



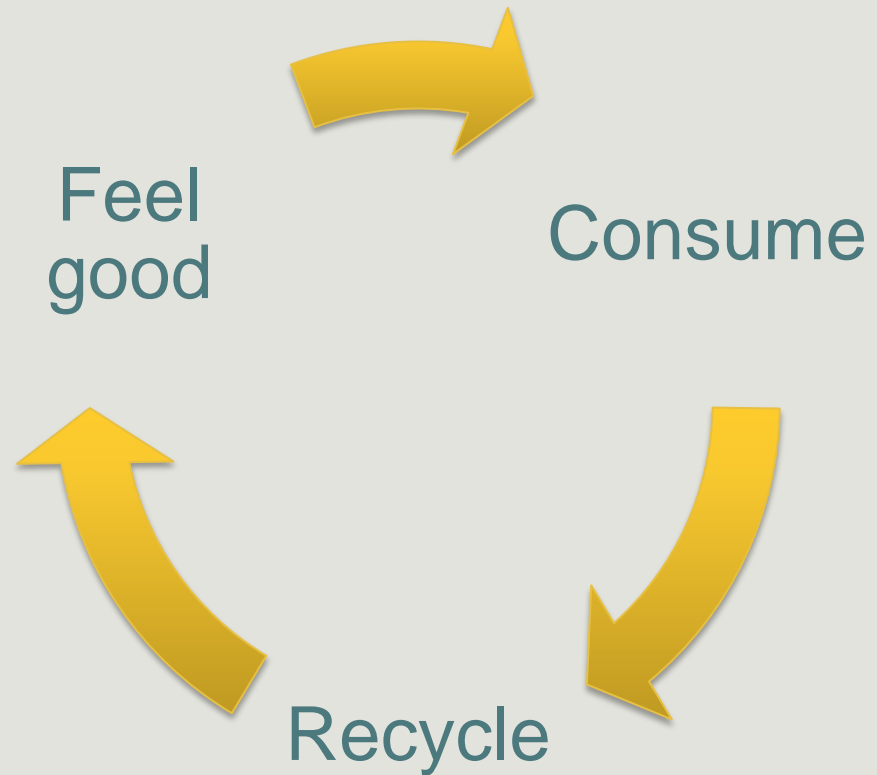
Waste prevention – The next frontier

Kelley Dennings
kdennings@gmail.com

Thank you to the City of Raleigh for supporting this project.

Current status

- Poor markets
- Recycling rates
- Feedback loop
- Climate change



Move beyond the current status

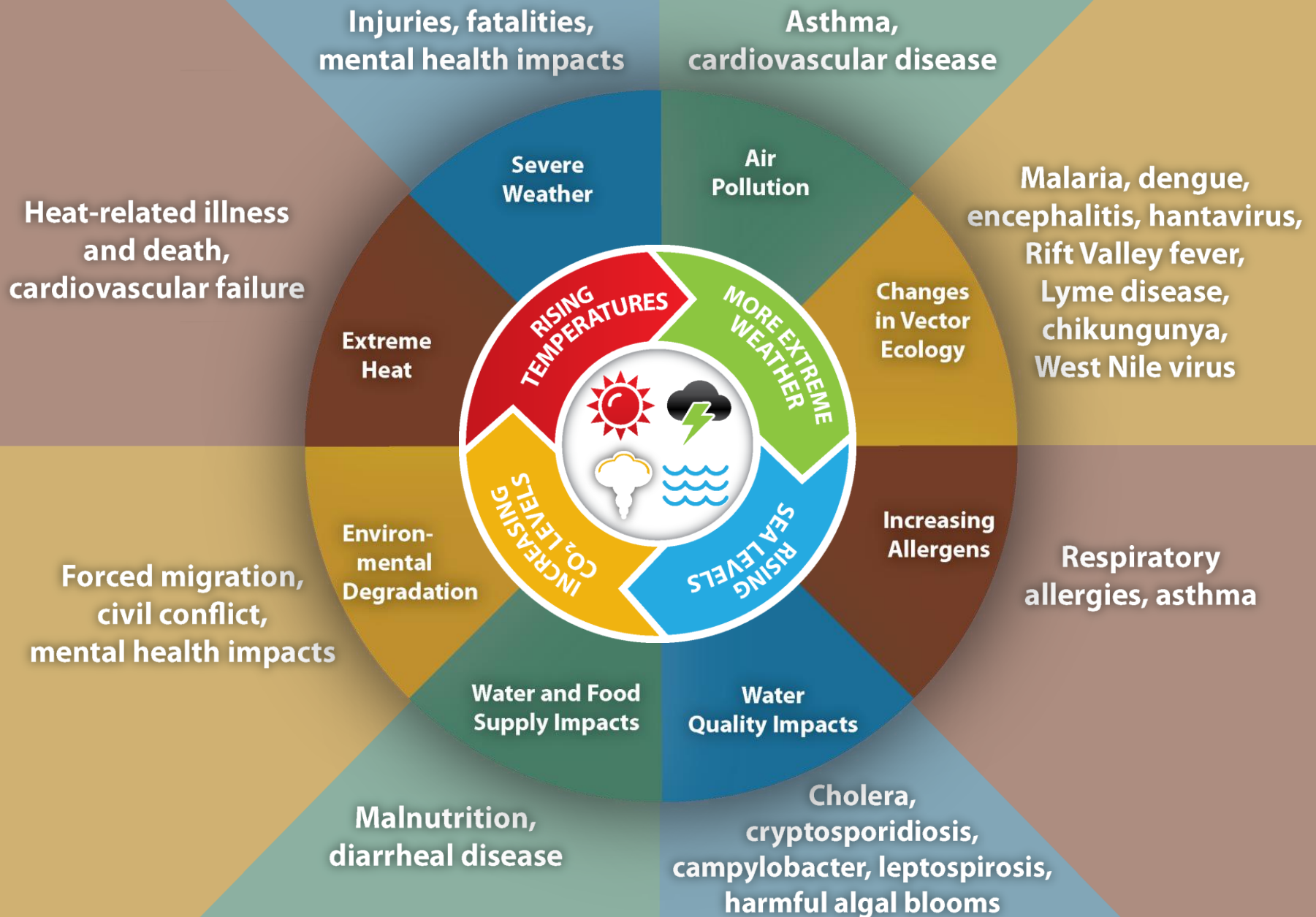
- Markets -> Opportunity
- Rates -> Better metrics
- Loop -> Move upstream
- Climate change -> Tie to health

There is an often quoted parable that tells of a man and woman fishing downstream.



