

# BEHAVIOR CHANGE

STRATEGY AND PLAYBOOK



# INTRODUCTION

## What is the Behaviour Change Strategy and Playbook about?

Building on the principles of behaviour change theory, the goal of this report and the Playbook is to provide a strategic approach to behaviour change efforts aimed at reducing marine plastic pollution in Indonesia. Using insights from existing initiatives, key opinion leaders, site studies and cultural insights, the Playbook is intended to be a guide for which campaigns can be launched from - either as part of a larger waste management/ marine debris initiative or as a singular effort.

## Who might find this playbook useful?

The intention of this playbook is to create a starting point for various stakeholders: national and local governments, private enterprises, NGOs and multilateral institutions looking to create an impact in Indonesia. The playbook outlines key considerations for designing a behaviour change campaign focussing on marine plastics.

Stakeholders who have experience in promoting previous behaviour change initiatives, as well as the the less experienced, will benefit from the methodology and resources provided in this playbook.

## Why three behaviours?

The three behaviours of Littering, Excessive Usage of Single-Use Plastics and Mixed Disposal are the most prominent causes of marine plastics leaking into the environment. Consequently prompting the main target behaviours of **STOP LITTERING**, **REDUCED USAGE** and **SORTING AND RECYCLING**. Each of these main target behaviours has distinct approaches and distinct barriers that must be examined and addressed.



# GERAKAN INDONESIA BERSIH

@gerakanindonesiabersih

Gerakan Indonesia Bersih (GIB), the national identity for all clean-up and waste management initiatives. Is, in essence, the frame of reference in which the playbooks stand.

## Vision

As part of the government efforts and commitment in reducing the negative effects of Marine Debris, the Gerakan Indonesia Bersih (GIB), is positioned as the National Identity to encourage clean and healthy living behaviours among the Indonesians, and improve the perception towards waste management.

## Objectives

- ❑ To establish a clean and healthy lifestyle, and friendly environment.
- ❑ To develop behaviours reflecting waste-free lifestyles.
- ❑ To increase public participation in supporting clean and healthy living behaviours.
- ❑ To increase the implementation of integrated waste management through 4Rs (Reduce, Reuse, Recycle, Replace).
- ❑ To improve the provision and implementation of laws and regulations related to clean and healthy living behaviours, and in the cleaning and health sectors.
- ❑ To improve provision and implementation of licensing regulations that make it easier for businesses and institutions in managing waste.



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# PHILOSOPHY BEHIND GERAKAN INDONESIA BERSIH



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Being one of the largest archipelagic countries, Indonesia has many potential marine and fisheries resources including tourism potential which makes Indonesia a world tourist destination. The myriad of potentials that Indonesia has can certainly be used to improve the country's economy. On the other hand, Indonesia is also dealing with the problem of plastic waste that is polluting the sea and damaging the ecosystem. After being claimed as the second largest waste-producer after China, the Government of the Republic of Indonesia feels the need for changes in behavior and mental/mindset development of the Indonesians in treating the environment. Thus, Indonesia can maximize its natural resources for a long term.

A revolution of Indonesians' mental improvement has become priority commitment for Indonesia as a nation, planned through the Presidential Instruction No. 12 of 2016. This Presidential Instruction regulates the implementation of the nation's character revolution, or more known as the National Movement for Mental Revolution (Gerakan Nasional Revolusi Mental/GNRM). Overall, the GNRM consists of five agenda focuses, and Gerakan Indonesia Bersih is one of its focus to influence behaviour change specifically with regards to Indonesians' perception and responsibility towards waste management and the problematic of plastics marine debris.



# THE BIG KEY MESSAGES IN GERAKAN INDONESIA BERSIH



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GIB brings across two key messages to encourage clean and healthy living behaviours among Indonesians, and to improve their perceptions towards waste management. The two key messages are as follows:

## “Let’s care to save Indonesia’s ocean and ecosystem from waste”

Plastic waste has been a personal threat for sustainability living, especially for 400 million populations whose supplies depend on marine life (fishes, snails, oyster, and others) and Indonesia is #2 largest waste producer in the ocean.

## “Be the agent of change for Indonesia Bersih”

It’s never too late to change our behaviour. Start by taking a small step to make your environment clean.



# VISUAL COMMUNICATION MATERIALS OF GERAKAN INDONESIA BERSIH



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## Logo

Gerakan Indonesia Bersih



## Amboi

A beautiful and tidy shrimp character, who can clean any waste that comes near her sight.

Amboi is a cleanliness symbol, which can be used to accompany persuading/ inviting communication messages, such as trivia or user-generated content.



## Meta

A loving and caring butterflyfish figure who has no hesitation to keep the ocean clean and she is the most stylish one.

Along with Amboi, Meta is also a cleanliness symbol which can be used to accompany persuading/ inviting communication messages, such as trivia or user-generated content.



## Gurano

A friendly whale shark and a guardian of the other two characters. He is an active boy and has a generous gigantic smile.

