CHANGEWORKS

Inspiring change for people
and the environment

The Scottish Government
Riaghaltas na h-Alba

Individual, Social and Material (ISM) Workshop

Dr. Alex Hilliam, Changeworks

Workshop overview

- Introduce behaviour change and ‘ISM’
- Explore and understand the chosen behaviour within the context of Moray Council (and beyond)
- Explore current, relevant policies
- Identify gaps and areas of focus to take forward

What is Behaviour Change?

- For policymakers:
  - An intervention to encourage individuals to change their behaviour in a way that will help Government achieve its policy goals... (National Audit Office 2011)
- For practitioners:
  - A way of working based on the understanding of behaviours and audiences which results in learning and change (Darnton 2012)
- The ISM tool is about *understanding* and informing change
  - Acknowledges learning is required before substantial change

Ideas Underpinning the ISM Approach

- *Practical tool – inspired by latest thinking across disciplines*
  - *"There is no one winning model of behaviour change"* GSR Review of Behaviour Change (2008):
  - *"Effective policies often use a range of interventions…. it is important to consider the whole range of possible interventions"* House of Lords Report on Behaviour Change (2011)
- For substantive and lasting behaviour change we should:
  - Work across multiple contexts
  - Involve multiple stakeholders
  - Combine into a package of interventions, mutually reinforcing

ISM Spans 3 disciplines…with 3 different views of people

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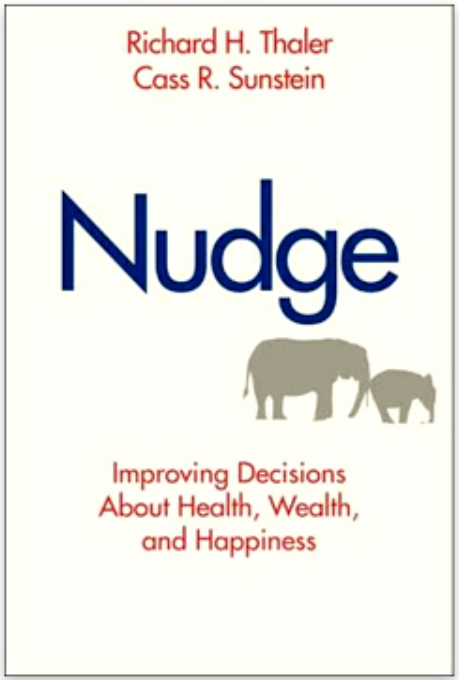
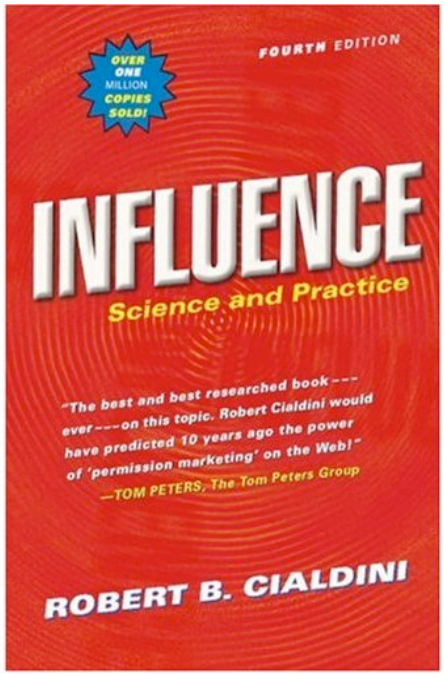
CHANGEWORKS