<https://youtu.be/xYeAmafTGCA>

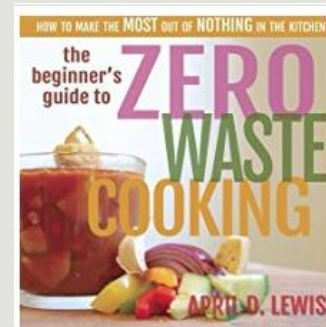
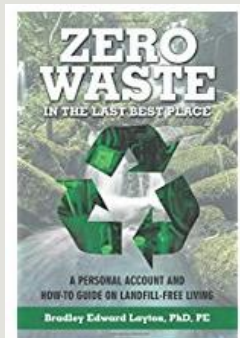
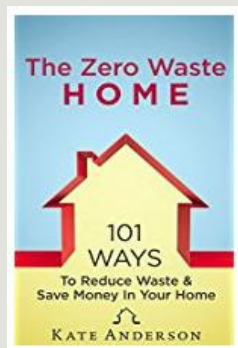
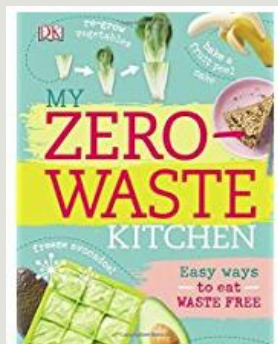
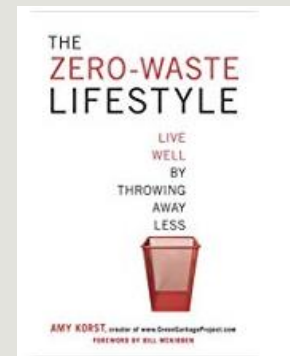
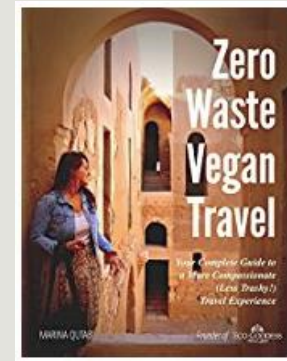
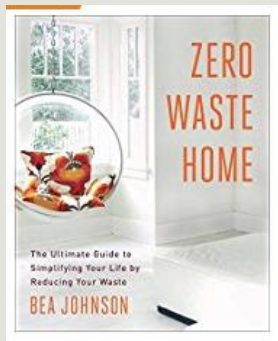
Impact of Climate Change on Human Health



Consumption and Happiness



Zero Waste has gone Main Stream



Overview

- What is New Dream
- How to get to Behavior Change
- Holiday Happiness & Waste Prevention
- How to help





Mission: Empower individuals, communities, and organizations to transform their consumption habits to improve well-being for people and the planet.

New Dream's overall goal is to change behavior, attitudes, and social norms to reduce consumption and build community.



what matters



what matters



what matters



what matters



Redefining the Dream

WE ARE RE-IMAGINING THE AMERICAN DREAM

with a focus on what really matters:
creating a meaningful life, contributing to
community and society, valuing nature,
and spending time with family and friends.

Holiday Happiness & Waste Prevention

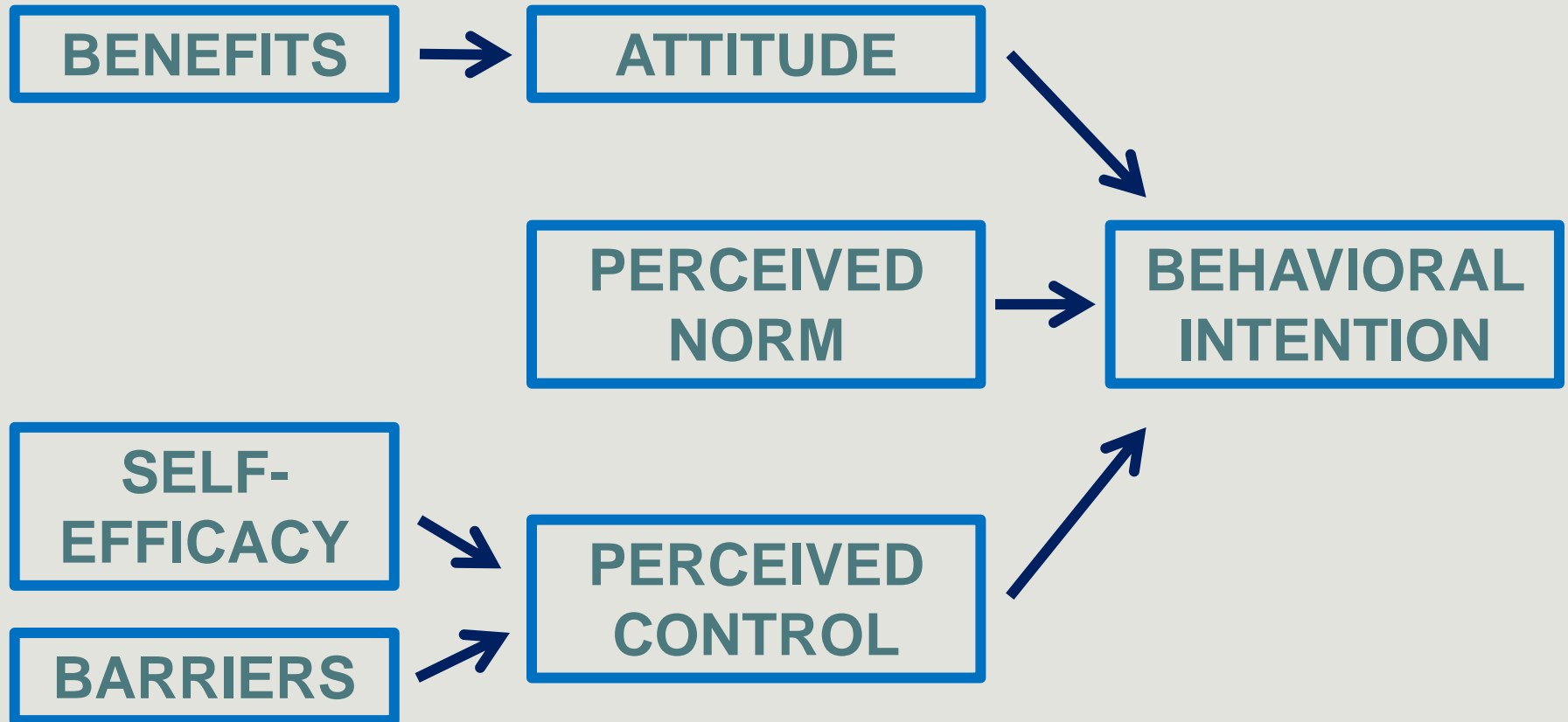
Research shows:

- Making > \$75K doesn't increase happiness
- Life satisfaction is non-material
- Happiness comes from relationships
- Time in nature improves health & well-being