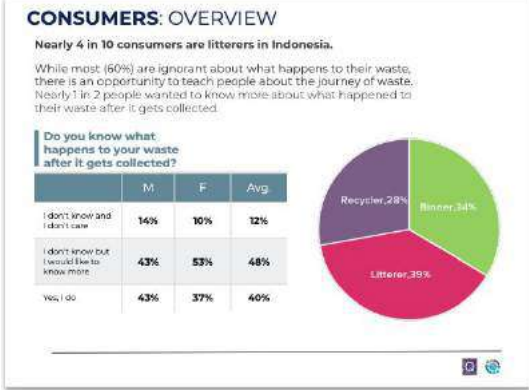
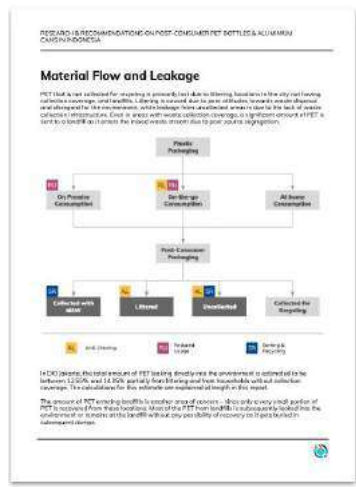
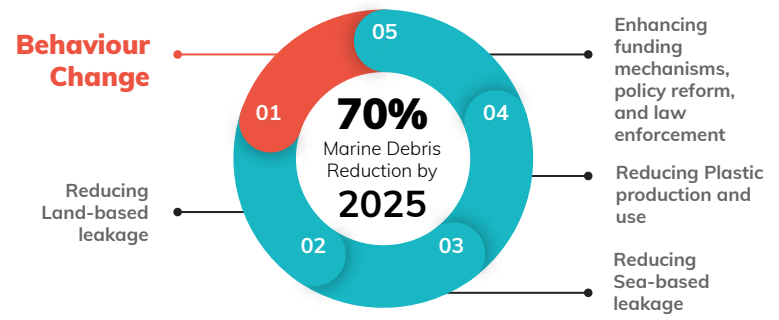
Gurano is positioned as a communicator to share the big picture message about oceans, marine debris, and ocean ecosystem.



# MARINE PLASTICS DEBRIS & TARGET BEHAVIOURS

Conducting Behaviour Change is the first of five overall strategies in the National Action Plan on Marine Plastic Debris (2017-2025) which aims to achieve 70% of plastic reduction by 2025.

Marine Plastics Debris is primarily caused by infrequent/ limited waste collection efforts, littering behaviour. The problem worsens with an explosive growth in the usage of single-use plastics and limited sorting and recycling of plastics. These leakage points have been identified based on prior research and experience in waste management in Indonesia. By targeting behaviours associated with each of these leakage points, this strategy aims at reducing the flow of plastics into the environment.

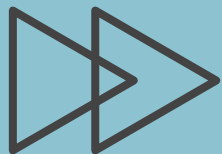


Prior research on the material flow and leakage of plastic packaging (particularly PET bottles) in Indonesia and on the discourse around waste from social and news data in Indonesia highlights the three target behaviours as key to addressing marine plastic debris.



# WHAT INFORMS THE PLAYBOOK?

Four exercises were conducted to determine the key elements for the development of this playbook.



## Mapping of Existing Initiatives

The mapping of existing initiatives is to identify past and ongoing behaviour change efforts in Indonesia. It is also a helpful exercise to understand common campaign focuses, outreach, type of audience, number of stakeholders engaged, their activities, and impact in addressing Stop Littering, Reduced Usage and Sorting & Recycling behaviours.

01

## Key Opinion Leader Insights

Key opinion leaders provided valuable insights into the critical points for addressing Stop Littering, Reduced Usage, and Sorting & Recycling behaviours. Moreover, their experience in creating new initiatives to promote behaviour change had provided important inputs for the content of this playbook.

02

## Cultural Insights

Cultural insights are necessary to understand the context of the Indonesian audience in terms of values, culture and perceptions that ultimately determines their behaviour patterns. From the online and social media analysis, critical touchpoints of engagement were identified to determine the type of content that would encourage the audience to change their behaviour.

03

## Site Studies

Site studies were conducted to ascertain the prevailing attitudes towards Stop Littering and Reduced Usage behaviours, and to identify critical areas for conducting pilots. Traditional markets and riversides/ waterways were identified as hotspots for littering, whereas food courts and supermarkets were targeted for reduced usage.

04



# MAPPING OF PAST/ EXISTING INITIATIVES



## 38

National-level and local initiatives identified



## 24

Interviews conducted with initiators and key opinion leaders



## 1,992

Online survey responses collected

## MAPPING METHODOLOGY

### Initial Mapping

38 national-level and local initiatives (primarily those in Bandung, Jakarta, Bali to limit the scope of the mapping) were identified through an online search and on-ground knowledge of existing initiatives. The purpose, target behaviours, level of stakeholder engagement, and impacts and reach of each initiative were reviewed.

### Interviews

23 interviews were conducted with initiators or with people who have worked closely on these initiatives, and key opinion leaders of the most relevant campaigns via phone or in-person. Additional qualitative insights into the behaviour change efforts conducted were obtained through these interviews.

### Search and Social Media

Search and social media performance of each initiative was analysed. Searches were analysed on the hypothesis that high performing initiatives would reflect high online search activity. Social media presence for each initiative were analysed as it indicates what people said, and is closely linked to social and public validation.

### Online Surveys

1,992 survey respondents completed a short form online survey that required them to indicate their recall, response and reaction to some of the initiatives. Their responses provided further insights into the performance of these initiatives - whether they remembered, shared the initiative, felt that the initiative was a good effort, or if the initiative improved their awareness of the issue.

## WHAT ARE THE KEY INSIGHTS?

### High levels of stakeholder engagement are key to achieving greater reach and success.

- Working with mid-level authority figures, government, community leaders, and community groups is useful for conveying messages and providing connectivity to the behaviour change efforts. Government policy/regulation is also helpful in invoking a higher degree of participation for some of the initiatives.

### Having both components of increasing awareness and a “call to action” in initiatives raises the likelihood for success.

- These initiatives educate the target audience by building awareness, while also specifying a clear call to action, allowing for a more sustained impact.
- Messages that incorporate the idea of being agents of change in their communities are useful in promoting the desired behaviour in these initiatives.

