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# Developing metrics for behavioural change campaigns

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## Structure of Workshop

<b>Introduction</b>	-	<b>5 Minutes</b>
<b>Activity</b>	-	<b>10 Minutes</b>
<b>Feedback</b>	-	<b>10 Minutes</b>
<b>What We Do</b>	-	<b>5 Minutes</b>
<b>Questions</b>	-	<b>10 Minutes</b>

## An introduction to WRAP

- Waste & Resources Action Programme.
- Established by the Government in 2000.
- To help everyone in the UK recycle more, waste less and reduce the amount we send to landfill.
- Reducing CO2 emissions.



**Material change for  
a better environment**

**Are you a committed SRA member?**

Measuring behaviour change

**Difficult to quantify**

**Consistency in interpretation**

**Do people really change their  
behaviour?**

**And how can we be sure?**

# Measuring commitment

## Perceived 'good' behaviour



# Measuring commitment

**If behaviour has changed...**



**Will the change last?**

# Measuring commitment

## If behaviour has changed...



## Is the change full and complete?

## Workshop

**Are you a committed SRA member?**

**Develop an approach to gauging  
commitment**



Material change for  
a better environment

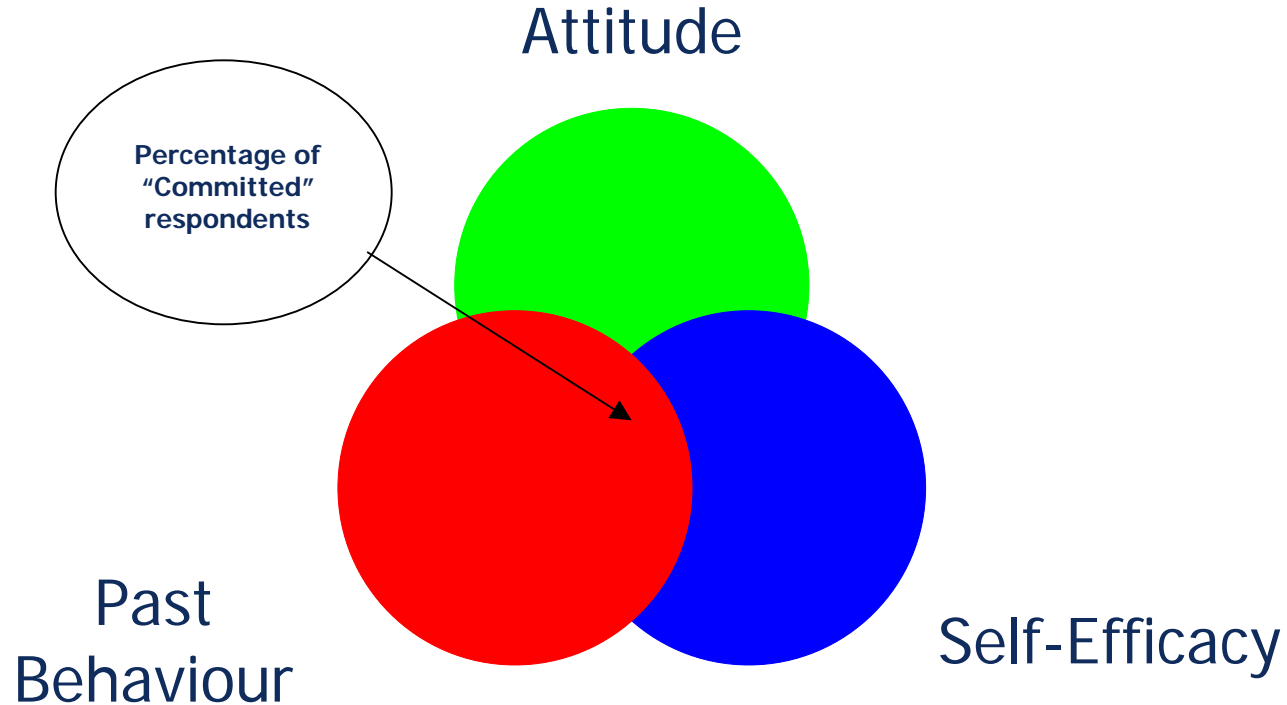
# Feedback

How did WRAP tackle the problem?

**Establish “*the key predictors of action*” (Sheeran, 2006).**

- Attitude
- Social Norms
- Self-efficacy
- Intentions
- Past Behaviour (Ajzen, 2002)

# Key Predictors of Action



## Questions (1)

**Attitude:** Which of the following statements best describes how important home composting is to your household generally?

