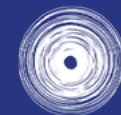


# Communications

- Initiating Behaviour Change



# Contents

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Programme Overview

**02**  
Speakers  
Panel Session  
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**03**  
Behaviour & Attitudes  
Zero Waste Scotland  
Workshop

**04**  
Gallery



## Introduction

How might we make the circular economy really relevant to different Irish audience groups? How might we change habits, attitudes and behaviour? Moderated by Steve O'Reilly and Catherine Cleary, our Deep Dive Session on Communications for Behaviour Change brought together international circular economy campaigners, behaviour experts and communicators for an immersive and engaging session. Our goal was to explore what kinds of campaigns that we might develop to change behaviour amongst Irish audience groups.

## Statistics to Set the Stage



First, we heard about research commissioned by the Rediscovery Centre and conducted by Behaviour & Attitudes that benchmarks public awareness and acceptance of the circular economy in Ireland. These statistics were compared findings from 2021 to understand how our mindset has shifted since the pandemic

**Speaker:** John O'Mahony,  
Director, Behaviour & Attitudes

## Best Practice from Scotland



Next, we heard first hand about successful circular economic behaviour change campaigns from Zero Waste Scotland, who explained how they approached campaigns to reduce food waste and reusable period products.

**Speaker:** Claire Munro,  
Communications Lead, Zero Waste Scotlan

## Workshop



We followed these presentations with a workshop, ideating on what was presented and contextualizing the findings. Workshop groups were given different target personas, and prompted to design communication initiatives to encourage behaviour change for each persona. The workshop will conclude with a quick pitch from each group and with panelists judging their success.

## Pannel Discussion



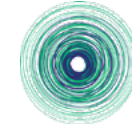
Our Deep Dive session concluded with a panel discussion between communication and behaviour change experts, who brought their thoughts on the successes, pitfalls, opportunities and barriers to circular economic behaviour change, and the role of communications in bringing it about.

**Panelists:** Ciara Eustace, DECC  
Dr. Shane Timmons, ESRI:  
Bronagh Loughlin, Purpose Content Studio

# Communications

## -Initiating Behaviour Change

Chaired by: Catherine Cleary, The Irish Times and Steve O'Reilly, The Rediscovery Centre



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Dublin 2023

How might we make the circular economy really relevant to different Irish audience groups? How might we change habits, attitudes and behaviour? Join us for a session that will bring together international circular economy campaigners, behaviour experts and communicators for an immersive and engaging session. Our goal will be to explore what kinds of campaigns that we might develop to change behaviour

## KEY TOPICS OF DISCUSSION

- This session will conclude with a panellist Q&A

### Statistics to Set the Stage

First, we will hear about research commissioned by the Rediscovery Centre and conducted by Behaviour & Attitudes that benchmarks public awareness and acceptance of the circular economy in Ireland. These statistics will be compared findings from 2021 to understand how our mindset has shifted since the pandemic

**Speaker:** John O'Mahony, Director, Behaviour & Attitudes

### Best Practice from Scotland

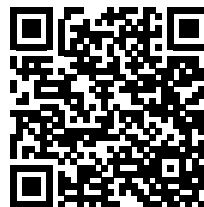
Next, we will hear first hand about successful circular economic behaviour change campaigns from Zero Waste Scotland

**Speaker:** Claire Munro, Communications Lead, Zero Waste Scotland

2:00-4:30pm

Guinness  
Enterprise  
Centre

31 May 2023



explore our  
speakers

## WORKSHOPS

-This session will conclude with a findings presentation and panellist voting

We will follow with a workshop, ideating on what has been presented and contextualizing the findings.

Workshop groups will be given different target personas, and prompted to design communication initiatives to encourage behaviour change for each persona.

Tools, prompts and scenarios will be provided. The workshop will conclude with a quick pitch from each group and with panelists judging their success.

