic problem in their environment. Interactive games, singing, and simple calls to action follow. Children receive take-home booklets or stickers, and teachers receive follow-up materials. The format is flexible for events, classrooms, or community outreach

- **Target Groups & Environment:**
Children aged 4–10, preschool and early primary teachers, caregivers, in environments open to creative learning formats.

- **Implementing Partners/Stakeholder:**
Schools, early education NGOs, puppet theatre groups, LGUs, environmental educators, libraries, local artists.

- **Behavioral Categories:**
  - **Information** – Stories explain what SUPs are and why they matter;
  - **Choice Architecture** – Role-play and visuals show preferred behaviors (e.g. reusable bottles);
  - **Social Influence** – Children see peers and puppet heroes modeling behavior;
  - **Rules and Regulations** – Optional class rules to reduce SUPs in lunchboxes;
  - **Incentives** – Stickers, certificates, and fun activities reinforce learning;
  - **Emotional Appeals** – Characters and narratives elicit empathy, care, and pride

- **Communication Channels:**
School announcements, parent-teacher meetings, library bulletins, children's clubs, radio or TV children's shows.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

14 SUP Storytime & Puppet Theatre

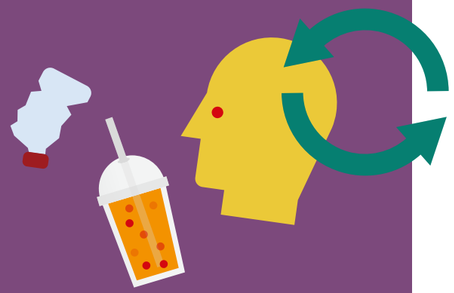
Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of performances and children reached;
  - Teacher and parent feedback on children's behavior or awareness;
  - Distribution of take-home materials;
  - Observed reduction in SUP use in school snacks or events.
- **Similar Programs/Reference Programs:**
  - **Assist Asia** – *#HuwagItaponAngBukas (#Don't Waste the Future) (Philippines)*
  - **Phare Creative Studio** – *#BeatPlastic Campaign (Cambodia)*
  - **Making Oceans Plastic Free** - *SUP Free Schools Program (Indonesia)*

Implementation Plan

- **Duration:**
Short-term (1–3 weeks, repeatable).
- **Team & Roles:**
  - Performance coordinator – Organizes venue bookings and team logistics;
  - Puppeteers/storytellers – Deliver shows and facilitate activities;
  - Education lead – Designs story content and training for teachers;
  - M&E team – Collects data and prepares feedback summaries.
- **Materials & Logistics:**
Puppet stage and props, printed storybooks, activity sheets, stickers audio equipment, reusable show kits for scaling.
- **Budget (optional):**
Low to medium – Puppeteer fees, materials, printing; many items reusable across events.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

14 SUP Storytime & Puppet Theatre

Implementation Plan

- **Dependencies & Risks:**
Weather or space constraints; varied engagement levels by age; consistent quality across different shows.

- **Sustainability / Exit Plan**
Training for local teachers or librarians to use storybooks and puppet kits; annual repeat during environmental month; integration into school eco-clubs.

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Develop or adapt script and puppet characters	Education lead, artists	Week 1	Age-appropriate script and characters ready
Schedule shows and recruit host venues	Coordinator, LGU	Week 1–2	Minimum 5 venues confirmed
Print activity kits and prep materials	Logistics team	Week 2	Booklets, props, and rewards prepared

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

14 SUP Storytime & Puppet Theatre

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
• Deliver puppet shows and storytime sessions	• Puppeteer team	• Week 2–3	• Children engaged; take-home materials distributed
• Collect teacher and parent feedback	• M&E team	• Week 3	• Behavior insights; ideas for follow-up shows

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

15 Social Media Challenge for SUP-Free Living

Summary

A 30-day online challenge using social media platforms to encourage individuals to eliminate single-use plastics from their daily lives. Participants share photos or videos and tag friends, creating a viral ripple effect. Daily prompts guide participants to make small swaps, like bringing reusable bags or refusing straws.

Impact

Social media challenges have high potential for peer-to-peer influence, norm-building, and identity alignment. Visibility amplifies commitment and behavior adoption

Campaign Strategy Overview

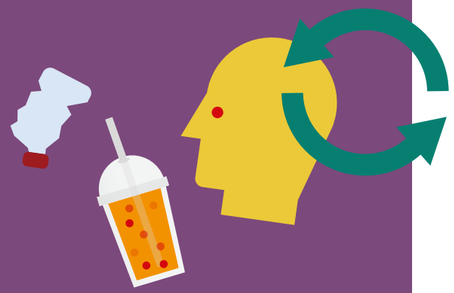
- **Title:**
30-Day #PlasticFreeMe Challenge

- **Implementation Context:**
Urban youth and digitally connected users who are active on social media but may lack motivation or ideas for reducing plastic.

- **Problem Behavior:**
Continued use of SUPs due to habit, lack of awareness, or lack of social cues

- **Target Behavior:**
Refusing common SUPs through small, consistent daily actions

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

15 Social Media Challenge for SUP-Free Living

Campaign Strategy Overview

- **Description:**
Participants follow a 30-day digital challenge with daily behavior prompts (e.g., “carry your cup”, “refuse bag”, “post your clean-up”), shared via Instagram or TikTok. Influencers model the actions. Participants use hashtags, win prizes, and see others participate in their networks.

- **Target Groups & Environment:**
Social media users, especially youth aged 15–35, students, and influencers

- **Implementing Partners/Stakeholder:**
Digital agencies, youth groups, influencers, NGOs

- **Behavioral Categories:**
  - **Social Influence –** Peer pressure via public posting and challenges
  - **Emotional Appeals –** Builds environmental pride and identity
  - **Information –** Daily prompts, facts, and tips included in posts
  - **Incentives –** Non-monetary (recognition, badges, prizes)

- **Communication Channels:**
Instagram, TikTok, Facebook, YouTube Shorts

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

15 Social Media Challenge for SUP-Free Living

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of challenge participants
  - Hashtag usage and engagement (likes/comments/shares)
  - Pre/post knowledge or self-reported behavior surveys

- **Similar Programs/Reference Programs:**
  - **CHANGE Vietnam / 350.org Vietnam** – *"No, Thanks!" Campaign (Vietnam)*
  - **UNEP / MeshMinds Foundation** – *100 Days to #BeatPlasticPollution (ASEAN)*
  - **UNEP** - *Combatting Marine Plastic Litter in Cambodia (Cambodia)*
  - **Zero Waste Malaysia (ZWM)** – *My Zero Waste Life / Zero Waste Event Handbook (Malaysia)*
  - **Phare Creative Studio** – *#BeatPlastic Campaign (Cambodia)*
  - **World Bank / eMBeD** - *Behavioral Insights to Reduce Open Waste Burning in Lao PDR (Lao PDR*

Implementation Plan

- **Duration:**
6 weeks (2-week prep + 30-day challenge)

- **Team & Roles:**
  - Campaign manager – designs prompts and coordinates
  - Influencer liaison – engages social media ambassadors
  - Content team – creates graphics, videos, and copy

- **Materials & Logistics:**
Campaign toolkit, branded visuals, video templates, prize logistics

- **Budget (optional):**
Low to medium – depends on prize strategy and influencer fees

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

15 Social Media Challenge for SUP-Free Living

Implementation Plan

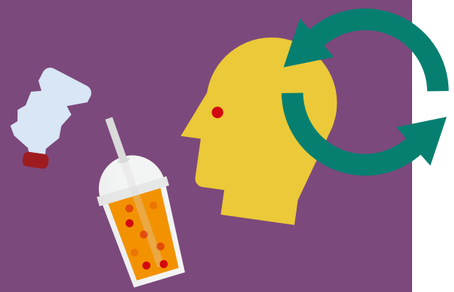
- **Dependencies & Risks:**
Relies on social media trends; success depends on influencerreach

- **Sustainability / Exit Plan**
Archive materials for reuse; encourage continuation via community hashtags

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Develop challenge theme and prompts	Campaign manager	Week 1	Finalized 30-day challenge calendar
Identify and onboard influencers	Influencer liaison	Week 1–2	At least 10 influencers confirmed
Launch challenge and start daily posts	Content team, influencers	Week 3–7	Hashtag usage, audience growth
Monitor engagement and repost user content	Content team	Week 3–7	Engagement metrics tracked
Conduct post-campaign survey and share results	M&E team	Week 8	Campaign report with learnings

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

16 Community Waste Resource Center

Summary

This long-term initiative establishes a local hub that supports waste sorting education, small-scale recycling, repair, and upcycling activities. The hub functions as a community learning and action center, providing training, tools, and infrastructure that empower residents and informal waste workers to engage in waste reduction and circular practices. The model supports local livelihoods while strengthening community waste management systems.

Impact

The program contributes to a measurable reduction in household waste and landfill pressure while creating local employment and training opportunities. It increases access to sorting knowledge, enhances community ownership of environmental issues, and promotes skill development in repair and reuse. Informal waste workers benefit through stronger integration and greater respect for their role. When implemented effectively, these

Campaign Strategy Overview

- **Title:**
Community Waste Resource Center

- **Implementation Context:**
Urban or peri-urban communities with available communal or underutilized buildings that can be repurposed for community-led waste sorting and recyclingactivities.

- **Problem Behavior:**
Low awareness and inconsistent household sorting; limited infrastructure for recycling and reuse; low-income communities lacking access to practical waste management education or services.

- **Target Behavior:**
Households and community groups actively participate in sorting waste and engage with local recycling or reuse systems.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

16 Community Waste Resource Center

Campaign Strategy Overview

- **Description:**
The program transforms an existing building or space into a hub where residents can learn how to sort waste properly, participate in repair and upcycling workshops, and contribute to small-scale recycling operations. It involves informal waste workers, teachers, and community members as trainers and facilitators. The hub offers consistent programing and integrates practical skills with environmental education.

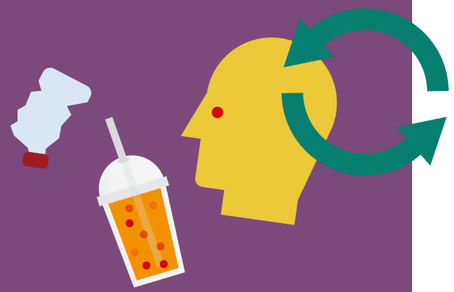
- **Target Groups & Environment:**
Residents, women's groups, informal waste workers, students, and educators in low- to middle-income neighborhoods that lack recycling access or sorting infrastructure.

- **Implementing Partners/Stakeholder:**
Local government units, NGOs, informal waste worker groups, schools, community cooperatives, technical training centers.

