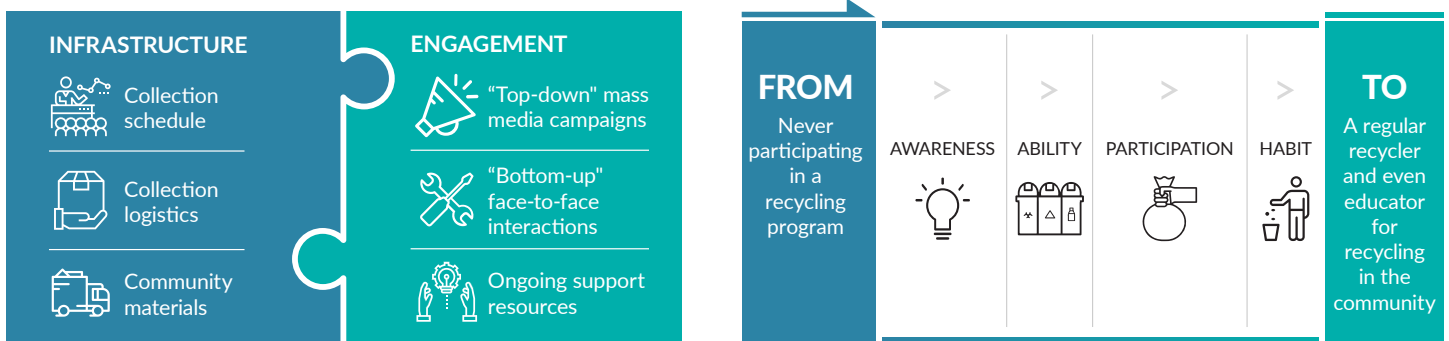


EXECUTIVE SUMMARY

Behavior change is incredibly difficult. Getting people to adopt new habits requires disruption of ingrained patterns and embracing unfamiliar actions. Yet increasing recycling rates depends on overcoming just this sort of challenge. With recyclable material in short supply and the global recycling rate languishing, establishing recycling habits throughout the world is more important than ever.

In this article (second in our [Recycling Behavior Change series](#)), we provide an overview of Delterra’s approach to recycling behavior change and share our key insights and practical lessons from our programs in Indonesia and Argentina. In these projects, curbside-collection recycling service was either enhanced or introduced to communities for the first time. Our experience in this context shows that, while each community is unique, some common principles apply in establishing widespread and consistent recycling behavior.



INSIGHT #1

To take the idea of recycling seriously, people need to see that their community’s recycling infrastructure and services are here to stay.

INSIGHT #2

Promoting recycling is not a cut-and-paste effort. Each community needs emotionally-rooted appeals that resonate with their specific values and priorities.

INSIGHT #3

Mass communication is not enough. Personal engagement is what drives real behavior change.

INSIGHT #4

A rapid “test and learn” approach is critical for identifying the most effective interventions.