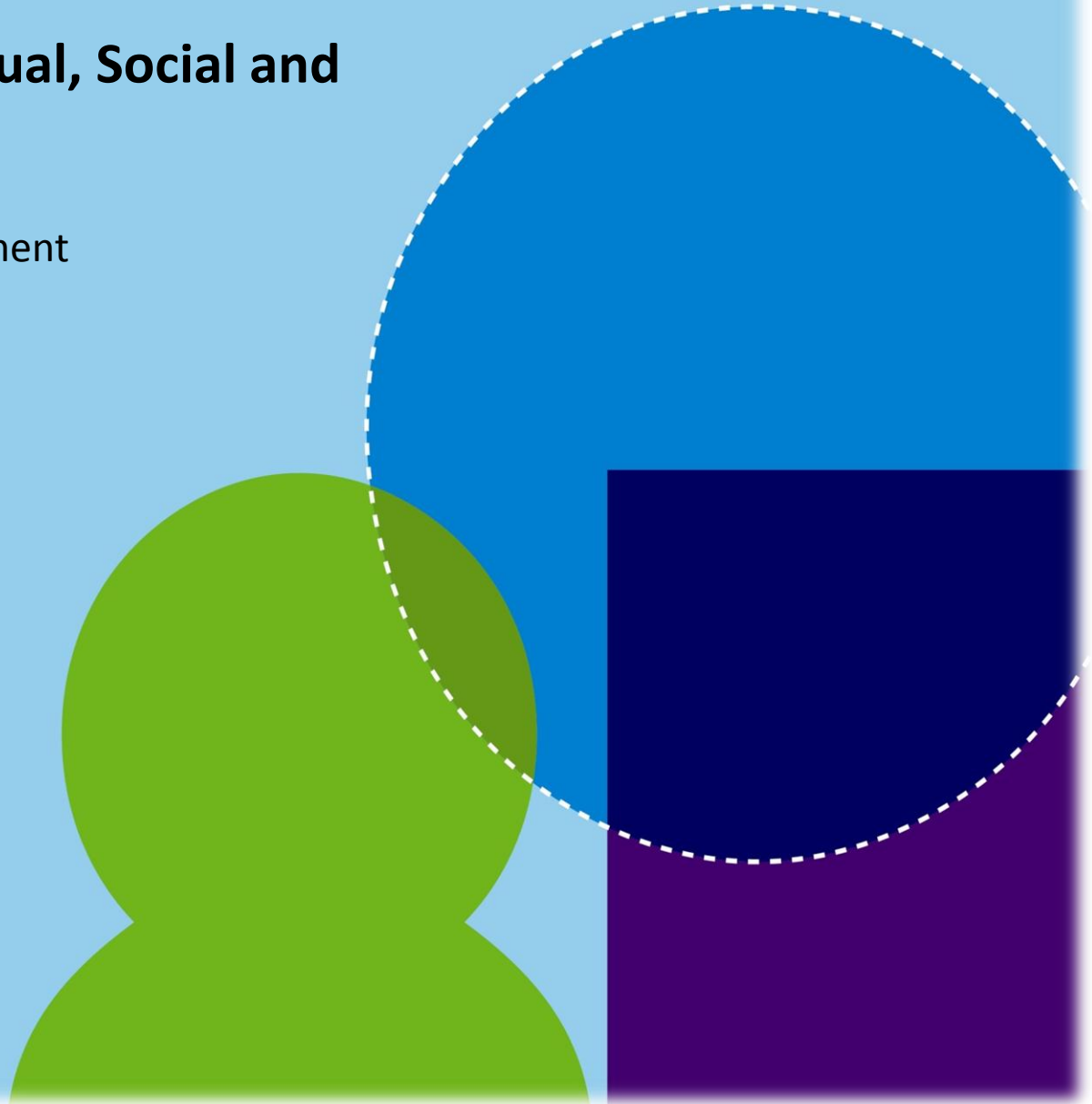


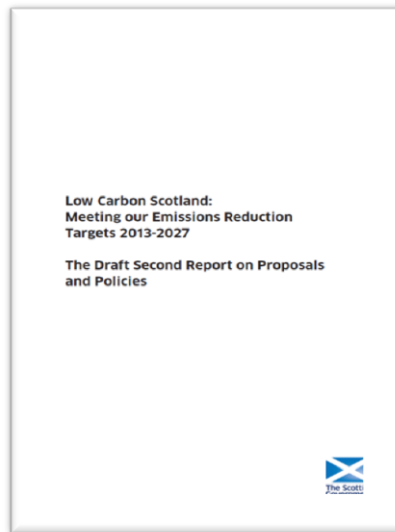
# Introduction to Individual, Social and Material (ISM) Tool

