



**YOU MATTER: HOW WE LEAD OUR LIVES  
MAKES A DIFFERENCE**

**HABITS OF WASTE**

# WHAT IS HABITS OF WASTE?

A habit of waste is a routine unthinking action that adds objects that hasten climate change, damage health, exacerbate inequality or upset environmental equilibrium to the physical or biological system.

HOW is catalyzing the general public to reduce their habits of waste while compelling business and elected leaders to introduce new policies and practices to normalize sustainability and waste reduction.

How can we make a difference? Together.

# MISSION

Our mission is to create **collective change** and **impactful policies**, with a focus on waste reduction, for a healthier, more sustainable future.

# HABITS OF WASTE'S APPROACH

1.

## IDENTIFY

a 'habit of waste' in the average consumer's life.



2.

## DEVELOP

a creative, approachable hook.



3.

## EDUCATE

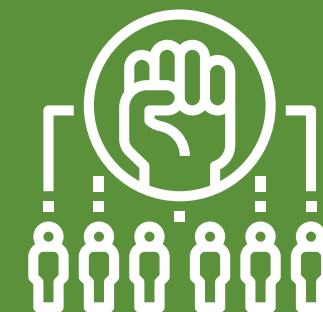
the general public to increase awareness.



4.

## EMPOWER

individuals to take action in their communities.



5.

## DEMAND

action from people with the power to create large scale change.



# THE INTERSECTION OF INDIVIDUALS AND ORGANIZATIONS

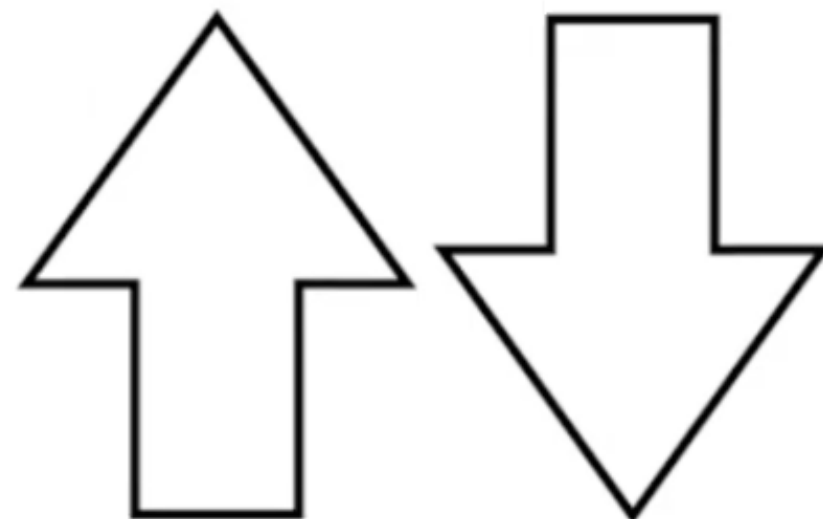
Our top-down, bottom-up approach empowers the general public and engages business and elected leaders in embracing accessible solutions to reduce waste, cut carbon emissions, and reduce our dependence on fossil fuels.

Bottom-up:

Local change-makers

Original ideas

Novel practices



Top-down:

Growth opportunities

Chance to lead (rather than lag)  
social change

Signal positive commitments to  
internal and external audiences

# CLIMATE CHANGE-RELEVANT DECISIONS (CCRDs)

Decisions leading to actions that have consequences for climate change, particularly through mitigation and adaptation.

These can be intentional, or unintentional.



# BOUNDED RATIONALITY AND CHOICE ARCHITECTURE

People will not always make the best decision so we help them via:

**Choice Architecture:** designing the environment in order to influence a decision.

**Nudge:** a shift in the presentation of options to make preferential choices the most attractive, often allowing people to act more in alignment with their value systems.



# FRAMING



We don't always have to think about climate change through an environmental lens.