## PANEL SESSION

- Moderated by Catherine Cleary, The Irish Times  
Ciara Eustace, DECC

Shane Timmons, ESRI:

Bronagh Loughlin, Purpose Content Studio

# Speakers



**John O'Mahony**

Behaviour & Attitudes



**Claire Munro**

Lead, Zero Waste Scotland

# Panel Session



**Ciara Eustace**

DECC



**Shane Timmons**

ESRI



**Bronagh Loughlin**

Purpose Content Studios

# Facilitators



**Steve O'Reilly**

Rediscovery Centre



**Catherine Cleary**

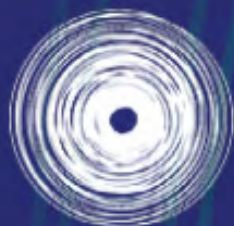
The Irish times



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# COMMUNICATIONS FOR BEHAVIOUR CHANGE

Deep Dive Workshop  
The Guinness Enterprise Centre  
31.5.23 | 14:00



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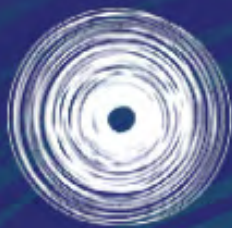
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**STEVE O'REILLY**  
Rediscovery Centre



**CATHERINE CLEARY**  
The Irish Times



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# Socials

@CEHotspotDub

# #circulardublin

@Circular Economy Hotspot Dublin 2023



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# Pop Quiz

What % of people in IRL had heard of the CE in Sept 2021?

**25%**

What % of people in IRL have heard of the CE now?

**41%**

How many people are in the difference?

(over)

**800k**



# What's going on?

## Part 1: Launch

- **Statistics to Set the Stage**

John O'Mahony, Director,  
Behaviour & Attitudes

- **Best Practice from Scotland**

Claire Munro,  
Communications Lead, Zero  
Waste Scotland

## Part 2: Explore

- **Workshop**

Hosted by my Rediscovery  
Centre colleagues.

- **Question**

What communication  
initiatives might prompt  
behavior change with your  
target persona?

## Part 3: Land

- **Voting**

The Winner: "Circular  
Economic Communications  
initiative of the year"

- **Panel Discussion**

Moderator: Catherine Cleary

Dr Shane Timmons, ESRI

Ciara Eustace, DECC

Bronagh Loughlin, Purpose  
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# JOHN O'MAHONY

Behaviour & Attitudes



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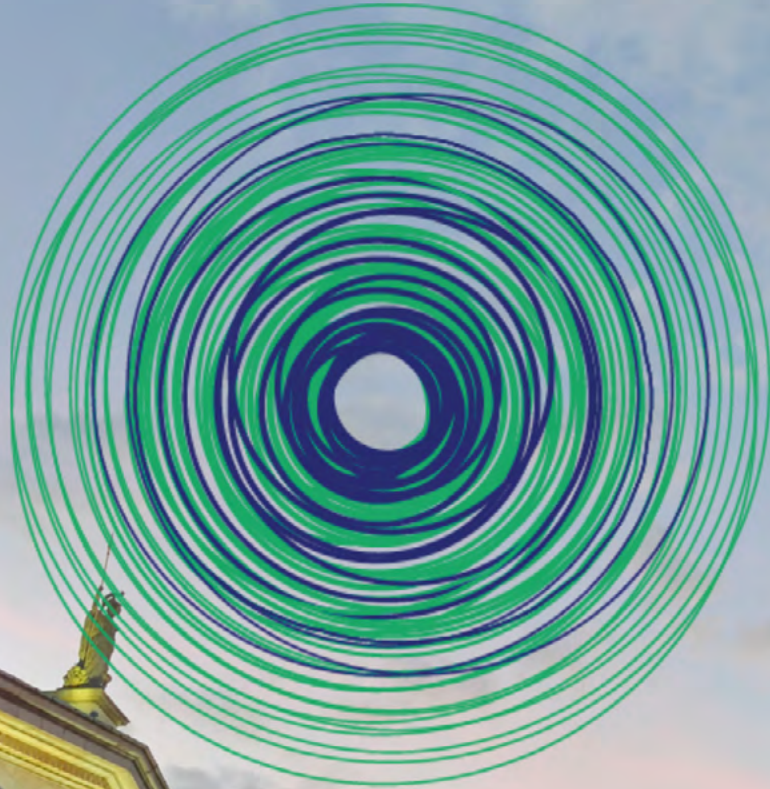
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B&A