- **Behavioral Categories:**
  - **Information** – Regular trainings and visual materials on sorting and recycling;
  - **Choice Architecture** – Sorting bins and materials placed in key home and hub locations;
  - **Social Influence** – Involving respected local figures and peer champions;
  - **Rules and Regulations** – Sorting guidelines enforced in cooperation with local waste collection systems;
  - **Incentives** – Access to income through upcycling, recyclables, or repair services;
  - **Emotional Appeals** – Pride in self-reliance, creativity, and contributing to a cleaner community.

- **Communication Channels:**
Community announcements, peer-to-peer learning circles, school integration, visual signage at hub and public spaces, mobile waste info units.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

16 Community Waste Resource Center

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of households trained or reached by the hub;
  - Volume and type of recyclables processed or diverted from landfill;
  - Participant income generated from hub-related recycling or repair;
  - Community feedback and continued participation.

- **Similar Programs/Reference Programs:**
  - **UNDP Viet Nam** – *Scaling up a Socialized Model of Domestic Waste Separation at Source (Vietnam)*
  - **Borealis and Systemiq** - *Project STOP (Indonesia)*
  - **CECR** - *A Pilot Project on Multi-stakeholder Collaboration to establish Plastic Circular Economy Model in Viet Nam (Vietnam)*

Implementation Plan

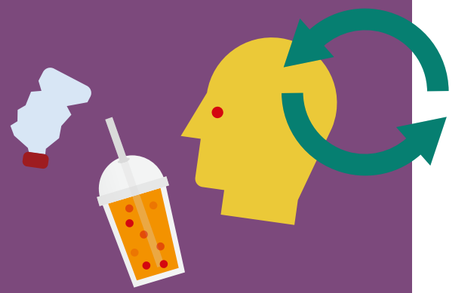
- **Duration:**
Long-term (multi-year); setup in 6–9 months with regular programing.

- **Team & Roles:**
  - Hub manager – Oversees program development and local partnerships;
  - Education coordinator – Designs training sessions and school links;
  - Recycling/repair technician – Runs demonstrations and workshops;
  - Community liaison – Recruits participants and engages stakeholders.

- **Materials & Logistics:**
Refurbished building or room, sorting bins, tables and tools forrepair/upcycling, audio-visual education materials, safety gear, partnerships with local collectors.

- **Budget (optional):**
Medium – Refurbishment, materials, and staffing; can be shared between partners or phased.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

16 Community Waste Resource Center

Implementation Plan

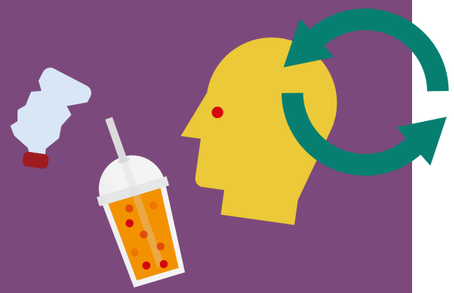
- **Dependencies & Risks:**
Relies on social media trends; success depends on influencerreach

- **Sustainability / Exit Plan**
Archive materials for reuse; encourage continuation via community hashtags

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Identify and secure location for the hub	LGU, NGO partner	Month 1	Site selected and approved by stakeholders
Renovate and equip hub with needed materials	Hub team, local contractors	Month 2–3	Hub furnished with tools, bins, and education materials
Recruit and train core facilitators	NGO, education coordinator	Month 3–4	At least 5 trained community educators and technicians

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

16 Community Waste Resource Center

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Launch awareness campaign and public schedule	Hub manager, liaison team	Month 4–5	Program calendar published and outreach completed
Begin workshops, sorting demos, and repair days	Hub facilitators	Month 5 onward	Regular community participation in hub activities
Monitor performance and participant feedback	Hub manager, M&E partner	Quarterly	Data on volume sorted, feedback reports, learning assessments
Plan scale-up or replication in nearby areas	Hub team, LGU, NGO	Year 2 onward	Expansion plan developed; interest from other communities

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

17 Waste-Smart Communities Program: Improving Household Waste Sorting and Marine Litter Prevention

Summary

This program helps local communities reduce marine litter by improving household waste sorting through education, clear bin infrastructure, and local enforcement systems. It supports multi-stakeholder engagement with households, schools, markets, and
local authorities to separate recyclables, organics, and residuals at source. With labeled bins, trained waste workers, and neighborhood outreach, the initiative helps reduce landfill waste and coastal pollution, while reinforcing visible norms of proper

Impact

Household waste collection increased by 37%, while waste sent to landfill decreased by 45%. Plastic collection alone reached 2.6kg per household per week. Through combined education, infrastructure, and monitoring, the model achieved improved sorting behavior across diverse communities, making it suitable for replication in municipal systems.

Campaign Strategy Overview

- **Title:**
Waste-Smart Communities Program: Improving Household Waste Sorting and Marine Litter Prevention

- **Implementation Context:**
Coastal and urban neighborhoods with mixed-income households, informal waste systems, and community-level service gaps.

- **Problem Behavior:**
Households mix recyclable, organic, and residual waste; plastic ends up in coastal environments due to poor collection or illegal dumping.

- **Target Behavior:**
Households separate waste at source, using provided bins and guides to sort organics and recyclables, reducing marine litter overall.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

17 Waste-Smart Communities Program: Improving Household Waste Sorting and Marine Litter Prevention

Campaign Strategy Overview

- **Description:**
The program provides households with labeled waste bins and reusable bags, supported by public signage and door-to-door outreach. A card-based feedback system (yellow/red for improper sorting) is used to monitor and correct behaviors. Community influencers, including schools, pagodas, and local business owners, help normalize sorting practices. Recyclables are routed into circular economy systems while organics are separated to reduce landfill dependency.

- **Target Groups & Environment:**
Mixed-income households, informal waste workers, students, teachers, SMEs, religious institutions, landlords. Works well in coastal or peri-urban municipalities with decentralized collection.

- **Implementing Partners/Stakeholder:**
Waste workers, local government departments, schools, community associations, informal sector, landlords, markets.

- **Behavioral Categories:**
  - **Information –** Door-to-door outreach, school training, printed visuals clarify sorting expectations and environmental impact.
  - **Social Influence –** Schools, landlords, pagodas, and informal waste collectors reinforce sorting behaviors across communities.
  - **Choice Architecture –** Easy-to-use, color-coded bins provided; visible public instructions; regular collection schedules.
  - **Material Incentives –** Distribution of reusable bags and bins, reducing cost barriers to compliance.
  - **Rules & Regulation –** Red/yellow card system flags non-compliance; municipal enforcement structures support adoption.

- **Communication Channels:**
Household visits, visual signage, schools, community meetings, public events, printed materials.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

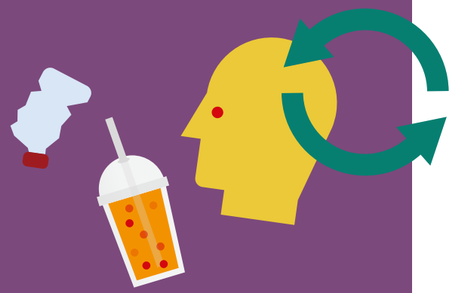
17 Waste-Smart Communities Program: Improving Household Waste Sorting and Marine Litter Prevention

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Increase in weekly household waste sorting volume
  - Reduction in landfill-bound waste
  - Number of households with proper sorting compliance
  - Amount of recyclables and organic waste diverted
  - Frequency of yellow/red card issuance

- **Similar Programs/Reference Programs:**
  - **Healthy Oceans and Clean Cities Initiative (HOCCI)** - *Barangay Waste Compliance Recognition Schemes (Philippines)*
  - **River Clean-up** - *Enhancing Waste Management: Empowering Communities for Effective Waste Collection and Sorting (Indonesia)*
  - **WWF Thailand** - *Community Generates Funds from Selling Recyclables through a Waste Bank Initiative (Thailand)*
  - **IDOS, Plastic Bank, Waste4Change** - *Creating Value in Plastics (Indonesia)*
  - **Trash Lucky, SEA circular** - Trash Lucky, *Circular solutions for plastic pollution (Thailand)*
  - **Greeneration** – *Eco Ranger: Fishing for Litter Program (Indonesia)*

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

17 Waste-Smart Communities Program: Improving Household Waste Sorting and Marine Litter Prevention

Implementation Plan

- **Duration:**
Ongoing program with phased rollout; minimum 6 months for initial behavior shift.

- **Team & Roles:**
  - Local Waste Management Unit – Distributes bins and oversees compliance
  - Schools & Teachers – Run waste education lessons
  - Community Outreach Team – Conducts household visits and visuals
  - Waste Collectors – Monitor sorting and issue feedback cards

- **Materials & Logistics:**
Labeled bins, reusable bags, posters, leaflets, sorting guides, training manuals, tracking forms.

- **Budget (optional):**
Medium – Refurbishment, materials, and staffing; can be shared between partners or phased.

- **Dependencies & Risks:**
Requires stable waste collection logistics; resistance to regulation in informal settlements; sustained sorting behavior needs periodic reinforcement.

- **Sustainability / Exit Plan:**
Institutionalize card system under local ordinance; build school partnerships into annual curriculum; engage waste workers in monitoring and incentivize performance.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

17 Waste-Smart Communities Program: Improving Household Waste Sorting and Marine Litter Prevention

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Household baseline survey and mapping	Outreach team, schools	Month 1	Waste flow map created; sorting behavior baseline set
Distribute sorting bins and visuals	Local waste unit	Month 1	Bins and materials delivered to 100% target households
Deliver school and community training	Teachers, outreach team	Month 2	Students and adults trained in correct sorting practices
Launch card-based monitoring system	Waste collectors, LGU	Month 3	Yellow/red card system functional; feedback loop active
Run evaluation of sorting compliance	M&E team, waste collectors	Month 6	Sorting compliance reaches 80%; landfill waste reduced

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

18 Gamified Environmental Education App for Youth

Summary

This gamified digital education campaign engages youth through a mobile application that combines animated videos, quizzes, competitions, and rewards. By turning waste management education into an interactive and community-driven experience, the campaign fosters awareness, sustainable habits, and pride in environmental action. The app supports peer learning, promotes practical behavior change (e.g., sorting, refusing SUPs), and builds a culture of eco-conscious digital natives.

Impact

Gamified education apps have demonstrated strong digital engagement and improved learning outcomes in environmental awareness initiatives. When integrated with peer-based learning and reward systems, they can increase knowledge retention, spark motivation for sustainable behavior, and foster long-term habit formation. While this campaign is presented as a model, similar digital initiatives have shown significant uptake among youth and measurable increases in knowledge and participation rates.

