

LET'S PUNCH-IN

A Pilot Program that uses behavioural psychology to encourage people to segregate.



IDENTIFY

Identify a street with 20 houses where you want to spread the message of waste segregation



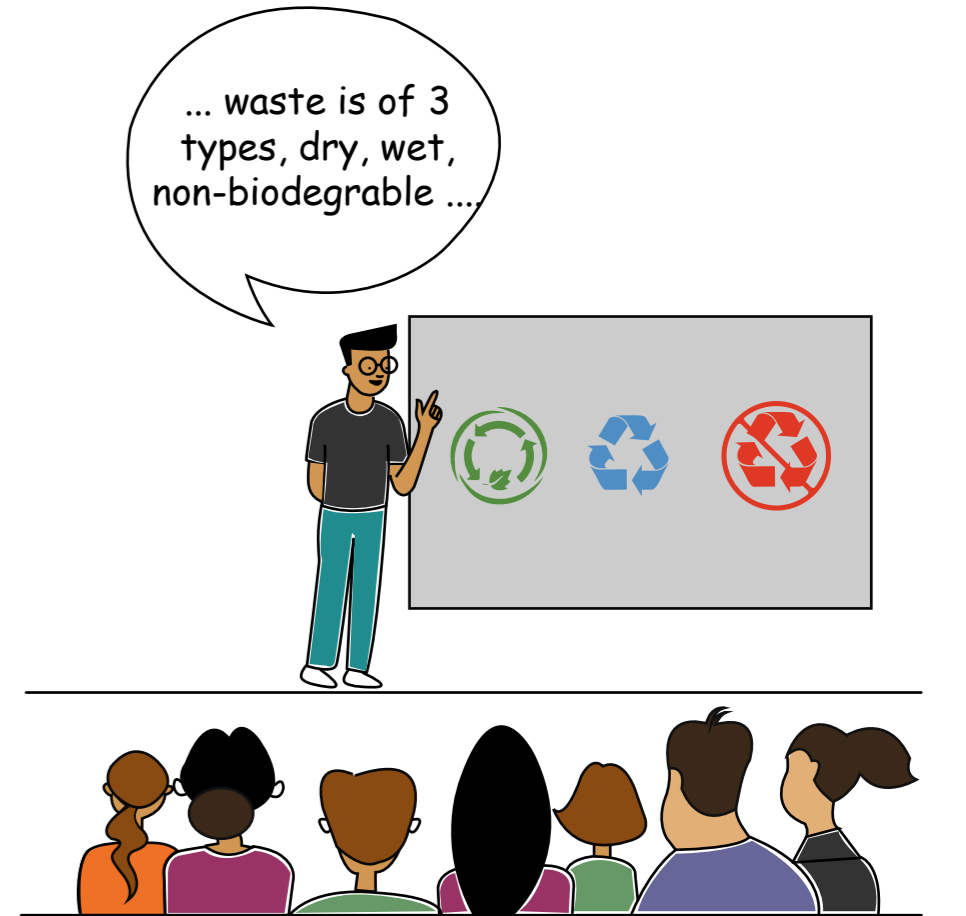
INTERVIEW

Interview to 4 - 5 residents from different homes about their practical environmental problems



BRAINSTORM

"How can we solve this environmental problem with the resources we have?"



PRESENTATION DAY

Explain waste segregation to the residents living in those 20 houses

Extrinsic Incentives are physical or emotional rewards that motivates a person to do an activity because they see a benefit for themselves

Reminders
People tend to forget to do things that are not part of their habits. There is a need for sufficient cues to remind them.

THE ANNOUNCEMENT

"We are planning to do a Clean-Up drive in the street and we need your help. We need to collect atleast 30 dry waste bags in the coming month. We will come every 15 days for the pick up i.e. twice in the month. Please segregate your waste and we can clean the street together."

Immediate Rewards
People struggle with pursuing long term goals. Providing short term immediate rewards for current action can motivate people to persist.

Social Incentives
can motivate new behaviour because people are easily influenced by others opinion and actions

PICK-UP 1 & 2



KNOCK KNOCK

We did not segregate

Sir, we will do a street clean-up after we collect 30 bags

Here you go son.

Oh!! Aman ji Thank you!!

Date	House Number	1	2	3	4	5	6	7	8	9	10
...	...	1	2	3	4	5	6	7	8	9	10

The Clean-Up Drive - 30 bags

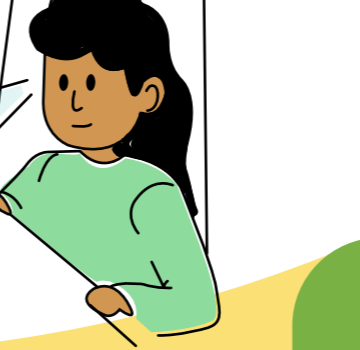
Date	House Number	11	12	13	14	15	16	17	18	19	20
...	...	11	12	13	14	15	16	17	18	19	20

PUNCH-IN

H.no. 1



H.no. 2



H.no. 5



30 bags later.....



CLEAN-UP DAY