

Step by step from behavior to impact

Reducing single-use plastics at Quy Nhon University starts with targetting the right motivation



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sharing minds, changing lives

Step 1: Determining target group and behavior

Stimulate students & staff at QNU to use more **reusable** cups & bottles

Step 2: Conducting research

Survey
Observations
Interviews

The social norm is plastic, but there is a lot of **goodwill**

- There is a **pride** in their country and its beauty
- The cups need to be easy to carry on a **motorbike**
- Logistical barriers** hinder reusable cups/bottle use, but **practical campusbased** solutions can help overcome them

Step 3: Choosing interventions

- Ban** or **phase** out single-use plastics where feasible
- Make reusable cups **mandatory** but easy by installing a deposit system
- Provide **free** reusable bottles and reusable bags at students registration

Step 4: Design customer journey Promote with visual & social nudges

- Place **visual cues** (poster, signs) at high-traffic points, such as ordering counters, tables, bins...
- Use **social proof messaging** (e.g., highlight **visible role models** such as staff and student leaders)
- Convey messages around nature and animals through emotional **poster appeals**

"Protect what you love!
our nature,
our future!"