



# Reimagining our work in sustainability beyond school

BRONWYN SUTTON - MESCH ENGAGEMENT



# Opening

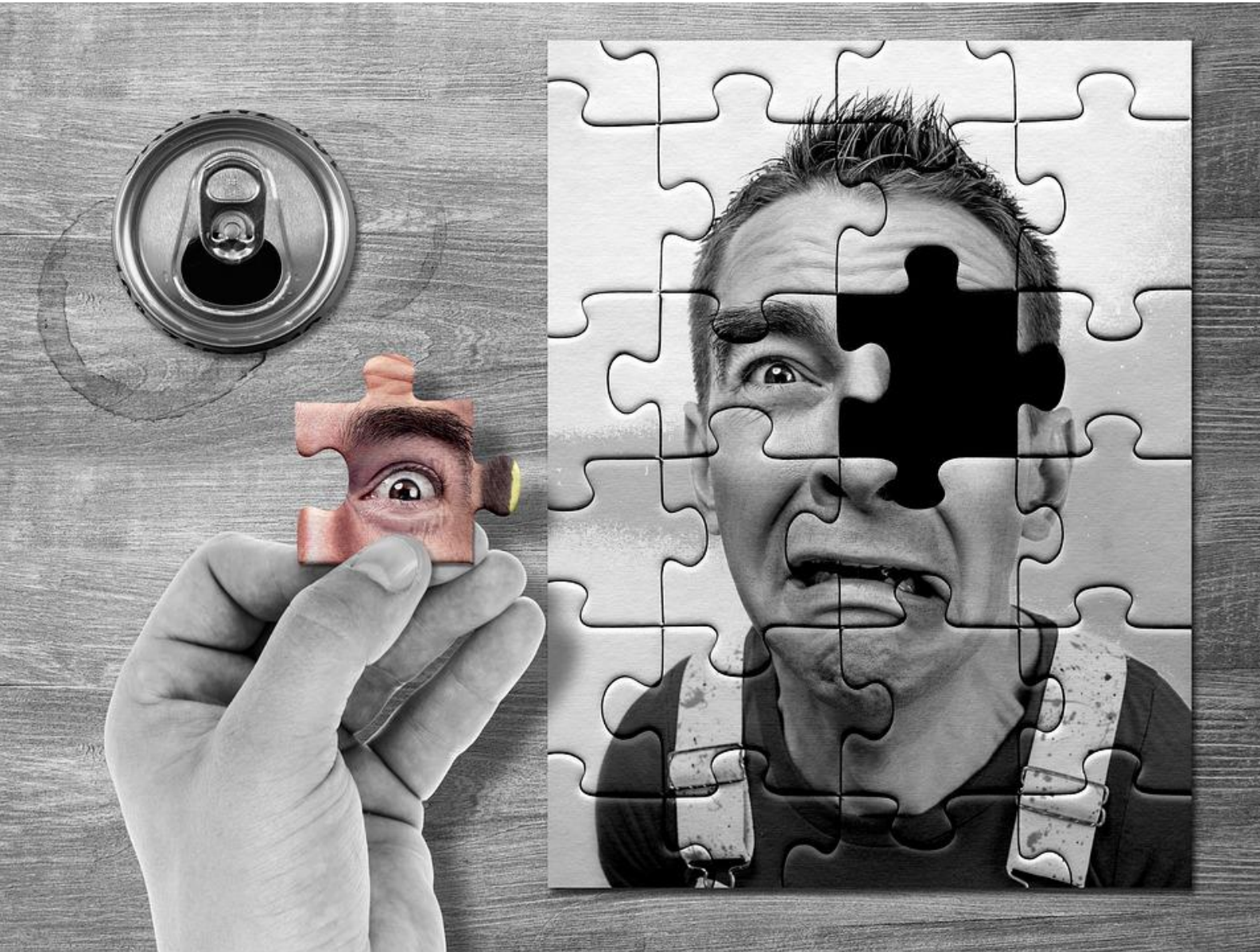
THE REASON WHY



*Foxy Koala Lady*  
Green Sea Turtle,  
K'gari-Fraser Island

Copyright Aub Strydom 2016 (<http://myd.as/p7992>)

# WHY THE MESCH WAY?





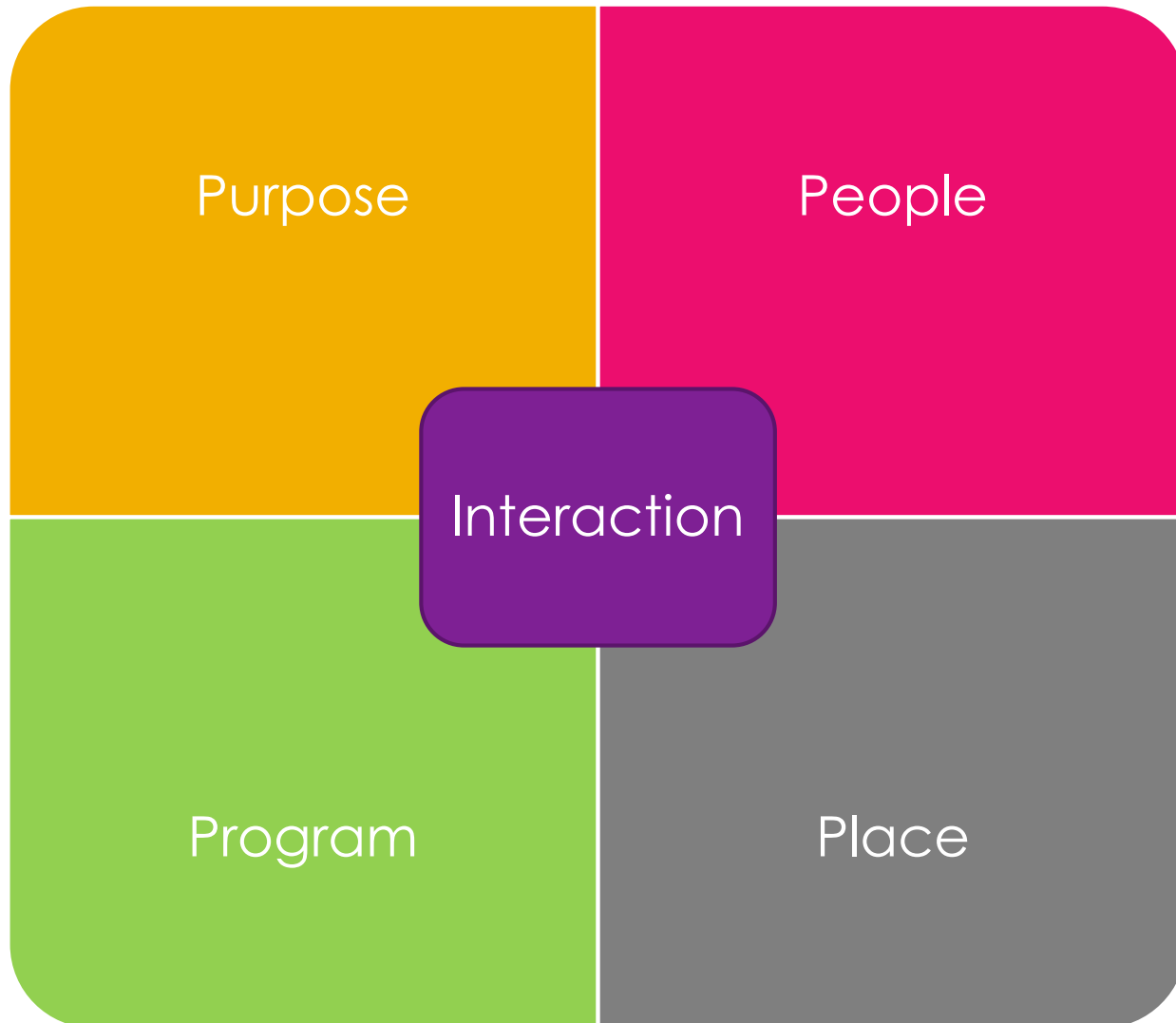
I donut belong in garbage  
put me in your green bin