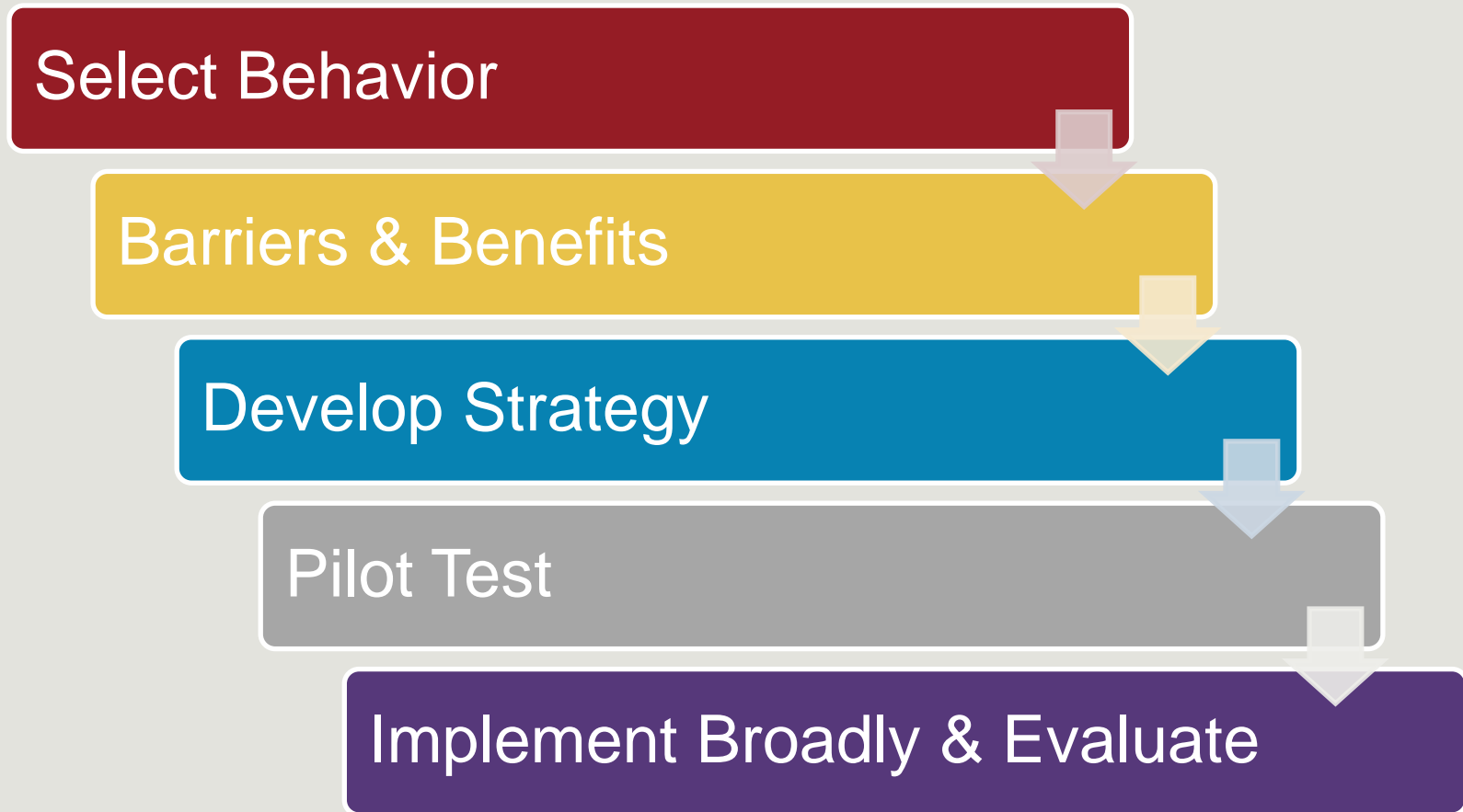
Behavior Change Approaches



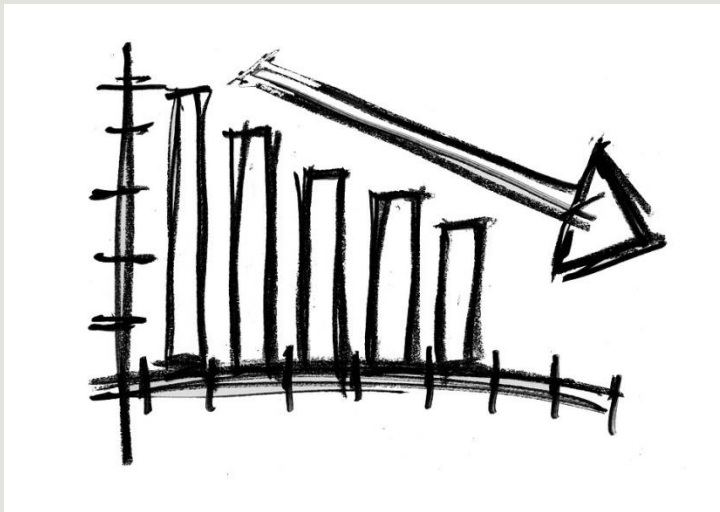
PLANNED BEHAVIOR



Behavior Change Project Steps



Project goal



Behavior Change Project Steps

Behavior – give experiential gift



```
graph TD; A[Behavior – give experiential gift] --> B[Barriers & Benefits - see other slides]; B --> C[Strategy—commitment, norms, heuristics]; C --> D[Pilot Test – pledge & 3 weekly emails]; D --> E[Evaluate – follow-up survey];
```

Barriers & Benefits - see other slides

Strategy—commitment, norms, heuristics

Pilot Test – pledge & 3 weekly emails

Evaluate – follow-up survey

What is an alternative gift?

- Going someplace with friends or family like to a winery, museum, concert, sporting event
- Getting out in nature by camping, picnicking, skiing, boating, or traveling to a nearby town
- Doing a class together like cooking, painting, improv, wildflower identification, geocaching

Research Summary

- Literature review – Spring of 2017
- Focus groups – Summer of 2017
 - 4 groups - DC (millennial specific), LA, NC, VA
- **Barrier and Benefit survey – Fall of 2017**
 - 189 participants from NC
 - *Funding to buy audience responses was provided by the City of Raleigh, NC*
- Message testing – Fall of 2017