Through frames we can **localize, normalize,** and leverage **social influence** to solve the climate crisis.



Case #1:

**#CUTOUTCUTLERY**

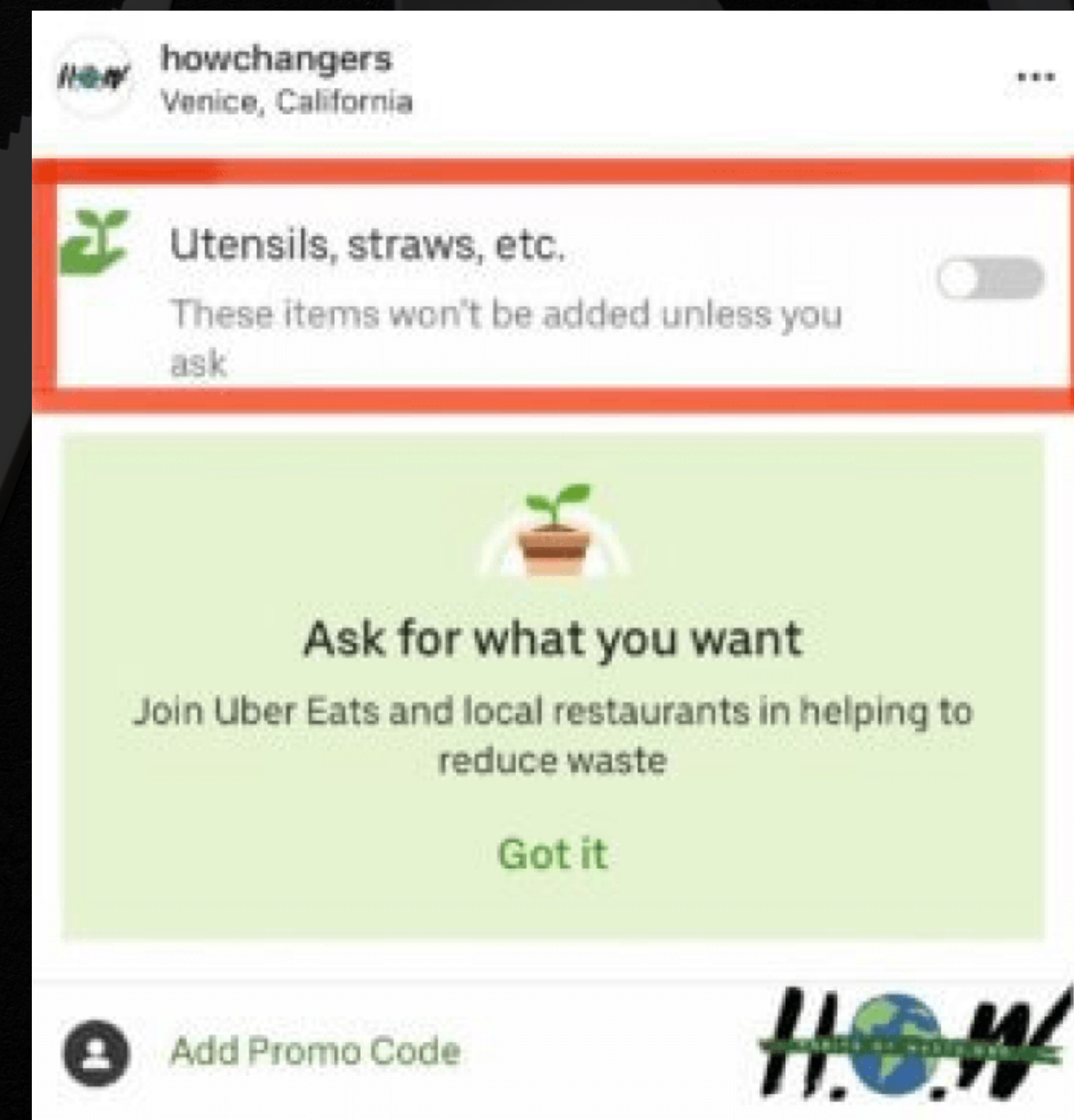
# A WIN, WIN, WIN

Our campaign encouraged food delivery apps and now restaurant chains to provide cutlery BY REQUEST ONLY.

