

Gabriele B Fitzgerald

Dip Psych Uni, BA Hons Sc, MA Hum, BA Ed, MBus

Dr Robert Crocker

(Oxon)

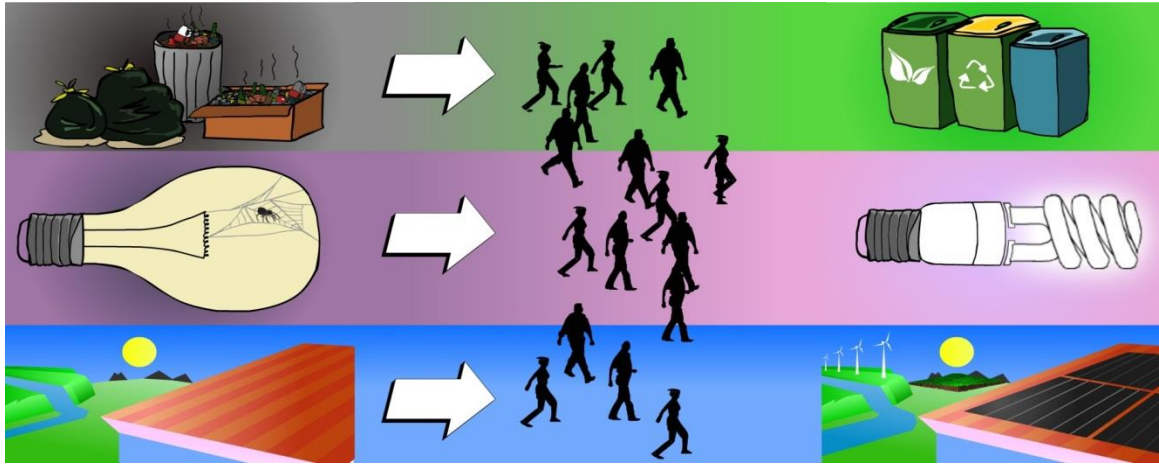


Pro-environmental spill-overs in community settings three years on

ACCARNSI 12TH NATIONAL ECR FORUM

I promised 😊





- ✓ Reduce the environmental impacts of clubs & workplaces
- ✓ Help club members & employees to reduce their individual energy use
- ✓ Reduce costs
- ✓ Showcase practices to other community organisations
- ✓ Pathfinders for solving problems in regulated environments



BOWLING

DELI

OFFICE

Longitudinal investigation (focus groups & interviews)

Natural Resource Centre

Adelaide Hills (14 or 50 km from CBD Adelaide)

Retrofitted energy efficient building & community garden & farmers market & composting



Support Organisation for Disadvantaged People (e.g. formerly homeless)

Adelaide inner city

Energy efficiency

Customised workshop on energy efficiency



Bowling Club

Affluent inner suburb of Adelaide

Customised workshop on energy efficiency & Bokashi buckets in the kitchen





Does spill-over exist? If, how long does it last? What supports longevity? OR Does it not take place? Why not? OR Does it lose momentum? And if, WHY?

Different categories of spill-overs



Spill-over of behaviour one: organic waste management practices into the same practices at home.



Spill-over of behaviour one: energy efficiency practices at an organisational level, into behaviour two: organic waste management at home.



Push back instead of a spill-over: Going backwards or stagnation

Three Years On

- **Type one spill-over**

- composting
- worm farm
 - capacity and skill set of volunteers
 - information source
 - previous exposure
 - access to a garden
 - concern next generation
 - knowledge of greenhouse gas emission in landfill



- **Type two spill-over**

- From energy efficiency to three bin waste stream management (organic waste, recycling, bottles, landfill)
 - Sustained first behaviour change (organisation & 56 bed sits)
 - New information
 - Visibility of staff member as change agent
 - Personal stance of staff member for Co2 reduction
 - Success against scepticism of staff members
 - Savings of \$100 per week





Push back: Bokashi buckets

Bowling Club

- From putting organic waste in the green bin to putting it in the blue land fill bin

Volunteers vs Management

The contentious Bokashi buckets



Top down approach



**"What do you mean we don't communicate?
I sent you e-mail on Monday."**

Lack of knowledge

Secretary

“It was closer to where the action was and it [waste] can go straight in there and you sprinkle the stuff on top and the thing is done.”

Kitchen volunteer

“I think they are a good idea but I think none of us really knew enough about it to start with and then out of sight out of mind, you just tend to forget.”

Lack of training

Powder



***“And a lot of the girls don’t know that.”
(Kitchen volunteer)***

Existing prior perception

- “ A lot of the girls do not use it at all because of the smell and they think it is unhygienic in the kitchen to use it.”
- “The girls don’t like it in the kitchen, they just don’t like it.”

(Kitchen volunteers)

Operational problems with the design

- They (lids) are hard to get off. I have to stand with it and really wrench the top off and it is tight.there are probably a few who are younger than me, but getting arthritis you are getting weaker. You get a lot weaker

(Kitchen volunteers)

Design

- Could they reform those bins? You know, you buy plastic containers where there are four clips, if they could actually redesign the bin, so the lid was easy to get off, I might use it.

(Kitchen volunteer)

Impracticality & Time pressure

- “ What happens, once a month we have a barbeque we can use it and then it stays there all the time without being used. And when you lift the bucket, I think we don’t have enough social functions here to use it all the time. I think that’s the big problem.”
- “...you are working to a time limit and just doing that, not only is it frustrating, each time you get cranky, because you are trying to get work done and trying to lift that lid off

(Kitchen volunteer)

Unintended side effects

- “Because of the no smoking policy, we have a little area just there, before we had all our green bins. We used to put all the big waste, cucumber peels and lettuces, because the green bins have all been moved down there, so there is some occasion where the green waste goes just straight in the rubbish bin, because we don’t have time to just get out.”

(Kitchen volunteer)

Focus group outcome

- All three focus group participants managed their organic waste at home conscientiously and were keen on solving the situation.
- Secretary was the only person who would have gotten a Bokashi bucket at home had he not already had a composting bin and the green council bin.

Focus group outcome

- “It would be possible to use. I would be happy if there would be something similar but it would be a bit bigger to just put outside [the kitchen] around there.”

(Kitchen volunteer)

Focus group outcome

- “While I think of it, could you give me a copy of the instructions for the Bokashi bin?
(Kitchen volunteer)
- “They are pinned up there.” (Secretary) “I like to read them at home.” (Kitchen volunteer).
- “I will make you a copy.” (Secretary)

Conclusion: No behaviour sits in a vacuum

(Dolan & Galizzi 2015)

Complexity

– Positive aspects

- Capacity and skill set
- Prior knowledge of behaviour
- Prior knowledge of impact
- Concern for nature and next generation
- Importance of key actors
- Momentum of maintained changes

No behaviour sits in a vacuum

- Attention is needed to avoid push back to:
 - Communication (ongoing feed back)
 - Knowledge of prior perceptions towards a measure
 - Design of devices
 - Design of implementation (Co-creation is needed)
 - Training
 - Practicality (time pressure)

Complexity

- Web of aligning and conflicting factors
- Challenge of understanding different contexts and competing influences under which spillovers take place
- Importance of organisations
 - Communication
 - Culture
 - Knowledge base of members

In Conclusion: What should work

- Establish virtuous loop of pro-environmental behaviours in organisations
 - Management support
 - Communication feed back loops
 - Utilise knowledge of organisational members



Spill-over pathways to the broader community and especially the private domain

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hubs



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The journey of a thousand miles begins with one step.