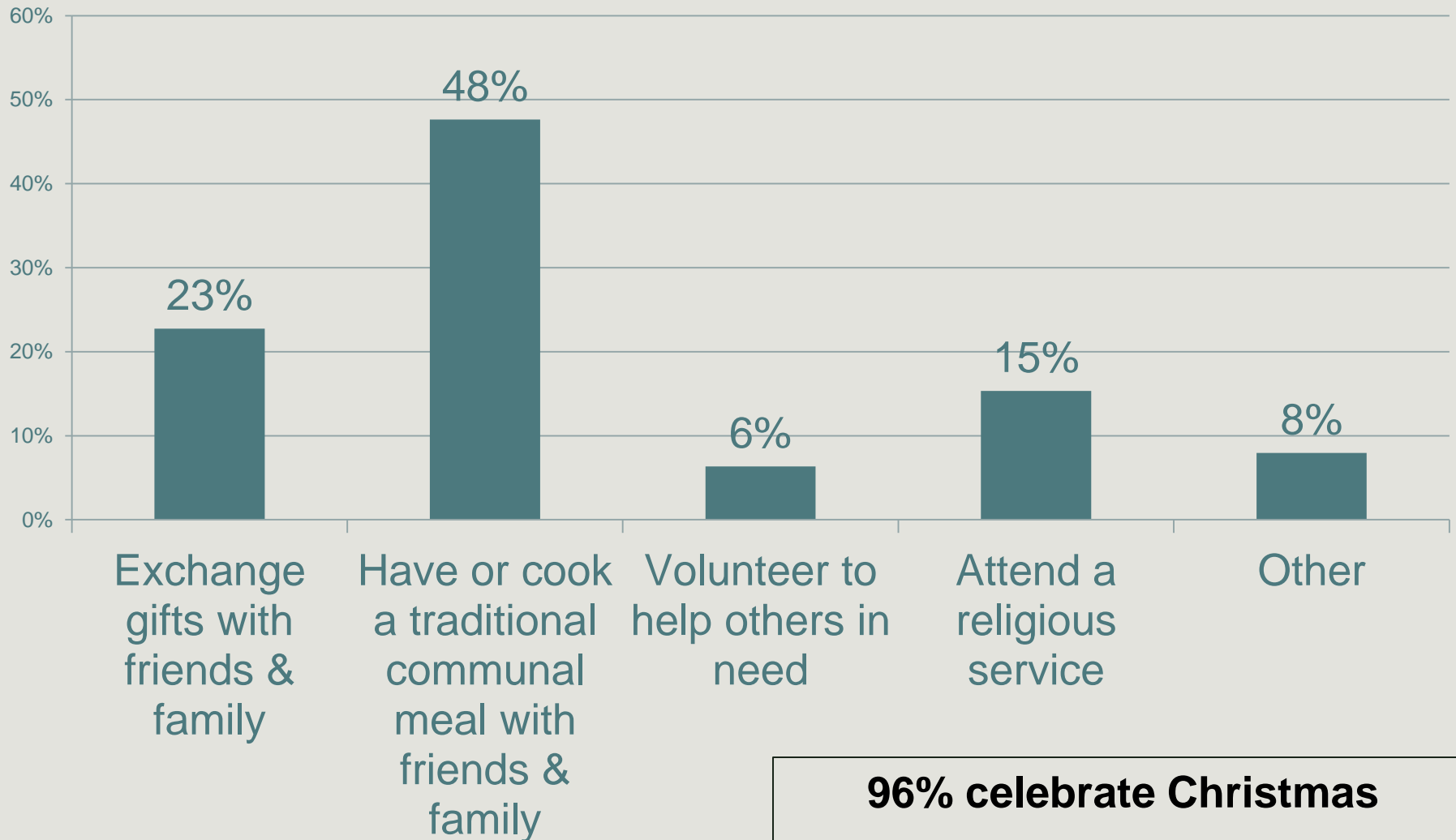
Survey Participant Demographics

- 42% male, 57% female
- Some form of college credit or higher ed (88%)
- 47% between 35-54 years old
- 31% have \$75K+ annual income
- 77% were non-Hispanic white
- Additional segments based on responses
 - Do outdoor activities
 - “Greenminded”
 - Happiness level

Waste Prevention Activities

Activity	Frequency
Carry a refillable bottle/mug	Often/Always (3.89)
Use a reusable bag	Often (3.48)
Use cloth napkins vs. paper towels	Often (3.36)
Use products in concentrated	Often (3.26)
Pack a no-waste meal	Often (3.17)
Avoid over-packaged goods	Often (3.04)
Wear clothing from thrift stores	Sometimes (2.85)
Borrow or lease goods	Sometimes (2.62)
Never = 0-1, Rarely = 1-2, Sometimes = 2-3, Often = 3-4, Always = 4-5	

Most meaningful holiday activity



Activities done with friends & family

Top 3:

- Eat out at a restaurant
- Take a trip
- Go to the movies

Bottom 3:

- Go dancing
- Have a spa day
- Attend a class



Comparison between friends & family

Question	Friends	Family
Have given an experiential gift	52%	55%
Top benefit of experiential gift	They are more unique, different or special (41%)	Provide lasting memories (46%)
Top barrier of experiential gift	Hard to schedule a joint activity if in different town (20%) and due to limited schedules (20%)	Hard to schedule a joint activity if in different town (21%)

Comparison between friends & family

Question	Friends	Family
Plan to give experiential gift	2.80	2.89
They would support me in giving an experiential gift	3.59	3.75
Willing to share personal hobby as a gift	3.46	3.53

On scale between strongly disagree (1) to strongly agree (5)
Less than 3 = below average

Happiness Ranking

	Ave # b/w 0 & 10
All things considered, how satisfied are you currently with your life nowadays?	7
Overall, do you feel the things you do in your life are worthwhile	7.2
Overall, how happy did you feel yesterday?	7
Overall, how anxious did you feel yesterday? Or Overall how NOT anxious did you feel yesterday?	4.5 5.5

On scale between Not at all (0) to Completely (10)
Less than 5 = below average

Segmentation Differences

- Millennials
 - Willing to create on-line wish-list
 - Would be happier if they could buy more things
 - Less likely to carry reusable bag
- Income
 - Less income = less likely to travel
 - More income = more likely to give gift, receives support in giving gift, less likely to wear thrift store clothes and use cloth towels



Segmentation Differences

- Non-white
 - Less likely to eat out
 - Less likely to carry refillable bottle
 - More likely to use cloth towels
 - Top benefit (friend) - provides lasting memories
 - Top challenge (family) - hard to think of appropriate gift



Segmentation Differences

- Happiness
 - High happiness rank = Less need for material things; Believe teaching a skill is a useful gift for family
- Outdoor activities
 - Don't do outdoor activities = Less likely to eat out, take a trip, go to the movies and carry a refillable bottle
- Greenminded
 - 61% of responses were statistically different for this group, but room for improvement