Save waste from landfill  
Move your food from garbage to green

# HOW THE MESCH WAY

# WHAT THE MESCH WAY



**Purposes** related to sustainability

**People** generally adults

**Places** usually beyond school spaces of learning, change, comms and engagement, activism

**Program** can be eclectic, complex or simple, but has to be integrated and informed by purpose and people, with consideration of place

**Interaction** is a key element – design to encourage engagement

**Client** Mornington Peninsula RWMG

**Project** Think Less Waste

**Purpose** Achieve a measurable reduction in household waste sent to landfill on the Mornington Peninsula

**People** Residents and visitors to the Mornington Peninsula

**Place** Various places around the Mornington Peninsula





# THINK LESS

know your waste, reduce your waste



## Four key action themes...



**Shop Smart** – menu planning, shopping lists, purchasing habits, minimal packaging, buy only what you need, bulk buying, and purchasing fresh, local, seasonal produce.



**Recycle right** – resource recovery, getting recyclable materials out of garbage and into the recycling bin (including recyclable packaging that contains food),



**Make more of food** – food storage, leftovers, menu planning, recipe ideas, composting, worm farming and food digesters, sharing abundant produce with neighbours etc



**Send less to landfill** – reuse and frugality, live like nanna, giving away, upcycling, green waste, proper disposal of 'other wastes' (eg pillows, hard waste, textiles).



Do you have what it takes  
to reduce your waste?  
Join the Think Less Waste  
Challenge!



**THINK LESS**  
know your waste, reduce your waste

Challenge starts on 1 March 2014 – places are limited.



**COOKBOOK  
CALL  
OUT**

*Roast Veg*

### Roast Vegetable Salad by Amy

**THINK LESS**      
know your waste, reduce your waste

It's easy to submit a recipe or hint. Simply head over to our Facebook page and post your recipe (including a photo), or email [thinklesswaste@mornpen.vic.gov.au](mailto:thinklesswaste@mornpen.vic.gov.au). For full details, T&Cs visit [www.mornpen.vic.gov.au](http://www.mornpen.vic.gov.au) or [www.facebook.com/thinklesswaste](http://www.facebook.com/thinklesswaste)



## Ingredients

### Sourdough bread

## Method

If you're making brunch for a group, add some asparagus to the roasting pan towards the end and top with a poached egg each



Make your own dipping chips with stale wraps or pitas. Spray with oil spray, dust with paprika or other spice(s) and cook in a hot oven for about 5 minutes.



In 2014, keep your **recycling bin** plastic bag free!

**THINK LESS**      
know your waste, reduce your waste

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or email [thinklesswaste@mornpen.vic.gov.au](mailto:thinklesswaste@mornpen.vic.gov.au)

