



24 July, 2026

**Concept Note for Behavioural Insights for Better Waste Management Project
Mid-Term Workshop
14th -16th September 2026, Osaka
(DRAFT)**

1. Context

The project 'Behavioural Insights for Better Waste Management'—implemented by the Global Environment Centre Foundation (GEC) in collaboration with United Nations Environment Programme International Environmental Technology Centre (UNEP-IETC) and funded by Lloyd's Register Foundation—aims to deepen understanding of behavioural, social, and contextual drivers that shape waste-related practices. Building on comparative analyses of the Global Waste Management Outlook (GWMO) and the World Risk Poll (WRP) 'A World of Waste,' the project examines how citizens' perceptions, risk awareness, incentives, and service quality interact to influence waste disposal and recycling behaviour.

The ultimate objective is to inform policymakers about actionable insights to enhance public engagement and promote better waste management strategies, contributing to a cleaner and safer environment and improved community health. At this mid-point of the project timeline, a dedicated in-person workshop in Osaka will provide an essential opportunity to reflect on progress, review initial findings, strengthen collaboration with partners engaged in case studies and in-depth analyses, and align on next steps.

2. Rationale and Purpose

The mid-term workshop serves as a strategic checkpoint to reflect on progress, review early findings, strengthen collaboration with partners engaged in case studies, and align on next steps.

3. Objectives

- **Related project outputs for better policy recommendations and actionable insights**
 - Present and discuss project progress to date.
 - Refine analytical direction and methodology.
- **Learning across peers**
 - Enhance collaboration and coordination among project partners and experts.
 - Conduct a field visit in Osaka to learn from good practices in waste management.

4. Organisers

GEC, UNEP-IETC, Osaka City, and Osaka Metropolitan University [TBC]

5. Participants

- Lloyd's Register Foundation
- International partners: e.g. IGES (Asia), research center in Brazil (FGV), Resilient Cities Network (India, Costa Rica), WRAP(UK), Data4Change(Kenya), Waste no more (India)
- Academics
- Stakeholders involved in in-depth analyses or case studies (e.g., Brazil, Ghana, India, Kenya; selected subnational partners such as Birigui, Canelones, Quezon, Mumbai)

6. Venue

Morinomiya Campus, Osaka Metropolitan University

7. Agenda [TBC]

Day 1: 14th September

Time (UTC+9)	Agenda
08:30-09:00	Registration
09:00-09:40	Opening Session <ul style="list-style-type: none">● Welcome Remarks<ul style="list-style-type: none">○ <i>Osaka city (5mins)</i>○ <i>Osaka Metropolitan University (5mins)</i>○ <i>GEC (5mins)</i>○ <i>UNEP-IETC (5mins)</i>● Workshop Introduction (10 mins)<ul style="list-style-type: none">○ <i>Akiko Doi, Senior Programme Officer, GEC</i>● Group Photo (4mins)
09:40-10:40	Session 1: Project Presentation Description <ul style="list-style-type: none">● This session shares the project details and the latest analysis of the project in order to get feedback from the experts. Agenda Items <ul style="list-style-type: none">● Presentation: Project Introduction (15mins) <i>Felipe Dall, Programme Officer, United Nations Environment Programme (UNEP)</i>● Presentation update - sharing the analysis result (15 mins) <i>Sayaka Ono, Project consultant, GEC</i>● Consultation and Feedback (30mins) <i>Facilitator: Xxxx</i>
10:40-11:00	Coffee Break

11:00-12:10	<p>Session 2: Spotlight Case Studies – Insights from real world interventions Lead by Resilience Cities Network</p> <p>Description</p> <ul style="list-style-type: none"> This session presents the findings from two urban Spotlight Studies conducted under the project. Drawing on real-world pilot interventions in municipalities from India and Brazil: Chennai, Salvador, Harmonia, Ibertioga and Birigui, participants will explore how community-driven, low-carbon waste management systems can drive behaviour change, strengthen municipal partnerships, and generate scalable insights for resilient cities worldwide. <p>Agenda Items</p> <ul style="list-style-type: none"> Presentation: “Spotlight Study 1 – India and Brazil” (10min) <i>Speaker: Resilient Cities Network, case study cities</i> Presentation: “Spotlight Study 2 – Brazil”(10min) <i>Speaker: FGV</i> Discussion and consultation (30mins) <i>Facilitator: RCN</i>
12:10 -13:30	Lunch Break
13:30-15:00	<p>Session 3: Understanding What Drives Waste Behaviour – Insights from Behavioural Science Lead by Prof. Qian</p> <p>Description</p> <ul style="list-style-type: none"> Drawing on the Theory of Planned Behavior and its extensions, this session examines the psychological, social, and contextual factors that shape how citizens sort and separate waste. Through empirical studies conducted in Japan and globally, it explores how attitudes, social norms, perceived control, moral obligations, knowledge, and infrastructure interact to influence behaviour, with offering actionable insights for public engagement and waste management policy. <p>Agenda Items</p> <ul style="list-style-type: none"> Presentation: From Intention to Action – Behavioural Drivers of Waste Separation in Japan and Beyond [TBC] <i>Prof.Xuepeng Qian, Graduate Program of Global Environmental Studies, Sophia University [TBC]</i>
15:00-15:20	Coffee Break