Behavior Change Project Steps

Behavior – give experiential gift



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graph TD; A[Behavior – give experiential gift] --> B[Barriers & Benefits – informs strategy]; B --> C[Strategy - commitment, norms, heuristics]; C --> D[Pilot Test – pledge & 3 weekly emails]; D --> E[Evaluate – follow-up survey];
```

Barriers & Benefits – informs strategy

Strategy - commitment, norms, heuristics

Pilot Test – pledge & 3 weekly emails

Evaluate – follow-up survey

Strategy: Commitment

- Act consistently
- Small leads to larger
- Written better than verbal
- Public commitment is BEST!



Pilot Campaign

New Dream Simplify the Holidays Pledge 2017

During my 2017 winter holiday celebrations, I pledge to give at least one experiential gift to a friend or family member. An experience is a fun and memorable gift (anything from taking a bird identification class to attending a comedy show with friends). By choosing to give an experiential gift instead of a material gift, I will increase the happiness and well-being of someone I care about and, protect the environment through decreased consumption.

*After pledging, we will send you three e-tips between now and the end of the year with tools, hacks, and gift ideas to help make experiential gift giving and receiving easier and more fun.

* Required

Email address *

Strategy: Norms

When you look outside yourself to other people to guide decisions and actions

- Injunctive = what people approve of
- Descriptive = what people are doing



Strategy: Heuristics

- Checklist
- Decision Tree
- FAQ
- Flow Chart
- Framing
- How-To/DIY
- Landmarks



- Kit
- Schedule
- SOP
- To-Do List
- Tutorial
- User Guide

SoKind Wishlists - <https://sokindregistry.org/>



2017 Winter Holidays

December 25, 2017

Welcome to our 2017 Holiday wish list. This year we are requesting experiences that we can do together and hopefully with friends and family. Thank you in advance!



Arlington Drafthouse gift certificate