Jackie Horne, Scottish Government  
Andrew Darnton, AD Research



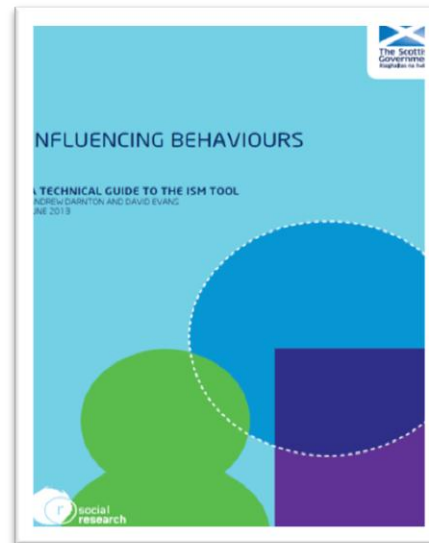
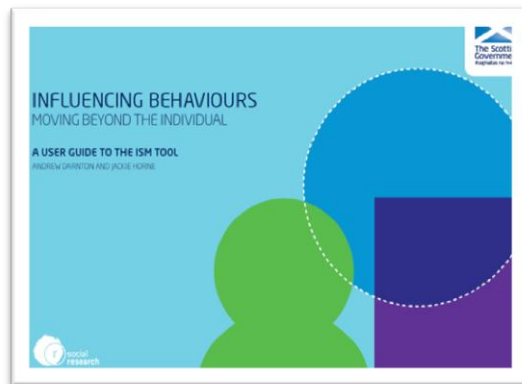
# ISM - Low Carbon Behaviours Framework & RPP2

- ISM approach – grown out of our research programme (CCBRP)
  - “Behaviour change initiatives will be more effective if they go beyond targeting the individual context...to include mechanisms which intervene in the social and material contexts.” (Southerton et al, 2011)
- Part of Low Carbon Behaviours Framework and RPP2



# ISM – practical tool and next steps

- ISM user- ISM as a practical tool. Also ISM Technical guide. Both published this morning on SG website.
- Taster workshop on using ISM today
- Future workshops and reporting on progress





Research & Analysis

**Introducing ISM**

**Andrew Darnton**

**At TSG's Low Carbon Behaviours Conference**

**5th June 2013**

# What is Behaviour Change?

Definitions are scarce – but here are two alternatives...

- **For policymakers:**

*An intervention to encourage individuals to change their behaviour in a way that will help Government achieve its policy goals...incorporating a better understanding of behaviour (NAO 2011)*

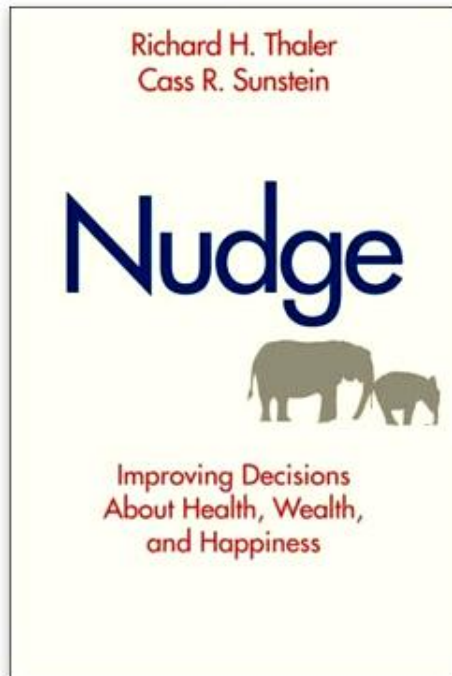
- **For practitioners:**

***A way of working based on the understanding of behaviours and audiences which results in learning and change (Darnton 2012)***