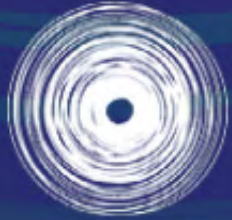


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# CLAIRE MUNRO

Zero Waste Scotland



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# Zero Waste Scotland – Campaigns Snapshots

Communications: Initiating Behaviour  
Change: CE Hotspot 2023

Claire Munro Chart.PR, C.Mktr  
Communications Lead

[zerowastescotland.org.uk](https://zerowastescotland.org.uk)  
@zerowastescot



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European Regional Development Fund  
Investing in a Smart, Sustainable and Inclusive Future



# About Zero Waste Scotland

Zero Waste Scotland exists to lead Scotland to use products and resources responsibly, focusing on where we can have the greatest impact on climate change.

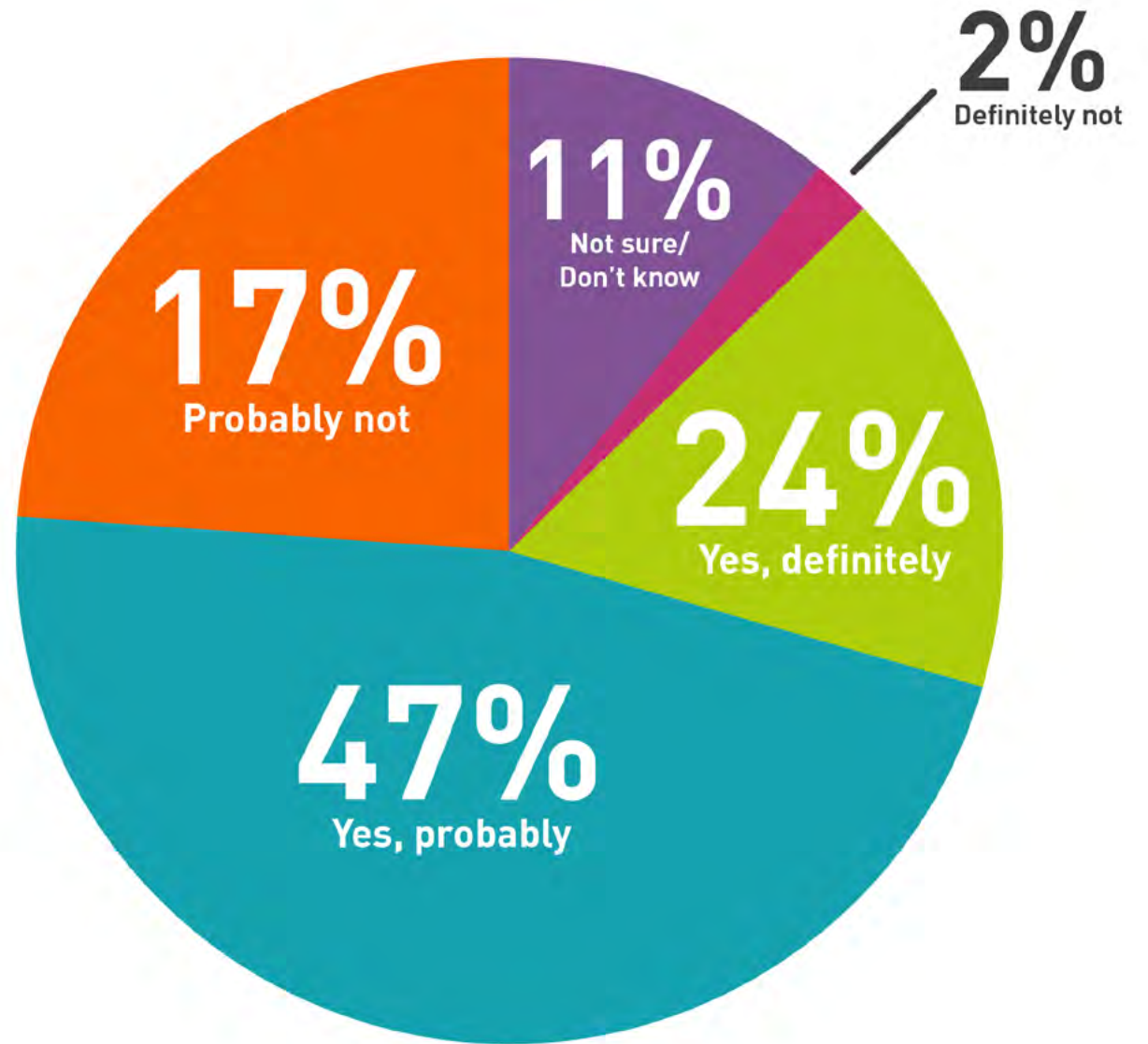


**EUROPE & SCOTLAND**  
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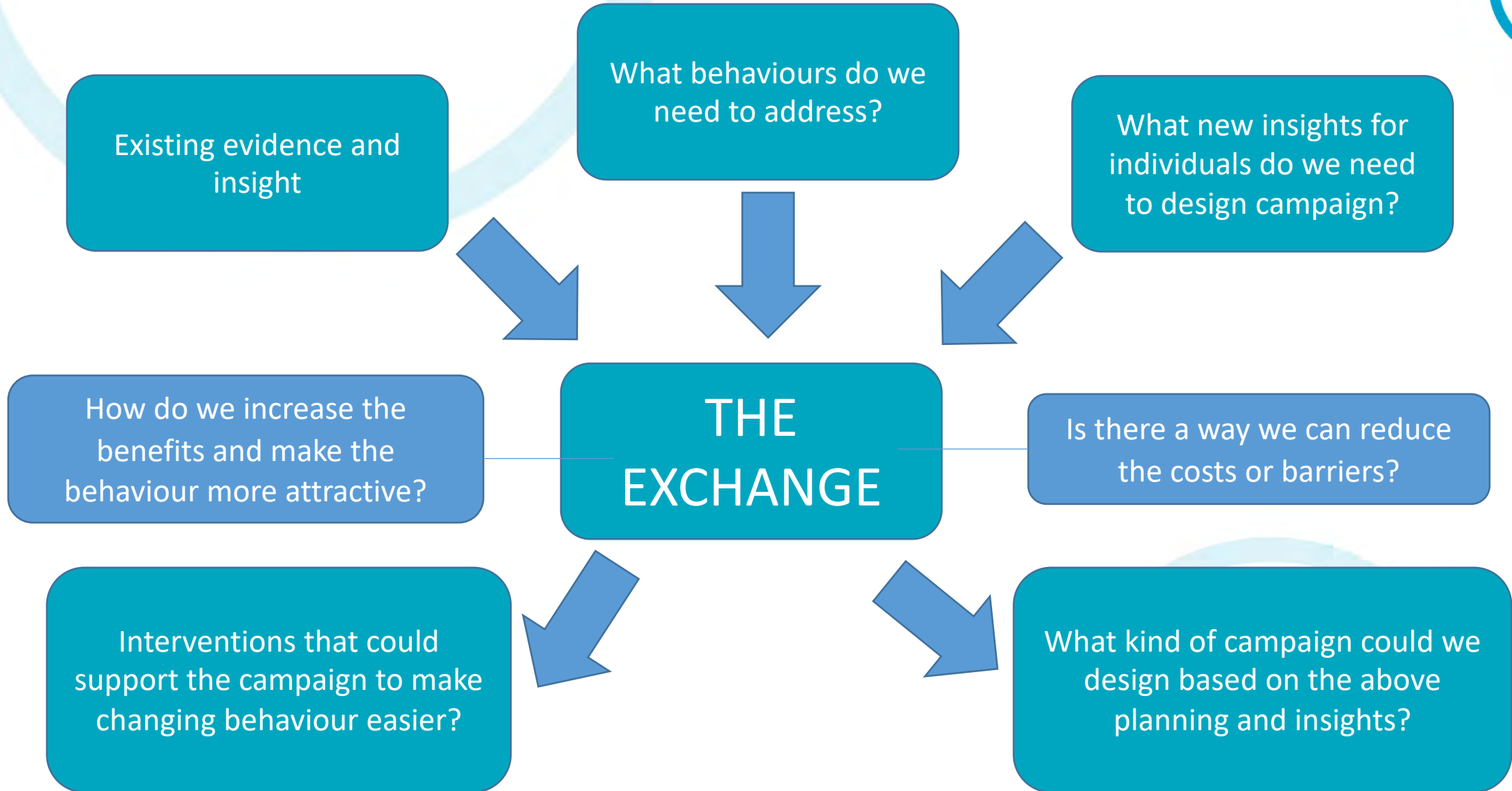
# Campaign Planning Process – Simple?