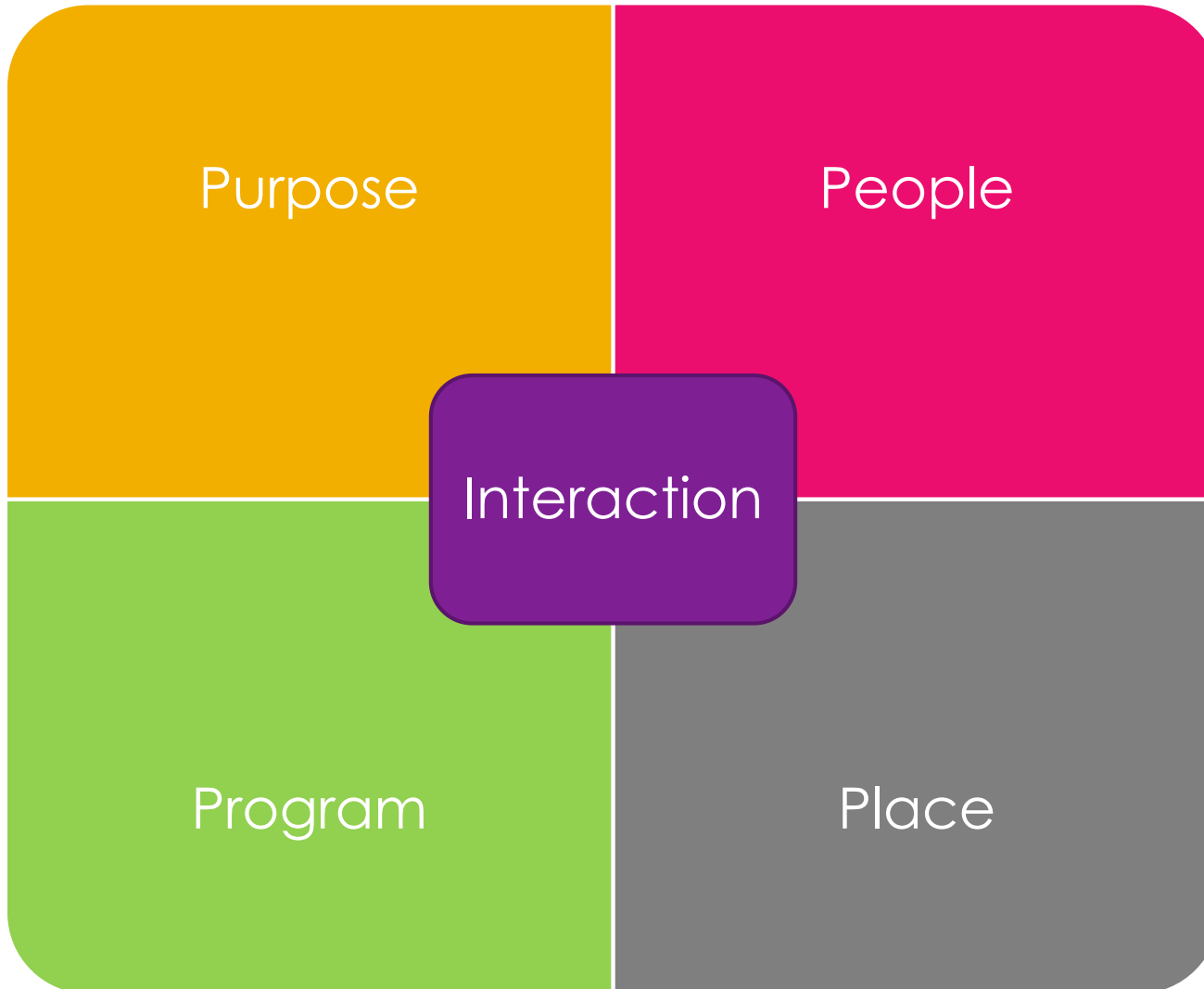


<https://www.youtube.com/watch?v=jlQz6oDOTrs>

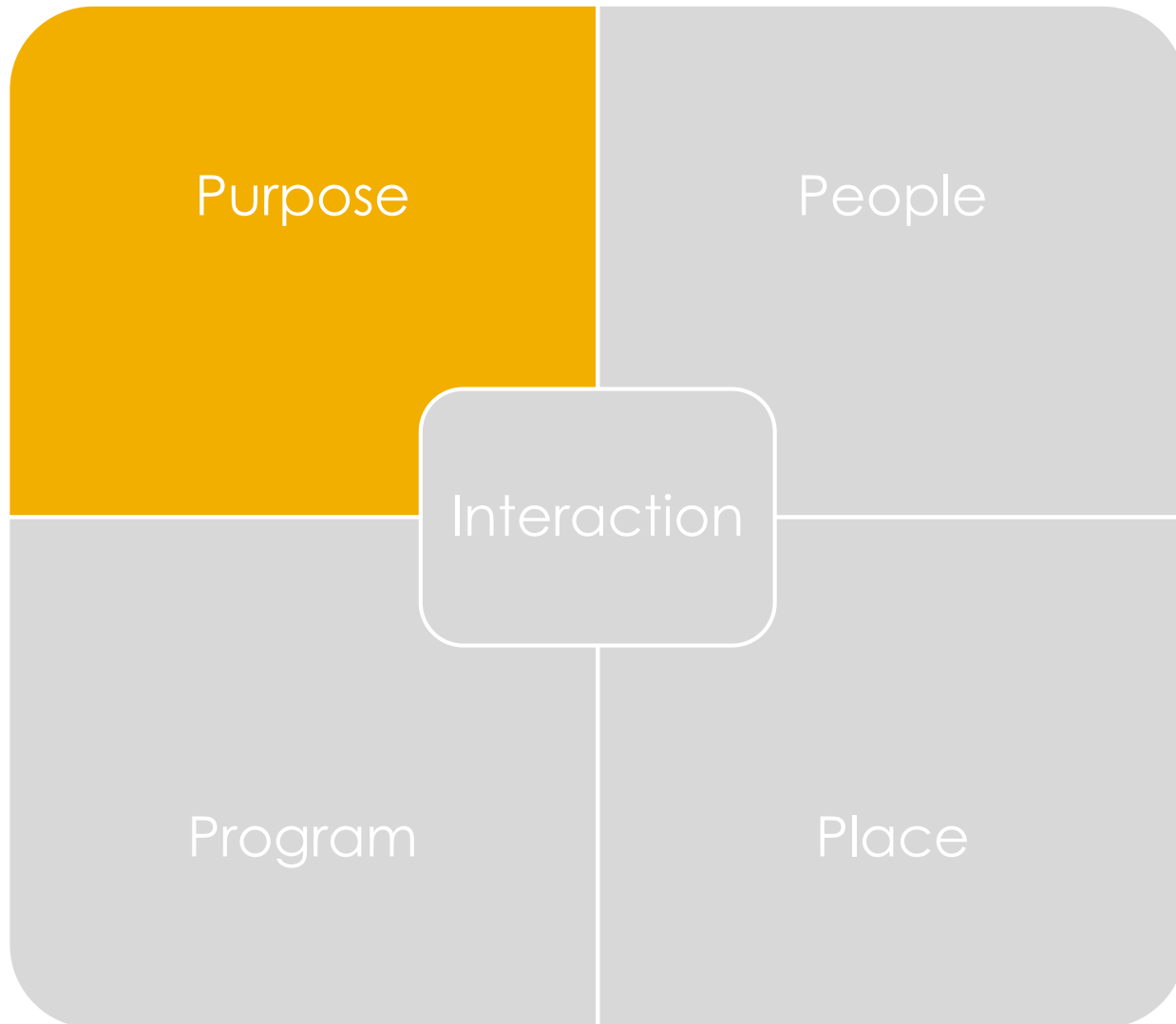
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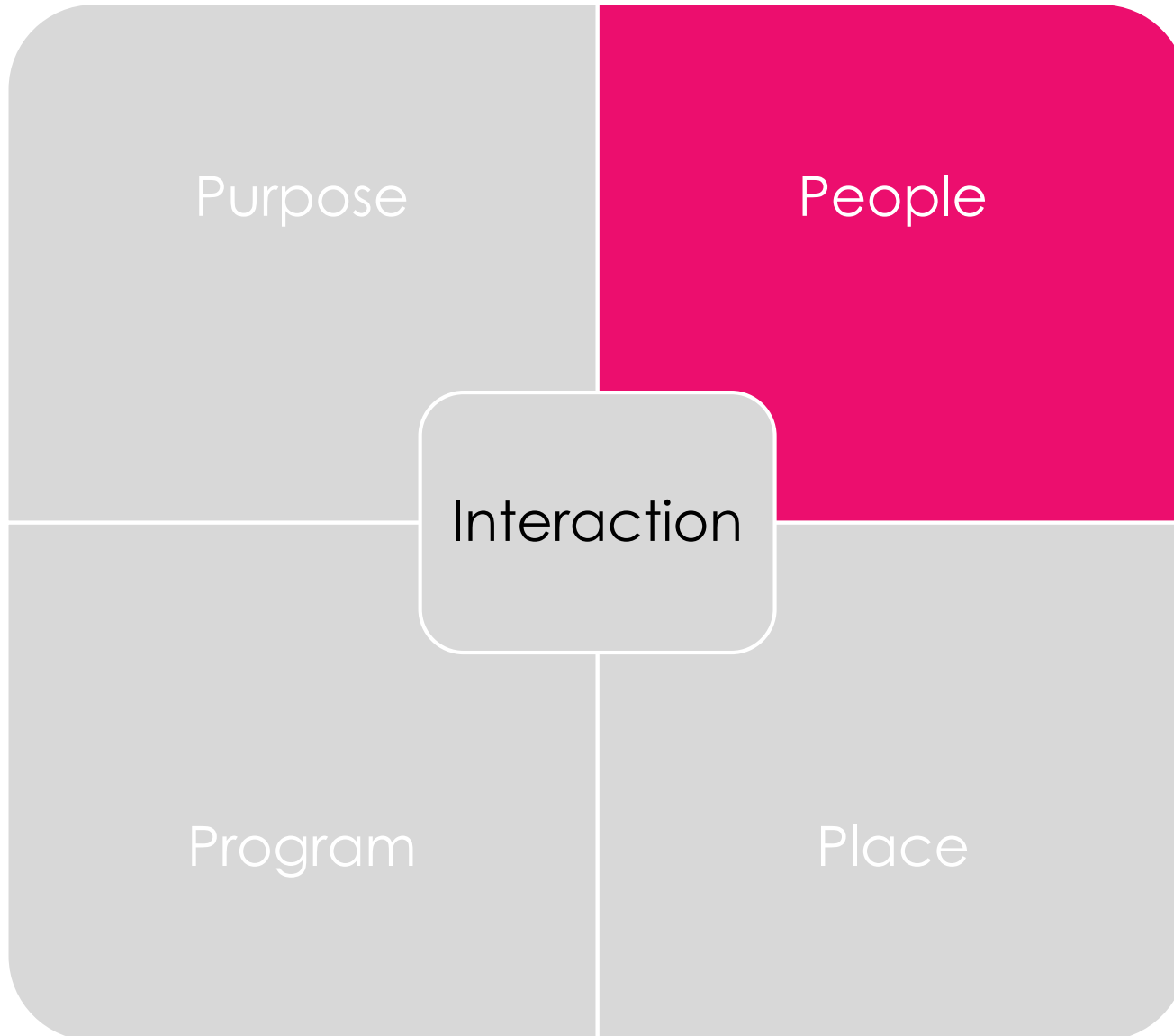