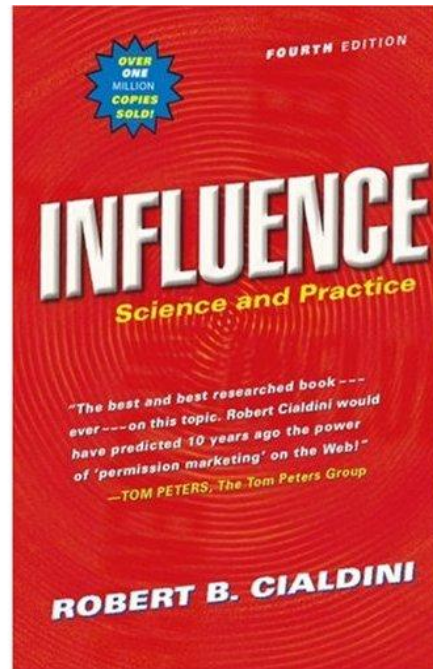
⇒ Implications include that we may not need to target individuals in order to change behaviour

# Spanning 3 Schools of Behavioural Theory...

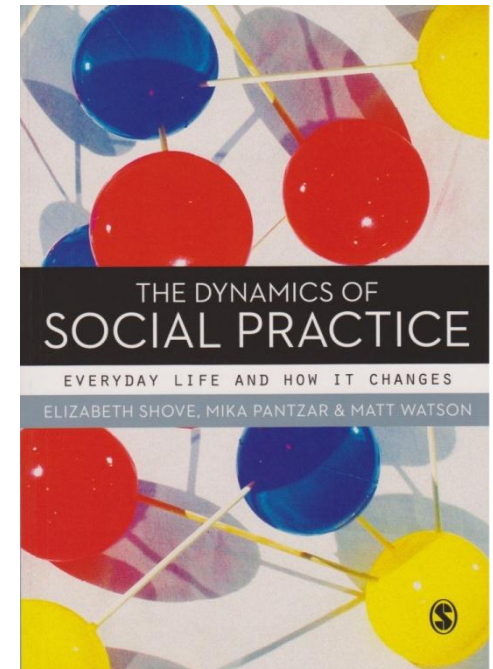
## Behavioural Economics



## Social Psychology

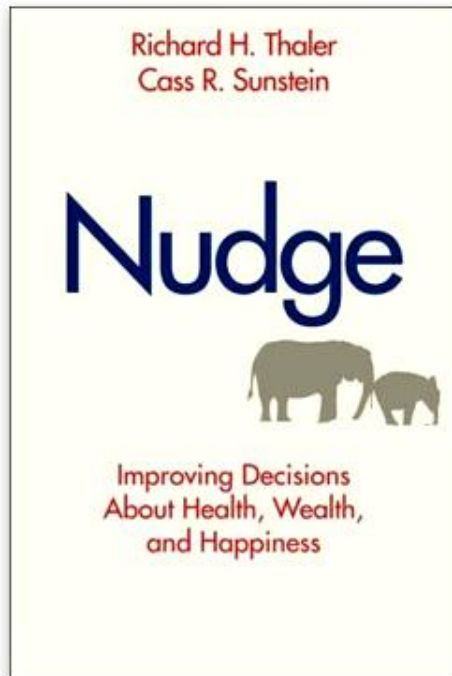


## Sociology



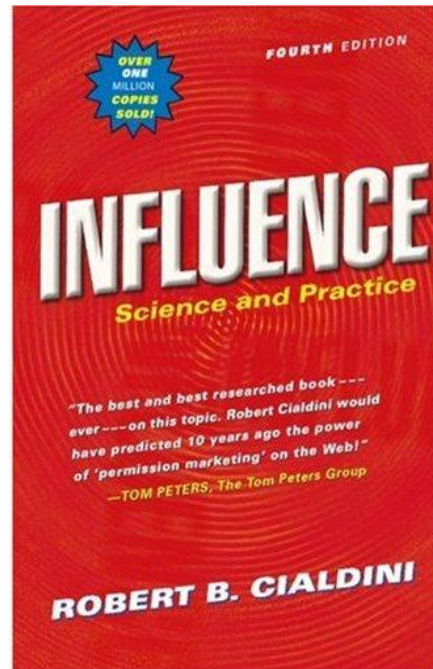
...with 3 different views of people

## Behavioural Economics



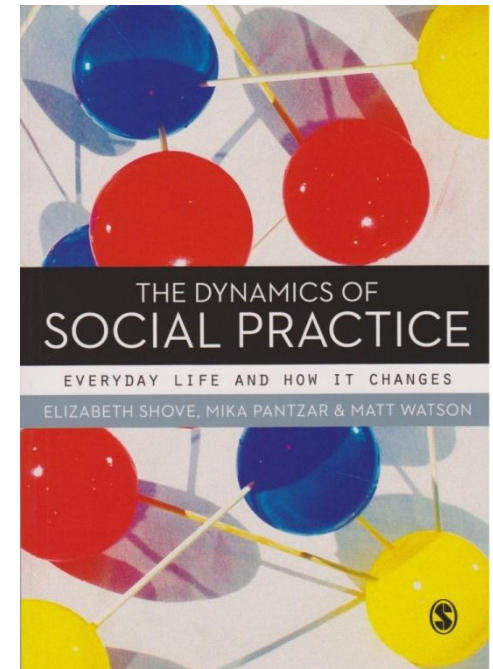
Individual as  
Rational Man

## Social Psychology



Individual as  
Social Animal

## Sociology



Individual as  
Actor

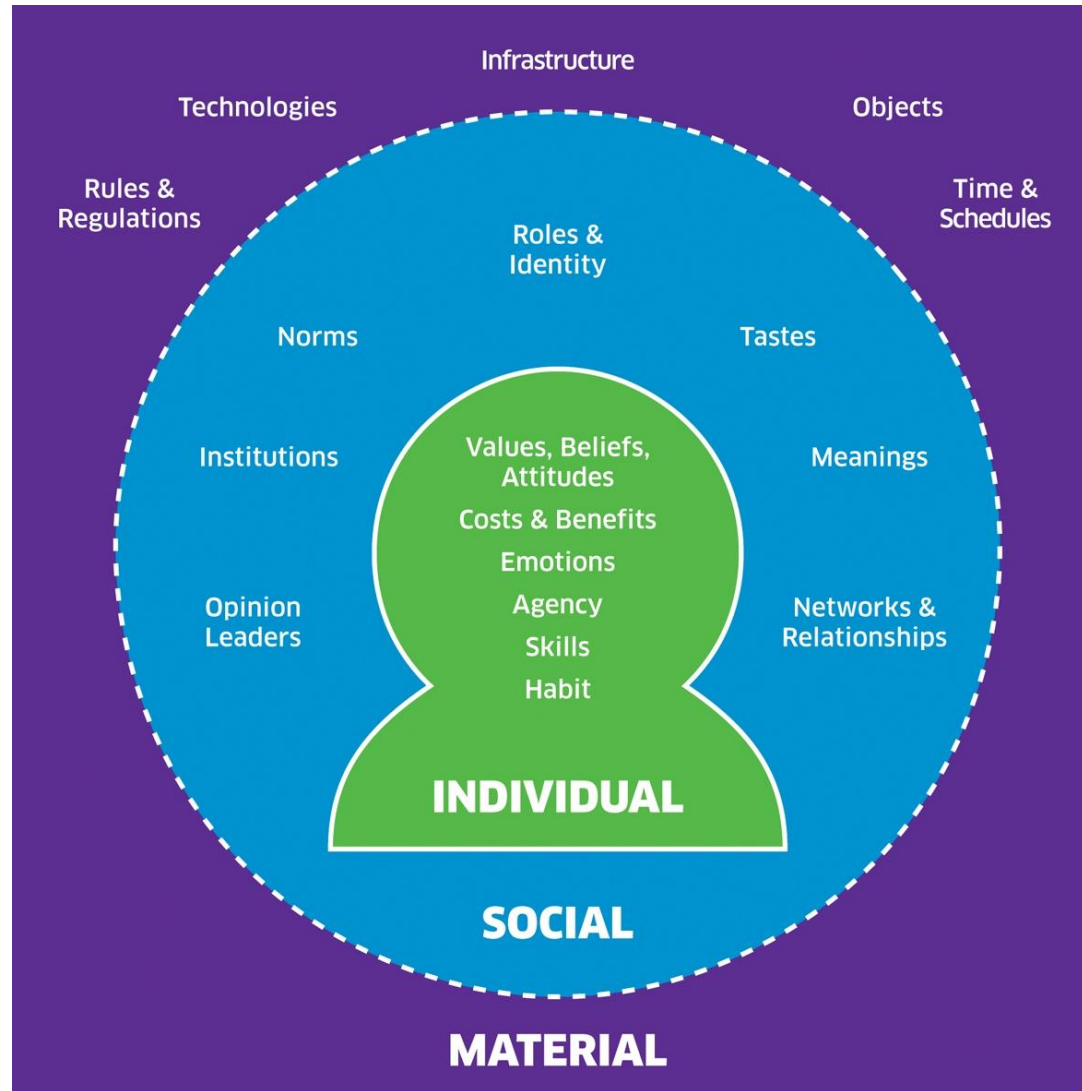