In one year, Postmates alone prevented 122 MILLION packs of cutlery from being delivered. That is \$3 MILLION in savings for restaurant partners.

**The Frame:** economic benefits for companies and less annoying junk for consumers + environmental protection by preventing over 1 BILLION pieces of plastic cutlery from entering the waste stream.

**The Nudge:** new default setting providing ZERO cutlery unless requested.



Adam DeVine

**It just keeps**

In collaboration with BuzzFeed, we created a PSA video that generated millions of views to raise awareness and create widespread support for the movement. Consumers were able to see the environmental benefits & the personal benefits as well, saving over **1 billion pieces** of plastic from entering the waste stream.

**California, New York, and Washington have passed statewide legislation making single-use cutlery and food service items available by request only. Colorado and Massachusetts are considering the same.**

We were able to create this incredible win thanks to a groundswell of support, which created pressure for legislators to make a change, and the success of our innovative framing that emphasized wins outside of the environmental ones only.



**#SHIPNAKED**



**#SHIPGREENER**

Case #2

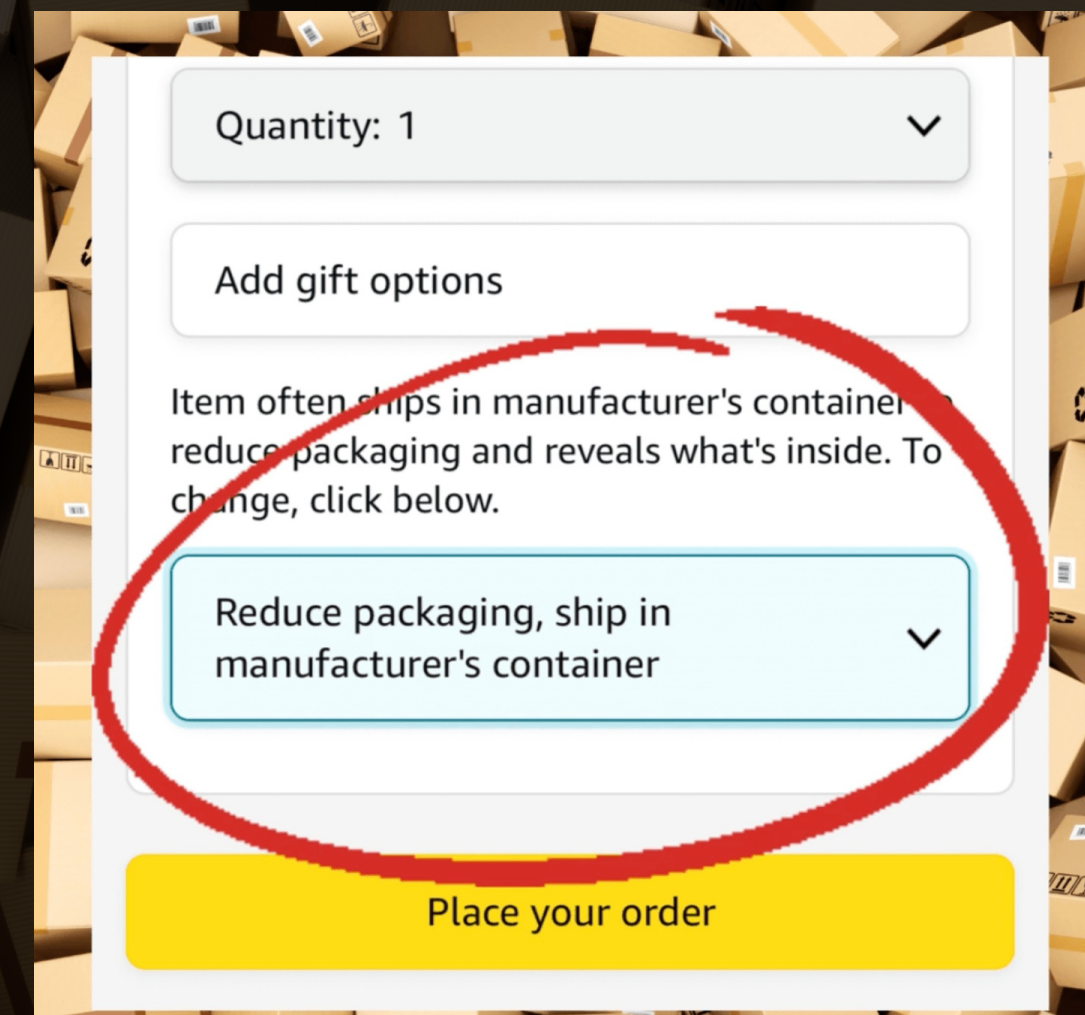
**#SHIPNAKED AND #SHIPGREENER**

# IT'S TIME TO RETHINK SHIPPING

Amazon, Target, and Walmart should start shipping products that have their own packaging without any additional boxes or plastic packaging, and make this a default setting. For shipping companies like UPS, these changes lead to less trucks, gas, and drivers, making a huge impact on their bottom line.

**The Frame:** economic benefits for companies in addition to waste reduction.

**The Nudge:** New settings for green shipping so consumers can make the choice.





Case #3

# LIGHTS, CAMERA, ~~PLASTIC?~~

# LIGHTS, CAMERA, ~~PLASTIC~~?

Our goal is to denormalize single-use plastic throughout society by significantly reducing the amount of single-use plastics we see on screen. Our guidelines give voice to above and below line workers and establish default eco-friendly standards to reduce individual responsibility and enforce widespread change by putting our aspirational world on screen.

**The Frame:** localizing and normalizing the environment within the entertainment industry by subliminally nudging 6 billion viewers.

