

INFLUENCING BEHAVIOR AT LOCAL, STATE, AND FEDERAL LEVELS

*Real World Interventions Using Social
Marketing Techniques in Recycling and
Sustainability*

Juri Freeman
Lisa A. Skumatz, Ph.D.
Skumatz Economic Research Associates, Inc.
762 Eldorado Drive, Superior, CO 80027
303/494-1178 email: skumatz@serainc.com

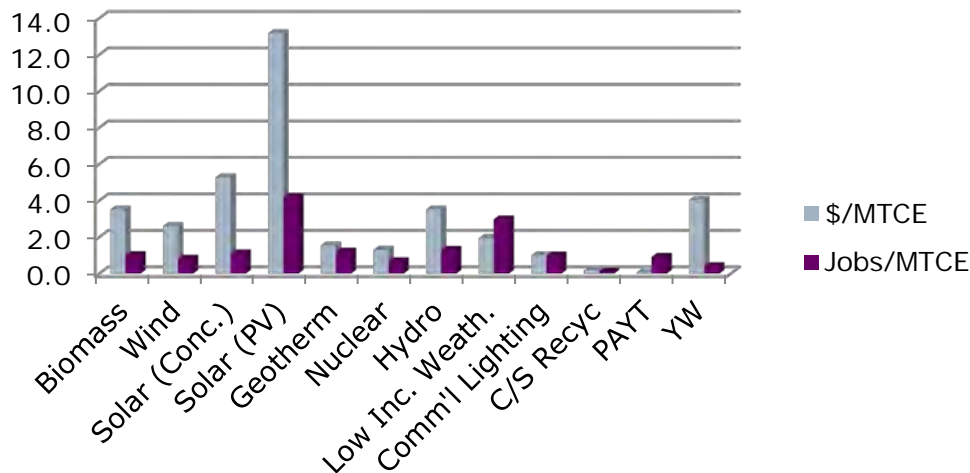
©SERA2010, Internally funded



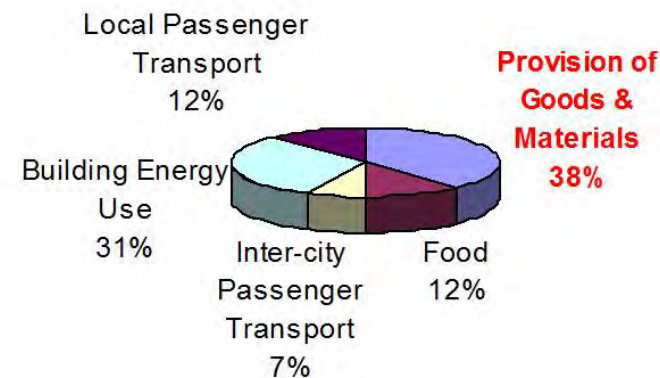
RECYCLING AT AN ENERGY CONFERENCE?

- If your goal is GHG reductions
- If your metric is cost, ability to implement, or speed to implement
- Recycling can compete

Relative Costs and Jobs, per MTCE



EPA US GHG Emission Inventory



TESTED PROGRAMS

- Pay as you throw / PAYT, a.k.a....
 - Pay by volume; recycling embedded
- RecycleBank™ (RB)
 - Weighed recyclables earns point rewards
 - Coupons redeemed on website / retail partners
- CBSM Outreach w/out incentives
 - Tested door to door vs. other methods



NET TONNAGE IMPACTS

- Measurement of impacts BEYOND other changes
 - For PAYT – beyond recyc / YW programs
 - For RB – beyond SS, 96
 - For CBSM – control, outreach only

‘How Bad For The Environment Can Throwing Away One Plastic Bottle Be?’ 30 Million People Wonder

WASHINGTON—Wishing to dispose of the empty plastic container, and failing to spot a recycling bin nearby, an estimated 30 million Americans asked themselves Monday how bad throwing away a single bottle of water could really be.

“It’s fine, it’s fine,” thought Maine native Sheila Hodge, echoing the exact sentiments of Chicago-area resident Phillip Ragowski, recent Florida transplant Margaret Lowery, and Kansas City business owner Brian

McMillan, as they tossed the polyethylene terephthalate object into an awaiting trash can. “It’s just one bottle. And I’m usually pretty good about this sort of thing.”

“Not a big deal,” continued roughly one-tenth of the nation’s population.