# Introducing ISM

- Each model/discipline suggests different avenues for intervention, and when faced with complex problems, we need to draw on as many as we can
- AD's GSR Review 2008:

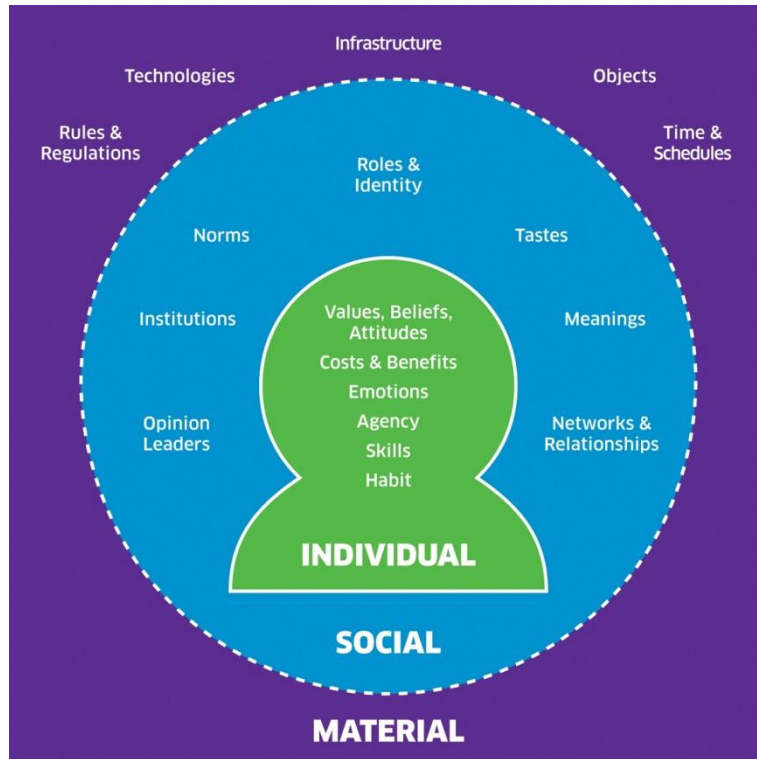
*“There is no one winning model”*
- BUT, faced with myriad models, practitioners ask ‘Which one should I use?’
- ISM devised to bridge this divide: one single multi-disciplinary model
- Predominantly a practical tool (also, theoretical objections)
- ISM argues that for substantive and lasting behaviour change we must:
  - i) *Work across multiple contexts*
  - ii) *Draw on multiple disciplines*
  - iii) *Involve multiple stakeholders*
  - iv) *Combine into a package of interventions (or multiple at the same time)*



# The ISM Model (Darnton & Evans for TSG 2013)



# ISM applied to... recycling



## • SOCIAL CONTEXT NORMS



## • MATERIAL CONTEXT

### SCHEDULES

## Your bin collection day is Monday

Grey lidded food bins are collected weekly. Green household bins and brown garden bins are collected once a fortnight, apart from in the winter when brown bins are collected monthly.

Check the calendar below for your green and brown bin collection days. And don't forget to put your grey lidded food bin out each week. Collections take place between 6am and 10pm. Please place your bin by the kerbside before 6am. If you have a communal bin, it will be collected as normal.