### Communications that accompany behaviour change efforts must cater to naysayers and misinformation.

- A clear narrative needs to be established to address any possible misleading information amongst the audience.
- A unified message across all stakeholders becomes more powerful.

# Key Findings from Past/Existing **Stop Littering** Campaigns

## 01 Site Focused

Site focused initiatives for stop littering (e.g. riversides, beaches, local communities), tend to be more effective in engaging people especially for the local communities that are affected by litter. Local initiatives can provide more accurate solutions according to specific realities. Hence, a change in their behaviour.

e.g. Gerakan Ciliwung Bersih (top) targets the Ciliwung River, and World Clean Up Day (bottom) targets beaches.



## 02

## Building Awareness and Ensuring a Call-to-Action are BOTH Required

Initiatives that raise awareness on littering and conducts a call-to-action activity are able to achieve high levels of participation. These initiatives provide comprehensive content and information on the problems of littering through educational sessions, workshops and talks to change people's perceptions/ mindset towards littering such as the **Not In My Backyard** (NIMBY) attitude. It is highly recommended for these informative activities to be complemented with a call to action (a clean-up activity) to reinforce the message. With the knowledge gained, participants are more engaged and motivated to participate the clean-up activities, allowing initiatives to achieve high levels of participation.

e.g. Jambore Indonesia Bersih Bebas Sampah raises awareness through forums/ talk shows (top left). Trash Hero Kids Programme raises environmental awareness amongst children through a storybook, posters and multimedia presentations (bottom left). Eco Ranger raises awareness on problems of waste in tourist destinations (centre). Gerakan Pungut Sampah creates awareness of why it is important to stop littering (right). All these initiatives were complemented with clean up activities in various locations - tourist destinations, streets, beaches.



# Key Findings from Past/Existing Stop Littering Campaigns

## 03 High Stakeholder Engagement

Initiatives with successful and consistent efforts in reducing littering received strong support from stakeholders at the local and national level. Usually, it starts with individual organisations' efforts to involve the community in regular activities and later, the government incorporates them into their action plan. In other cases, initiatives that are organised at the local government level are the result of the citizen, private sector and other stakeholders working together.

e.g. Kawasan Bebas Sampah (KBS) which began as a forum initiative, has been incorporated by the local government of Bandung in their action plan and has complemented the Kang Pisman initiative. The image below shows the Mayor of Bandung Oded M Danial participating in Kang Pisman initiative.



## 04 Positive and Compelling Messages

Higher levels of engagement are achieved when an initiative uses messages that focus on the individual's commitment, responsibility, and care for their community. Such examples are "change is possible", "my waste my responsibility", "to come together on board", and "everyone can solve the problem if they work together".

e.g. Gerakan Pungut Sampah poster and caption (top) invited people to participate in cleaning the environment by highlighting that "as intelligent human beings on this earth, we should take care and return the environment to its original state". World Clean Up Day poster and caption (bottom) invited people to come together to achieve their goal of 13 million volunteers - "We are all in this together. We can do this"





# Key Findings from Past/Existing **Reduced Usage Campaigns**

## 01 Material and Item Focused

Initiatives that solely addresses reduced usage behaviour tend to target specific single-use plastic items (plastic bag, plastic straws). Targeting a particular single-use plastic item allows a reduced usage initiative to have a clear focus and purpose, and be realistic in its targets.

e.g. #NoStraw Movement by KFC targets plastic straws (left). Gerakan Indonesia Diet Kantong Plastik (top right) and Bye Bye Plastic Bag (bottom right) target plastic bags.



## 02 Strong Policy Support

Successful reduce plastic usage initiatives have strong policy support in terms of a charge or a ban. A clear narrative is needed to explain to the audience what the charge or ban means and how it should not be seen as a burden so as to address any possible misconceptions and avoid resistance from customers/ audience

E.g. Bye Bye Plastic Bag initiative has been successful in pushing for a ban on single-use plastics in the implementation of the Pergub No. 97/2018 (left). Gerakan Indonesia Diet Kantong Plastik focuses on invoking government policy to address excessive use of single-use plastics leading to a plastic bag charge trial implemented by the Ministry of Environment and Forestry (right).



# Key Findings from Past/Existing **Reduced Usage Campaigns**

## 03 Retailers' Commitment

Reduced usage initiatives with successful attempts at reducing plastic usage also require retailers' commitment in the provision of reusable alternatives or giving participants/customers a substitute for the single-use plastic items.

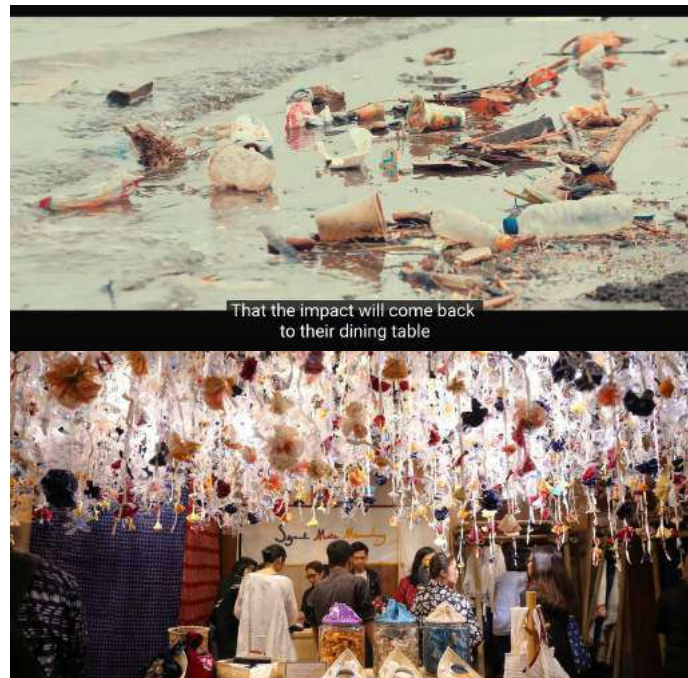
e.g. Bijak Menggunakan Kantong Plastik provides reusable bags/ cardboard boxes for customers to bag their purchases (top left). Refill my bottle works with businesses to provide access to drinking water as an alternative to purchasing single-use plastic water bottles (top right). Bye Bye Plastic Bag initiative provides retailers with reusable shopping bags to give to customers (bottom).