Campaign Strategy Overview

- **Title:**
Gamified Environmental Education App for Youth

- **Implementation Context:**
Urban and peri-urban youth environments with widespread mobile phone access but limited access to practical and engaging environmental education.

- **Problem Behavior:**
Low awareness and knowledge about waste management practices among youth, leading to littering, overuse of SUPs, and limited sorting.

- **Target Behavior:**
Youth learn about waste and actively apply correct waste sorting, plasticreduction, and sustainable consumption practices at home and in school.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

18 Gamified Environmental Education App for Youth

Campaign Strategy Overview

- **Description:**
The campaign leverages digital technology and gamification to transform environmental education into a fun and motivating experience for young people. Through a mobile application, users access videos, quizzes, and challenges to increase their understanding of waste issues and promote environmentally responsible behavior. By combining information delivery with gamified elements such as point scoring, badges, and rewards, the campaign seeks to engage youth in a way that is both entertaining and educational. The program is designed for high replicability and can be integrated into school events or extracurricular activities for wider reach and lasting behavior impact.

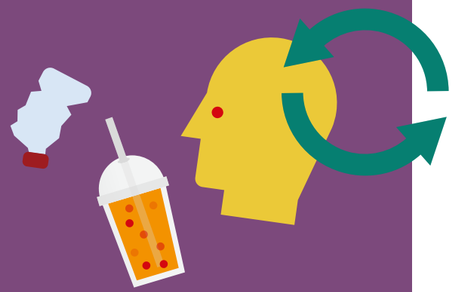
- **Target Groups & Environment:**
Primary target group is school-aged youth and university students in urban and semi-urban areas; secondary target groups include informal waste collectors and low-income households. Users are typically mobile-savvy and influenced by peer trends.

- **Implementing Partners/Stakeholder:**
Educational institutions, teachers, app developers, incentive sponsors, and digital influencers.

- **Behavioral Categories:**
  - **Information –** Mobile-accessible quizzes, videos, and articles simplify complex waste issues for young audiences.
  - **Emotional Appeals –** Personalized avatars and community recognition build pride and emotional connection.
  - **Social Influence –** Leaderboards, peer challenges, and social media shares reinforce social proof.
  - **Choice Architecture –** App interface uses streaks, badges, and nudges for consistent usage.
  - **Material Incentives –** Rewards (e.g., vouchers) for task completion.

- **Communication Channels:**
Mobile app, social media platforms, school competitions, posters, banners.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

18 Gamified Environmental Education App for Youth

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of app users and active monthly participants
  - Quiz completion rates and accuracy
  - Redemption rates of rewards/vouchers
  - Number of peer referrals and group challenge participation
  - Pre/post quiz knowledge scores (if tracked)
- **Similar Programs/Reference Programs:**
  - **Veritas Edukasi Lingkungan (VEL)** - *SampApp (Indonesia)*
  - **USAID** – *VECA: App to Sell Recyclables (Vietnam)*
  - **Zero Waste Malaysia (ZWM)** – *My Zero Waste Life / Zero Waste Event Handbook (Malaysia)*

Implementation Plan

- **Duration:**
Long-term
- **Team & Roles:**
  - App developer – Maintains and updates content and interface
  - Outreach coordinator – Organizes school events and partnerships
  - Social media team – Manages online presence and promotions
  - Monitoring officer – Tracks app usage and behavior metrics
- **Materials & Logistics:**
App development tools, smartphone-compatible assets (quizzes, videos), social media content packs, banners, reward management system
- **Budget (optional):**
Medium – Requires sustained funding for content updates, digital infrastructure, and incentives; partnerships help subsidize costs.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

18 Gamified Environmental Education App for Youth

Implementation Plan

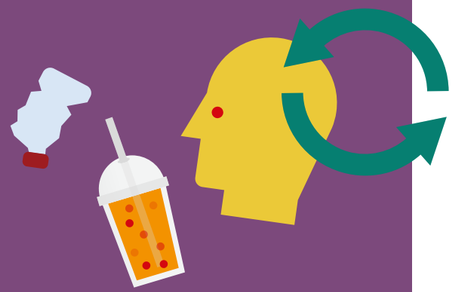
- **Dependencies & Risks:**
Success depends on continued sponsorship, viral campaign content, and user interest; risk of user drop-off if content becomes repetitive.

- **Sustainability / Exit Plan**
Integrate into educational curricula; rotate app content monthly to maintain engagement; seek long-term partnerships for viability.

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Develop and test app content	App developer, educators	Month 1–2	App content uploaded and pilot-tested
Launch social media promotion	Outreach & media team	Month 3	10,000+ impressions via online channels
Conduct school-based launch events	Outreach coordinator	Month 3–4	5+ schools engaged; 500+ students registered
Run group challenges and leaderboard	App & social media team	Month 4–6	Challenge participation and leaderboard usage
Distribute and track incentives	App sponsor, app manager	Ongoing	Rewards redeemed; user retention monitored

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

19 Sorting Pledge Week

Summary

A one-week community campaign that encourages households to publicly commit to sorting their waste correctly. Participants sign a visible pledge board and receive daily reminders and support. Informal waste workers and local leaders monitor progress and offer tips. The initiative aims to jumpstart sorting habits and reinforce community norms around proper waste separation.

Impact

This campaign activates quick adoption of better sorting habits through public commitment and reinforcement. Communities can reduce mixed waste contamination up to 20–40% in the short term. The pledge and visibility effect boosts peer accountability, and the follow-up engagement builds a foundation for longer-term habit formation, especially among families new to sorting practices.

Campaign Strategy Overview

- **Title:**
Sorting Pledge Week

- **Implementation Context:**
Communities with basic waste collection services in place but low compliance with sorting instructions, often due to habit, low awareness, or inconsistent follow-up.

- **Problem Behavior:**
Households inconsistently or incorrectly sort their waste, leading to contamination and missed recycling or composting opportunities.

- **Target Behavior:**
Households commit to daily waste sorting over a defined period and begin integrating sorting into their routine.

Back to Previews

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

19 Sorting Pledge Week

Campaign Strategy Overview

- **Description:**
Over the course of one week, community members are invited to sign a pledge to sort waste correctly each day. The pledge is public and posted in common areas or online. Informal waste workers and volunteers provide support, reminders, and encouragement. Participants who complete the week receive recognition or symbolic rewards. The goal is to shift sorting from occasional to habitual by combining commitment, visibility, and peer support.

- **Target Groups & Environment:**
Households, particularly in low- to middle-income communities where collection exists but sorting rates are low. Includes women (often managing household waste), youth, and community elders.

- **Implementing Partners/Stakeholder:**
Local government units, community organizations,waste collectors, informal waste workers, barangay officers or resident councils.

- **Behavioral Categories:**
  - **Information** – Clear sorting instructions provided with visual guides;
  - **Choice Architecture** – Households receive bins or labelled containers in advance;
  - **Social Influence** – Pledge posters and daily feedback from neighbors and monitors;
  - **Rules and Regulations** – Sorting guidance framed as a shared community standard;
  - **Incentives** – Certificates or public acknowledgment for full-week participation;
  - **Emotional Appeals** – Emphasis on pride, responsibility, and making an impact.

- **Communication Channels:**
Pledge posters, community group chats, house visits, loudspeaker announcements, public signage.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

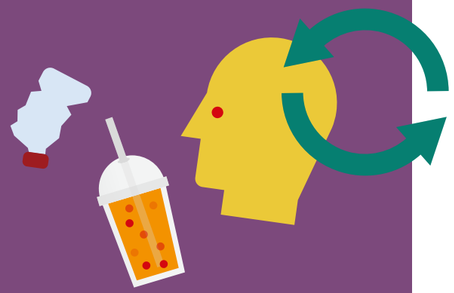
19 Sorting Pledge Week

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of households signed up and completing the pledge;
  - Amount of correctly sorted waste during the week;
  - Change in sorting behavior in the weeks following the campaign;
  - Feedback from monitors and informal waste workers.

- **Similar Programs/Reference Programs:**
  - **WWF, Hue City People's Committee** – *The Plastic Reduction Journey of Hue City (Vietnam)*
  - **MPH** - *Multiplying Preservation in Harmony (Indonesia)*
  - **CHANGE Vietnam / 350.org Vietnam** – *"No, Thanks!" Campaign (Vietnam)*
  - **River Clean-up** - *Enhancing Waste Management: Empowering Communities for Effective Waste Collection and Sorting (Indonesia)*
  - **CECR** - *A Pilot Project on Multi-stakeholder Collaboration to establish Plastic Circular Economy Model in Viet Nam (Vietnam)*
  - **UNEP** - *Combatting Marine Plastic Litter in Cambodia (Cambodia)*

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

19 Sorting Pledge Week

Implementation Plan

- **Duration:**
Short-term (1-week campaign with 1–2 weeks of preparation).

- **Team & Roles:**
  - Community coordinator – Leads overall planning and engagement;
  - Monitoring volunteers – Track progress and provide household feedback;
  - Informal waste worker liaison – Ensures practical relevance and sorting accuracy;
  - Communications team – Designs pledge materials and reminders.

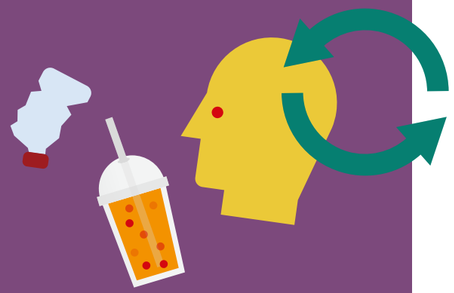
- **Materials & Logistics:**
Printed pledge boards, sorting guides, reminder cards, colored bins or stickers, simple incentives (e.g. certificates).

- **Budget (optional):**
Very low – Mostly printing and community time; incentives can be symbolic.

- **Dependencies & Risks:**
Participation fatigue; unclear instructions; lack of enforcement post-campaign.

- **Sustainability / Exit Plan**
Build on the week by institutionalizing sorting practices; repeat quarterly; integrate champions into longer campaigns.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

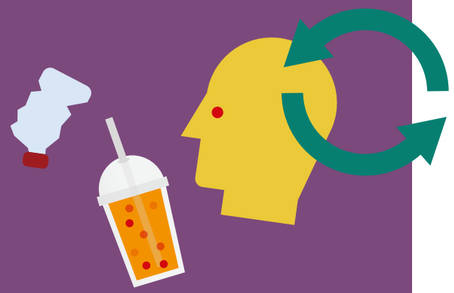
19 Sorting Pledge Week

Implementation Plan

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Prepare sorting guides and pledge materials	Communication s team	Week 1	Printed materials ready for distribution
Recruit households and community champions	Community coordinator	Week 1–2	Minimum 50 households signed up
Install pledge posters in public areas	Volunteers	Week 2	Pledge visibility in target zones
Launch Sorting Pledge Week	All teams	Week 3	Daily reminders sent; sorting tracked
Monitor household sorting and engagement	Volunteers, waste workers	Week 3	Observations recorded; positive reinforcement provided
Acknowledge participants and share results	Coordinator, LGU	Week 4	Public feedback event; certificates awarded

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

20 Sorting Relay Race in Schools

Summary

This short-term program introduces an interactive learning activity where students compete in teams to sort waste items correctly in a timed relay race. The event can be held during environmental week, sports festivals, or science fairs. It combines fun with education, helping students distinguish recyclable, compostable, and residual waste categories.