Behavioural Economics



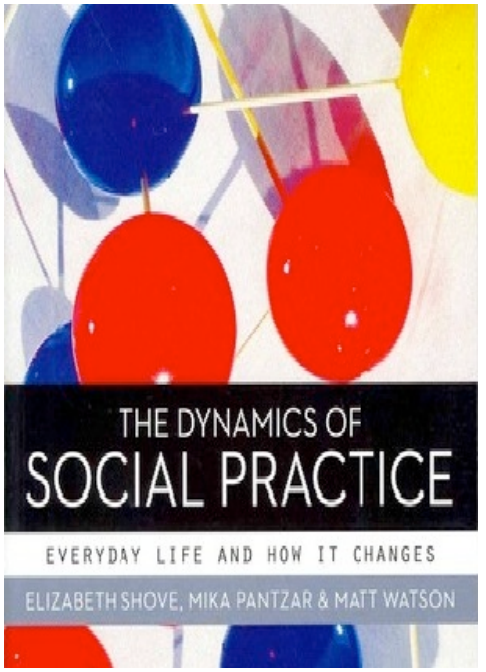
Individual as (ir)rational man

Social Psychology



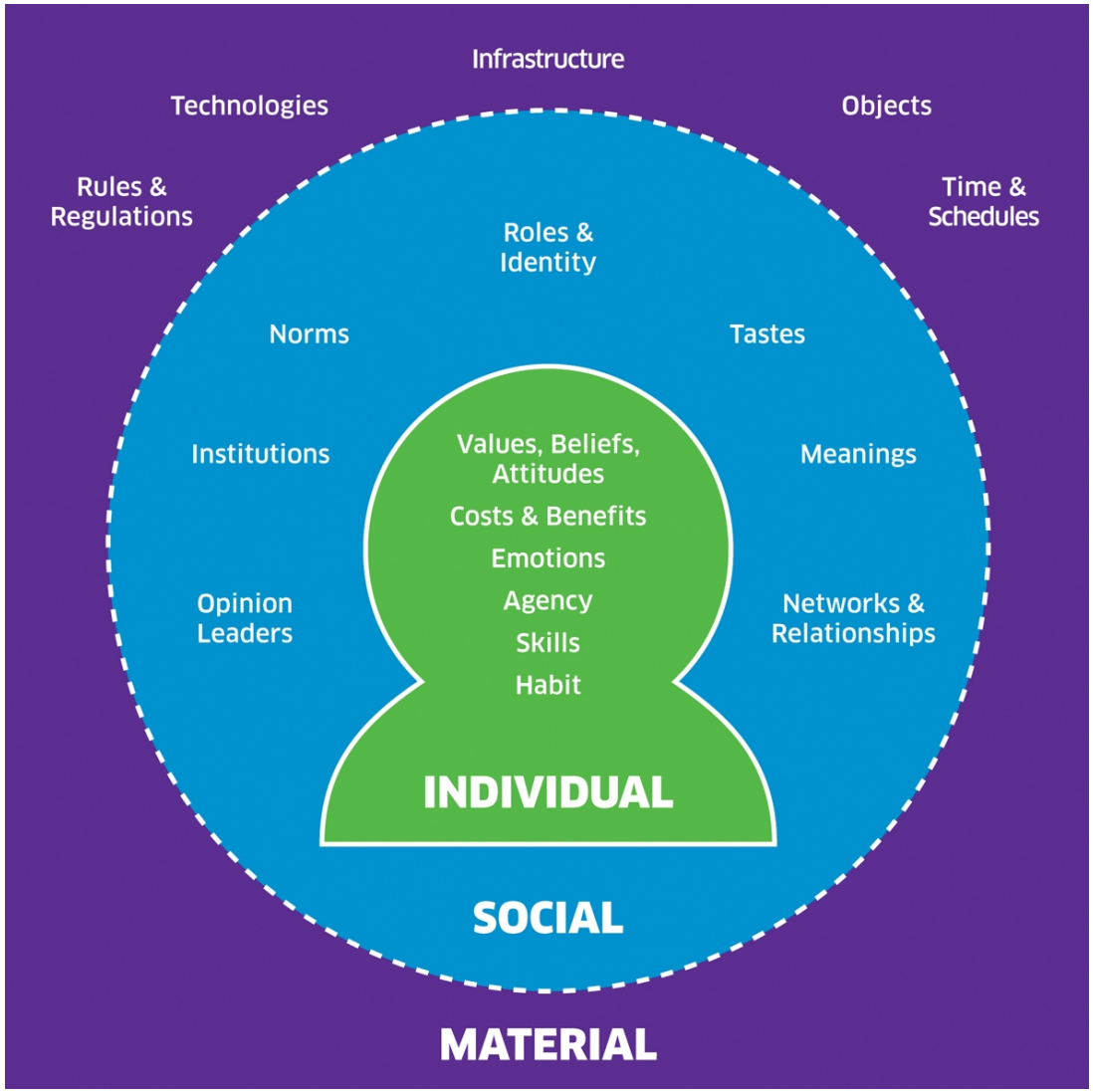