Purpose brainstorm  
Workshopping People  
Workshopping Program  
Place...another day

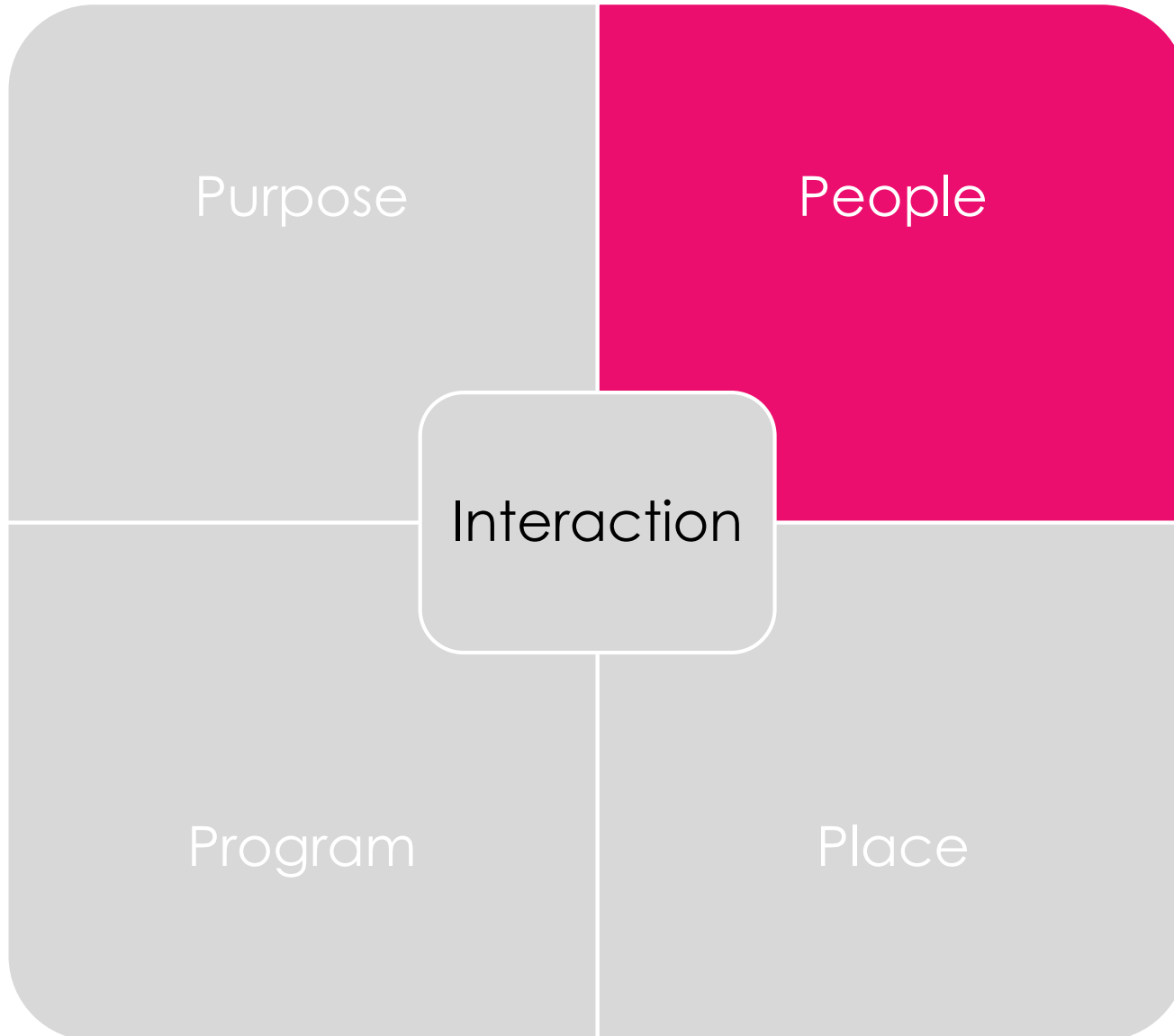


Two minutes to pick a purpose...





Profiling people helps you work with your **purpose** in mind as you design your **program**

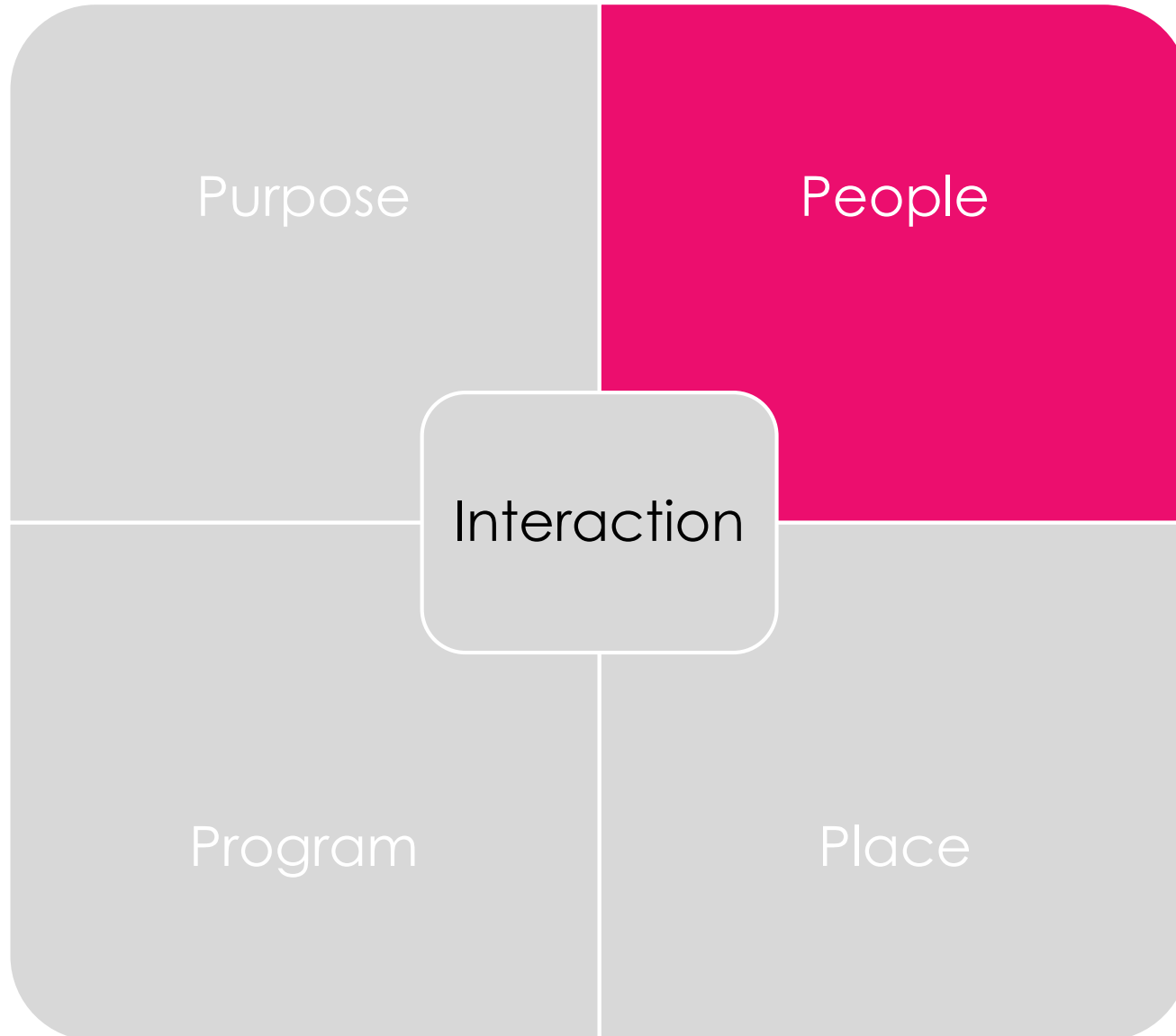


- ▶ What would you normally cover when thinking about who you are engaging with, communicating to, teaching or trying to influence?
- ▶ Draw on your own experience of working with your audience first and seek further understanding if required
- ▶ Research, experience, observations, talking to others who have worked with them