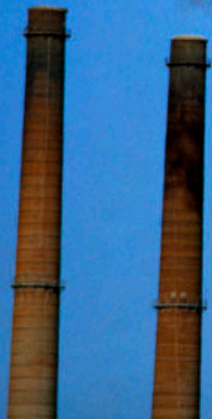
According to the inner monologue of millions upon millions of citizens, while not necessarily ideal, throwing away one empty bottle probably wouldn’t make that much of

see **ENVIRONMENT**, page 7

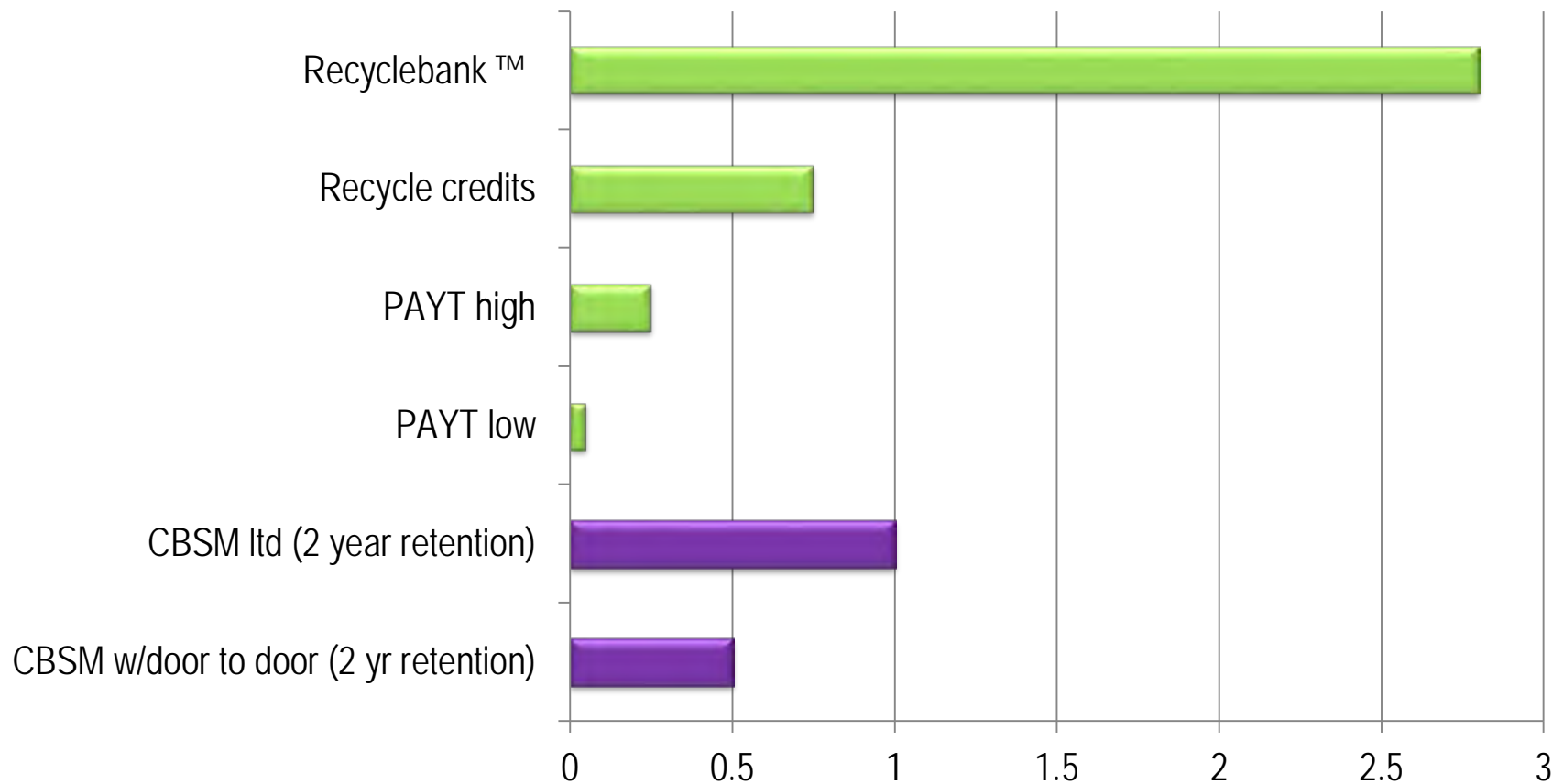


A local resident discards a plastic bottle—just as he has done his whole life—with no perceivable effect on the environment.