Individual as Social Animal

Sociology

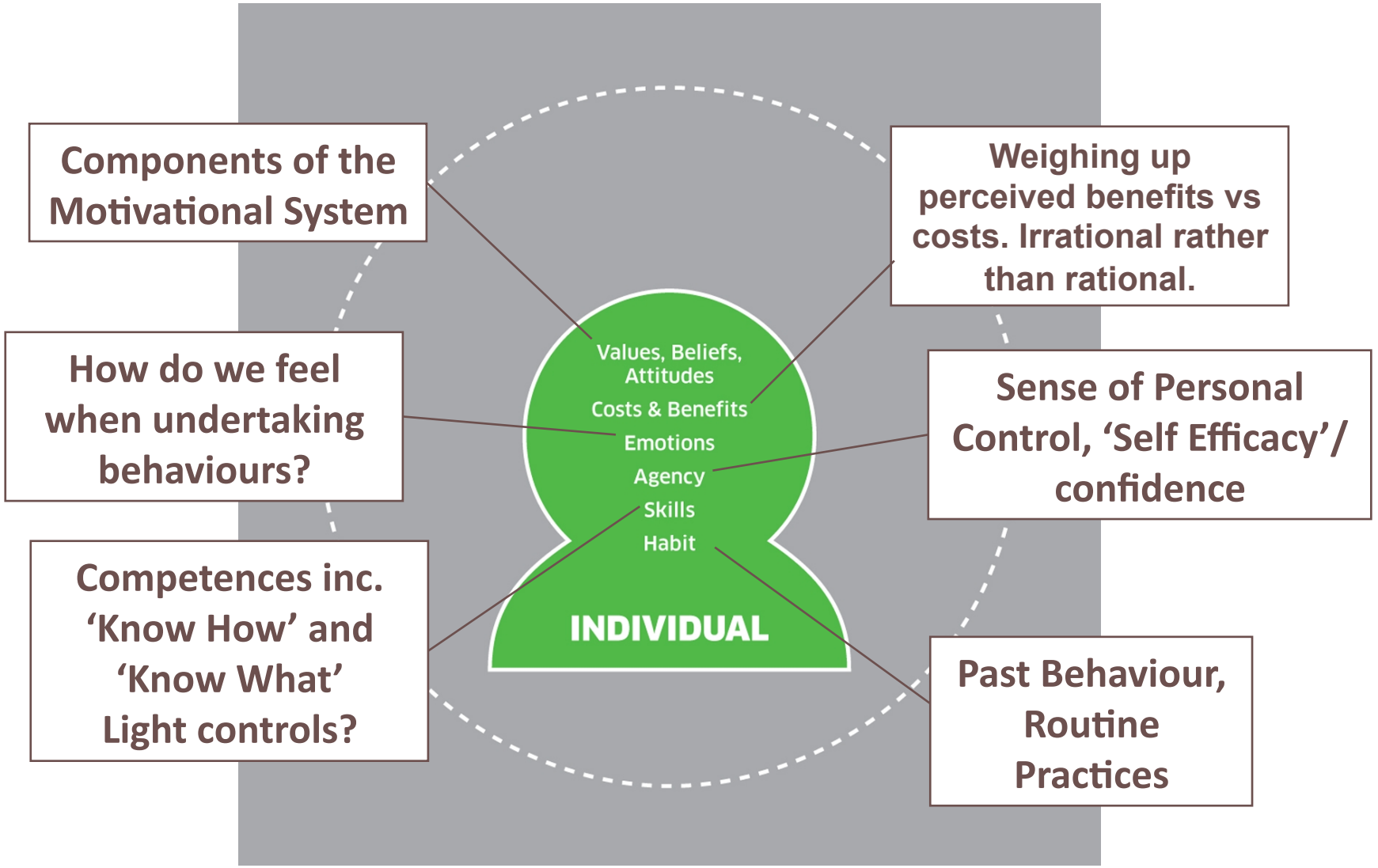


Practices 'acted out' by people

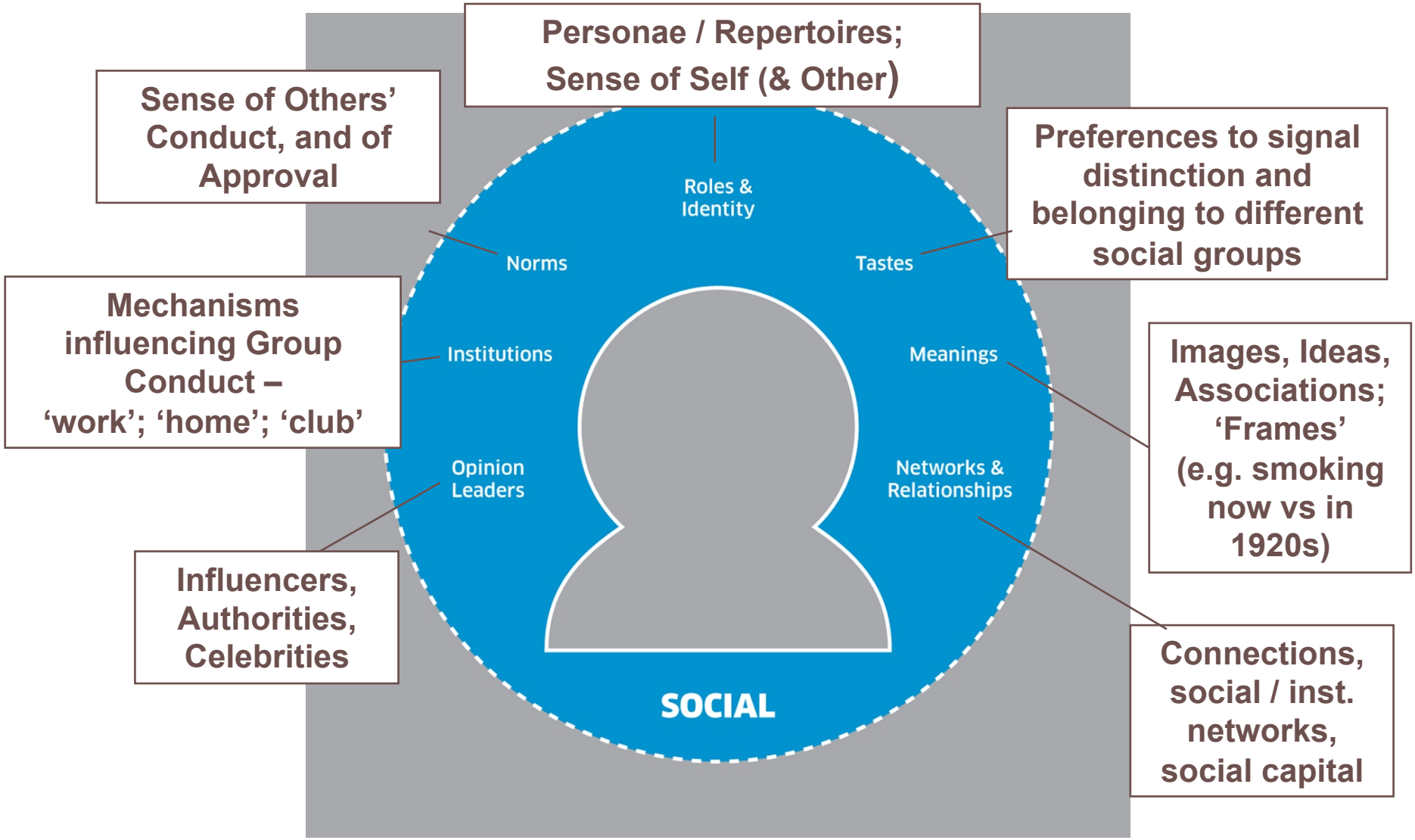
The ISM Model