## 04 Highly Visual

There are also successfully reduced usage initiatives that highlight the problems and impacts of plastic waste to motivate people to reduce usage of single-use plastics. These initiatives are highly visual, in the form of an edutainment series or an art exhibition, and were identified to have high recall and were highly shared.

e.g. Pulau Plastik (top) (which was surveyed as highly shared amongst Bali initiatives) is an edutainment series, whereas Laut Kita (bottom) (which survey respondents indicated as a good effort amongst Jakarta initiatives) is an art exhibition made of plastic waste.



# Key Findings from Past/Existing Sorting & Recycling Campaigns

## 01 Localized Initiatives

Sorting and recycling initiatives that were identified tend to be local initiatives. This is because sorting and recycling efforts almost always require a change in an existing system or process of waste disposal. Adoption of a new process related to the introduction of a specific infrastructure is also necessary.

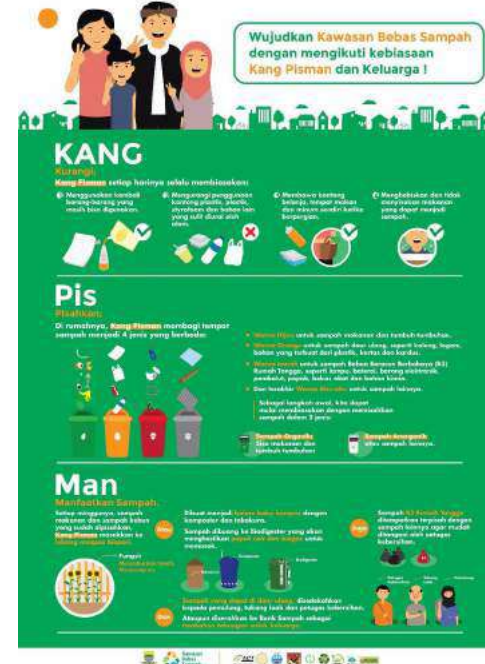
e.g. Project STOP works with the local community of Muncar and teaches them to sort, compost and recycle their waste (top). Kawasan Bebas Sampah and Kang Pisman engage citizens in Bandung sub-district to sort and recycle their waste (bottom).



## 02 Infrastructural & Educational Support

Successful initiatives that promote sorting and recycling require both infrastructural support through the provision of sorting and recycling facilities (e.g. dropboxes, composting facilities) and educational activities and materials that raise awareness on how to sort and recycle waste.

e.g. Kang Pisman and Kawasan Bebas Sampah provides waste management and composting facilities and teaches Bandung citizens on sorting waste into 4 categories (left). PRAISE dropbox provides dropboxes with instructions on how to sort their waste and educational posters on social media (right).





# Key Findings from Past/Existing Sorting & Recycling Campaigns

## 03 Packaging Specific

Initiatives which promote sorting and recycling of a specific form of packaging are useful in driving awareness but are harder to scale and/or replicate. These initiatives would only have a small impact on other forms of packaging that were not targeted.

e.g. One Pack One Act focuses on the increasing collection of used Tetrapak beverage cartons (left), Bring Back Our Bottles focuses on increasing collection of The Body Shop's packaging.



## 04 Joining Efforts

Upcycling initiatives, such as XS Project and Kertabumi Klinik Sampah, can be engaged as part of larger sorting and recycling efforts to empower the community in managing their plastic waste. It should be noted that, individually, these initiatives might not have great success.

e.g. Kertabumi Klinik Sampah (top) works on recycling and upcycling of plastic waste through craft-making, whereas XS Project works with trash pickers family by turning the plastic waste acquired by these trash pickers into functional products



# KEY OPINION LEADER INSIGHTS

Common perceptions towards the three key behaviours, points of intervention to influence behaviour change, and the relevance of stakeholder involvement in supporting and promoting new efforts were obtained through a stakeholder workshop. Additionally, 24 interviews were conducted with key opinion leaders and initiators from government organisations, non-governmental organisations (NGOs), community action groups, private sector, waste sector representations, recycling organisations, research organisations, and stakeholder platforms.

The following are the lists of different types of leaders who were involved in either the stakeholder workshop and/or the interviews:



## National and local government leaders:

Bandung City Government (PD Kebersihan Bandung), Coordinating Ministry for Maritime Affairs (Kemenkomaritim), Environmental Agency of Jakarta (DLH Jakarta), Ministry of Environment and Forestry (KLHK), Ministry of Marine Affairs and Fisheries (KKP)

## Private sector representatives:

Avani, Digital Waste Solutions, Coca Cola, Kopernik, PRAISE, Systemiq, Tetra Pak, The Body Shop, Unilever, Waste4Change



## NGO leaders and waste sector representatives:

Bye Bye Plastic Bag, Clean Action, Diver's Clean Action, Ecoton, Gerakan Indonesia Diet Kantong Plastik, Greeneration Foundation, Indonesia Plastic Recycling Association (ADUPI), Indonesia Partnership Plastic Waste Management (IP2WM), Sea Soldier Foundation, Trash hero, World Clean Up Day, XS Project

## WHAT ARE THE KEY FINDINGS?

**To address the issue of plastic marine debris, higher emphasis needs to be given to reducing excessive usage of single-use plastics.**

- Reducing usage of single-use plastics was ranked as the top priority, over stop littering, and sorting and recycling. Nonetheless, there are key opinion leaders who view all three behaviours as equally important.