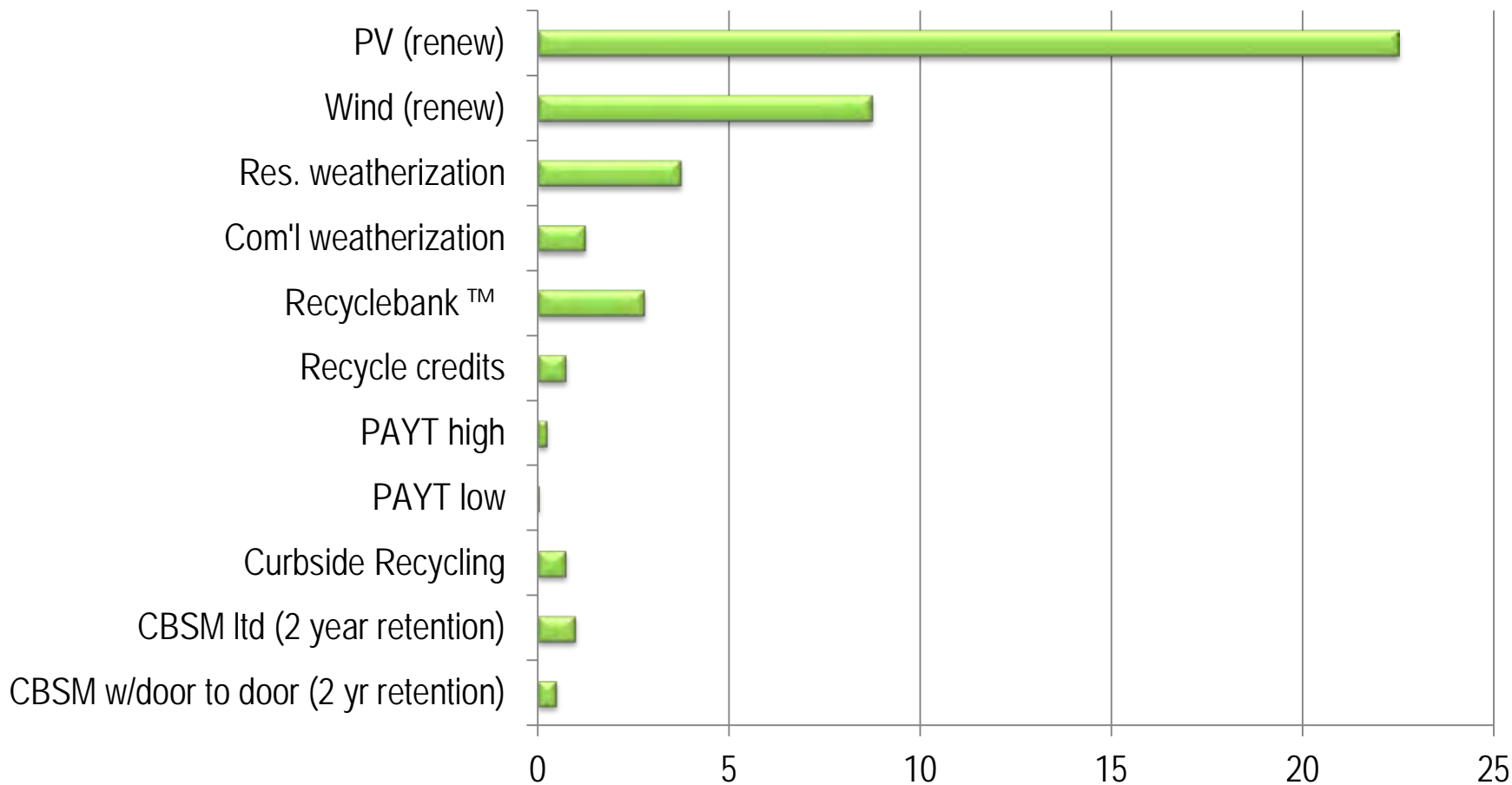
***CONCLUSIONS /
IMPLICATIONS***



RELATIVE COSTS PER TON



RELATIVE COSTS PER TON



Normalized costs / MTCE avoided

CONCLUSIONS / IMPLICATIONS

- Consider recycling at local, state or federal level policy for GHG reductions

- Social marketing, recycling, and EE:
 - Rate based (PAYT) are cheapest – and can be local / state
 - CBSM with door to door is cost effective (but not cheap)
 - Reward / incentive programs work but are more costly (i.e. Recyclebank TM)

THANK YOU!

Juri Freeman

Skumatz Economic Research Associates (SERA)

762 Eldorado Drive, Superior, CO 80027

Phone: 303/494-1178

Email: freeman@serainc.com

Web www.serainc.com