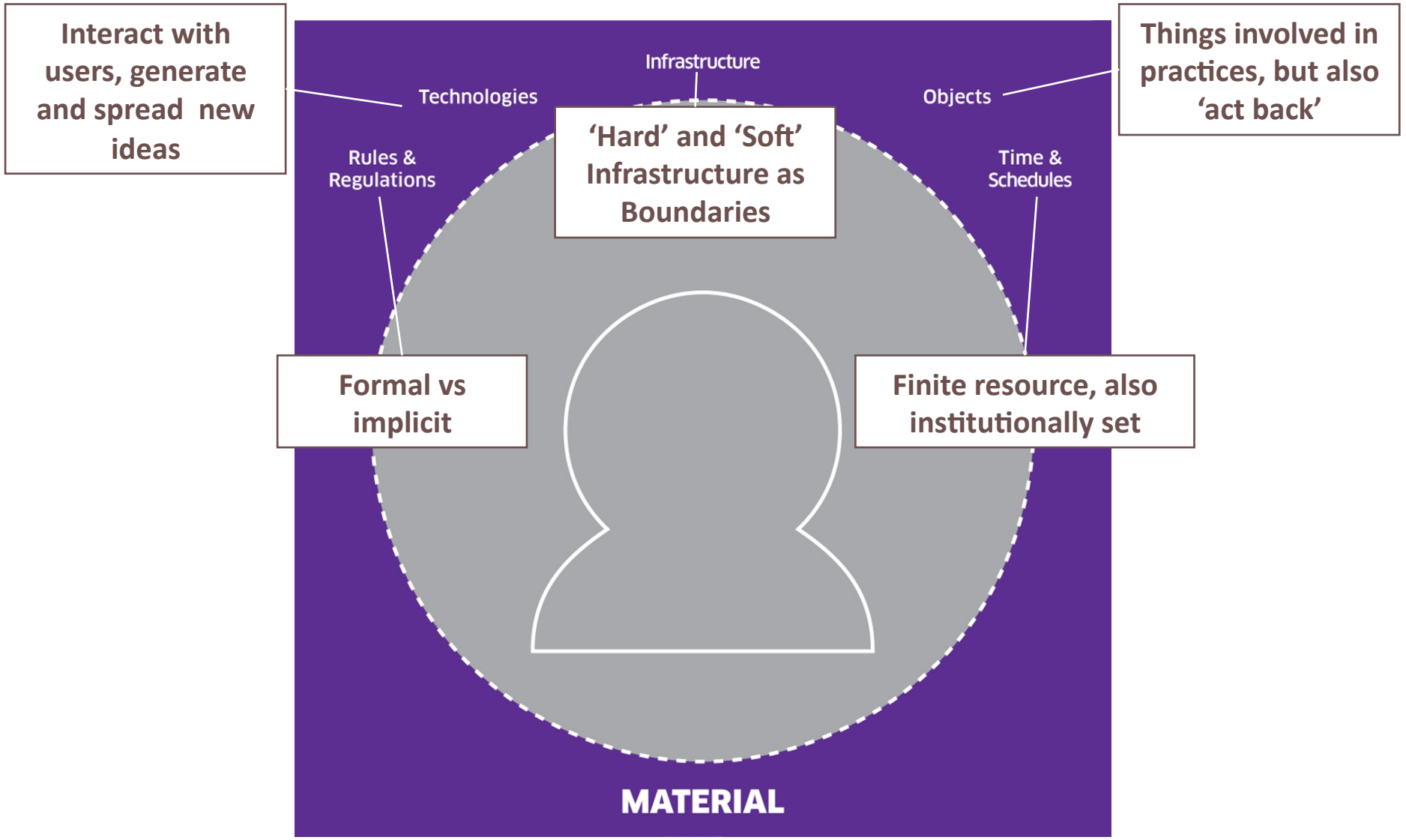
The Individual Context



The Social Context



The Material Context



What can it do?

- It is an analytical framework, it can:
- Help you to understand why behaviour change has occurred
- Be used to evaluate a behaviour change programme
- Input to the design of behaviour change interventions

