BEHAVIOUR CHANGE FOR SUSTAINABILITY

MAKING WASTE MORE SUSTAINABLE IN THE C&D SECTOR

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The industry is not a monolith. On any one project there is a **number of different stakeholders** coming and going at all times

If we want to have traction we need to **go big and broad to reach all industry people** to ensure behaviour change is long term and sustained

We are working with **busy, time poor people**. We can't expect them to invest resource into something where the benefit/payoff is not clear

Everyone is under pressure, both time and money wise, so any **change needs to benefit them not us** – if it's not **tangible and substantial** they're not as interested

There's **no silver bullet for changing behaviour** around C&D waste. Change will need to be **incremental**, supported by **external market structures** and **backed by regulation**

Any change needs to **clearly articulate the industry benefits,** ensure **external market structures in place** that provide the capability to act sustainably**,** and **be backed by regulation**

SPOTLIGHT ON SUSTAINABILITY

The C&D environment doesn't enable people to live by their values like they can in other aspects of life …

People **feel guilty** about their unsustainable behaviour but also **feel like their hands are tied** - there are no viable alternatives. This has **created a social norm of behaviour** within the industry which justifies inaction

There's a heightened sense of risk when it comes to sustainability… but no sense of reward

Counter risk with reward: **1. Make the uncertain certain** (cost/benefit). **2. Clear pathways** (processes/support/risk mitigation). **3. Reward for effort** (financial/ commercial benefits)

It's easy to justify not taking ownership of C&D waste – it's **always someone else's problem** (homeowner/ design team/ PM/ project team)

When nobody feels fully responsible, blame becomes spread out/ diluted. **If we want people to take interest in managing waste effectively, we need to provide strong financial incentives to do so**

C&D waste isn't top of mind when considering sustainability in the industry. When homeowners think about it, they're thinking about **aesthetics / efficiency** – waste isn't on the radar

This is a matter of education. Once homeowners are made aware of the connection they get it. But they need to be told.

BUT… People in the industry are willing… There's an **emotional connection**… It's something that they're implementing in their home lives… And it's driving day to day choices

Almost everyone we spoke to accepts that **sustainability is a problem that needs to be addressed.** And some people are **creating their own workarounds** (stock piling / selling additional materials)

TO OVERCOME THE BARRIERS TO SUSTAINABLE BEHAVIOUR CHANGE... 3 KEY PRIORITIES NEED TO BE MET

Time is where money can be won or lost – any new initiative needs to show a tangible financial benefit against the time invested

Money trumps all – it's the first consideration when any change is presented - the dollars need to stack up!

There needs to be external support for people to change their ways – the alternate solution needs to be EASY to implement and financially viable

TIME

MONEY

EFFORT

Any proposed changes will be ultimately dismissed unless justified against one or more of these three proof points

These **three priorities** and sustainable waste practices are seen as being at **odds with one another**, which is **a major deterrent to change**
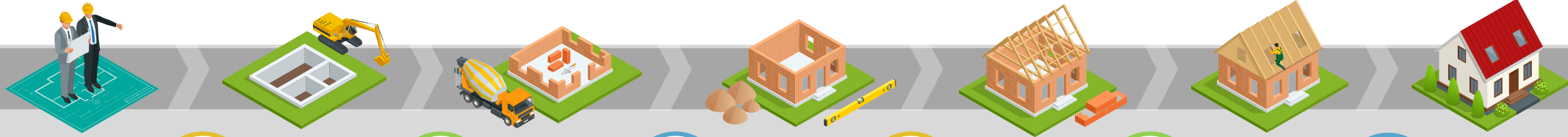
The **practicalities** of managing waste sustainably **takes more time, costs more money and requires more effort in the short-term**

And this is further exacerbated by a **fear of the unknown...** and **feeling that they're being burdened with the responsibility and cost of implementing change**

"Why should it all be on my shoulders? There's only so much more we can do before we end up out of pocket and out of business"

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TO UNDERSTAND THE JOB TO BE DONE – ALL ASPECTS OF A C&D PROJECT LIFECYCLE AND ATTITUDES MUST BE CONSIDERED