# WOULD YOU CHANGE YOUR DAY TO DAY LIFESTYLE TO TACKLE CLIMATE CHANGE?



# Behaviour Change Campaign Planning process



# More about the exchange

- Benefit of changing must outweigh costs or barriers
- How do we increase the benefits, make the behaviour more attractive?
- Is there a way we can reduce the costs or barriers?
- Can we make it easier or more 'normal'?





#TrialPeriod



# Have you tried reusable period pants, cups or pads?



## period pants

A super-absorbent, leak-resistant option made from antimicrobial, washable fibres. Even better, you don't have to change them throughout the day.



## menstrual cup

Lasting up to 10 years, made from leak-proof medical grade silicone, cups are low maintenance and can be worn for 10-12 hours depending on your flow.



## reusable pads

Available in a variety of shapes, sizes and textures, cloth pads keep you leak-free and comfortable. What's more, they last up to five years.

Find out more at [trialperiod.scot](https://trialperiod.scot)

Campaign

# Trial Period – The Exchange



## Primary benefits

- More convenient
- Better performing
- More comfortable
- Cost-saving

## Secondary benefits

- Environmental reasons

## Barriers

- Concerns about contact with period blood
- Lack of education on the products and how to use them
- Not being readily available in stores
- Doubts about product effectiveness – what's in it for them
- And cost was also perceived as a barrier to switching



# Free trial with Hey Girls

*"If it was a freebie, I would try it"*



# ASDA

Save money. Live better.



 #TrialPeriod

## Have you tried reusable period pants, cups or pads?



period pants

A super-absorbent, leak-resistant option made from antimicrobial, washable fibres. Even better, you don't have to change them throughout the day.



menstrual cup

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Find out more at [trialperiod.scot](http://trialperiod.scot)



GREEN & GIVING  
Reusable period products are a great way to reduce waste. Available for a trial period.

# How did the free trial go down?

95% who received a product, tried it

47% of the responses were from 25-35 year olds

53% now use it for every period

**67% have switched to reusables either fully or partially (our target was 20%!)**

93% said biggest advantage was they reduce waste

65% had been curious about reusables for a while

# Turning the Lens on Food Waste at COP 26



- Awareness of food waste impact on climate change was still low.
- YouGov survey / research showed people believe they were doing all they could to tackle climate change by doing things such as recycling plastic but aren't reducing food waste.
- Needed to highlight issue of food waste as it wasn't being discussed at COP26. Decision to run fully integrated campaign with OOH element near conference.
- Goal was to target those primed to act by raising awareness of food waste to levels of more popular environmental issues in a manner like the "Blue Planet Effect".