**The Nudge:** establishing default industry standards for sustainability.

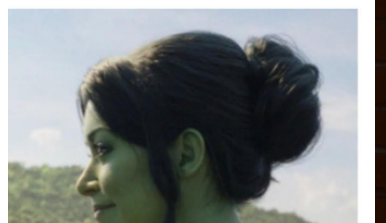
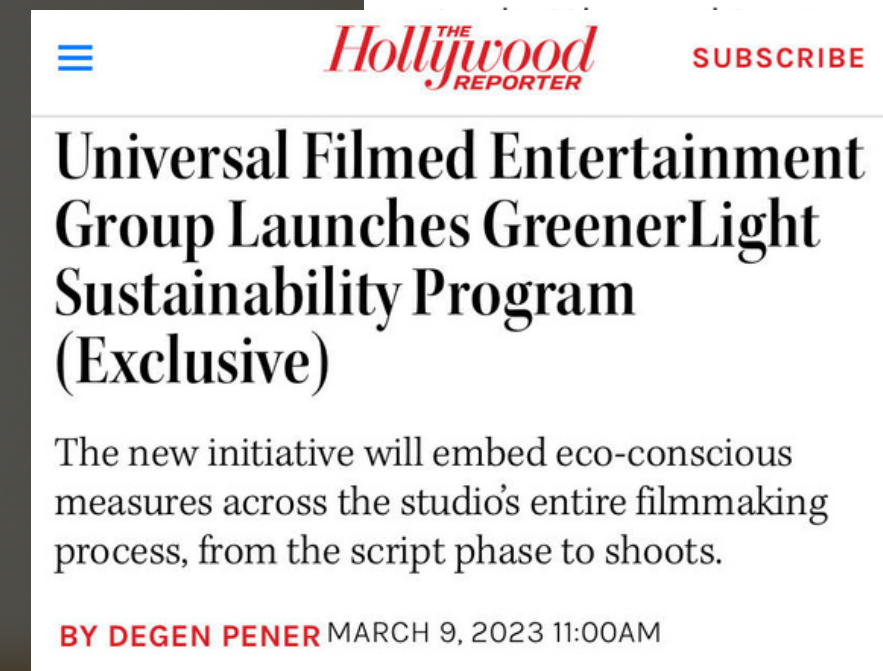
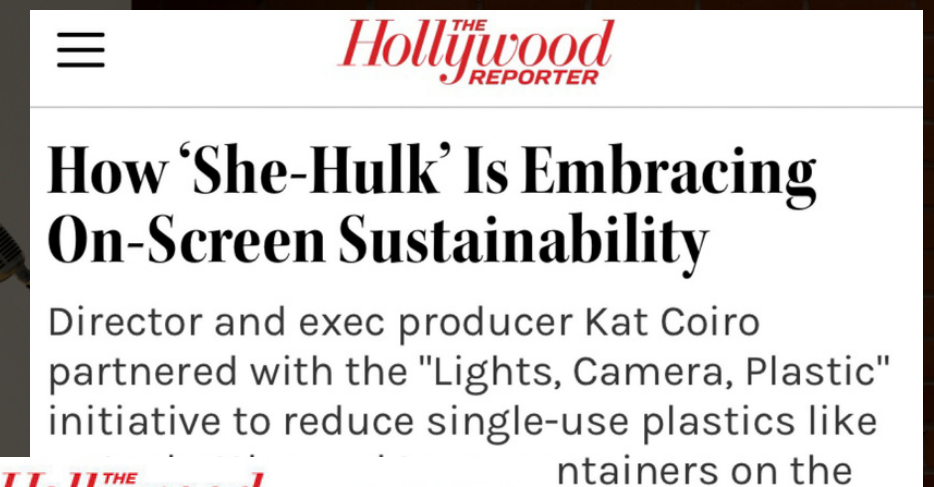


# LIGHTS, CAMERA, ~~PLASTIC?~~

Productions such as "Marry Me" and "She-Hulk" have implemented the campaign, and Mark Ruffalo, Billie Eilish, Christian Slater and Ethan Hawke, among others, have joined as supporters because they no longer want to promote single-use plastic on screen. HoW has joined SAG-AFTRA's Green Council as a NGO Advisor, and the DGA's Sustainable Future Committee.

**The Social Influence:** people replicate what they see on screen.

There is **historic proof** for this idea, with reduction in smoking on-screen contributing to a 40% decrease in smoking, and use of seatbelts on screen helping to normalize and promote their everyday use.