Impact

The relay race format helps reinforce sorting knowledge through repetition and physical engagement. Schools report improved retention of waste separation rules and increased interest in recycling programs. Students also share lessons at home, influencing household practices.

Campaign Strategy Overview

- **Title:**
Sorting Relay Race in Schools

- **Implementation Context:**
Primary or secondary schools with sports grounds or large halls, where environmental education is part of the curriculum or extracurricular activities.

- **Problem Behavior:**
Students lack familiarity with waste categories, resulting in poor sorting practices on campus and at home.

- **Target Behavior:**
Students learn and apply correct waste sorting in a playful and memorable format, reinforcing day-to-day practices.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

20 Sorting Relay Race in Schools

Campaign Strategy Overview

- **Description:**
Teams race to sort a pile of mixed waste items into the correct bins. Rounds include quizzes or penalties for incorrect sorting. The activity can be led by teachers or student environmental clubs, and includes brief educational inputs before or after the race. Certificates, banners, or eco-points reward performance.

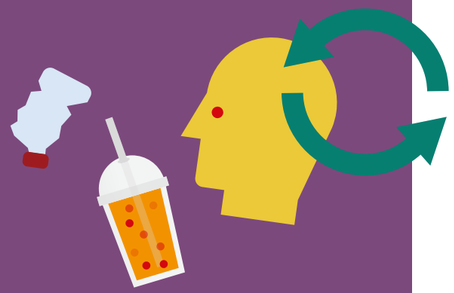
- **Target Groups & Environment:**
School-aged children, teachers, school janitors. Ideal for schools with active eco-clubs or supportive administration.

- **Implementing Partners/Stakeholder:**
Schools, teacher coordinators, student councils or eco-clubs, janitorial staff, environmental NGOs, local LGU.

- **Behavioral Categories:**
  - **Information –** Learning by doing; sorting guides used for feedback;
  - **Choice Architecture –** Bin design and color-coding mirrored in classroom and home;
  - **Social Influence –** Peer competition and teamwork reinforce participation;
  - **Rules and Regulations –** Clear sorting rules define the game and apply beyond it;
  - **Incentives –** Rewards for speed and accuracy;
  - **Emotional Appeals –** Fun, excitement, and school spirit

- **Communication Channels:**
School announcements, posters, eco-club meetings, class presentations, newsletters.

Back to Previews



- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

20 Sorting Relay Race in Schools

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of students participating;
  - Accuracy rates during sorting race;
  - Increase in classroom or school-wide sorting compliance;
  - Teacher and student feedback.
- **Similar Programs/Reference Programs:**
  - **Green-Books** - *Zero Waste School Program (Indonesia)*
  - **Making Oceans Plastic Free** - *SUP Free Schools Program (Indonesia)*
  - **WWF** - *The Plastic Waste Free School in Viet Nam (Vietnam)*
  - **GreenHub** - *Zero Waste School and Clean Water Model (Vietnam)*

Implementation Plan

- **Duration:**
  Short-term (1-day event, repeatable each term).
- **Team & Roles:**
  - Teacher facilitator – Plans activity, prepares materials;
  - Student leaders – Assist in facilitation and scoring;
  - Janitorial staff – Prepare waste samples and supervise bin usage;
  - Communications team – Promote and document event.
- **Materials & Logistics:**
  Waste sorting cards or clean waste samples, bins labeled by type, timers, whistles, certificates, scoring sheets
- **Budget (optional):**
  Low – Materials reusable and available in schools.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

20 Sorting Relay Race in Schools

Implementation Plan

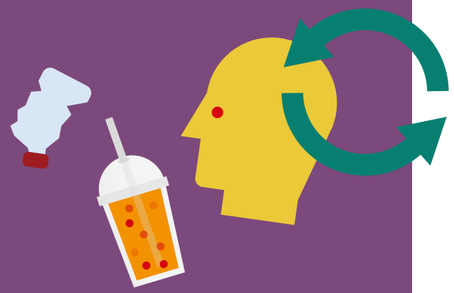
- **Dependencies & Risks:**
Improper sample waste preparation; low participation without incentives; limited space or scheduling conflicts.

- **Sustainability / Exit Plan**
Include as part of recurring school environmental events; train teachers to run independently; link winners to broader school greening efforts.

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Plan race format and prepare waste items	Teacher, janitor	Week 1	Game design finalized; safe sample waste collected
Promote event and form teams	Student council, teacher	Week 2	Team registration complete
Conduct Sorting Relay Race	All school teams	Week 3	Event conducted; performance recorded
Share results and distribute prizes	Communication s team	Week 3–4	Winners recognized; sorting lessons reinforced
Review outcomes and integrate in curriculum	Teacher coordinator	Week 4	Plan for future editions developed

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

21 Sticker Campaign for Color-Coded Bins

Summary

This short-term visual campaign helps communities improve sorting accuracy by placing large, easy-to-read stickers or decals on existing bins. The stickers use color-coding, pictures, and local language to clarify what goes where. They are distributed in schools, markets, offices, and homes as part of a broader behavior change push on proper waste separation.

Impact

By simplifying and standardising sorting cues, this campaign reduces sorting errors and makes proper disposal easier, especially for children and low-literacy groups. In past implementations, sorting accuracy improved by up to 40%, and visual consistency across locations helped create habits.

Campaign Strategy Overview

- **Title:**
Sticker Campaign for Color-Coded Bins

- **Implementation Context:**
Locations with existing bins but poor or inconsistent signage, like schools, barangay halls, public spaces, institutions, residential areas.

- **Problem Behavior:**
Residents place waste in the wrong bins due to unclear labels or lack of familiarity with sorting categories.

- **Target Behavior:**
People dispose of waste correctly using clearly labelled, color-coded bins based on national or local guidelines

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

21 Sticker Campaign for Color-Coded Bins

Campaign Strategy Overview

- **Description:**
The campaign develops and distributes sorting stickers adapted to local color systems (e.g. green for compost, blue for recyclables). Stickers are installed on or above bins in visible areas. Community events or school-led activities accompany sticker installation, and monitoring is done to evaluate effectiveness.

- **Target Groups & Environment:**
Households, students, vendors, janitors, waste workers in places where waste is collected and sorted on-site.

- **Implementing Partners/Stakeholder:**
LGUs, school management, facility operators, waste contractors, student eco-clubs, environmental NGOs.

- **Behavioral Categories:**
  - **Information** – Visual labels clarify sorting categories using icons and colors;
  - **Choice Architecture** – Correct bin made obvious and intuitive to use;
  - **Social Influence** – Campaign visibility encourages group compliance;
  - **Rules and Regulations** – Aligned with local or national waste separation rules;
  - **Incentives** – Schools or areas may be recognizsed for improved sorting;
  - **Emotional Appeals** – Pride in a cleaner space, clear sense of order.

- **Communication Channels:**
Posters, stickers, eco-club presentations, WhatsApp groups, community boards, public announcements.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

21 Sticker Campaign for Color-Coded Bins

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of bins labelled with new stickers;
  - Sorting accuracy before and after intervention;
  - User satisfaction or ease-of-use feedback;
  - Complaints or contamination levels recorded by janitors or collectors

- **Similar Programs/Reference Programs:**
  - **River Clean-up** - *Enhancing Waste Management: Empowering Communities for Effective Waste Collection and Sorting (Indonesia)*
  - **IDOS, Plastic Bank, Waste4Change** - *Creating Value in Plastics (Indonesia)*
  - **Trash Lucky, SEA circular** - *Trash Lucky, Circular solutions for plastic pollution (Thailand)*

Implementation Plan

- **Duration:**
  Short-term (1–3 weeks, depending on area size)..

- **Team & Roles:**
  - Campaign lead – Oversees design, printing, and coordination;
  - Sticker team – Installs labels in selected areas;
  - School or facility liaisons – Support outreach and follow-up;
  - M&E officers – Observe bin use and collect data.

- **Materials & Logistics:**
  Printed waterproof stickers or posters, sorting guides, bin maps (if needed), installation tools (tape, cleaning wipes).

- **Budget (optional)**
  Low – Costs limited to printing and installation; scalable to any setting.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

21 Sticker Campaign for Color-Coded Bins

Implementation Plan

- **Dependencies & Risks:**
Poor durability of materials; mismatch with existing local color schemes; lack of follow-up reinforcement.

- **Sustainability / Exit Plan**
Design can be integrated into standard bin procurement; student or janitor teams can manage future updates.

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Finalized sticker designs and print materials	Campaign lead	Week 1	Stickers ready for installation
Identify sites and prepare bins	Sticker team, facility staff	Week 1–2	Target bins cleaned and matched to correct categories
Install stickers and promote campaign	Sticker team, eco-clubs	Week 2	Bins visibly labelled; promotion conducted
Monitor usage and gather user feedback	M&E officers	Week 3	Sorting accuracy tracked; feedback collected
Prepare short report and recommendations	Campaign lead	End of Week 3	Summary document for replication or scale-up

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

22 Household Waste Diary Challenge

Summary

This short-term challenge invites families to track and reflect on their household waste over one to two weeks using a simple diary format. Participants record the types and quantities of waste they generate, whether it was sorted or not, and commit to small changes. At the end of the challenge, families share what they learned and set goals for reducing or improving sorting.

Impact

Encouraging families to self-monitor increases awareness of waste habits and motivates behavior change. Past challenges have shown improvements in sorting accuracy and reductions in total waste generated. It also provides useful feedback for local planners and strengthens household engagement with community waste programs.

Campaign Strategy Overview

- **Title:**
Household Waste Diary Challenge

- **Implementation Context:**
Residential areas, school-linked communities, eco-villages, or barangays with collection systems already in place.

- **Problem Behavior:**
Households are unaware of their waste generation patterns, leading to poor sorting, overuse of disposables, or high contamination of recyclables.

