

From behavior to impact

Reducing single-use plastics at Quy Nhon University starts with awareness and targeting the right motivations.

Our recent study among students and staff shows that most are willing to switch to reusable cups and bottles, motivated by health, sustainability, and pride in their campus.

Yet practical barriers such as convenience, washing facilities, and habits might still stand in the way.

How can we make reusable the new norm?



Students & staff at QNU
Reduce the use of single-use plastic cups and bottles, increase the use of **reusable cups and bottles**.

Research activities

Determining target group and behavior

Conducting research

Survey

Observational research

Short interviews

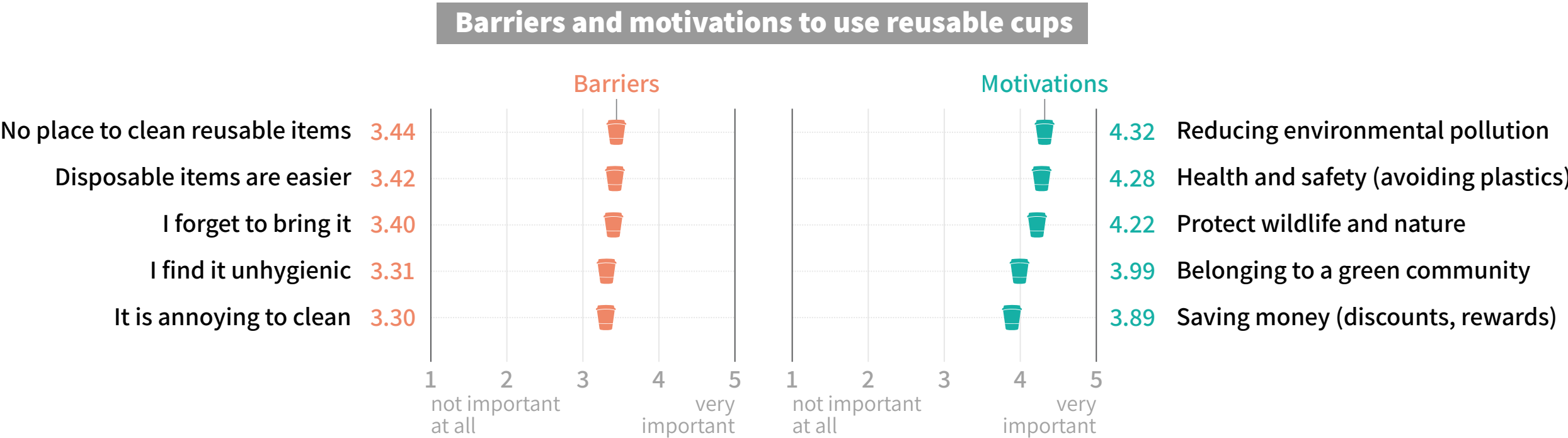
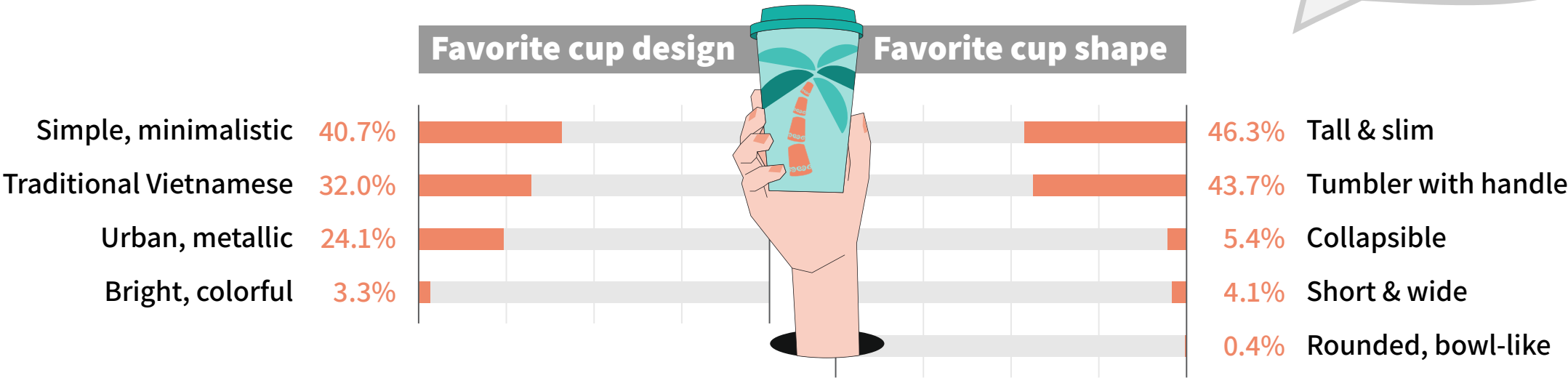
Choosing interventions

Designing customer journey

“I am very proud of my country and the beautiful beaches we have here, so I want to keep them clean!”

“We need a plastic bag to take our drink with us on our motorbike!”

“I don't know why I use a plastic cup. I think it's just easier.”



Recommendation #1 Make reusable the norm

- Ban or **phase out single-use plastics** in campus canteens, where feasible.
- Make **reusable cups mandatory** in the biggest canteen. But make it easy by installing a deposit system.
- Provide **free reusable bottles and bags** at student registration, linking them with identity, showing the importance of QNU as an eco-campus.

Recommendation #2 Promote with nudges

- Place **visual cues** at high-traffic points: ordering counters, tables, bins,...
- Use **social proof** messaging: “Most QNU students now bring their own cup.”
- Highlight visible **role models** (e.g. staff, student leaders) using reusables.
- Messaging around nature and animals: use **emotional appeal** in posters.



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