Proof/ Efficacy	Contracts	Regulation	Project Team	Social Norms	The Site	Services	Materials
"The jury is out on whether there is money to be made by managing waste effectively"	*"Just because it's in the contract doesn't mean it will be enforced"*	*"C&D waste is a regulation free zone, nobody's checking"*	*"I would like to do more but it's out of my hands"*	*"It's hard enough for me as woman in a site meeting to hold my place besides bringing up waste management… I'd be laughed at"*	*"The site itself is one of the greatest barriers to implementing changes"*	*"There's no services out there that I know of, if I want stuff taken off my hands it's one more job"*	*"We need to deal with recycling like we do with at home"*
• No established reporting system to show efficacy • No case studies • Cost of numerous bins = high • Need substantial waste to justify separating/ diverting • Single build – 1 skip works best	• Contracts being skim read • Contractors doing it their way/ as it's always been done • Low awareness of new clauses in contracts (within / outside council) e.g. REBRI • No checks on contract adherence/ accountability	• No regulation beyond separating concrete/ brick/ soil • Personal preference rather than enforced (whether added to contract) • No incentive/ fines to influence behaviour • Who's job is it to regulate? • No feedback loop for reinforcement	• People agree that change is needed in C&D industry, BUT… • No incentive to actively think about it • Nobody doing it dilutes responsibility • Nobody knows what happens once waste leaves the site – not being confronted • Homeowner not involved in decisions around waste	• Being a zero waste company / organisation / tradie is not on trend • Doesn't have the crisis factor like plastic • Lack of media spotlight • Lack of awareness of the accumulative extent of situation	• Only enough space on site for one bin • No storage available for off-cuts/ additional materials – easier to throw away/ buy again later • Number of stakeholders involved makes it difficult to implement / coordinate a system	• External market structures needed to support change don't exist or are in their infancy • Low awareness of services that accept / pay out for unwanted materials beyond scrap metal • Price for scrap can be too low – not worth the effort	• New materials need to solve a problem to be considered - waste is not a 'problem' • Designers not using 'standard' sizes • No return on products once opened/ multiple layers of packaging • Stewardship schemes not widespread/ low awareness

COUNCIL CAN PLAY AN INTEGRAL ROLE IN DRIVING INDUSTRY CHANGE... BUT THEY CAN'T DO IT ALONE
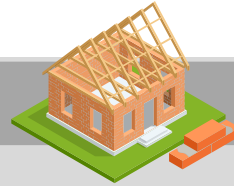
Proof/ Efficacy	Contracts	Regulation	Project Team	Social Norms	The Site	Services	Materials
• **Case studies as proof points** for how it can be done / how money can be saved through more sustainable practices • **Provide project specific case studies** that detail exact financial returns • **Step by step guides and links to resources/ suppliers** • **Partnerships with education / industry leaders is a MUST** for credibility, quality control and reach e.g. MBIE, Unitec, BECA	• **Drive usage of WARR (Waste Avoidance and Resource Recovery Plan)** for construction contracts with a clear incentive for implementation • **A culture of ignoring contracts** and avoiding the repercussions due to time constraints means that policing / enforcement will be key to ensuring adherence / entitlement to incentives	• **Positive reinforcement:** Incentivise desired behaviours in a way that encourages teamwork/breaks bad habits i.e. points system, construction site rewards • **Negative reinforcement:** Rule enforced across every site with regular onsite checks and monitoring and penalties for behaviours not in line with sustainability protocols	• **Raise the alarm bells...** make real what people have conveniently chosen to ignore • Enable people to make the change by **showing them how to do it** • **There is high appeal for making sustainable practices part of training compliance** • **Arm homeowners** with the right info/ empower them to have waste discussions with their builders e.g. Building out Waste	• **We need a culture change like what happened with H&S** • We need to **create the same emotional intensity** toward waste that people feel toward sustainability in general • **Clearly communicate the impact C&D waste** has on climate change, NZ streams and what making a change can do for the environment	• **An onsite waste management mental shortcut system** to drive/ engrain positive behaviours easily • **Use the domestic system as a starting point** for best practice for on site waste management • **Multi bin options that work for small sites** – a colour code system as per domestic waste, extended to include other C&D waste • **Skips with multiple compartments**	• **Support the growth of external market structures** – entrepreneurialism in the C&D Waste space • **Growing the skills needed** – e.g. expert deconstruction in a quick time frame • **Encourage contractors to provide more than one option** of pricing/ services for waste management and let the customer decide • **Drive awareness of CivilShare App**	• **Education around the minimisation of materials in the planning stages.** Design around standard material sizes to reduce wastage • **Designs using standard product sizes** can help with wastage of both product and budget • **Working with suppliers to reduce waste on packaging without putting material at risk** / return packaging