# PEOPLE

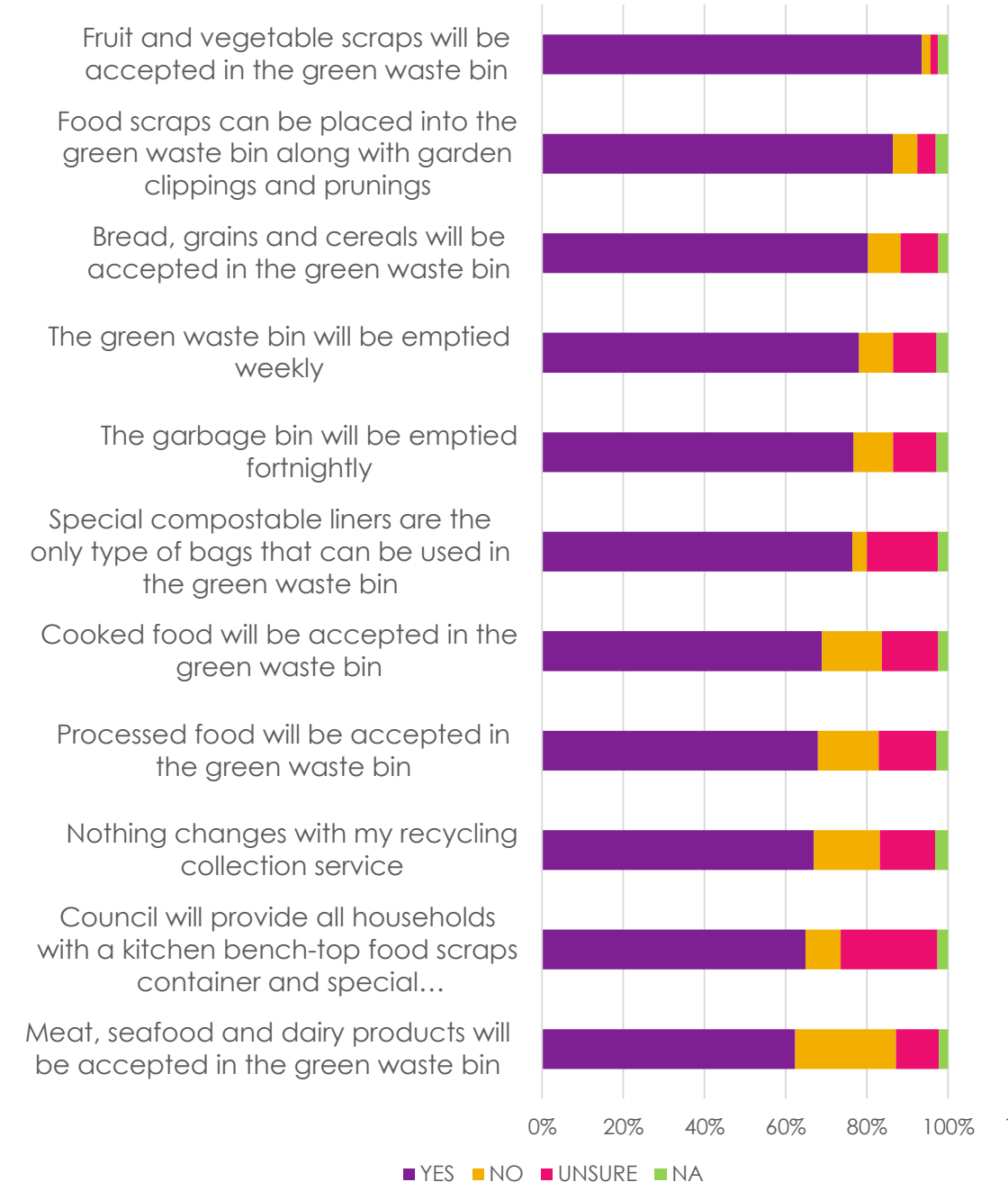
## GOOD QUESTIONS!



- ▶ What do you know about your community already?
- ▶ What can you learn about each audience, in general, from existing intel?
- ▶ How might you segment people into audiences based on this?
- ▶ What can you learn about each audience segment, in relation to the purpose, from existing intel?
- ▶ What else do you need to know to craft a profile of each audience segment?
- ▶ How can you find out more about them?
- ▶ How will you prioritise your engagement with them?
- ▶ How might you name each segment?
- ▶ What do you want them to do?
- ▶ What do they think and feel about your purpose?

## Insights from audience research

- ▶ Segment audience types based on life stages around food waste behaviours
- ▶ Consider social and cultural trends, commercialisation, family habits, health consciousness, situational factors and personal factors
- ▶ Separate *issues* (I have a medical issue) from *behaviours* (separate food scraps in the kitchen)
- ▶ Habit formation can influence service acceptance and use, it can take time for residents to get used to the change
- ▶ Survey - awareness, knowledge, barriers, motivations, engagement/comms preferences





## A survey found...

- ▶ 92% of respondents say keeping the cost of waste as affordable as possible in the long term was beneficial or very beneficial
- ▶ 88% of respondents say keeping waste out of landfill is beneficial or very beneficial
- ▶ 88% of respondents say being able to do something positive and practical each day to conserve the environment is beneficial or very beneficial

The greatest benefit the community saw was keeping waste services affordable in the long term