# CLIMATE-RESILIENT DEVELOPMENT PATHWAYS

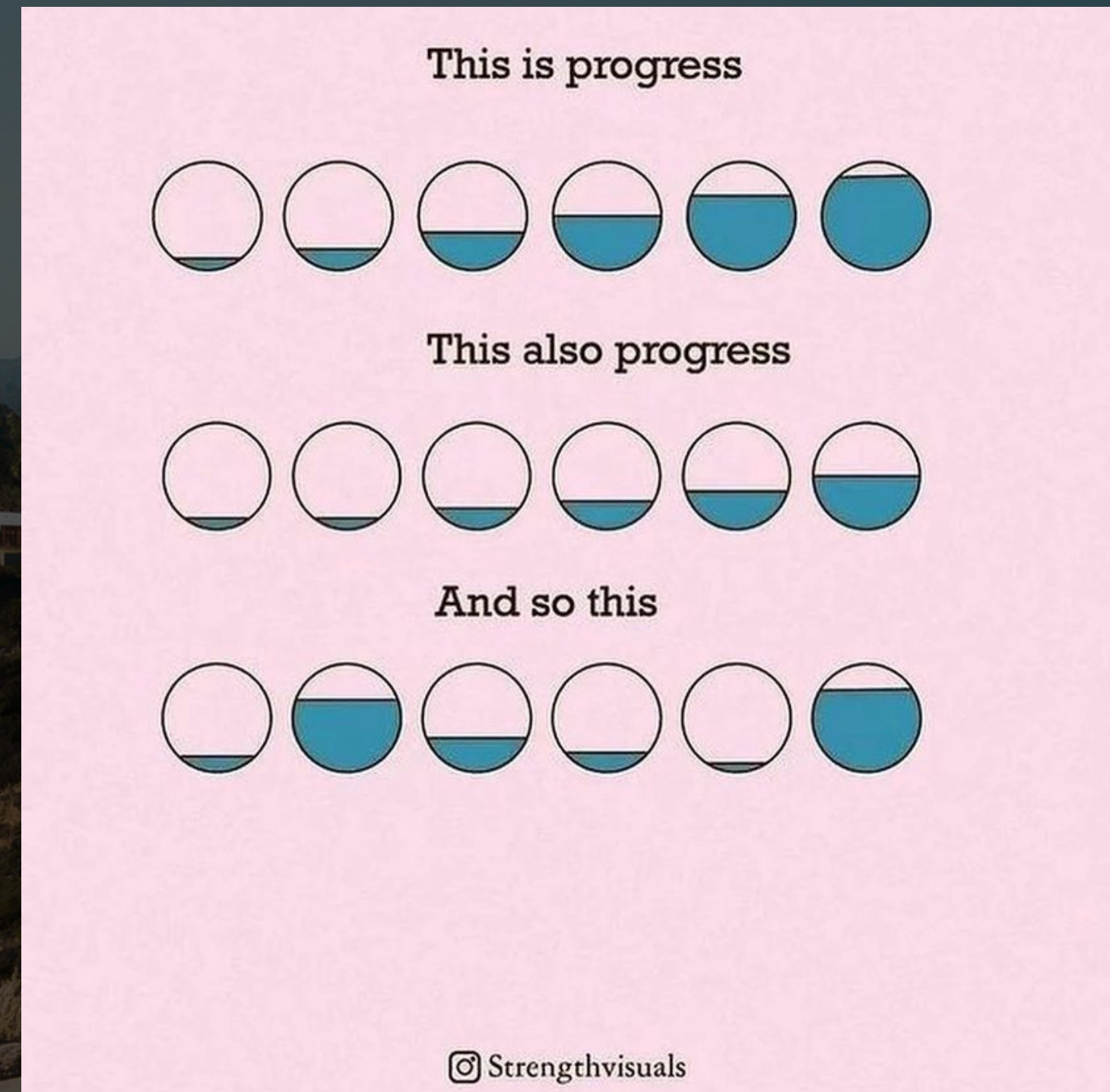
A continuing process for managing changes in the climate and other driving forces affecting development. This approach combines flexibility, innovation, and participative problem solving with effective solutions for mitigating and adapting to climate change.

# COMBATTING CLIMATE ANXIETY

The recipe to reduce anxiety is to take action.

We don't have to be perfect to make a difference.

Instead, we can create incredible change together as **imperfect environmentalists.**



# RECOMMENDATIONS

## **Targeted Education:**

Sociology teaches us about deeply embedded structural inequality. Our work to educate the public about climate change must account for these disparities and focus itself accordingly.