- **Target Behavior:**
Families pay attention to how they generate and manage waste, and make more conscious decisions to sort, reduce, or reuse.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

22 Household Waste Diary Challenge

Campaign Strategy Overview

- **Description:**
Families receive a printed or digital "Waste Diary" and a short orientation on how to track waste for 7–14 days. They log waste by category (e.g. compostable, recyclable, residual), note sorting behavior, and identify preventable items. At the end, families reflect on their experience and submit their diaries for recognition or prizes. Schools or barangays may host feedback sessions.

- **Target Groups & Environment:**
Families, especially school-linked households or low- to middle-income communities open to structured participation.

- **Implementing Partners/Stakeholder:**
Schools, barangay officials, NGOs, MRF staff, environmental educators, parent groups.

- **Behavioral Categories:**
  - **Information** – Self-recorded data increases understanding of patterns;
  - **Choice Architecture** – Diary guides and bins in the home reinforce good habits;
  - **Social Influence** – Families discuss findings in group settings or online;
  - **Rules and Regulations** – Optional community pledges or school rewards;
  - **Incentives** – Recognition, certificates, and prizes for thoughtful participation;
  - **Emotional Appeals** – Sense of ownership, reflection, and pride in waste reduction

- **Communication Channels:**
Parent–teacher meetings, flyers, WhatsApp groups, school newsletters, community announcements.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

22 Household Waste Diary Challenge

Campaign Strategy Overview

- **Indicators for Monitoring and Evaluation:**
  - Number of households participating and completing diaries;
  - Self-reported changes in waste habits;
  - Sorting accuracy or volume changes during challenge period;
  - Reflections and action plans submitted by families.

- **Similar Programs/Reference Programs:**
  - **Making Oceans Plastic Free** - *SUP Free Families (Indonesia)*
  - **World Bank / eMBeD** - *Behavioral Insights to Reduce Open Waste Burning in Lao PDR*
  - **Zero Waste Malaysia (ZWM)** – *My Zero Waste Life / Zero Waste Event Handbook (Malaysia)*

Implementation Plan

- **Duration:**
  Short-term (1–2 weeks, repeatable quarterly or annually).

- **Team & Roles:**
  - Campaign organizer – Designs challenge and oversees logistics;
  - School or community partners – Distribute diaries and promote participation;
  - Monitoring team – Track submissions and identify trends;
  - Rewards team – Prepare recognition items and compile stories.

- **Materials & Logistics:**
  Printed or digital waste diaries, sample entries, guidelines for sorting, prize kits, evaluation forms.

- **Budget (optional)**
  Low – Main costs are printing and small prizes; diaries can be reused or shared digitally.

Back to Previews

- Overview
- Best Practice Previews
- **Full Best Practice Templates**
- Recommendations for the ASEAN Region
- BCC Collateral and Design Guideline

22 Household Waste Diary Challenge

Implementation Plan

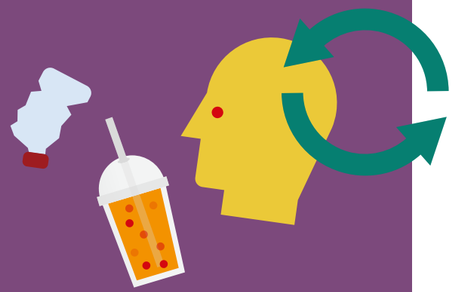
- **Dependencies & Risks:**
Incomplete diaries; low motivation without rewards; data accuracy varies with age/literacy level.

- **Sustainability / Exit Plan**
Diaries may become part of school/home waste education; data used to inform local programs; winners may serve as peer advocates.

- **Comprehensive Plan of Actions:**

Task	Responsible	Timeline	Expected Output/Indicator
Design diary template and instructions	Campaign organizer	Week 1	Easy-to-use diary in print and digital form created
Distribute diaries and explain challenge	School/NGO staff	Week 1–2	100+ families enrolled and trained
Track participation and provide support	Monitoring team	Week 2–3	Families complete diaries; questions answered
Collect, review, and highlight submissions	Rewards and M&E team	Week 3	Best practices and stories identified
Share results and award recognition	Campaign team, partners	Week 4	Winners announced; summary report published

Back to Previews



- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

What is in this section

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Recommendations for the ASEAN Region

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Recommendations for ASEAN

While all AMS face shared challenges related to plastic pollution, the conditions that shape behavior change vary significantly. Language diversity, cultural and religious factors, differing infrastructural capacities across the ASEAN region, and variations in policy enforcement all influence how campaigns are received and what drives behavioral shifts.

This diversity underscores the need for regional strategies that are flexible, adaptable, and sensitive to local realities, rather than one-size-fits-all solutions. For detailed findings on different ASEAN countries, see **Chapter 8 of the Research Report**.

At the same time, stakeholders emphasized the importance of a combined regional framework that provides consistency and shared direction. The Playbook can serve this function by offering a practical platform that:

1. **Provides a shared technical language** that allows practitioners across AMS to align on key behavioral drivers, categories of intervention, and ways of assessing impact.
2. **Strengthens cross-country learning** that enables practitioners to adapt successful approaches from neighboring countries while avoiding duplication of ineffective strategies.
3. **Supports inclusivity** that ensures campaigns are accessible across languages, literacy levels, and cultural contexts by prioritizing visual, audio, and community-driven formats.
4. **Links behavior change with systems** to ensure interventions are not isolated but tied to enabling infrastructure, regulatory frameworks, and trusted messengers at local levels.
5. **Promotes scalability and sustainability**, offering adaptable tools that can be piloted locally, refined, and then transferred across different AMS with appropriate contextualization.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

What is in this section

This subchapter briefly gives general recommendations for all practitioners from the ASEAN region as well as specific recommendations tailored for practitioners from government, NGOs/CSOs and individuals, as well as the private sector.

Building on these functions, five concrete opportunities and recommendations emerged from the consultation process:

Improve Accessibility and Reach
Develop adapted versions of the Playbook that reflect the needs of national NGOs, CSOs, and vulnerable groups, ensuring that local implementers can apply behavior change tools effectively across diverse community contexts.

Enhance Usability
Provide structured training sessions, tutorials, and guidance materials to simplify and standardize the Playbook's use, ensuring that practitioners of varying technical backgrounds can navigate and apply it easily.

Strengthen Engagement and Uptake
Organize training-of-trainers workshops with AMS focal points to promote regional ownership, encourage peer learning, and expand the number of practitioners skilled in applying the Playbook at local levels.

Support Institutionalization
Facilitate hands-on sessions at ASEAN and national levels to integrate Playbook methodologies into national waste management and awareness strategies. Offer advisory support to AMS governments to help tailor, pilot, and monitor behavior change campaigns aligned with local systems and policies.

Foster Further Opportunities for ASEAN Collaboration
Establish a regional community of practice for ongoing cross-country learning, exchange of experiences, and joint problem-solving. Explore the development of sector-specific Playbooks (for example, for tourism, retail, or schools) to address key behavioral challenges in high-impact sectors.

By implementing these recommendations, ASEAN can strengthen its collective capacity to design, test, and scale behavior change interventions that are grounded in local realities yet unified by a shared regional framework. The Playbook is intended not only as a repository of methods, but as a an initial step for further collaboration, fostering continuous learning, innovation, and collective progress toward reducing plastic pollution across Southeast Asia.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

What is in this section

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Recommendations for Practitioners in the ASEAN Region

Specific recommendations for practitioners from different backgrounds emphasize essential support and conditions that must be in place to enable each practitioner audience to successfully develop and implement behavior change campaigns (Must-Haves).

Practical "Do's and Don'ts" help practitioner audiences to improve campaign design while avoiding common pitfalls.

National and Local Government Officials | NGOs, CSOs, and Individuals | Private Sectors - Companies, Brand owners, SMEs

Must-Haves

Governments can scale BCC campaigns, align them with policy, and mandate systemic change. Yet, they are often constrained by gaps in inter-agency coordination and limited localized implementation frameworks.

- **Cross-ministry coordination frameworks** (particularly between environment, infra-structure, education, and local governance units)
- **National impact monitoring and evaluation (M&E) systems** for tracking behavior change metrics (not limited to waste volume or policy output)
- **Technical support units or taskforces** to assist sub-national governments in implementing behavior change programing
- **A strategy, templates or protocols** for integrating BCC into local waste management plans
- **Learning exchange platforms** between AMS to share tools, cases, and feedback on campaign effectiveness

The following section outlines what tends to work well, and what often fails, in the context of government-led campaigns, along with practical suggestions for more effective design and delivery.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

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National and Local Government Officials | **NGOs, CSOs, and Individuals** | **Private Sectors - Companies, Brand owners, SMEs**

Campaigns that work (Do's)

- Coordinate cross-ministry efforts to ensure waste infrastructure, policies, and campaigns align.
- Focus on policy enforcement: visibility of law in action boosts citizen trust and participation.
- Organize localized M&E tools to understand what works in specific subnational contexts.
- Ensure that campaigns are tied to services (e.g., bins, refill stations) to avoid messaging-behavior disconnects
- Partner with local institutions such as schools, faith groups, and community-led initiatives to build local trust.
- Efforts to coordinate and enforce must be visible.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

What is in this section

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National and Local Government Officials | NGOs, CSOs, and Individuals | Private Sectors - Companies, Brand owners, SMEs

Campaigns that don't work (Don'ts)

- Approve or launch awareness campaigns without ensuring service readiness
- Leave behavior change work siloed within environmental ministries. It would be important to coordinate with other relevant ministries and agencies (such as education, infrastructure, local governance, etc).
- Underestimate the public's experiences with waste systems and potential inconsistency (such as separated bins that are mixed during collection).

With the "Must-Haves," and campaigns that work or don't work outlined, the next section turns to the role of private sector representatives in behavior change campaigns.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

What is in this section

This subchapter briefly gives general recommendations for all practitioners from the ASEAN region as well as specific recommendations tailored for practitioners from government, NGOs/CSOs and individuals, as well as the private sector.

Recommendations for Practitioners in the ASEAN Region

Specific recommendations for practitioners from different backgrounds emphasize essential support and conditions that must be in place to enable each practitioner audience to successfully develop and implement behavior change campaigns (Must-Haves).

Practical "Do's and Don'ts" help practitioner audiences to improve campaign design while avoiding common pitfalls.

National and Local Government Officials | **NGOs, CSOs, and Individuals** | Private Sectors - Companies, Brand owners, SMEs

Must-Haves

NGO, CSO and individual practitioners often face limitations regarding a project cycle or financial resources to successfully conduct a campaign. However, they are usually at the forefront of implementation. They are crucial in reaching underserved populations such as women, informal waste workers, and rural communities.