# PROFILE

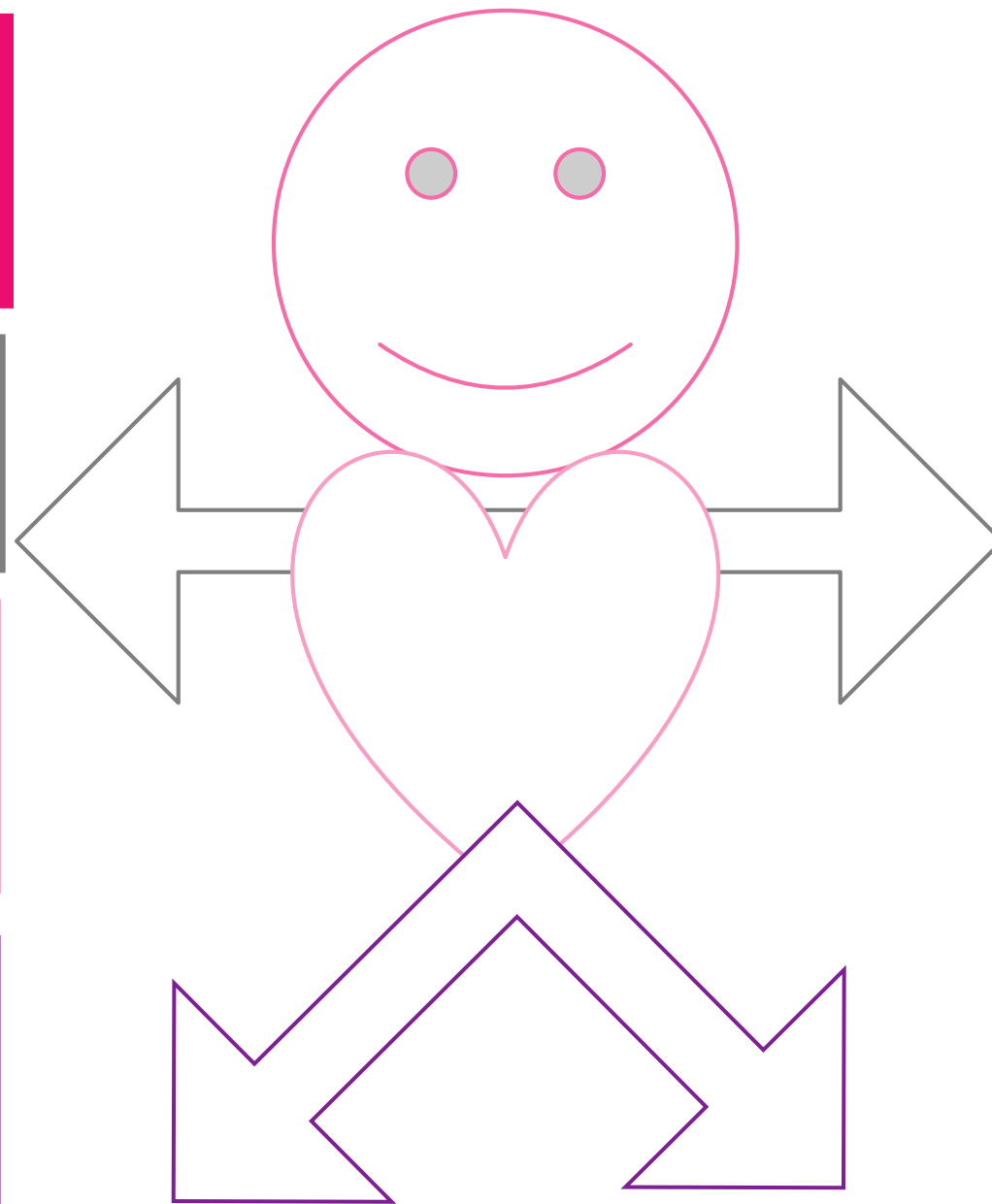
YOUR TURN!

THINGS THEY THINK  
Motivations, knowledge,  
attitudes, beliefs, values,  
interests, thoughts, mental  
constraints, views

THINGS THEY DO  
current behaviours, habits,  
actions, hobbies, physical  
constraints, work, play

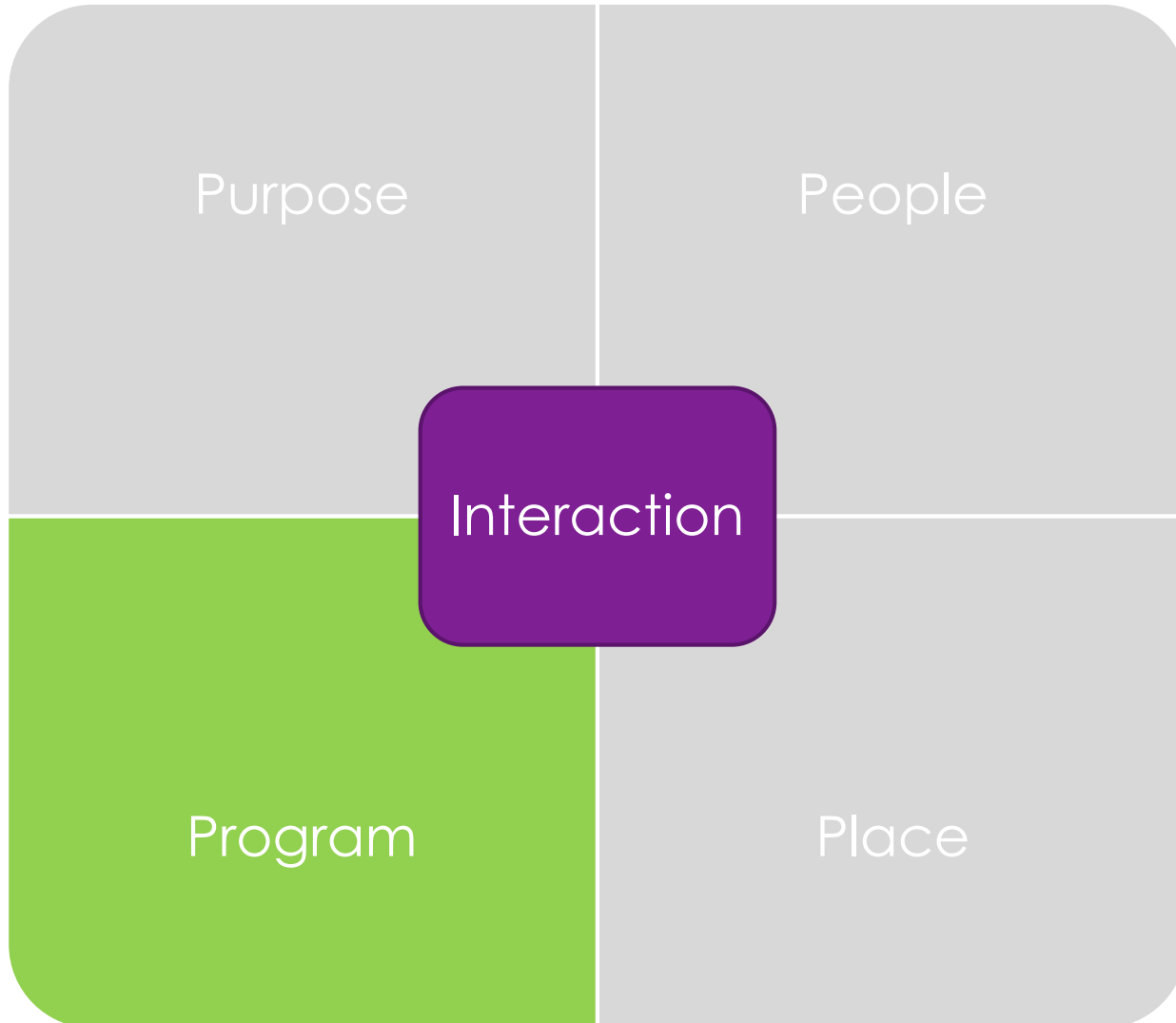
THINGS THEY FEEL  
Feelings, emotions,  
affects, things they care  
about, loves, hates,  
emotions, senses

THINGS THEY INTERACT WITH  
Where you might find  
them, how they connect,  
what they read, listen to,  
watch, where they live,  
communications  
preferences