## **Interdisciplinary Research:**

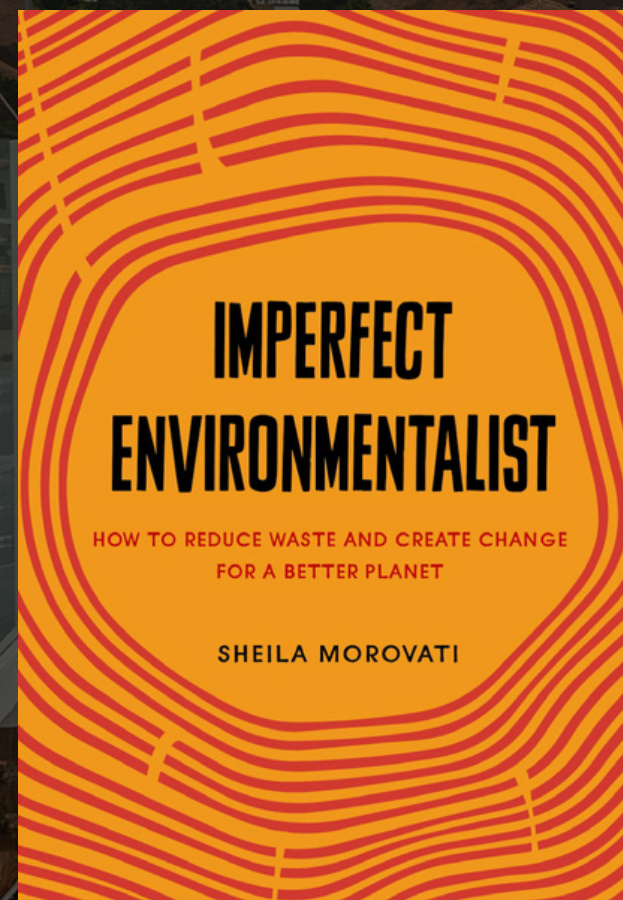
To craft the Comprehensive Plastics Reduction Program and gauge its impact, it is important to prioritize an interdisciplinary approach that considers the social elements of change and leverages behavioral science for success.

## **Gamification of Reduction:**

Take advantage of the spillover effect and create competition-based reductions, assigning trackable value to recycling, energy consumption, and greenhouse gas emissions.

# WANT TO LEARN MORE?

Read our founder Sheila Morovati's new book, releasing this Earth Day!



“This is **the book to read** when the world’s pollution problem becomes too overwhelming”

- *The Library Journal*

Available for preorder now at Amazon, Barnes and Noble, Bookshop, and more!

Our changes are made possible through individuals.  
Take action today from your phone.



HOLLYWOOD



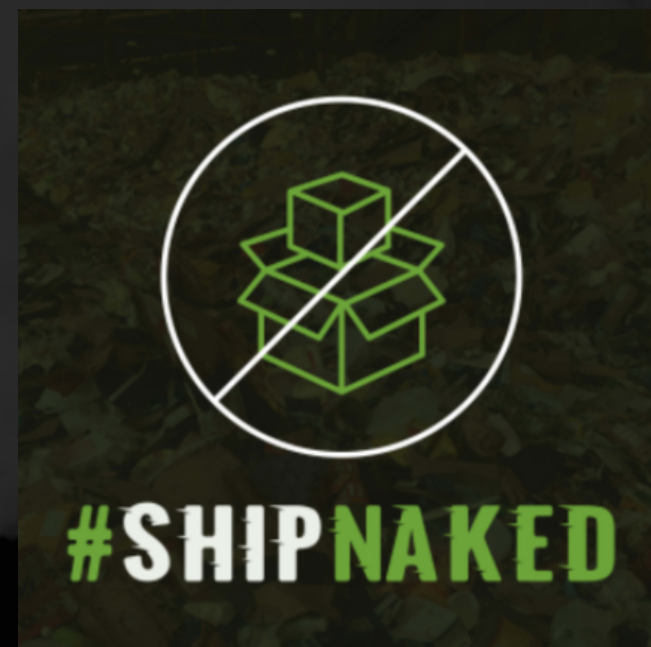
GOVEGAN



CUTLERY



BARS



SHIP



TAP





**THANK YOU!**  
**QUESTIONS?**

email [hello@habitsofwaste.org](mailto:hello@habitsofwaste.org)