- **Stable funding** and access to donations, grants or Corporate Social Responsibility (CSR) partnerships to ensure sustained engagement, not one-off events.
- **Ready-to-use BCC Toolkits** (visual aids, games, facilitator guides) tailored to different target group contexts and cultural backgrounds derived from this Playbook.
- **Clear behavior-to-impact logic models** to guide campaign design and justify interventions with practical guidance on combining behavior change with access to infrastructure (e.g. how to link sorting campaigns with local drop points or operators).
- **Cooperation & Formal coordination channels with local authorities** to ensure waste infrastructure services' alignment.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

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National and Local Government Officials | **NGOs, CSOs, and Individuals** | Private Sectors - Companies, Brand owners, SMEs

Campaigns that work (Do's)

- Collaborate with local governments early to ensure infrastructure exists for sorting, reuse, and collection.
- Co-create campaigns with communities to ensure ownership and contextual fit, especially in areas affected by disillusion or disappointment regarding previously conducted campaigns and their outcome. Adapt content to low literacy and low digital access contexts using visuals and face-to-face delivery.
- Use trusted messengers and local languages to maximize reach across literacy levels.
- Build simple M&E tools into project design, even for small-scale campaigns.
- Leverage partnerships to overcome resource constraints.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

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Campaigns that don’t work (Don’ts)

- Design campaigns without confirming infrastructure is in place to support the behavioral "ask".
- Depend on awareness alone to drive behavior; address the broader enabling conditions.
- Neglect monitoring: this is essential to secure future funding and scale efforts.
- Use abstract messaging divorced from practical alternatives (e.g. asking to reduce SUIs without access to refills).
- Overlook coordination with public services that may affect the campaign’s success.
- Assume community disinterest: many simply lack support systems or trust.

With the “Must-Haves,” and campaigns that work or don't work outlined, the next section turns to the role of government representatives in behavior change campaigns.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

Recommendations for Practitioners in the ASEAN Region

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National and Local Government Officials | NGOs, CSOs, and Individuals | **Private Sectors - Companies, Brand owners, SMEs**

Must-Haves

The private sector plays a critical role in both causing and solving plastic waste challenges. This group has a high influence on packaging, logistics, and consumer habits. However, many companies lack the technical guidance to align CSR with actual behavior change principles or do not even intend to embed behavior change within their CSR strategy.

- **Standardized guidance on behavior-linked CSR design** (e.g. how to align marketing with BCC without green-washing).
- **Access to behavior impact metrics** to evaluate sustainability campaigns (beyond brand visibility).
- **Partnership pathways with NGOs or governments** to support local level delivery of BCC efforts.
- **Roadmaps for shifting product design and packaging** in support of targeted behavior changes (sorting, reuse, low-waste alternatives).

Clear consumer engagement tools, EPR and ESG-aligned tracking systems are essential. Roadmaps for packaging redesign and improved incentive models should be developed in coordination with governments and civil society partners.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

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Campaigns that work (Do's)

- Link campaigns to concrete supply chain actions (e.g. reduce packaging, offer take-back options) to avoid accusations of greenwashing.
- Provide resources to frontline implementers (e.g. NGOs, schools) to strengthen government or NGO capacity.
- Partner with waste operators or government units to ensure back-end systems support anticipated behaviors.
- Pilot consumer incentive schemes and test behavior impacts via proper evaluation methods.
- Focus funding on real impact, as opposed to only visibility (e.g. social media engagement). Align CSR with product design and track behavior change.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- **Recommendations for the ASEAN Region**
- BCC Collateral and Design Guideline

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Campaigns that don't work (Don'ts)

- Treat BCC as marketing without operational follow-through.
- Promote reuse/refill messaging without infrastructure investment or logistical support.
- Neglect M&E: both internal (CSR tracking) and external (impact metrics) should be aligned.
- Promote reduction without offering practical reuse options.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

Behavior Change Communications Collateral and Design Guideline

This subchapter gives guidance for practitioners on what to consider in terms of communication collateral and design when developing campaigns.

In behavior change campaigns, the right visual can mean the difference between catching attention and being ignored. Whether the aim is to reduce litter or SUP consumption, or to promote waste sorting, well- chosen images and designs can turn awareness into action.

This guideline offers practical tips for creating impactful communications materials, from choosing visuals that connect emotionally and culturally, to making smart decisions on budget and media use. With clarity, consistency, and cultural sensitivity, the campaign can reach the right people and inspire real change.

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

Why the Right Visual Matters

In a behavioral change campaign, visuals are often the first and sometimes the only point of contact with the target group.

A well-chosen image, illustration or graphic can:

- **Trigger emotional connection** (e.g. showing marine animals harmed by plastic waste creates empathy and urgency).
- **Make the behavior relatable and concrete** (e.g. clear images of correct waste sorting steps).
- **Reinforce the desired action** through repetition and recognizability.

For example, in an anti-littering campaign, a poorly chosen visual (people standing at a polluted beach) might confuse the target group, while a targeted image (such as a before-and-after scene of a cleaned vs. a polluted beach) makes the goal more clear and relatable.

Another example, in a SUP campaign, practitioners should prioritize visuals that demonstrate the impact of the problem behavior (e.g., accumulated waste on a beach) or model the reward of the target new behavior (e.g., people throwing waste into designated bin), as these are far more compelling than simply relying on motivational text and generic encouragement.

CONFUSES THE TARGET GROUP

MESSAGING IS MORE CLEAR

(Image credit: Freepik)

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

Budget & Media Allocation

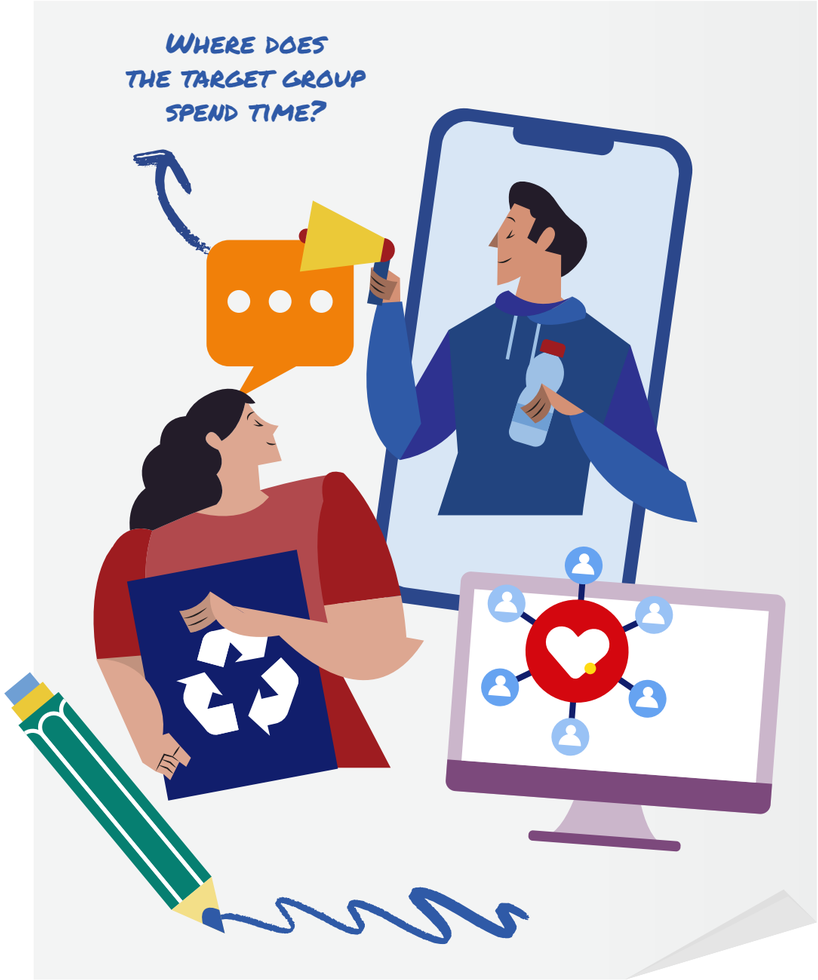
Budgets can determine the reach and quality of campaign visuals, but effectiveness is not always about spending more money.

If practitioners have limited budget to develop communications collaterals and designs:

- **Consider low-cost media:** Posters, hand-drawn flyers, chalk street art, social media posts from volunteers as user-generated content.
- **Leverage existing platforms:** Partner with educational institutions, community boards, and online groups to distribute visuals at low to zero cost.

Wisely choosing the right media:

- Focus on **where the target group actually spends time** (e.g. a free Instagram post might reach more people than an expensive billboard).
- Prioritize **clear, adaptable visuals** that can be reused across formats and platforms (analogue poster designs can be reused for social media posts and presentation slides).



- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

The Visual Approach

- **Straightforward messaging**

Use real-life photography to show the direct impact of the targeted behavior (e.g. a photo of hands placing plastic bottles in a recycling bin). This approach leaves little room for interpretation, meaning the target group doesn't have to guess the message or decode symbolism. It works well for short-term campaigns or urgent CTA, where clarity and immediate understanding are more important than creative complexity.

Practitioners can also add text into the photo using fonts that match the campaign mood. For direct, urgent, or informational campaigns (e.g., proper sorting instructions), practitioners should utilize sans-serif, bold, easy-to-read fonts such as Montserrat, Arial, or Helvetica. These fonts convey authority, simplicity, and immediacy.

For campaigns aiming for a softer, more community-focused, or long-term behavioral shift, slightly rounder or more stylish fonts may be appropriate, as long as legibility is maintained.

REAL-LIFE PHOTOGRAPHY TO SHOW DIRECT MESSAGE

DIFFERENT FONTS DELIVER DIFFERENT MOODS

(Image credit: Freepik)

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

The Visual Approach

- **Semiotics & Metaphors**

Semiotics is the use of signs and symbols to communicate ideas or messages beyond their literal meaning.

In campaign design, this can mean using illustrations or symbolic images that provoke thought and convey a deeper story (e.g. a turtle shell shaped like a trash can to represent the impact of pollution on marine life). This approach allows for creative, memorable storytelling, but the symbols must be easy for the intended audience to understand at a glance.

- **Consistency Matters**

Apply design principles across all media: a consistent color palette, typography, visual treatment, and logo placement.

This repetition builds recognition, so people quickly associate any piece of campaign material with the same message.

CONSISTENCY OF COLOR, TYPOGRAPHY, AND VISUAL TREATMENT BUILDS RECOGNITION

(Image credit: Freepik)

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

The Visual Approach

- **Choosing Treatment**
  - Match the style to the target groups visual literacy and the campaign's urgency. Choice of color is also critical because it immediately affects mood and message interpretation. Practitioners should select colors strategically, considering cultural context, emotional association, and legitimacy. Before choosing an attractive palette, research the target group's color meanings: for example, while blue often signifies trust and reliability in many cultures, its association may be different elsewhere. Utilize colors to reinforce key messages: green often signals environmentalism, health, and growth; yellow grabs attention and implies caution; and red demands urgency or signifies danger. Crucially, practitioners should ensure that primary colors provide high contrast for any overlay text or instructional graphics to maintain accessibility and immediate readability, especially in materials like step-by-step sorting guides or urgent CTAs.