► Some or all of these, or other things, might inform your profiling

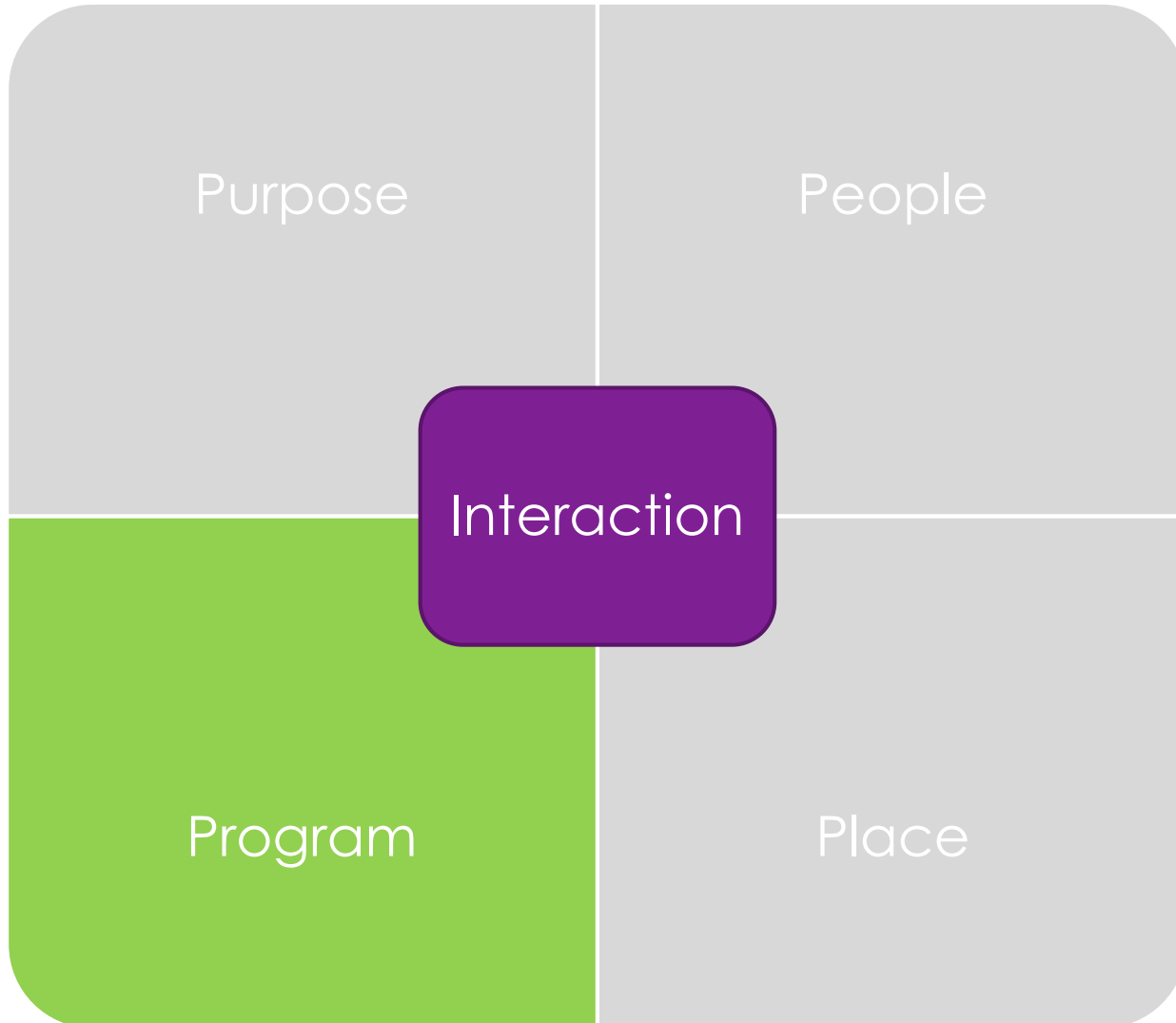




- ▶ Programs form the 'what, how and when' of the MESCH way, and are always developed with the people and purpose in mind
- ▶ It's critical to think about interaction at this point
- ▶ Usually work with the Place at the same time.
- ▶ For me this is the fun stuff that informs what you need to enact

# PROGRAM

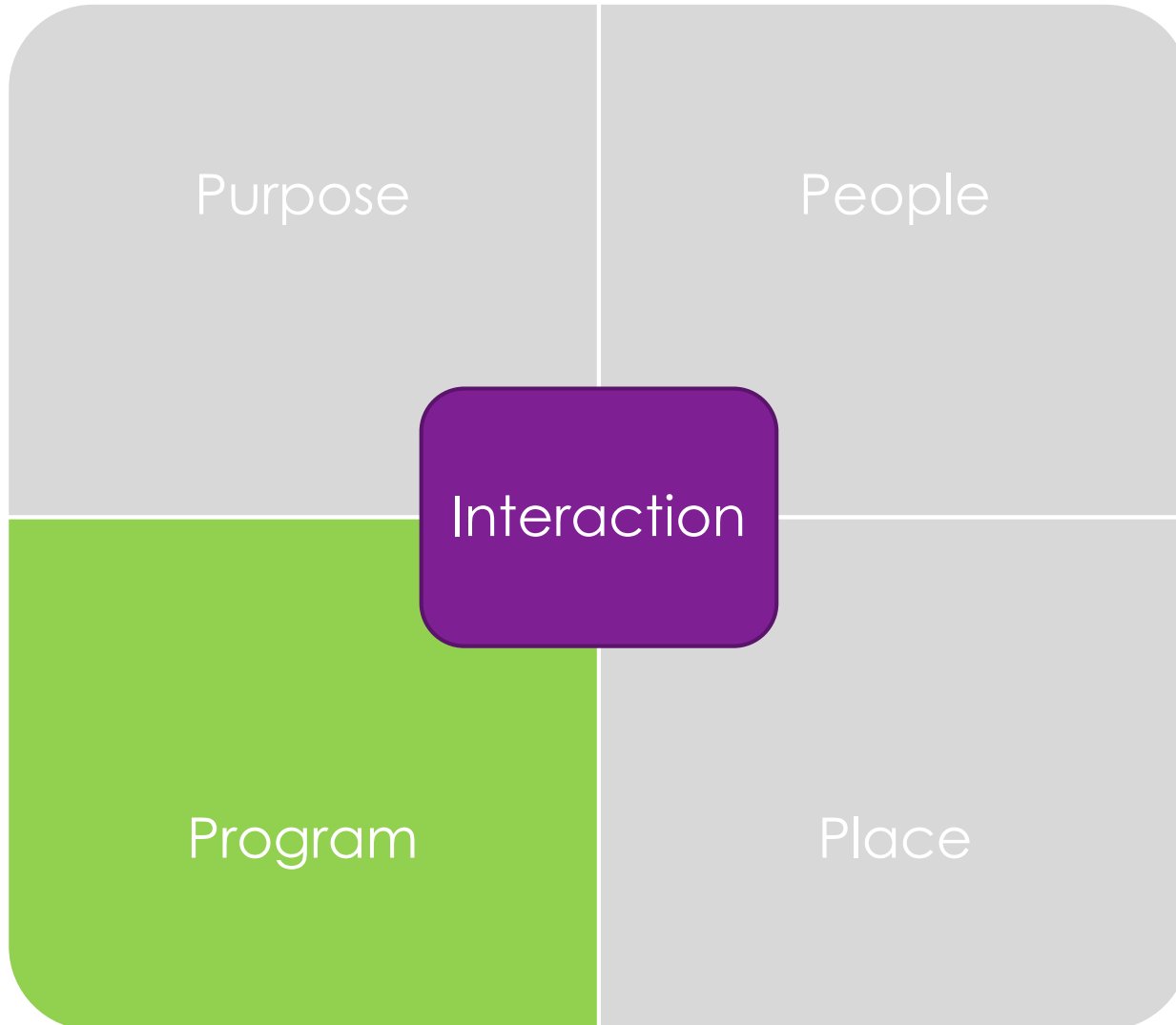
## WORKSHOP



- ▶ Draw on your experience, learn from others, play and be creative!
- ▶ Look at what others have done, but think carefully about how it will play out for your people
- ▶ You might use approaches from your work in environmental education, transformative learning, communications, marketing, media, behaviour change, community engagement, teaching or activism
- ▶ Ensure you build in opportunities for interaction
- ▶ Be intentional – it needs to reach the people, where they are, in ways that suite the place, to achieve the purpose