**Cultural practices can be considered as the main barrier to behaviour change.**

- Common perceptions towards Stop Littering, Reducing Usage, and Sorting & Recycling are influenced by the Indonesian culture comprising a set of attitudes, beliefs and values. Prompts such as "this is how we manage our waste", "it is easier to manage it that way", SUPs are more hygienic", Not in My Backyard (NIMBY), "it is someone else's problem" are prevailing perceptions among the Indonesian population.

**Infrastructure, policy creation, and law enforcement are key factors that are necessary to facilitate behaviour change.**

- Inadequacies in the existing infrastructure and law enforcement are common structural barriers that hinder people from adopting the desired behaviour. Hence, this emphasises the need for high levels of stakeholder engagement, particularly in terms of infrastructural support and law enforcement.

# Insights on Stop Littering Behaviour

## What are the common perceptions of littering behaviour?

Littering behaviour is highly rooted in local culture. There are various perceptions on why people litter and the most common perceptions were identified from KOL interviews as shown on the chart on the right.

**Riversides, touristic places and traditional markets** were highlighted as areas associated with higher levels of litter. These areas were indicated by interviewees as the priority areas to target littering behaviour.

## What are the enabling factors that can support Stop Littering behaviour?

- Provision of infrastructure, in terms of better waste management systems, is necessary to address littering, especially in areas with a lack of bins.

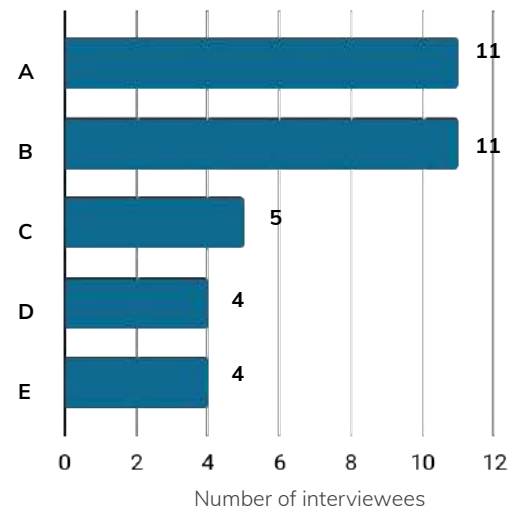
*"When working with communities to adopt a new behaviour, you have to provide a solution to the people, otherwise it would not be effective". Ibu Nur, Project Stop, Muncar.*

- Government regulations (through fines) and law enforcement need to be implemented to penalise people who litter.
- Social sanctions may be useful in making people feel the social pressure to not litter and influence others to view littering as not a norm.
- Highlighting good and positive examples of litter-free areas/ stop littering actions can motivate people to change their mindset - littering is not their responsibility.

*People want to remove their waste as soon as possible, sometimes regardless (of whether) there is a waste bin around or not.*

**Novrizal Tahar, Director of Waste Management  
Ministry of Environment and Forestry**

Reasons why People Litter



- A.** Littering is seen as part of the norm and local culture. People also have a 'not in my backyard' (NIMBY) attitude.
- B.** Low level of awareness on the effects of littering on their communities and the environment.
- C.** Littering is seen as a convenient way of managing waste as there are not enough bins.
- D.** People perceive that they are not responsible for their own litter, and rely on someone to clean up after them.
- E.** Lack of government regulations and law enforcement

# Insights on Reduced Usage Behaviour

**Single-Use Plastics (SUPs) are popular among the Indonesian population given their convenience and practicality.**

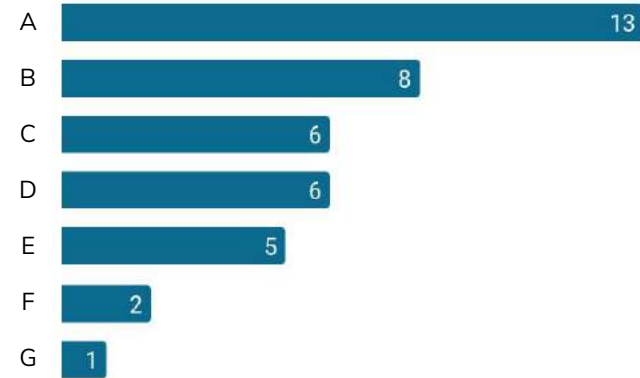
SUPs are easy to carry around and can easily fit into a bag. It has good durability compared to single-use paper materials, and are seen as more hygienic with a longer shelf-life. As a result, SUPs are the practical choice for both consumers and traders. The lack of a culture that uses and brings back reusables hinders people from practising the right behaviour. People who practise a zero-waste lifestyle may feel alienated, especially in suburban areas.

**Plastic bags and plastic bottles** are some of the items identified as overly consumed and needs to be targeted, along with the items shown in the chart on the right.

**What are the enabling factors that can support Reduced Usage behaviour?**

- Retailer support in promoting zero waste lifestyle. Retailers need to support customers' choice of not accepting SUPs. "The point is the community finds it difficult to reduce when the seller is still providing (plastic straws)," Jibriel, Site Coordinator/ Field Manager, Ecoranger, Greeneration Foundation.
- Charges and taxes for excessive usage of disposable plastics through government and industry support.
- Provision of affordable alternatives (in terms of alternative materials, and infrastructure e.g. refill stations, particularly with respect to plastic water bottles), through industry and government support. Businesses can implement policies to encourage the use of reusables.
- Setting an example on how to reduce excessive usage of SUPs would help promote the zero-waste lifestyle.