YELLOW COLOR IS USUALLY USED BECAUSE YELLOW EASILY GRAB ATTENTION

(Image credit: Freepik)

- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

The Visual Approach

- **Choosing Treatment**
  - Tests with small groups before launching to ensure the visual communication is effective. Visual effectiveness is inherently tied to visual preference, which varies significantly across target groups. For example, a campaign targeting young adults might leverage provocative, bold, and highly graphic designs to capture attention. Conversely, visuals intended for teenagers may need to incorporate softer aesthetics, relatable characters, and a "cute" or meme-friendly approach to feel authentic and trustworthy.

Relatable characters or Memes could be used to grab teenager's attention

(Image credit: Stephanie Hermes)

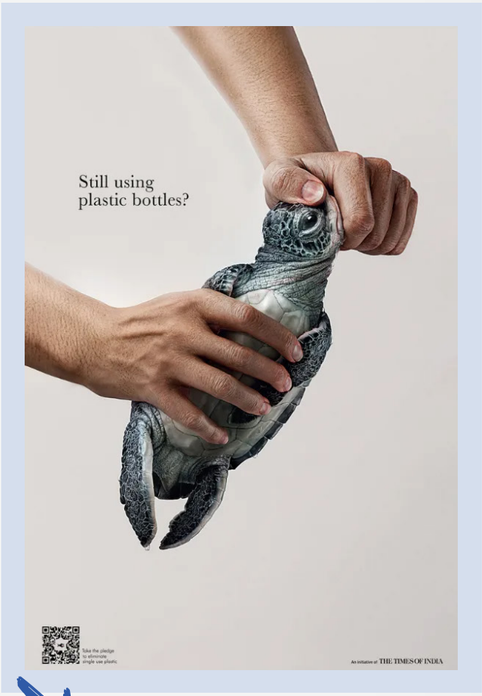
- Overview
- Best Practice Previews
- Full Best Practice Templates
- Recommendations for the ASEAN Region
- **BCC Collateral and Design Guideline**

Cultural Considerations

Cultural sensitivity shapes trust and acceptance:

- **Diversity in representation:** Use photos or illustrations that reflect the audience's demographics and community. This may include engaging known figures from across the ASEAN region to increase the visibility, appeal, and relevance of the campaign to the target audience.
- **Avoid causing offenses:** Some imagery (e.g., overly graphic depictions of animal harm) may alienate rather than motivate.
- **Language & symbolism:** Colors, animals, or gestures can have different meanings across cultures. Be aware of this.
- **Research in advance:** Researching local customs, consulting community leaders, and piloting visuals in small focus groups ensures compliance with cultural sensitivity.

The success of a behavior change campaign depends not only on creativity but on the right visual communication, in the correct form and hierarchy, delivered to the right people with respect for budget, culture, clarity, and visual consistency.



THIS AD IS POWERFUL, BUT OFFENSIVE TO SOME AUDIENCE

(Image credit: #UnPlasticIndia)

Chapter 5.
Research & Findings

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The research insights that serve as the basis of this Playbook highlight what is working, where the gaps are, and how future strategies can be better grounded in real-world context and supported by functioning systems. Behavior change interventions must be grounded in enabling systems, linked to functional infrastructure, and tailored to cultural and demographic realities of Southeast Asia.

This chapter summarizes the methodology behind and the key outcome from each chapter of the comprehensive "needs assessment and stock-taking" exercise that informed the development of the Playbook. The elements covered in the needs assessment and stocktaking report corresponds to what is necessary to develop the Playbook, from the methodology utilized and target groups analysis, to country context in the ASEAN region and key recommendations.

It also highlights the **testing phase**, during which selected Playbook tools and templates were applied and validated with practitioners and stakeholders. This process helped refine the guidance, ensuring that the Playbook is both **practically applicable** and **responsive to real implementation contexts**.

In addition, this chapter references the **technical consultations with ASEAN Member States**, which served as key validation milestones to review progress, verify findings, and align the Playbook's approaches and tools with regional priorities and operational realities.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States

Needs Assessment and Stocktaking Report

A summary of the report's key contents is presented in the following section, while the full analysis, supporting data, and detailed examples are available in the **Needs Assessment and Stocktaking Report.**

Research Report Chapter 3: Methodology

A mixed-methods approach underpins the findings of the stocktaking report. It integrates:

- A regional survey capturing data from 25 government and non-government stakeholders from all 10 ASEAN Member States
- 22 in-depth interviews with AMS Government Representatives, Private Companies, NGOs and CSOs
- A structured review of 68 BCC programs and interventions across the region, assessed using a standardized framework of over 40 criteria.

The research was conducted primarily in the first and second quarter of 2025 and carried out entirely online. Representatives were selected from AMS governments, NGOs/CSOs, and the private sector in each of the ten AMS. Government contacts were nominated directly by AMS, while NGO/CSO and private sector representatives were identified through a mix of AMS recommendations and independent internet research. At least two organizations per category (NGO/CSO and private sector) were contacted in each AMS to ensure a balanced perspective.

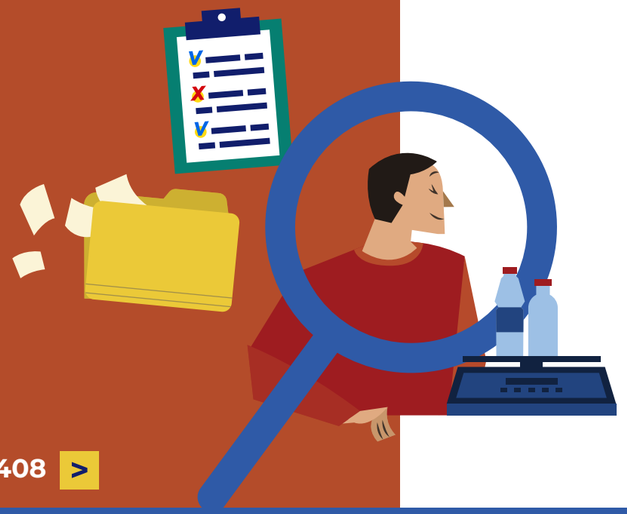
Interviews were conducted online, recorded, transcribed, and coded. This systematic process allowed patterns to emerge across countries and sectors while also capturing regional differences and country-specific particularities. The surveys complemented this by highlighting quantitative tendencies, while the in-depth qualitative interviews provided context, connections, and insights into underlying dynamics that shaped behavior change efforts.

Best practices were also shared during interviews, pointing the team to further sources and documentation that enriched the subsequent desktop research phase. This triangulation of survey data, qualitative interviews, and desk-based stocktaking provided a strong foundation for both identifying regional patterns and highlighting gaps and opportunities for future interventions.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States



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Research Report Chapter 4: Needs Assessment Review

This chapter of the report reviews the systemic and behavioral barriers identified through the needs assessment. Its purpose is to explain *why* many behavior change efforts in ASEAN face constraints that currently block effective reduction of plastic pollution: Stakeholders repeatedly emphasized that behavior change cannot occur in isolation. It must be supported by enabling systems, consistent messaging, and infrastructure that facilitates sustainable choices.

From both qualitative interviews and survey results, a recurring theme was the lack of infrastructure, particularly in rural and coastal areas. Sorting waste remains ineffective in many contexts due to the absence of separate bins, waste banks, or processing centers. This issue is accompanied by weak policy enforcement. While numerous countries have enacted regulations on single-use plastics (SUPs), littering, or source separation, enforcement remains inconsistent, and awareness of these policies is limited.

A sense of pointlessness emerged as a behavioral barrier: Many individuals feel discouraged from sorting or reducing plastic use when they believe their efforts will be undone by ineffective collection systems. This perception erodes motivation and underscores the need for transparent, functional, and trustworthy infrastructure.

Stakeholders also noted weak inter-agency coordination. Ministries responsible for environment, education, infrastructure and local governance often work in silos, resulting in fragmented implementation. Respondents highlighted that campaigns are sometimes launched without the support of relevant infrastructure agencies, creating disconnects between awareness and action.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States

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Research Report Chapter 5: Stocktaking and Best Practices Review

This chapter identifies what can be learned from existing practice. The stocktaking exercise was undertaken to capture lessons from past and ongoing behavior change campaigns, highlight what has worked (and what has not), and provide inspiration for the design of future interventions under the Playbook. By systematically reviewing experiences across ASEAN and beyond, it ensures that new strategies build on evidence rather than starting from scratch.

The desktop stocktaking reviewed 68 documented behavior change campaigns implemented across ASEAN and additional global or regional initiatives with relevance to the SEA-MaP objectives. The desk-top review was based primarily on publicly available information obtained through online searches, program reports, grey literature, and secondary sources. Where documentation was limited, additional insights were gathered through interviews with campaign implementers and stakeholders, which helped to validate or supplement the available data.

The results provide a panoramic view of the BCC landscape in Southeast Asia, revealing innovative approaches, structural gaps, and the evolving roles of governments, NGOs, and private actors.

For instance, some initiatives displayed diversity in strategies, from community clean-ups and school-based programs to social media advocacy and informal sector engagement.

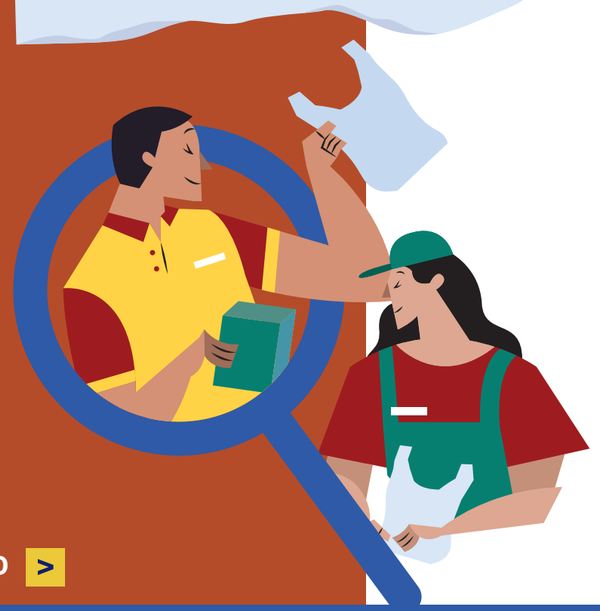
One major takeaway is that the most successful campaigns combine multiple intervention strategies - such as visual and emotional storytelling (emotional appeal), peer-to-peer influence (social influence), institutional partnership (rules & regulation), and accessible alternatives (choice architecture) to reduce the use of SUPs.