# PROGRAM

## WORKSHOP



- ▶ How and where will you find opportunities to engage with the people?
- ▶ What is the best way to reach people?
- ▶ What's the best way to achieve your purpose?
- ▶ Where and how will you enact your program?
- ▶ What are you asking of them? How can you influence them? What's appropriate for your people?
- ▶ What can you try that hasn't been done before? What have you always wanted to try?
- ▶ What tools, methods, messages and practices can you use?
- ▶ How can you be strategic?
- ▶ Who will you partner with?
- ▶ How will you monitor and evaluate?
- ▶ Should you pilot?
- ▶ Why that particular idea?
- ▶ What's the budget?
- ▶ How will different approaches and tools work together?

"I keep six honest serving (wo)men, they taught me all I knew. Their names were **what** and **why** and **when** and **how** and **where** and **who**"

~Rudyard Kipling

# FLEXIBLE

## THE MESCH WAY

ALLOWS YOU TO CREATIVELY  
USE ANY PLANNING  
APPROACH YOU PREFER





News media,  
advertising,  
website,  
displays

Council  
website,  
venues and  
media

Social Media  
(Facebook)

Pop Up  
Roadshow &  
target events

Instructions &  
Calendar

Caddy &  
Compostable  
bags

Green bin  
stickers on all  
bins

Public

Personal

Share content through  
existing and new  
channels

Engage the community  
in conversation

Fact Sheets

Starter kits delivered to all homes

Magnets &  
kitchen  
prompts

'Sort it Right'  
bin inspections

Compost  
facility and  
landfill  
audits

66 Days  
Pilot

Messaging

## Communication

Storytelling and sharing  
facts including why, how,  
when, what, who, where.  
Promoting benefits,  
addressing concerns

## Tools and prompts

Contextual and instructional to  
support the change  
Addressing barriers

## Feedback

Public, council  
and individual  
feedback about  
'performance' in  
line with goals

## Norms

Promoting  
positive  
norms and  
creating a  
'new' norm

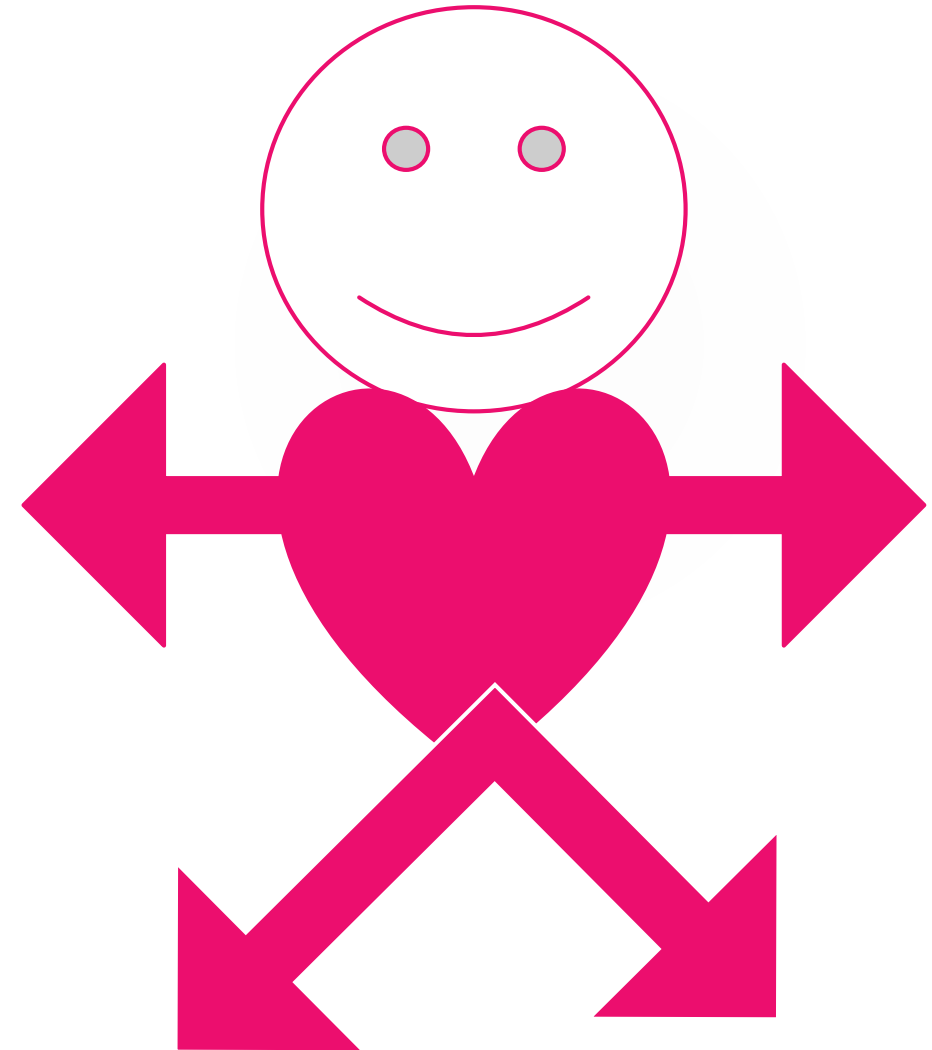
# PROGRAM

CONNECT PURPOSE TO PEOPLE

What...  
Why...  
How...

the purpose you  
prepared earlier...

- |   |                 |   |                 |   |               |
|---|-----------------|---|-----------------|---|---------------|
| ? | Footpath Decals | ? | Commitment      | ? | Community     |
| ? | Video           | ? | Events          | ? | Gardens       |
| ? | Flash mobs      | ? | Workshops       | ? | Festivals     |
| ? | Social Media    | ? | Strikes         | ? | Signage       |
| ? | Pop ups         | ? | Exhibitions     | ? | Lunches       |
| ? | Incentives      | ? | Presentation    | ? | Cookbooks     |
| ? | Information     | ? | Pledges         | ? | Theatre       |
| ? | Prompts         | ? | Inspections     | ? | Exhibitions   |
| ? | Social norms    | ? | Digital stories | ? | Markets       |
| ? | Contests        | ? | Cooking classes | ? | Billboards    |
| ? | Rewards         | ? | Stickers        | ? | Truck signage |
| ? | Advertising     | ? | Memes           |   |               |
| ? | Storytelling    | ? | Podcasts        |   |               |
| ? | Modelling       | ? | School visits   |   |               |
| ? | Goals           | ? | Nature walks    |   |               |
| ? | Nudges          |   |                 |   |               |





"People don't buy  
what you do, they  
buy why you do it"  
~Simon Sinek

Thank you

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