# Design



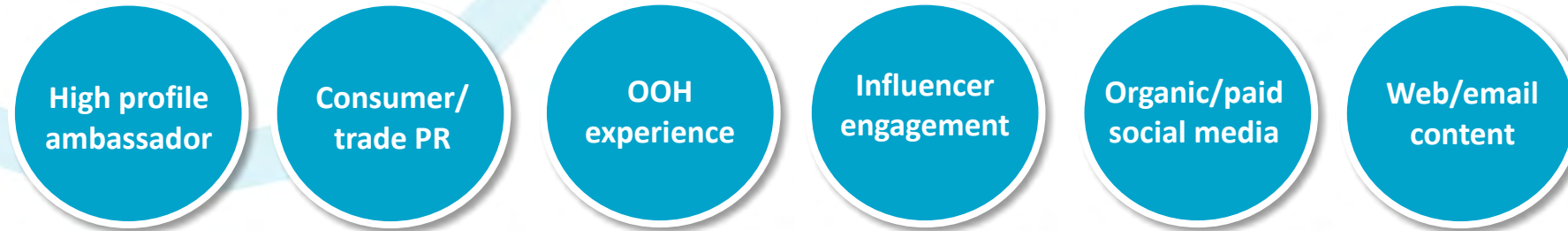
- Use of Zero Waste Scotland brand to tie in with responsible consumption COP26 activity.
- Research of comparisons to find shocking statistics to underpin campaign.
- Use of photography to juxtapose issues. Ambassador designed photo series based on stats.
- Internal decision to blend existing Zero Waste Scotland theme with black/white art style.



# Delivery



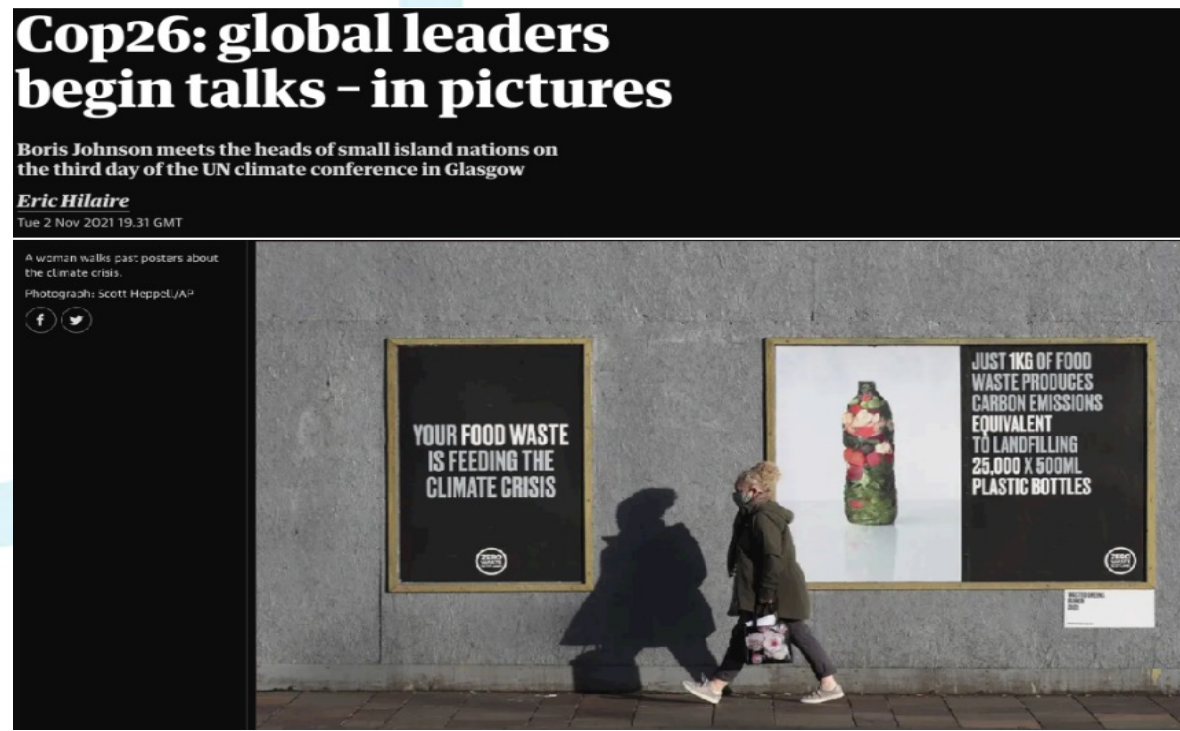
- Fully integrated communications campaign with **multiple touchpoints** to target audiences for the duration of COP26:



- Campaign delivered over **3 phases** to stay current and extend reach

- **Phase 1:** **Setting the record**  
Setting up the problem
- **Phase 2:** **Making The Change**  
Understanding the scale of the problem
- **Phase 3:** **Turning the lens on food waste**  
Tackling the problem





Glasgow photographer Rankin unveils exhibit for COP26

By Rebecca Nevando | @rebecca7  
Digital Journalist



## Turning the lens on food waste

Good news - your FREE COP26 social media assets are now available for you to download [here](#).