*It is not part of the culture to bring own drinking bottles and the community also does not have any pride in carrying and using drinking bottles.*



- A. Plastic bag
- B. Plastic bottle
- C. Plastic straws
- D. Flexible sachet
- E. Plastic packaging (including street food packaging)
- F. Styrofoam
- G. Disposable cutlery/ plates

# Insights on Sorting & Recycling Behaviour

## Awareness has an important role in promoting Sorting & Recycling practices.

In general, people do not have a clear idea of what materials can be recycled and the sorting methods as "the categorization of waste is still quite complicated, unclear and not simultaneous". The type of information identified by the KOLs that would help people recycle better is shown in the chart on the right. Lack of interest in sorting and recycling also arise from perceptions that recycling does not bring any personal or economic benefit.

**Households and offices** were considered as the top priority areas for Sorting & Recycling behaviour change efforts. Households were mentioned as the place where humans adopt a certain culture and a set of behaviours. Offices and educational institutions are considered key areas because educational efforts in sorting & recycling are seen to be more effective and likely to be adopted by many.

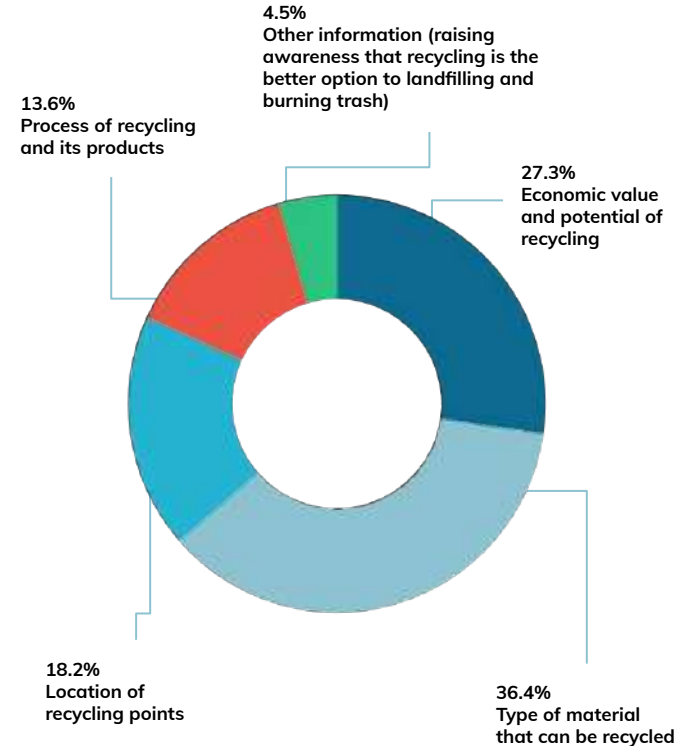
## What are the enabling factors that can support Sorting & Recycling behaviour?

Government and industry support is required in terms of:

- Providing infrastructure that supports sorting and recycling practices.
- Standardising separation categories and methods.
- Creating a guideline for Sorting and Recycling.
- Improving collaborations with the players within the recycling sector such as the waste banks and the informal sector.

*The role of knowledge that plastic can be recycled has an effect, especially if informed about the incentives obtained from recycling activities.*

Information that would help people recycle more/ better





# GENERAL CULTURAL INSIGHTS

Online and social media content across four cities, Jakarta, Surabaya, Bandung, Bali were observed and analysed. By studying the content individuals in these markets create and consume, strong content themes and features were identified. These content themes and features would be useful in crafting messages and creating relevant and appropriate campaign material for the targeted populations.

## 17 Mil.

Search Data from the cities over a four-year period

## 20,000

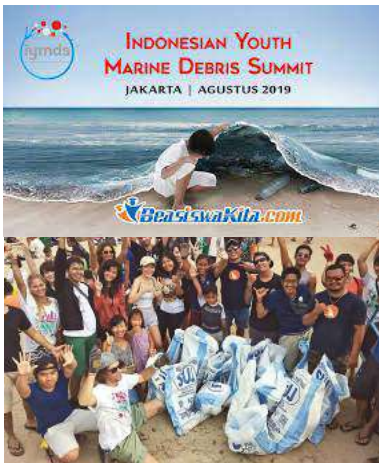
most recent popular Twitter conversations

## 10,000

pieces of Instagram content

## 3,000

YouTube videos



## WHAT ARE THE KEY FINDINGS?

### Messaging content should contain:

- A high occurrence of local and hyper-local content.
- Content that is rooted in values from religious teachings.
- Empowering messages that motivate people to become agents of change.

### Messaging content that should be avoided:

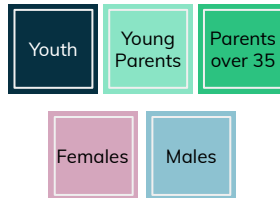
- Extremely contemporary content that deviates from tradition tends to be more isolated and reserved for the influencer bubble.

### Design styles should include:

- A combination of both visual imagery and conversations.
- Truthful content that highlights integration within the community.
- Strong traditional/ Indonesian themes.

### Audience Skews

Each common messaging content theme and design style were identified to help initiators further tailor their messaging and designs to the specific groups.





# Common Messaging Content Themes that Resonate with the Audience

## People are driven by a strong sense of local identity.

People are proud of highlighting the local occurrences in their everyday lives, as seen from the content that is created across the markets. Search traffic for “near me” places such as shops, barbers, restaurants, clubs, has seen a 300% increase in the past year.