ISM applied to... recycling

• **SOCIAL CONTEXT**

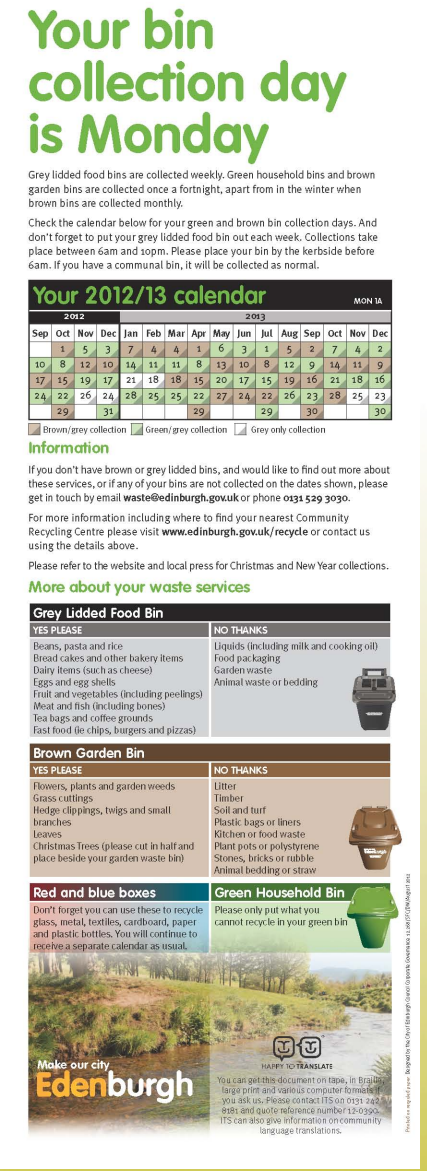
NORMS

• **INDIVIDUAL CONTEXT**

ATTITUDES

• **MATERIAL CONTEXT**

SCHEDULES



Your bin collection day is Monday

Grey lidded food bins are collected weekly. Green household bins and brown garden bins are collected once a fortnight, apart from in the winter when brown bins are collected monthly.

Check the calendar below for your green and brown bin collection days. And don't forget to put your grey lidded food bin out each week. Collections take place between 6am and 10pm. Please place your bin by the kerbside before 6am. If you have a communal bin, it will be collected as normal.

Your 2012/13 calendar

MON 1A

2012				2013											
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	1	5	3	7	4	4	1	6	3	1	5	2	7	4	2
10	8	12	10	14	11	11	8	13	10	8	12	9	14	11	9
17	15	19	17	21	18	18	15	20	17	15	19	16	21	18	16
24	22	26	24	28	25	25	22	27	24	22	26	23	28	25	23
	29		31				29			29		30			30

Brown/grey collection Green/grey collection Grey only collection

Information

If you don't have brown or grey lidded bins, and would like to find out more about these services, or if any of your bins are not collected on the dates shown, please get in touch by email **waste@edinburgh.gov.uk** or phone **0131 529 3030**.

For more information including where to find your nearest Community Recycling Centre please visit **www.edinburgh.gov.uk/recycle** or contact us using the details above.

Please refer to the website and local press for Christmas and New Year collections.

More about your waste services

Grey Lidded Food Bin

YES PLEASE	NO THANKS
Beans, pasta and rice Bread cakes and other bakery items Dairy items (such as cheese) Eggs and egg shells Fruit and vegetables (including peelings) Meat and fish (including bones) Tea bags and coffee grounds Fast food (ie chips, burgers and pizzas)	Liquids (including milk and cooking oil) Food packaging Garden waste Animal waste or bedding

Brown Garden Bin

YES PLEASE	NO THANKS
Flowers, plants and garden weeds Grass cuttings Hedge clippings, twigs and small branches Leaves Christmas Trees (please cut in half and place beside your garden waste bin)	Litter Timber Soil and turf Plastic bags or liners Kitchen or food waste Plant pots or polystyrene Stones, bricks or rubble Animal bedding or straw

Red and blue boxes

Don't forget you can use these to recycle glass, metal, textiles, cardboard, paper and plastic bottles. You will continue to receive a separate calendar as usual.

Green Household Bin

Please only put what you cannot recycle in your green bin

Make our city Edenburgh

HAPPY TO TRANSLATE

You can get this document on tape, in Braille, large print and various computer formats if you ask us. Please contact ITS on 0131 242 8181 and quote reference number 13-0390. ITS can also give information on community language translations.

ISM applied to... mobile phone driving

- **INDIVIDUAL** CONTEXT:

  COSTS & BENEFITS

- **SOCIAL** CONTEXT: MEANINGS

- **MATERIAL** CONTEXT:

  TIME & SCHEDULES

Today's Workshop

- Explore the behaviour we have chosen, to input to the work of the Communities and Sustainability Partnership
- Activities:
  - 30 mins: Consider / understand / discuss / map the behaviour using ISM
  - Break
  - 10 mins: Review / feedback observations
  - 20 mins: Policy Mapping
  - 20 mins: Identify Gaps and Ideas

Keep in touch

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