Zero Waste Scotland has teamed up with internationally renowned Scottish photographer, Rankin to raise awareness of the massive carbon impacts associated with food. We need your help to share the message.

We have created a series of food waste portraits in the shape of plastic bottles which you will see around Glasgow during COP26, highlighting the effect of food waste on climate change.

They are available for you as [social media assets](#) to share on your own channels.



# Campaign by the Numbers



**1.3BN**

Total reach of  
campaign

**105K**

Avg daily social reach  
at peak

**101K**

Social engagements

**25,641**

People reached per  
£1 spent

**11.6K**

Website clicks

**553**

New followers

**284**

Pieces of PR coverage

**43**

Days of campaigning

**+5%**

Increase in  
awareness





**Thank you.**

[zerowastescotland.org.uk](http://zerowastescotland.org.uk)

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



European Union



gov.scot

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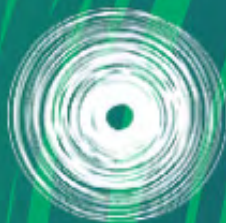
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**JOHN O' MAHONY**  
Behaviour & Attitudes



**CLAIRE MUNRO**  
Zero Waste Scotland



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# WORKSHOP

What communication initiatives might  
prompt behavior change with your  
target persona?

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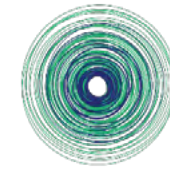
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# Workshop



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## Part 1: Ice Breaker

- Place your eye on the sliding scale

## Part 2: Briefing

- Listen in to your target audience

## Part 3: Dark-side ideation

- Think of the worst possible ideas, scenarios and outcomes.
- Eg: Consumption increases
- Eg: We decide to communicate to teenagers using smoke signals
- Then flip it

## Part 4: 1, 2, 4, all

- Think individually
- Then pairs
- Then groups



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# PART 1: ICE-BREAKER

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# PART 2: BRIEFING

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# Consumer Persona Card



Name Raaj O'Keefe

Age 40

Job Startup Founder

Location Cork City

## Background:

- Loves sports & outdoors
- Tech Entrepreneur
- Competitive nature
- Aware of environmental issues
- Is married with 2 children
- Loves Elon Musk

## Interest & Hobbies:

- Ultimate Frisbee
- Sailing
- Tech podcasts
- Trendy gadgets

## Painpoints & Challenges

- Work life balance
- Consumes a lot
- Would live more sustainably, but concerned about quality.

## Needs & Hopes

- Keep up with trends
- Outmatch his competitors
- Have a successful startup
- Have good quality of life

## The Challenge

Because Raaj has a young family and is interested in tech gadgets, he consumes a lot. Although he is very aware about sustainability, the carbon footprint of his consumption is high. Raaj tries to be on top of emerging ideas within sustainability to keep up with business trends and to compete. He focusses his investment portfolio on what he sees as sustainable brands. He might be interested in a retrofit of his home based on circular economic principles, and in business models such as bike and car sharing schemes if the quality was high enough, and if it were cool enough.

# Consumer Persona Card



Name Hazel Rourke

Age 28

Job Graphic Designer

Location Westport

## Background:

- Grew up in Dublin
- Very sustainably minded
- Good listener
- Altruistic and passionate about social and environmental issues
- Has "notions"

## Interest & Hobbies:

- Community Garden
- Climbing Croagh Patrick
- Audiobooks
- Hot yoga

## Painpoints & Challenges

- Work life balance
- Seen as a "blow in"
- Wants to pedestrianize Westport, faces local backlash

## Needs & Hopes

- To live sustainably
- To work somewhere that shares her values
- To buy a house

## The Challenge

Hazel is big into sustainability. She knows about the circular economy and the benefits that it brings. She also tries to be on top of emerging ideas within sustainability to keep up appearances with her pals. She wants to change her consumer choices, including using reusable items, eating more plant based food, and eventually, flying less. She would love to engage with more circular economic consumption practices such as purchasing pre-loved clothing but is squeamish about hygiene. She also has function and safety concerns about second-hand tech, and is limited in her options due to being based in a rural town.