15:20-16:50	<p>Session 4: Using Social Marketing to Design Effective Waste Behaviour Change Interventions Lead by Prof. Sammer</p> <p>Description</p> <ul style="list-style-type: none"> This session aims to equip participants with a research-grounded framework for designing and evaluating waste behaviour change interventions. Drawing on the speaker's systematic review of household waste-sorting programmes and community waste management studies in Fiji, this session introduces social marketing benchmark criteria as an analytical framework. <p>Agenda Items</p> <ul style="list-style-type: none"> Introduction to BC (incentives, barriers) <i>Prof. Sameer Deshpande, Associate Professor, Department of Tourism and Marketing, Griffith University [TBC]</i> Co-design Evaluation
16:50-17:00	<p>Day 1 Wrap-Up</p> <ul style="list-style-type: none"> Summary of Key Insights Preview of Day 2 Agenda
17:00-18:30	<p>Welcome Reception</p>

Day 2: 15th September

Time (UTC+9)	Agenda
08:30-09:00	Registration
09:00-10:20	<p>Session 5: Unlocking Data and Financial Tools to Drive Behaviour Change in Waste Systems [Data or/and Financial instruments]</p> <p>Description</p> <ul style="list-style-type: none"> This session explores how closing critical data gaps and applying financial instruments can strengthen behaviour change in waste management. Many cities lack reliable, detailed data on waste generation and user behaviours, limiting their ability to design targeted and effective interventions. At the same time, informed by sufficient data, incentives, pricing mechanisms, and funding models can play a key role in shaping behaviour. Through practical insights and discussion, the session will highlight how cities can improve data availability, use it to understand behaviour patterns, and design

	<p>finance mechanisms that encourage waste reduction, segregation, and more sustainable practices.</p> <p>Agenda Items</p> <ul style="list-style-type: none"> ● <i>Presentation:</i> <ul style="list-style-type: none"> ○ Addressing data gaps (community data, proxies, pilot studies) ○ Financial approaches (pay-as-you-throw, deposit-refund, incentives for segregation) <p><i>Professors, project managers in the field [TBC]</i></p> <ul style="list-style-type: none"> ● <i>Experience sharing and case studies</i>
10:20-10:40	Coffee Break
10:40-12:00	<p>Session 6: Inclusive Behaviour Change for Better Waste Management [Youth, gender and social]</p> <p>Description</p> <ul style="list-style-type: none"> ● This session explores how youth engagement, gender-responsive approaches, and broader social inclusion can strengthen behaviour change strategies in waste management. Recognizing that waste practices are shaped by different social roles, norms, and constraints, the session highlights how cities can engage diverse groups, tailor behaviour change approaches, and improve waste management outcomes. <p>Agenda Items</p> <ul style="list-style-type: none"> ● <i>Presentation:</i> Behaviour change in waste systems: the role of inclusion and different user groups <i>Professors, project managers in the field [TBC]</i> ● <i>Experience sharing and case studies</i> <p><i>Panel discussion and interactive exchange</i></p>
12:00-12:30	Brief Lunch
12:30-16:00	Field Visit - Waste management facilities [TBC]
16:00-17:20	<p>Osaka City Session: City Experiences in Behaviour Change and Waste Management</p> <p>Description</p> <ul style="list-style-type: none"> ● <i>This session highlights Osaka City's experience in waste management, with a focus on how behavioural insights can support effective waste reduction, segregation, and collection systems. It brings together municipal representatives to exchange practical approaches and lessons learned on integrating behaviour change into policy design and implementation.</i>

	Agenda Items <ul style="list-style-type: none"> ● Presentation: waste disposal, collection and segregation in Osaka [TBC] <i>Osaka city government</i> ● Panel discussion: Applying Behaviour Change Insights to Strengthen Urban Waste Management Policy and Implementation [TBC] Municipality participants
17:20-17:30	Day 2 Wrap-Up <ul style="list-style-type: none"> ● Summary of Key Insights ● Preview of Field Visits

Day 3: 16th September

Time (UTC+9)	Agenda
08:30-09:00	Meeting at XXX
09:00-12:00	Field Visit A <i>Household appliance recycling center [TBC]</i>
12:00-13:00	Lunch Break
13:00-16:00	Field Visit B <i>Plastic recycling center [TBC]</i>
16:00-16:30	Closing session <i>Felipe Dall, Programme Officer, United Nations Environment Programme (UNEP)</i>

8. Contact

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