

# WASTE/CIRCULAR ECONOMY COLLABORATION



MONASH  
SUSTAINABLE  
DEVELOPMENT  
INSTITUTE

BehaviourWorks  
AUSTRALIA



## BARRIERS TO A CIRCULAR ECONOMY PROJECT

### Invitation to participate

While policy-makers, businesses and researchers are increasingly recognising the opportunities – and need – to move towards a circular economy, a lack of familiarity and a fear of the unknown, has meant that business take-up of new ideas and approaches remains in its early stages. Legitimate barriers to entry also exist, especially among SMEs.

Building on previous research conducted by BehaviourWorks Australia addressing business barriers to effective waste management, this Barriers to a Circular Economy Project will build a better understanding of the characteristics of business actors along the spectrum of innovation diffusion and identify behaviour change approaches that will encourage businesses to shift towards adopting circular economy behaviours and business models.

### METHODOLOGY

The Barriers to a Circular Economy project follows the BehaviourWorks Method, a three phase approach to finding evidence on the behaviour change approach that is most likely to work. The Method is used to Explore (unpack) problems, Deep Dive into how those problems are experienced in the real world and Apply insights via trials and knowledge sharing.

### PROJECT TIMELINE

July 2019

Initial scoping



Oct 2019

Rapid Review  
Intervention  
design



Dec 19-Mar 20

Trials



Mar-June 20

Results



### SEEKING TRIAL PARTNERS

BehaviourWorks is inviting and encouraging partners from both the public and private sector to get involved in the Barriers to a Circular Economy Project by co-designing trials with the research team and implementing them on the ground. The purpose of the trials is to test ideas on **what works to change behaviour, where, and for whom.**

Trial delivery partners will be supported by leading behaviour change researchers from Monash University and be provided with research/evaluation services (including analysis of the trial data) as well as a full report on the findings.

While there are many benefits to being involved, trial delivery partners will need to:

- be willing to co-design variations to existing projects/services, or create new ones with us (informed by evidence of 'what works')
- provide staff time to implement the trial and collect data during the trial period (with advice, support and mentoring from the research team)
- be able to cover the cost of any chosen items/infrastructure being trialled (there may be options to offset these costs)
- share BehaviourWorks' commitment to conducting rigorous evaluation and publishing what we learn.

Trial co-design will begin in October.

EXPRESS YOUR INTEREST TODAY. Contact: [Jenni.Downes@monash.edu](mailto:Jenni.Downes@monash.edu)

Further details @ [www.behaviourworksaustralia.org/waste-collaboration](http://www.behaviourworksaustralia.org/waste-collaboration)