

# Industry Snapshot: Research Report No. 4

## Develop stakeholder-guided behaviour change strategies through a co-design/co-created educational program for the construction industry



Task 1: To explore behaviour change related literature and existing educational programs in for the construction industry



Task 2: To develop stakeholder-guided behaviour change strategies through a co-design/co-created educational program for the construction industry

### FACTORS AFFECTING RECYCLING BEHAVIOUR

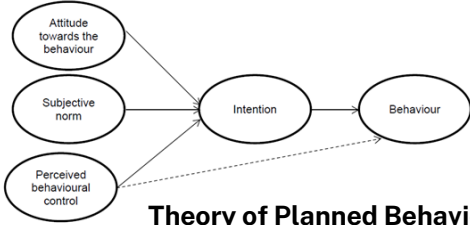


Personal factors: work experience, attitudes, awareness of consequences, past experience, convenience, values and social pressure



Corporate factors: training, supervision and incentives

### KEY THEORIES AND MODELS



Theory of Planned Behaviour

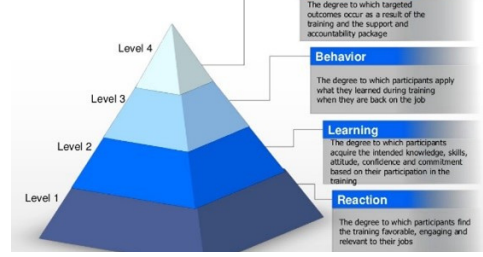


Nudge Theory



ADKAR Model of Change Management

#### Overview of Kirkpatrick's Four-Level Training Evaluation Model



Kirkpatrick Model for training evaluation

### TARGET AUDIENCE



The capacity building initiative will be aimed at individuals involved in management and decision making for solid waste systems which recycle and dispose of waste generated as a result of construction, deconstruction, renovation and demolition of buildings and structures.

The intended audience will include architects, design and structure engineers and construction site personnel.

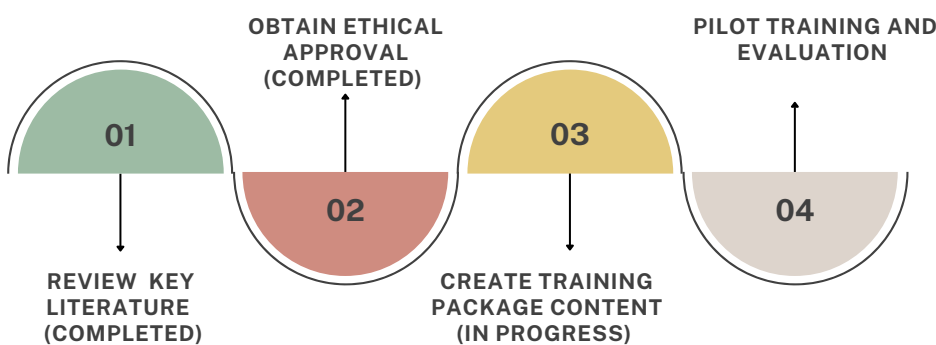
### EXAMPLES OF EDUCATIONAL PROGRAMS AVAILABLE IN AUSTRALIA



### PROPOSED TRAINING PACKAGES

Training package	Key content	Key projects
Package 1	<ul style="list-style-type: none"> <li>Regulations and their application in practice in different jurisdictions governing C&amp;D waste management</li> <li>Circular economy: opportunities to reduce waste disposal across supply chain (with a specific focus on materials including timber, glass, concrete, steel and brick)</li> <li>Creation and stimulation of end markets for C&amp;D waste</li> </ul>	<a href="#">Project 1.65</a> <a href="#">Project 1.75</a>
Package 2	<ul style="list-style-type: none"> <li>Identifying barriers and enablers influencing the use of products with recycled content (Objective 1)</li> <li>Independent certification program for products with recycled content (Objective 2)</li> <li>Design for No Waste or Design for Recyclability guidelines (Objective 3)</li> </ul>	<a href="#">Project 1.85</a>

### PROGRESS AND TIMELINE



- Stakeholder (core industry partners) consultation – August -October 2022
- Content creation – September 2022- December 2022
- Pilot the training program – January – February 2023
- Evaluation - January – February 2023