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Designing behaviour change campaigns that work



THE CASE OF SINGLE-USE PLASTICS

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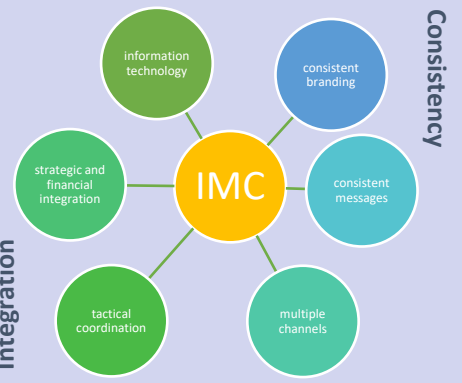
Plastic pollution is one of the most urgent and growing matters threatening the existence of life on Earth. There is an urgent need to reduce single-use plastics to relieve plastic pollution damage and mitigate climate change.

What is social marketing?

A subfield of marketing that adapts commercial marketing tools (e.g. sales strategy, advertising, promotion, branding, consumer research, segmentation, socio-psychology, etc.), to promote behaviour change for the social good.

The practice of social marketing, however, is often limited to single communication whereas other marketing tools are not considered.

What Integrated marketing communications (IMC) means?



Context of behaviour change campaigns

- Multi-stakeholder interaction interferes with the creative process of behaviour change campaigns, resulting in lost credibility and creativity. Example: campaigns funders with PR agendas.
 - There are too many green messages being communicated to the public from various organizations, such as the government, non-profits, and businesses including greenwashing, leading to increased scepticism.
 - A lack of consistent, convenient, and accessible infrastructure increases confusion and discourages positive behaviour changes.
- **Need for IMC to ensure the meaning of messages is not lost and is consistently relevant to the public.**

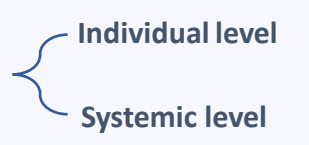
The Aim of this research (My PhD)

Adapting IMC to pro-environmental behaviour change campaigns by challenging the existing conceptualisation for commercial purposes in the context of single-use plastics interventions.

Preliminary findings

- There are contextual challenges and opportunities for behaviour change to reflect in an IMC model for pro-environmental behaviour change campaigns.
- Relevance of content and branding are key in IMC through inclusive narratives that are interconnected to the wider context and through relatable channels.
- IMC's goal is to create systemic changes through the interactions of different stakeholders coordinating behaviour change interventions and not to directly influence individual behaviour change.

Changing behaviour of Single-use plastics is a complex issue

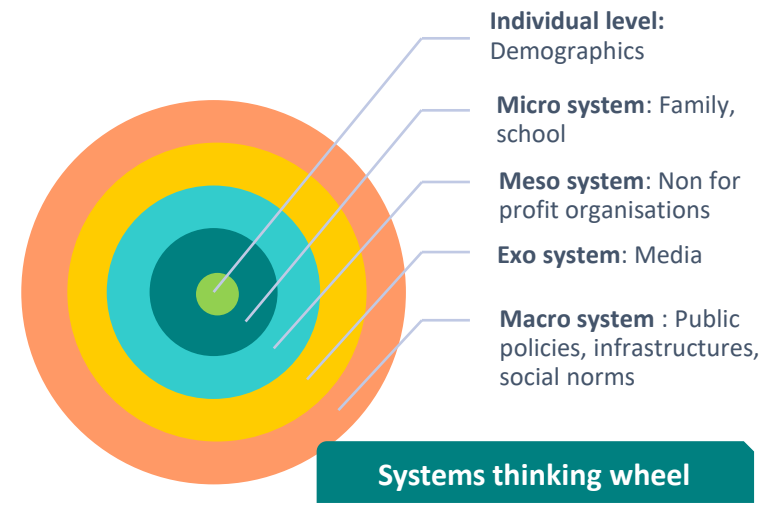


Replacing a simple behaviour by a series of unpractical behaviour that have no direct benefit to the consumer

Changing behaviour requires systemic changes as we live in world where plastic is prevalent



Understanding behaviour influencers



RQ 1:How to bring together multiple stakeholders to generate consistent and integrated campaigns to enhance the trustworthiness of pro-environmental behaviour change interventions?

RQ2 What are the key dimensions of an IMC strategy that contribute to increasing trustworthiness in the context of pro-environmental behaviour change campaigns?

RQ3: What IMC means in the context of pro-environmental behaviour change campaigns?

Methodology
Qualitative interviews with practitioners and documentary analysis of campaigns led by non-profit organisations.

‘TRYING TO BE RELEVANT IS SO IMPORTANT. ESPECIALLY AS WE’RE TRYING TO REACH YOUNGER AUDIENCES, MORE DIVERSE AUDIENCES. THE ENVIRONMENT SECTOR HAS BEEN CRITICISED FOR BEING VERY WHITE, VERY MIDDLE CLASS. AND THAT IS NOT WHO WE WANT TO BE AS AN ORGANISATION. WE WANT TO REPRESENT THE DIVERSITY OF THE UK AND BRING MORE AND MORE PEOPLE ON BOARD FROM DIFFERENT COMMUNITIES.’
Participant N