The Drafthouse is a locally owned historic 1930's Art Deco Theater that has been converted into a comfortable unique restaurant/theater with comfortable chairs and table side service. The restaurant is inside the theater space with each seat having a great view of the action. They offer not only movies but great comedy shows.

acdh.arlingtondrafthouse.com/

TYPE OF GIFT
Gift Card/Funds

AMOUNT REQUESTED
\$ 25

AMOUNT GIVEN
\$ 0

GIVE
this gift!



Birchmere music venue tickets

The Birchmere is a concert hall in Alexandria, Virginia, known for presenting performers in the bluegrass, country, folk, and jazz genres. The main stage has table seating with dinner service. Gift certificates can only be purchased at the venue unfortunately.

www.birchmere.com/

TYPE OF GIFT
Experience

QUANTITY REQUESTED
2

QUANTITY GIVEN
0


GIVE
this gift!

SoKind Wishlists

Add a new gift to your registry. ×

title of gift

description of gift

 website with information about gift

Type of gift (choose the best fit)

☒ Secondhand

☐ New

☐ New or Secondhand

☐ Handmade

☐ Time

☒ Experience

☐ Skill Share

☐ Charity

☐ Gift Card/Funds

☐ Day-of-Event Help

☐ Other


Requested

☒ Quantity:


☐ Unlimited


Received ?


☒ On your registry, show the total amount you've received for this gift.


☐  Use a calendar for this gift.

Givers will be able to specify a date for their gift.

 Gift of Experience

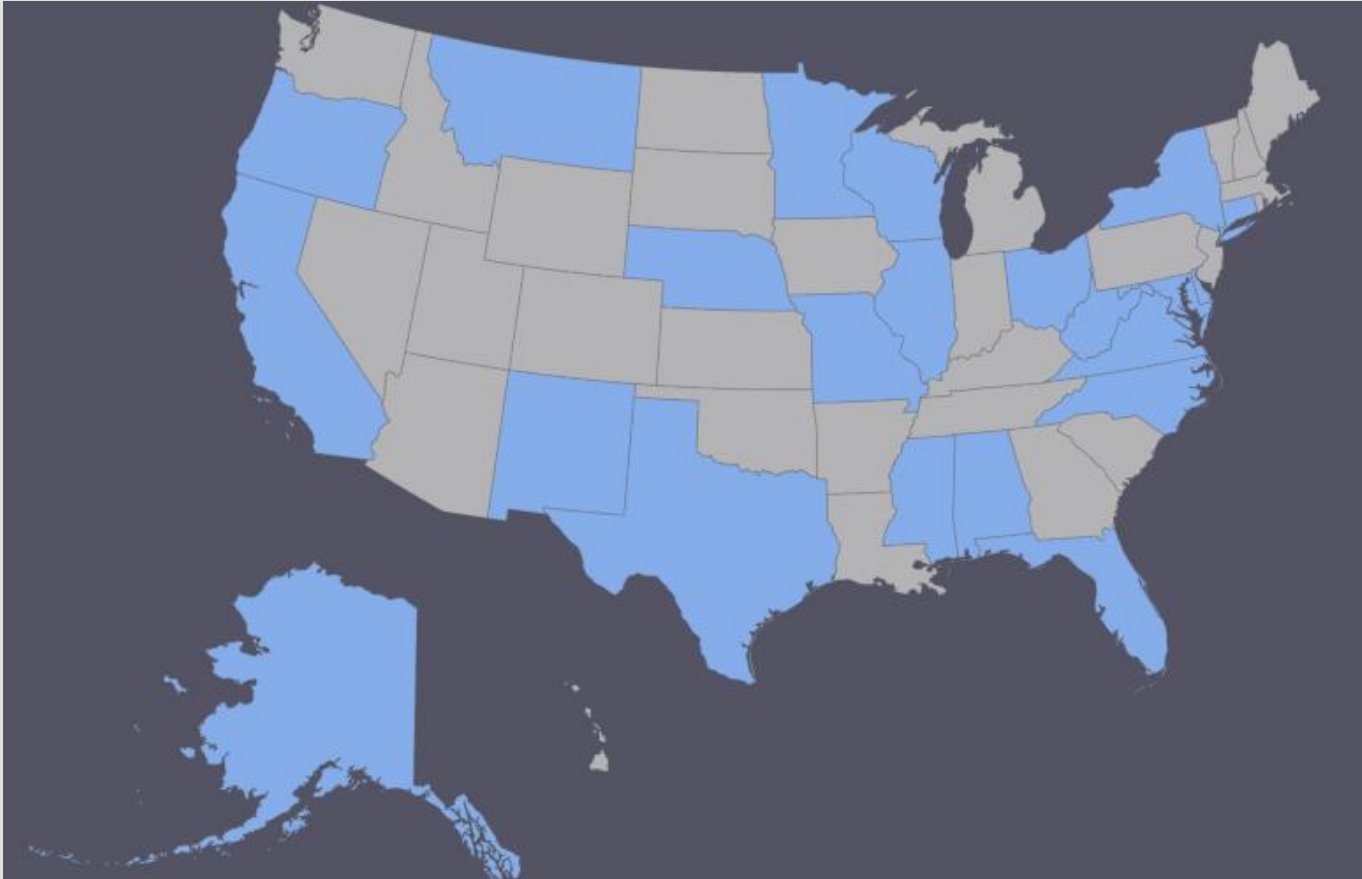
 upload an image (maximum 10 MB)

 use an image from another website

 no image for this gift

Save this gift >

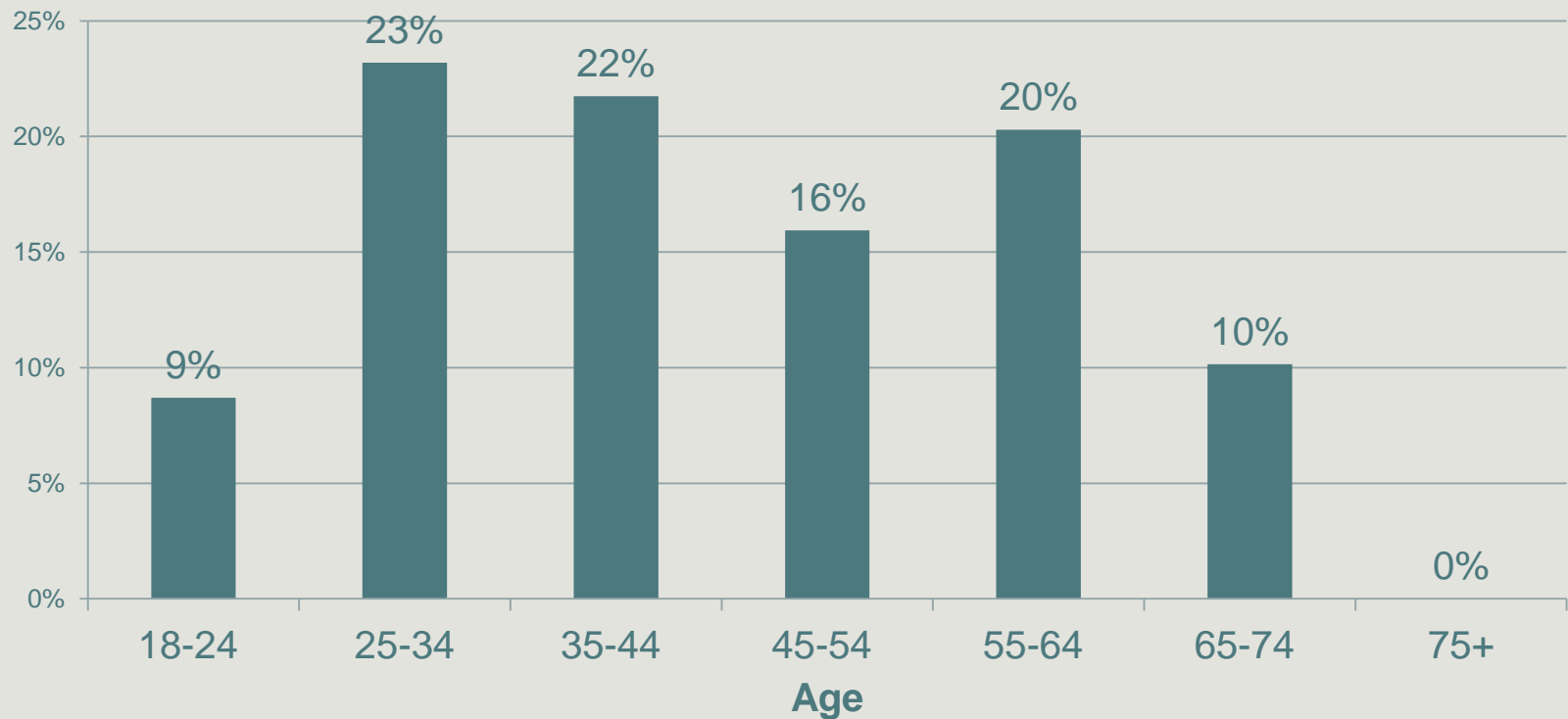
Evaluation: Post-Pledge Respondents



241 pledge takers, 69 post-pledge surveys (29% response rate)
23 states represented

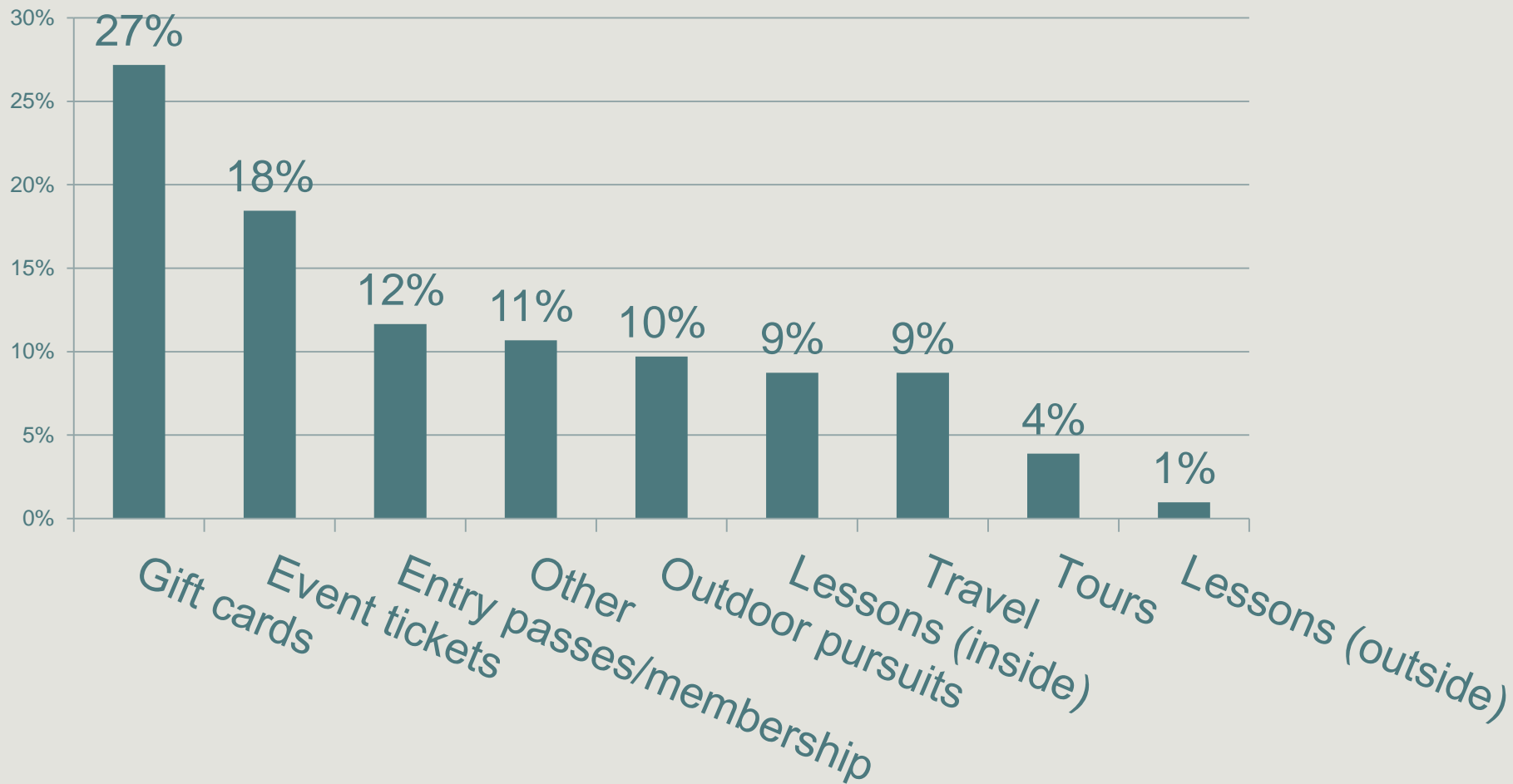
Evaluation: Post-Pledge Respondents

- Similar age breakout as pledge takers



Evaluation: Post-Pledge Respondents

Type of experiential gift given



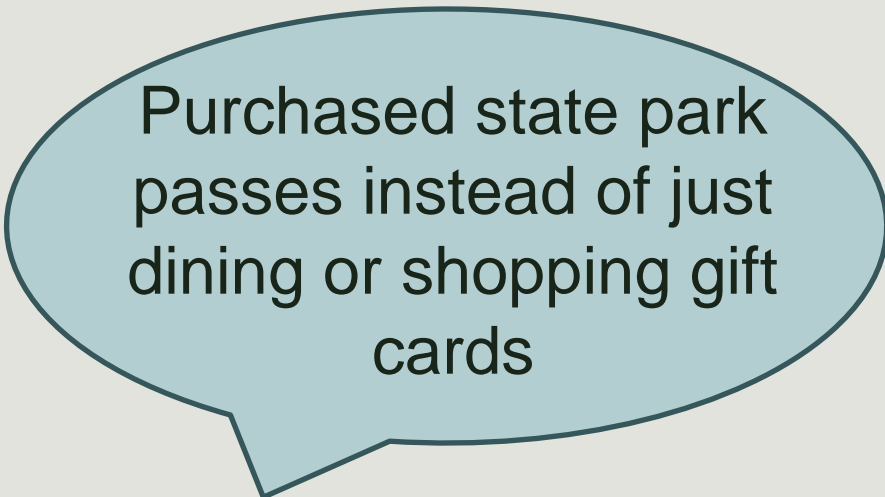
Evaluation: Post-Pledge Respondents

- 83% gave an experiential gift after pledging
- 59% of gifts given to family
- 42% of experiences were done within 2 weeks of giving

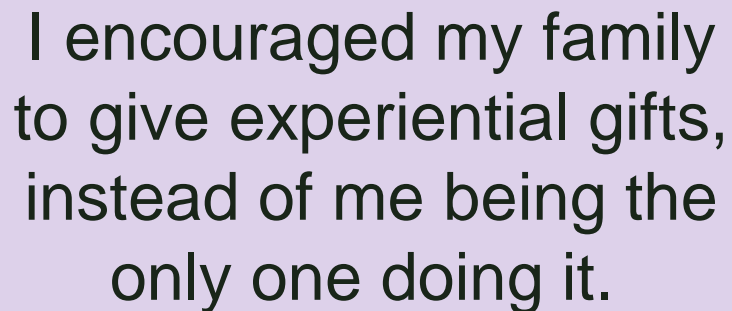
Evaluation: Post-Pledge Respondents