- Very
- Fairly
- Not very
- Not at all
- Don't know

## Questions (2)

**Past behaviour:** Which of the following statements best describes how much your household composts at home?

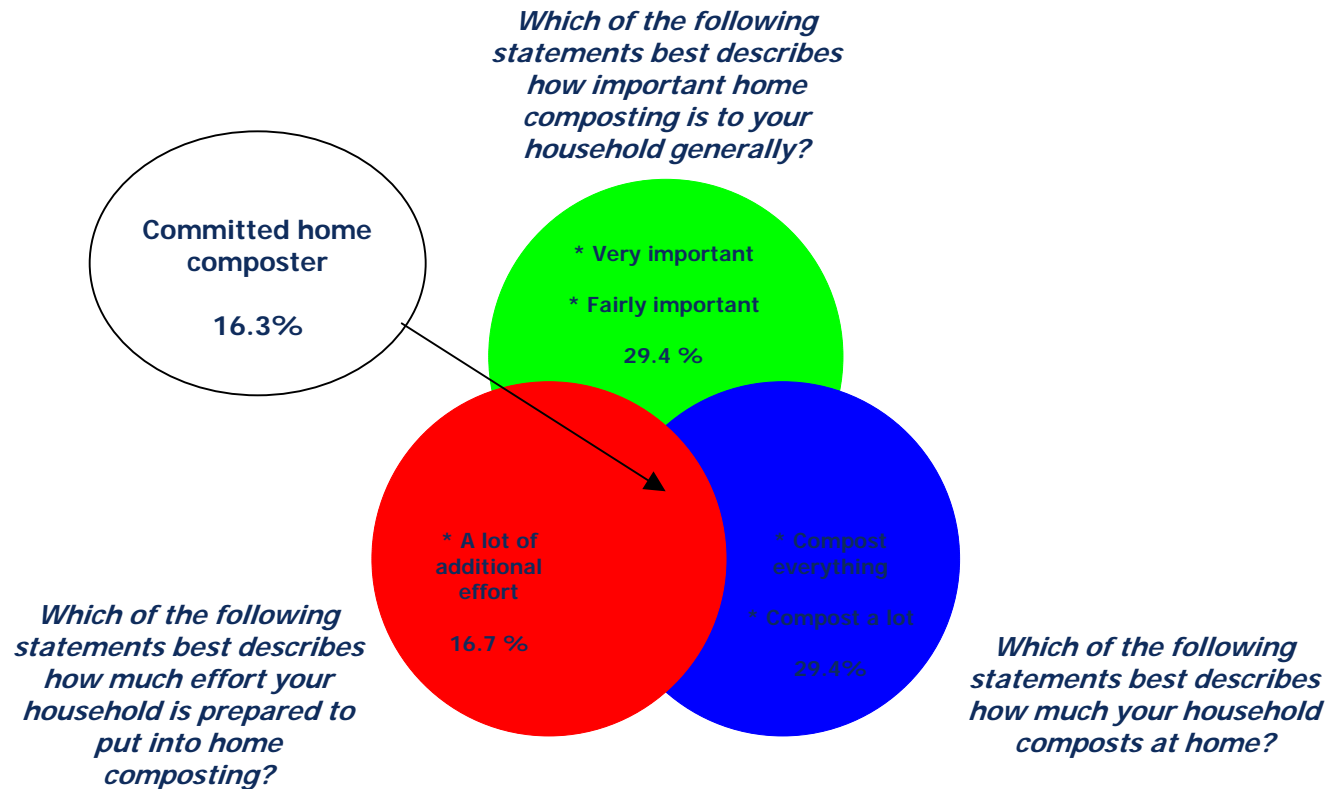
- We compost everything that can be home composted
- We compost a lot, but not everything that can be home composted
- We compost only a small part of what can be home composted
- Do not make compost at home
- Don't know

## Question (3)

**Self-efficacy:** Which of the following statements best describes how much effort your household is prepared to put into home composting?

- A lot of additional effort
- Some additional effort
- A little additional effort
- Does not require any additional effort
- Don't know

# Committed Home Composter



**Thank you**

**Questions**

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## References

Sheeran, P. (2006) ESRC (RES-000-22-0847) P. Sheeran (PI), C. J. Armitage, A. Rivas, & T. L. Webb: "Does changing attitudes, norms, or self-efficacy change intentions and behavior?" (Nov 2004-Oct 2005). End of Award report: <http://www.esrcsocietytoday.ac.uk/ESRCInfoCentre/ViewAwardPage.aspx?AwardId=3544>

Ajzen, I. (2002) Residual effects of past on later behaviour: Habituation and reasoned action perspectives. *Personality and Social Psychology Review*, 6, 107-122