

# Quick guide to changing behaviour



Growth that doesn't cost the earth



The key to successfully implementing and sustaining environmental behaviour change is to develop a programme that enables, engages and encourages staff at all levels to support environmental initiatives over the long term.

## Change? Why?

### The benefits of a successful environmental behaviour change programme are:

- higher staff morale, motivation and retention rates (i.e. 'I'm proud of where I work');
- improved workplace efficiency;
- compliance with legislation;
- reduced operational costs (lower waste and energy costs); and
- increased profitability.

## There are many reasons why people don't like change

### Typical reasons include:

- fear of change itself, failure or simply the unknown;
- not being consulted;
- poor communication;
- changes to routines and workplace practices;
- moving people out of their comfort zones;
- lack of trust; and
- not understanding the need for change.

Reluctance and resistance to change is normal. However, by consulting staff and clearly communicating the need for change, you will gain employee support.

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TOP TIP

Use your website or social media to create awareness and communicate your success.



TOP TIP

Use eye-catching stickers and posters to encourage staff and explain why change is important.

TOP TIP

Encourage staff by changing job descriptions, offering training and setting targets linked to incentive schemes.

TOP TIP

Engage staff with reminders at team briefings, hold awareness days or why not run a competition?

TOP TIP

Appoint green champions or set up a green team with staff from a variety of seniority or skill areas. Your ambassadors can help come up with ideas, raise awareness and encourage colleagues. They can be invaluable in helping to embed behaviour change, especially if they receive support and training.

## How to develop an environmental awareness campaign

### Gather relevant information, such as:

- background facts and figures (e.g. waste, water and energy costs and usage); and
- other supporting information (e.g. baseline performance data).

**Set your campaign aims and objectives** – an aim is a broad statement of what you want to achieve. The objectives are specific statements that combine to achieve the aim. For example, an aim might be to improve resource efficiency. Objectives might be to increase recycling by 20% in two years and reduce water consumption by 5 litres per person in a year.

**Identify your target audience** – different audiences may require different communication channels and messages (e.g. posters and team briefings for staff and a website for customers/the public).



## Communicating your change

**Instructional posters** – these provide staff with a simple, clear direction on what changes in behaviour are required. For example, for guidance on how to recycle, place posters in prominent locations (e.g. by the recycling bins).

**Stickers** – small stickers may be suitable for communicating simple messages. Stickers can be located on walls (e.g. near light switches, next to windows or above radiators). Alternatively, they can be stuck to the equipment itself, if this is a safe option (e.g. on bins).

It is important to update your designs and messaging on posters and stickers to keep them fresh. Otherwise, they will lose their impact because staff stop noticing them.

**Notice boards** – help keep staff up to date with progress. Presenting information in graphs and relating success to money saved can help to motivate staff. Highlight that savings may safeguard jobs or consider offering staff rewards when targets are met.

**National campaigns** – Government agencies and trade associations run a range of national campaigns aimed at promoting resource efficiency in organisations (e.g. Recycle Week and Energy Saving Week) These campaigns are normally free to join and often come with a pre-prepared selection of materials to promote the campaign message.

Behaviour change can be difficult and takes time. Your message will probably have to be repeated many times for people to take it fully on board and for the new behaviour to become a fixed habit.



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