Evaluation: Post-Pledge Respondents



Purchased state park passes instead of just dining or shopping gift cards



I encouraged my family to give experiential gifts, instead of me being the only one doing it.

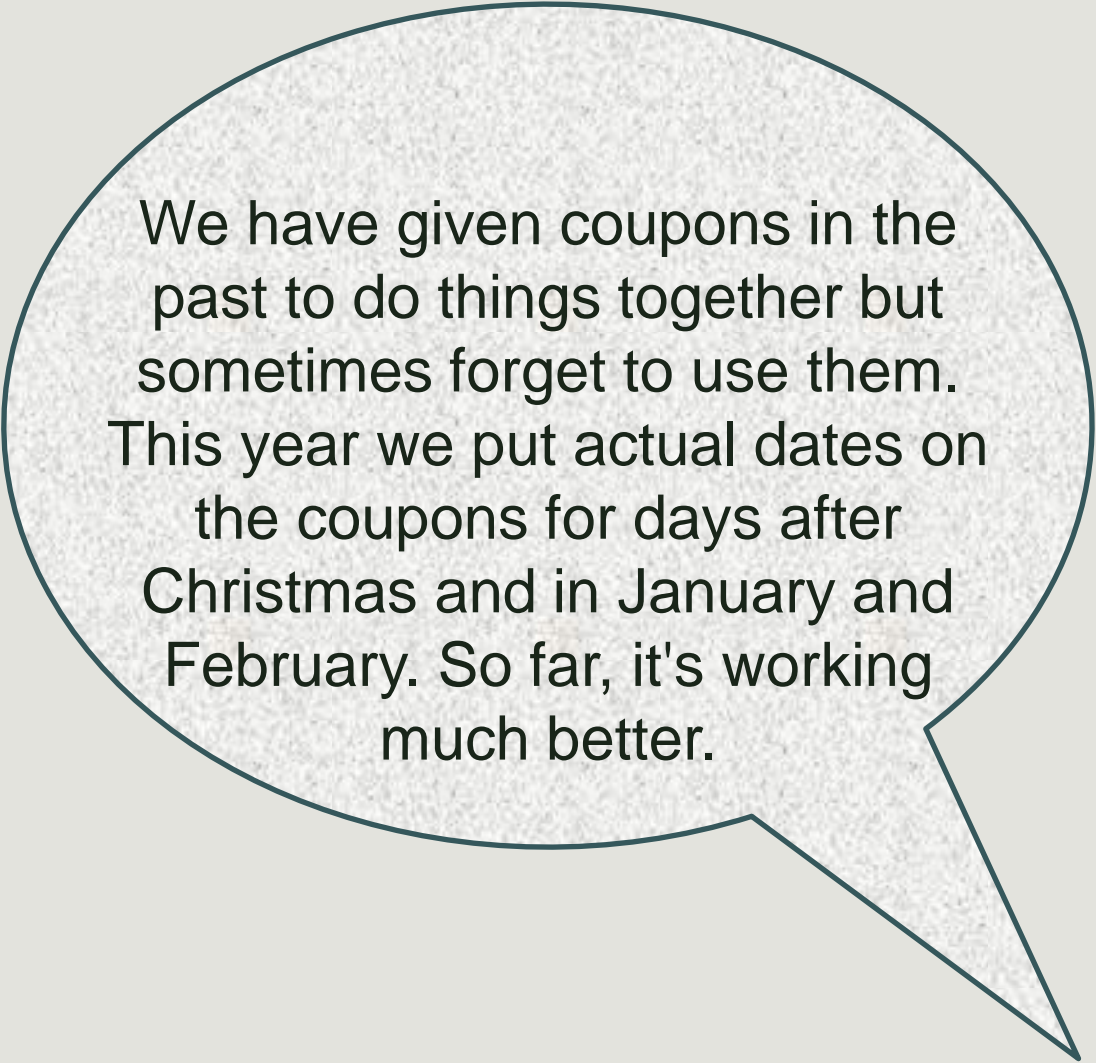


My boyfriend and I gave each other nothing but our time & attention. It felt strange, not even giving a small stocking stuffer gift. But we were inspired & did it!

Evaluation: Post-Pledge Respondents



Instead of buying gifts and sending to family. I went to go visit family I hadn't seen in a long time.



We have given coupons in the past to do things together but sometimes forget to use them. This year we put actual dates on the coupons for days after Christmas and in January and February. So far, it's working much better.

Conclusions

- Those with less things are happier
- Understand differences between segments
- Those that are greenminded can improve



Conclusions

Move beyond refillable water bottles & reusable bags

Activity	Frequency
Carry a refillable bottle/mug	Often/Always (3.89)
Use a reusable bag	Often (3.48)
Use cloth napkins vs. paper towels	Often (3.36)
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Never = 0-1, Rarely = 1-2, Sometimes = 2-3, Often = 3-4, Always = 4-5	

Conclusions

- Top barrier - scheduling
- Top benefit - provides lasting memories
- Promote inexpensive experiential gifts

More Fun, Less Stuff Gift Idea #3:

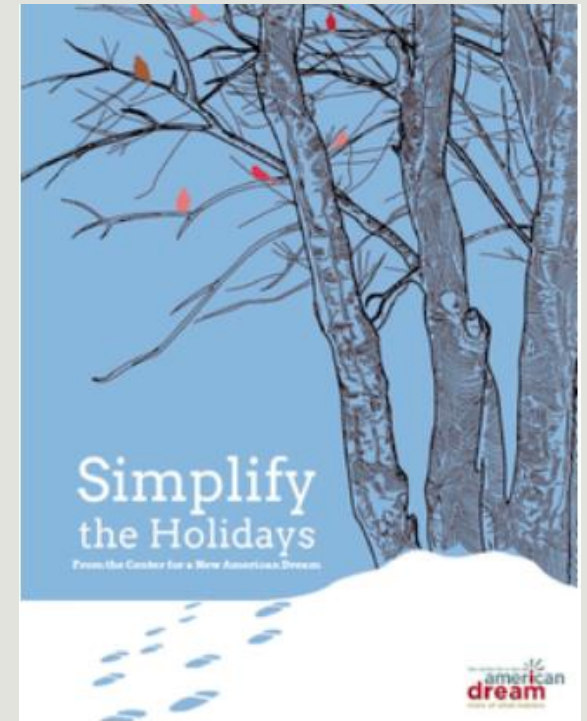
**ONE EVENING OF INDOOR CAMPING,
COMPLETE WITH S'MORES AND SCARY
STORIES**



NewDream
MORE OF WHAT MATTERS

How to help

New Dream resources:



How to help

- Opportunity to change narrative
 - New Dream resources
 - Equally mention waste prevention ideas
 - <https://thedma.org/accountability/dma-choice/>
- Metrics
 - <http://www.measurementmatters.net/>
 - <http://sustainableconsumption.usdn.org/measurement-overview/>
 - <http://payasyouthrow.org/>
- Tie to health
 - Partner with the health department, local parks, continuing ed providers
 - Test health messages

How to help – Move upstream



