

# A Step toward Zero Waste Society

## -In collaboration with BSS-



SMA Brawijaya Smart School

### Introduction

Environmental problems are caused by people's activities



People have an obligation to solve it

We decided to work on waste disposal issue, which is the most familiar issue to us.

### Objective

Indonesia vs Japan



⇒ **Global Warming**

Worked with Indonesian students to solve problems

**-Our Goal-**  
Raise people's awareness and change behavior

### Analysis

- The amount of information conveyed and what information you give them are important.
- Another effective way to encourage people to take positive action is to create fun and interesting mechanisms.

→ application of the **EAST** framework of **"nudge theory"**

**E: easy A: attractive S: social T: timely**

It does work well!

### Methods and Results

We made 3 types of collection boxes to see into which one we could get the most garbage.

**Type1: Just a plain simple box**



Couldn't collect much paper  
Some students didn't even notice the collection box.

**Type2: Box with a message**



Appealing to social norms  
Expressing gratitude



Got more paper than in type1

**Type3: A ballot box, one side of which was made transparent**



Collected as much as 5kg in 3 days!

Succeeded to collect used paper and reduce the amount of paper waste to be burned!!

### Conclusion

Providing the **"nudge"** can change...

- people's attitudes
- behavior toward waste management

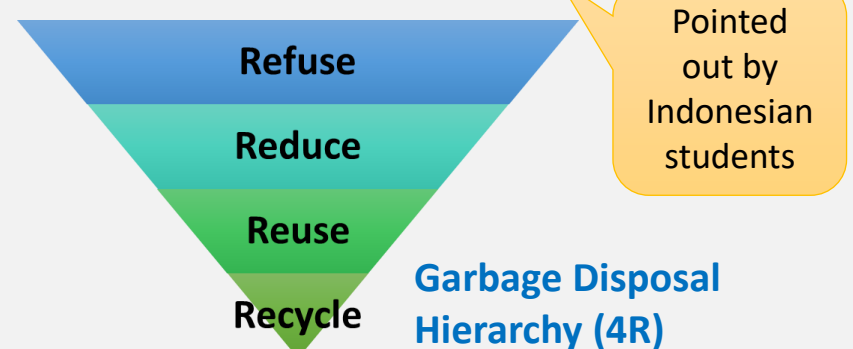
Listening to the opinions of people who live in different cultures allows us...

to think about things from a different perspective → **broaden our horizons**

### Future Plans

We would like to...

- install collection boxes in all classrooms
- look into an effective way to reduce the amount of garbage



### Reference

Abe, Makoto. (2021). *Behavioral Economics*. SHINSEI Publishing