Yet the analysis also revealed structural weaknesses: many campaigns were short-term, lacked embedded monitoring and evaluation (M&E), and were not institutionally sustained. There were significant gaps in inclusion, with few programs directly targeting vulnerable groups. Moreover, messaging fatigue and overlapping campaigns without coordination sometimes diluted effectiveness.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States



Needs Assessment and Stocktaking Report

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Research Report Chapter 6: Target Group Analysis

This chapter examines who needs to be engaged for behavior change and why. Campaigns often fall short when audiences are treated as a "general public," overlooking the specific roles, constraints, and motivations that shape behaviors in practice. The target group analysis was therefore designed to clarify which actors matter most, how they are currently involved, and where untapped opportunities exist. Particular attention was given to youth, women, informal waste workers, and small-scale vendors and retailers, all groups repeatedly identified as central to plastic use, disposal, and recycling dynamics in the region.

These findings were then compared with the documented evidence from past and ongoing campaigns, allowing the research team to validate emerging themes and avoid relying solely on perception. The integration of methods ensured that the analysis could capture both commonalities across the region and unique local contexts. It also allowed a closer look at underrepresented groups by cross-checking whether they appeared in survey responses, interview accounts, and campaign records. Through this process, the target group analysis highlights not just which actors matter most for behavior change, but how their roles, constraints, and opportunities were identified and corroborated across multiple data sources.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States

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Research Report Chapter 7: Vulnerable Groups and Women: Roles, Needs and Opportunities Toward Behavior Change

This chapter focuses on often-overlooked groups - particularly women and vulnerable communities - whose participation is critical for achieving systemic plastic pollution reduction. The stocktaking reveals that while these groups are central to plastic usage and waste handling, they are frequently excluded from the design and delivery of behavior change campaigns.

Women, in particular, serve as gatekeepers of household behaviors. They make decisions about purchasing (e.g., single-use vs. reusable products), kitchen practices, and disposal routines. In low-income and rural contexts, women are also informal waste workers - sorting and recovering recyclable materials under unsafe and unrecognized conditions.

Yet, most campaigns do not integrate gender dynamics. Women's time burdens, literacy levels, and cultural responsibilities are rarely considered. Where women were engaged - as in some community clean-up and education initiatives - interviewees described greater ownership and impact, especially when programs addressed local health, livelihood, or family well-being.

Other vulnerable groups, such as coastal residents, informal sector workers, and ethnic minorities, are often excluded. As an outcome of the research language barriers, physical isolation, and limited access to media were identified as predominant factors hindering participation in conventional awareness campaigns.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States

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Research Report Chapter 8: Country Context in the ASEAN Region

AMS shares several plastic-related challenges, but local conditions - ranging from infrastructure to language and culture - significantly affect how behavior change strategies should be designed and delivered.

Language diversity is one critical factor. Campaigns in multilingual countries require materials in multiple languages, sometimes including dialects with no written script. Visual aids, storytelling, and face-to-face engagement have therefore emerged as key tools, especially in low-literacy and rural areas.

Cultural practices also matter. Religious leaders in Buddhist-majority countries play influential roles, offering moral authority on environmental stewardship. Similarly, the use of spiritual narratives - framing pollution as harm to one's community or future generations - can foster resonance where abstract ecological messages may fail.

Geography further shapes campaign feasibility. Island and archipelagic nations face logistical challenges in infrastructure rollout, while landlocked or mountainous regions may struggle with access to services. Urban-rural disparities are evident throughout the region, with cities receiving more campaign attention despite rural areas contributing significantly to plastic leakage.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States

Needs Assessment and Stocktaking Report

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Research Report Chapter 9: Key Recommendations

The final chapter distils actionable recommendations for the Playbook, rooted in the insights from the regional stocktaking. While good practices exist, the analysis shows that behavior change will only succeed if it is supported by enabling conditions, participatory design, and a clear implementation framework.

Therefore, the Playbook is developed along the following recommendations:

- **Link behavior change with system design:** Campaigns must not ask for behavior shifts that infrastructure or regulation cannot support. Every behavioral "ask" should be paired with a clear path to action and supportive services.
- **Use trusted, local influencers:** Schools, women's groups, religious centers, and informal leaders have proven reach. Campaigns that succeed are typically those embedded in the daily lives of target communities.
- **Make messaging localized and emotional:** Factual appeals are insufficient. Storytelling, symbols, and emotional narratives tied to identity, family, or health make behavior change personal and lasting.
- **Embed recognition and feedback loops:** Campaigns that offer incentives - whether social, symbolic, or financial - see higher uptake. Tracking and celebrating success (e.g., "cleanest village" awards) normalizes new positive behaviors.
- **Co-create with target groups:** Campaigns designed with community members are more trusted, inclusive, and context sensitive. This principle applies especially to marginalized and high-impact groups.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- **Needs Assessment and Stocktaking Report**
- User Testing and Validation
- Technical Consultations with ASEAN Member States

Needs Assessment and Stocktaking Report

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Research Report Chapter 9: Key Recommendations

- **Build in monitoring and evaluation:** Impact must be measured not only through activity counts (e.g., posters distributed) but through behavior-specific metrics. Simple survey tools and baseline indicators are recommended. These recommendations form the foundation of a regional playbook that can adapt to local needs while fostering ASEAN-wide learning, coordination, and innovation in behavior change communication.

The findings underline a clear imperative: BCC strategies in Southeast Asia must evolve from awareness-raising campaigns to participatory, system-integrated efforts that reflect local realities. By centering community voices, supporting infrastructure, and aligning messages with lived experiences, the Playbook can serve as a practical guide for behavior change that is equitable, scalable, and lasting.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- Needs Assessment and Stocktaking Report
- **User Testing and Validation**
- Technical Consultations with ASEAN Member States

User Testing and Validation

Before finalization, the Playbook underwent a round of usability testing with practitioners from across the ASEAN region, including representatives of NGOs CSOs, governments, and private sector. The testing aimed to assess the Playbook's clarity, accessibility, and practical value for end users.

Feedback confirmed that the overall navigation and structure were functional and intuitive, but participants noted the need for clearer visual differentiation between chapters, tools, and examples. Practitioners valued the interactive features and structured guidance and suggested a short tutorial video and stronger visual cues to support first-time users.

Participants found the language generally clear, though some technical terms required further simplification, and several recommended translations into local languages to enhance accessibility for grassroots implementers.

The Playbook was described as empowering and motivating, especially for organizations with prior experience in behavior change communication. However, smaller NGOs and local actors highlighted the need for additional facilitation, training, and potential funding support to fully apply the tools.

Overall, the testing confirmed that the Playbook is a strong and adaptable resource, but its full potential will depend on continued capacity building and regional support mechanisms to ensure broad and equitable adoption across ASEAN Member States.

What is in this chapter

Click these bullet points to navigate through the sub-chapters.

- Needs Assessment and Stocktaking Report
- User Testing and Validation
- **Technical Consultations with ASEAN Member States**

Technical Consultations with ASEAN Member States

To ensure the Playbook reflects the priorities, operational realities, and regional diversity of ASEAN Member States, two formal technical-level consultations were convened as part of the development process. These consultations provided a platform for government representatives and members of the SEA-MaP Project Steering Committee to review progress, validate findings, and shape the direction of the Regional BCC Strategy Playbook.

The consultations were held online to enable broad participation from across the region. Each session was three hours long and included presentations and discussions designed to gather targeted feedback from practitioners and policymakers.

- **First Technical Consultation – 3 June 2025:** The first consultation focused on the presentation and validation of the Needs Assessment and Stocktaking Report. Participants reviewed the key findings from interviews, surveys, and campaign analyses conducted across AMS. The discussion validated the proposed methodological framework, guiding principles, and stepwise structure of the Playbook.

  Breakout sessions enabled detailed inputs on regional priorities, such as integrating gender and vulnerable group perspectives, aligning behavioral "asks" with system readiness, and ensuring the Playbook's adaptability to national contexts. The feedback gathered was incorporated into the final Needs Assessment and Stocktaking Report and used to refine the Playbook's conceptual design and content outline.

- **Second Technical Consultation – 7 October 2025:** The second consultation focused on reviewing and validating the draft Playbook, including its structure, campaign roadmaps, and toolkit templates. Participants examined the Playbook's usability, technical accuracy, and contextual fit for AMS by reviewing toolkit components, communications materials, and implementation roadmaps to ensure that the Playbook is ready for application at both regional and national levels. Feedback from this session has informed final revisions prior to submission for PSC approval and endorsement by ASEAN Member States.

Chapter 6. Summary

Chapter 6. Summary

The "Regional Behavior Change Communications (BCC) Strategy Playbook on Plastic and Plastic Waste in ASEAN" is more than a guide. It is a practical framework built for reflection and campaign growth. Through its step-by-step structure, tested tools and regional insights, it empowers practitioners across Southeast Asia to move from fragmented efforts and assumptions toward strategic and impactful behavior change initiatives.

This Playbook has brought together evidence, lived experience and practical guidance to equip governments, civil society, and private sector practitioners with a shared language and adaptable methodology. Across its chapters one key insight emerges: changing behavior is rarely a matter of awareness alone. Change happens when campaigns are matched to the realities of target groups, when communication is combined with infrastructure and policy, and when interventions are tested, adapted, and refined in context. This is what the Playbook is delivering in a simple and practical way.

Behavioral drivers ranging from social influence and emotional appeal to rules and regulations and incentives work best when tailored and aligned with enabling conditions. Real-world impact requires more than just the right message. It demands understanding what makes people's current behaviors rational, and what must shift to make better choices easier and more rewarding.

Because local contexts are dynamic and behavior change is a continuous process, the Playbook is designed to evolve. It invites practitioners not just to follow the steps, but to actively contribute insights, adapt tools and share results. Campaigns should be tested in small-scale environments, monitored and refined based on what works, not what was planned.

Ultimately, this Playbook is a starting point. It is a platform for capacity building, collaboration and innovation across the ASEAN region. Its value lies not only in the tools it offers, but in the community of practitioners who bring it to life. For those, who challenge and adapt the contents and build upon the lessons. By treating the Playbook as a living resource, ASEAN, AMS and their partners can continuously improve their efforts to reduce plastic pollution, guided by the principles of equity, realism, and impact.

The authors wish all practitioners a successful campaign development with impactful communication strategies and interventions, which is envisioned to contribute to ASEAN's collective efforts towards addressing marine plastic pollution and bring long-lasting change in the region.

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SOUTHEAST ASIA REGIONAL PROGRAM
ON COMBATING MARINE PLASTICS