**Public policy – PAYT; Bottle washing system;
Accessory dwellings; EPR; Bag tax; Disposal bans**

**Community – Thrift, Rental, & Bulk Stores;
Food gleaning; Repair café; Coops**

**Organizational – Industry; HOA, church &
PTA lending library, clothing swap &
preservation class**

**Interpersonal – Alternative gifts;
Low-waste lunch; Sharing app**

Individual - Chose less

NewDream

MORE OF WHAT MATTERS

JOIN THE NEW DREAM
COMMUNITY!

www.newdream.org



facebook.com/newamericandream



[@newdream](https://twitter.com/newdream)

Kelley Dennings

kdennings@gmail.com



QUESTIONS

https://www.youtube.com/results?search_query=zero+waste
https://www.youtube.com/results?search_query=waste+reduction

About 2,150,000 results



12 Cheap & Easy Tips for Reducing Your Waste - Sustainable Zero Waste Hacks

Exploring Alternatives • 202K views • 1 month ago

We're shi
to a low

About 256,000 results



We Tri
Michelle

After you
was TOU



10 Ways to Reduce Waste | Zero Waste for Beginners

Lavendaire • 1.8M views • 8 months ago

Have you heard of the zero waste lifestyle? Today's video is a beginner's guide to zero waste: 10 tips for reducing waste! I'm so ...

CC



10 Wa
HealthN

Subscrib
http://eej



20 WAYS TO REDUCE WASTE | Easy Sustainable Lifestyle Hacks | Zero Waste for Beginners | The Edgy Veg

Edgy Veg • 251K views • 2 months ago

Here are my 20 easy eco-friendly lifestyle hacks for reducing waste in your home. These green tips and tricks will help you live a ...

CC



Bea Jo
Talks at

Bea Johr
recycling

CC



Why I live a zero waste life | Lauren Singer | TEDxTeen

TEDx Talks • 1.5M views • 3 years ago

Lauren is an Environmental Studies graduate from NYU and former Sustainability Manager at the NYC Department of ...

CC

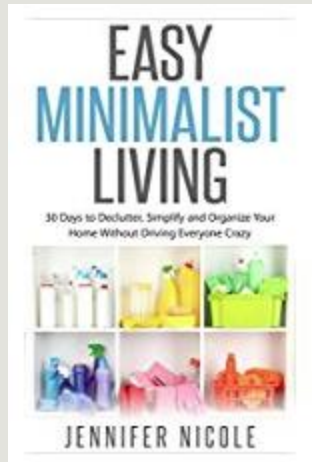


10 Easy Ways To Reduce Waste In 2018 | ZERO WASTE

Living the life you love • 14K views • 6 months ago

Here are 10 easy ways I'm going to reduce my waste in 2018! Have you ever thought about how much waste you actually create?

Minimalists



Voluntary Simplicity

Other resources

- New Dream
- Buy Nothing Day