## Values drawn from religious teachings are engaging.

Content with acknowledgements of meaning and purpose drawn from religious teachings, not directly referencing verses, have high engagement amongst the audience.

Highlighting the individual's role in protecting the planet as being good stewards of the Earth can be an effective way of sending the message that the impacts of littering is every individual's responsibility.

## Empower people to become agents of change.

Presently, a common theme in Indonesian movies features a heroic journey of restoring order after a disruption in daily lives (e.g. illness, crimes), and motivating people to become agents of change within their community. Messages that empower people to be a part of restoring the state of their environment can appeal to people.

## Extreme contemporary content that deviates from traditions should be avoided.

Influencers that create glamorized content tend to be perceived as more isolated from the community, and would only appeal to individuals with similar lifestyles. Such contemporary content may not be engaging to most of the local people who are drawn to the traditional culture and have a strong local identity.

Young  
Parents

Parents  
over 35

Males

Youth

Youth

Females

Young  
Parents

Females



# Common Design Styles that Appeal to the Audience

**Simple and truthful pictures that highlight integration within the community are more appealing to the masses.**

Everyday users of digital medium do not directly aspire the influencers' lifestyles. Rather, they prefer to highlight their integration with the community, unlike influencers who tend to highlight their distance from the masses.

**Visuals that are heavily supported by textual content are attractive.**

Textual content (facts, debate, dialogue) that accompany visuals/ images is a key part of the medium that appeals to the Indonesian audience. It is useful to recognise that the digital medium is an extension of the "public sphere" - e.g. the warung - a local shop where debates and discussions take place.

**Visuals should integrate traditional aesthetics and styles.**

Incorporation of popular local colours commonly found in Indonesian cultures, traditional dress or handicrafts is a popular design style across the content that was studied.

**Humour can be used to bring across alternative ideas.**

Non-familiar behaviours can be showcased using humour. Humorous design styles would capture the audience's attention and make individuals ponder and consider these non-familiar behaviours.

Youth

Young  
Parents

Parents  
over 35

Youth

Youth



# SITE STUDIES

## Why Site Studies?

Site studies were conducted to ascertain the prevailing attitudes towards Stop Littering and Reduced Usage behaviours, and to identify critical areas for conducting pilots. Traditional markets and riversides/ waterways were identified as hotspots for littering, whereas food courts and supermarkets were targeted for reducing usage.



### Observational Analysis

Visual/ observational analysis of the areas was conducted by taking photos of the area to identify the conditions of the surroundings and the waste management services. Furthermore, it showcases interactions among the stakeholders within the areas.



### Stakeholder Identification and Interviews

Relevant stakeholders for each of these areas were identified for interviews and surveys. Where possible, a management representative was interviewed to gain a better understanding of the level of waste collection and waste management practices within the area.

Surveys were also conducted with people who frequented the area and other relevant stakeholders, to identify their attitudes and perceptions towards stop littering and reduced usage behaviours.



TRADITIONAL MARKET



RIVERSIDE/  
WATERWAYS



SUPERMARKET



FOODCOURT

Stop Littering

Reduced Usage



Traditional Market

# PASAR INDUK GEDEBAGE

BANDUNG

## WHAT ARE THE KEY FINDINGS?

- The perception that the “traditional market is a highly littered area” is confirmed through this site study. Waste from the traditional market comprises mostly organics, followed by plastics then other waste.
- **Waste generators include** vendors (which customers perceive as being the biggest contributor of waste), customers that patronise the market, and local residents who illegally dump their household waste in the market.
- **The littering problem can be attributed to** lack of awareness, and more importantly, lack of infrastructure - waste bins often go missing when provided. The high likelihood of flooding during the rainy season affects the provision of bins in the market as the bin gets washed away.

700- 1000 Vendors

Operating 24 hrs

Located in the eastern side of the city, Pasar Induk Gedebage has a wide range of vendors selling fruits, vegetables, meats, poultry, fish, rice, clothes, street food, plastics, and other grocery items.

### Who are the Stakeholders?

#### PD Pasar Bermartabat of Bandung City

A local government company that focuses on managing the traditional market in Bandung city. PD Pasar Bermartabat owns the land in the outer part of Pasar Induk Gedebage, but manages all parts of the market.

#### PT Ginanjar

A local landowner who owns the inner part of Pasar Induk Gedebage and manages space rental for vendors in the aforementioned area.

#### PD Kebersihan of Bandung City

Bandung government waste management service that collects waste in the market directly from the stalls (those on the main street) or from the temporary storage site, to the local landfill (TPA Sarimukti).

#### RT/RW Heads (community leaders) of Villages Near the Traditional Market

Community leaders have an influential role to play in leading the residents in managing their waste well.



Riverside Area

# RT5RW5

PEJATEN TIMUR, JAKARTA

## WHAT ARE THE KEY FINDINGS?

- Although the habit of littering into the river has decreased due to regional regulations on littering (Perda) by the DKI Jakarta Environmental Agency, and the Pasukan Orange (PPSU team) who patrols the river, litter still exists along the river. Residents no longer join river clean up activities because they believe the government would manage their waste now.
- **The littering problem can be attributed to** the lack of enforcement of regulation and the perception that the area is already littered/ dirty so they don't feel like they are littering. Some households may also burn their waste in the settlement near the riverbanks.
- **Possible solutions to addressing the littering problem** include:
  - Enforcement of regulations accompanied by close supervision by the government apparatus.
  - Campaigns that can be implemented in riverside residential areas can be in the form of information about sorting out inorganic waste, composting organic waste and the application of the waste bank program in each RT. Some people were enthusiastic about the introduction of a waste bank program that can support the cleanliness of riversides from scattered waste.