# Consumer Persona Card



Name Alex Quinn

Age 16

Job 5th Year Student

Location Sligo Town

## Background:

- Drifting along before finding his path
- Too concerned with being a teenager to care about the environment
- Very restricted financially

## Interest & Hobbies:

- Big into GAA
- Recently discovered vaping
- Buys things for the craic
- Spends time with dad every second weekend

## Painpoints & Challenges

- A girl he fancies is big into sustainability, so he's pretending to know a lot about it.
- Getting through the leaving cert.

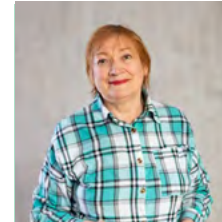
## Needs & Hopes

- Would love to go viral on TikTok with pals.
- Wants to study Sports Science
- Would love a part-time job to fuel spending.

## The Challenge

Alex is limited in his consumption options as he is not yet financially independent. Ultimately, this means that the carbon footprint of his consumption is low. Alex does not want to stand out from the crowd. He would rather do what others do, although he might be willing to make circular economic choices if they were easy and affordable enough. If he had the skills he would use them to repair his phone and keep his shoes brilliantly white. However, it hasn't even crossed his mind to learn repair skills.

# Consumer Persona Card



Name Maureen Burke

Age 62

Job B&B Owner

Location Killarney, Kerry

## Background:

- Soon to retire
- Very resourceful
- Enjoys creating order
- Direct and honest
- Strong connection to community
- Believes in "common sense"

## Interest & Hobbies:

- Tidy Towns
- St. Patrick's Day Parade organizer
- Going on package tours to exotic places
- Lyons tea & chats

## Painpoints & Challenges

- Concerned about future for her grand children
- Frustrated by built-in obsolescence

## Needs & Hopes

- Support local business
- Live sustainably when practical and economical
- Save money
- Retire successfully

## The Challenge

Maureen is the backbone of her community. She works on sustainability issues when they relate to her own day-to-day life, or when they threaten something valuable within her community. For example, she initially protested against wind farms to be placed in a nearby scenic area, but then found a solution for them to be placed in a local industrial estate through her Tidy Towns group. She is excited about the potential of cheap energy, but wants to keep tourism going. Maureen has never heard of the circular economy before, but would be interested in circular business models if they could save her money and save resources.





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# PART 3: DARK SIDE IDEATION

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## Good Idea

- Eco-friendly dry-cleaners
- Deposit return scheme - Income, sports drinks
- Using new technology
- Use local challenges
- Use relevant influencers
- Climate café for young people
- Focus on creativity & DIY
- Promoting green courses and jobs for after college
- Circular neighbourhood - Pedestrianisation, Garden GIY (food waste)

## Bad Idea

- Overconsumption
- Invests in greenwashing
- Misuse of AI
- Using tech as the only solution
- Influencer-splaining
- Preachy language
- Shaming
- Bad circular economic campaigns on social media
- Alienated by overly-technical language



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# 1 / 2 / 4 / ALL

# PART 4:

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# PART 5: DOTS OF DEMOCRACY

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# THE PITCH

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The Irish Times



**DR. SHANE TIMMONS**  
ESRI

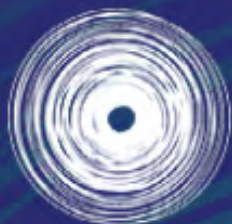


**BRONAGH LOUGHLIN**  
Purpose Content Studio



**CIARA EUSTACE**  
Department of the  
Environment, Climate  
and Communications

# PANEL



# Gallery



# Gallery





# Gallery



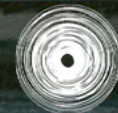
# Graphic Recording

By Robyn Deasy  
@DeasyRobyn





# Thank You



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