50-500 Families

50 years of existence

Pejaten Timur RT 5 RW 5 located on the riverbank of Rawa Jati Waterways (Ciliwung River), South Jakarta was the selected riverside area for the site study. Located in the Pasar Minggu sub-district, the area is a flood-prone area, especially during the rainy season. Houses along the riverbank are either self-owned, contracted annually or rented on a monthly basis.

### Who are the Stakeholders?

#### Community Head/ Leader of the RT/RW

Representatives of the government who also act as local heroes through their service for the community.

Their role is to maintain the harmony of life for citizens and ensure that the waste management system in their area goes well.

#### Infrastructure and Public Facilities Handling Office (Pasukan Oranye/ PPSU)

Law enforcers and staff that are responsible for managing and supervising the public on waste management and the cleanliness of the river.

#### DKI Jakarta Environmental Agency

Enforces regional regulations (Perda) on littering.

Supermarket

# Carrefour Kota Kasablanka

SOUTH JAKARTA

# & Daily Foodhall FX Sudirman

CENTRAL JAKARTA

500-1000 customers on  
weekdays

Operating **12 hours**

**Carrefour in Kota Kasablanka Mall, South Jakarta**, sells a wide range of products, including groceries, drink, clothing, beauty & health, electronics, household appliances. Being situated in Kota Kasablanka Mall, a strategic mall, the number of customers can reach 500-1,000 people on weekdays, and 10,000 people on weekends.

**Daily Foodhall in FX Sudirman, Central Jakarta**, is a smaller scale supermarket than Carrefour, with a smaller range of products, and a lower number of visitors on weekdays.

## Who are the Stakeholders?

### Mall Management

The mall management manages and contracts the tenants, including the supermarkets. Policies from mall management to reduce SUPs would likely be adhered to by tenants.

### Supermarket Management

The supermarket management has a role to play in managing the usage of plastic bags.

They may apply plastic bag charges, provide reusable bags/ free cardboards, and instruct their cashiers to prompt customers to reduce usage of plastic bags. They could also inform customers of the plastic bag charge.

### Cashiers

Cashiers have direct communication with customers and are responsible for bagging customers' purchases into either plastic bags or reusable bags. They also have a role to play in prompting customers to reduce the excessive usage of plastic bags.

## WHAT ARE THE KEY FINDINGS?

- **Both supermarkets promote the reduction of single-use plastics bags** through a plastic bag charge and having signages at the cashiers and around the supermarket promoting reduction in the use of plastic bags and sale of reusable shopping bags.
- **Although there are customers who bring their own reusable bags, there is still excessive use of plastics bags**, e.g. bagging purchases with two layers of plastic bags as customers worry a single layer of the plastic bag would tear.
- **Customers who bring reusable bags do so because they care for the environment.** They are aware that plastic bags should be reduced/ avoided and plastic bags are not good for the environment
- **Customers who continue to use plastic bags do so mostly because it is given and provided by the cashiers.** Some of these customers feel that plastic is more convenient and practical.
- **To attract customers to bring their own reusables, customers prefer to be rewarded with a cashback when they bring their own reusables bag** to being charged with a high cost of plastic bags.





Food Court

# Pujasera Nusantara

DUREN SAWIT, EAST JAKARTA

35 Stalls

Operating 15 hours

**Pujasera** (short for Pusat Jajanan Serba Ada) Nusantara located on Jalan Cendrawasih, RT.18/RW.3, Pondok Bambu, Duren Sawit, East Jakarta was the selected food court for the site study. Located near Cipinang Indah Mall, Pujasera Nusantara has 31 food stalls and 4 beverage stalls.

## Who are the Stakeholders?

### Pujasera Nusantara Management

The authorized party that makes regulations for tenants or stall owners in the Pujasera Nusantara area.

### Suku Dinas Lingkungan Hidup East Jakarta

Law enforcer and responsible for staff who manages the cleanliness of the food court

## WHAT ARE THE KEY FINDINGS?

- **Use of SUPs in Pujasera Nusantara are mostly limited to takeaways.** Most of the stalls use reusables for dine-in. SUPs used for takeaways include plastic cutlery, plastic cups, plastic straws, plastic bags and plastic straws.
- **Stall vendors' perception:**
  - The stall vendors that use reusables for dine-in do so because there is a facility to wash reusables and using reusables reduces their expenses, whereas the stall vendor surveyed that uses SUPs for dine-in customers do so because they do not have the time and energy to wash the reusables.
  - Charging customers for requesting SUPs is not a feasible solution for these vendors as they are afraid of resistance from customers.
- **Customers' perception:**
  - Most of the customers surveyed just use what is provided by the stalls for dine-in. A customer did remark that they prefer to use SUPs because it is more hygienic.
  - Most customers do not bring reusables for takeaways as they find it troublesome since it is bulky and heavy.
  - To attract customers to bring their own reusables for takeaway, customers prefer to be rewarded a cashback when they bring their own reusables rather than being charged for requesting SUPs for takeaway.

### Tenants/ stall owners

The owners of the 31 food stalls and 4 beverage stalls that contribute to the waste generated from single-use plastics. Aside from the drink stalls which provide single-use plastic straws, the food stalls use SUPs for takeaways (plastic cutlery, plastic cups, plastic straws, plastic bags, plastic bottles). However, reusables are used for dine-in customers.

# BEHAVIOR CHANGE STRATEGY

MAPPING OF EXISTING  
INITIATIVES

01

KEY OPINION LEADER  
INSIGHTS

02

CULTURAL INSIGHTS

03

SITE STUDIES

04



# BEHAVIOR CHANGE PLAYBOOKS