## Your 2012/13 calendar

MON 1A

2012												2013															
Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	1	5	3	7	4	4	1	6	3	1	5	2	7	4	2												
10	8	12	10	14	11	11	8	13	10	8	12	9	14	11	9												
17	15	19	17	21	18	18	15	20	17	15	19	16	21	18	16												
24	22	26	24	28	25	25	22	27	24	22	26	23	28	25	23												
29		31						29			29	30			30												

☒ Brown/grey collection

☒ Green/grey collection

☒ Grey only collection

### Information

If you don't have brown or grey lidded bins, and would like to find out more about these services, or if any of your bins are not collected on the dates shown, please get in touch by email [waste@edinburgh.gov.uk](mailto:waste@edinburgh.gov.uk) or phone 0131 529 3030.

For more information including where to find your nearest Community Recycling Centre please visit [www.edinburgh.gov.uk/recycle](http://www.edinburgh.gov.uk/recycle) or contact us using the details above.

Please refer to the website and local press for Christmas and New Year collections.

### More about your waste services

Grey Lidded Food Bin	
YES PLEASE	NO THANKS
Beans, pasta and rice	Liquids (including milk and cooking oil)
Bread cakes and other bakery items	Food packaging
Dairy items (such as cheese)	Garden waste
Eggs and egg shells	Animal waste or bedding
Fruit and vegetables (including peelings)	
Meat and fish (including bones)	
Tea bags and coffee grounds	
Fast food (ie chips, burgers and pizzas)	

Brown Garden Bin	
YES PLEASE	NO THANKS
Flowers, plants and garden weeds	Litter
Grass cuttings	Timber
Hedge clippings, twigs and small branches	Soil and turf
Leaves	Plastic bags or liners
Christmas Trees (please cut in half and place beside your garden waste bin)	Kitchen or food waste
	Plant pots or polystyrene
	Stones, bricks or rubble
	Animal bedding or straw

Red and blue boxes	Green Household Bin
Don't forget you can use these to recycle glass, metal, textiles, cardboard, paper and plastic bottles. You will continue to receive a separate calendar as usual.	Please only put what you cannot recycle in your green bin

**Make our city Edinburgh**

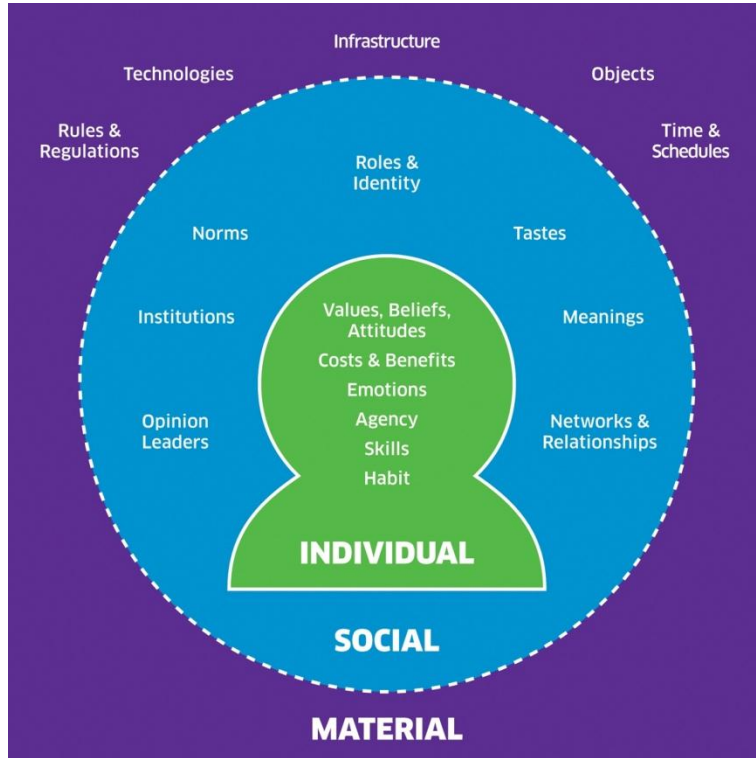
**HAPPY TO TRANSLATE**  
You can get this document on tips, in British large print and various computer formats. You will also receive a separate calendar as usual. If you need more information contact us on 0131 529 3030. We can also give information on community language translations.

## • INDIVIDUAL CONTEXT

### ATTITUDES

are you doing your bit?

# ISM applied to... mobile phone driving



- **INDIVIDUAL** CONTEXT:

COSTS & BENEFITS

- **SOCIAL** CONTEXT:

MEANINGS

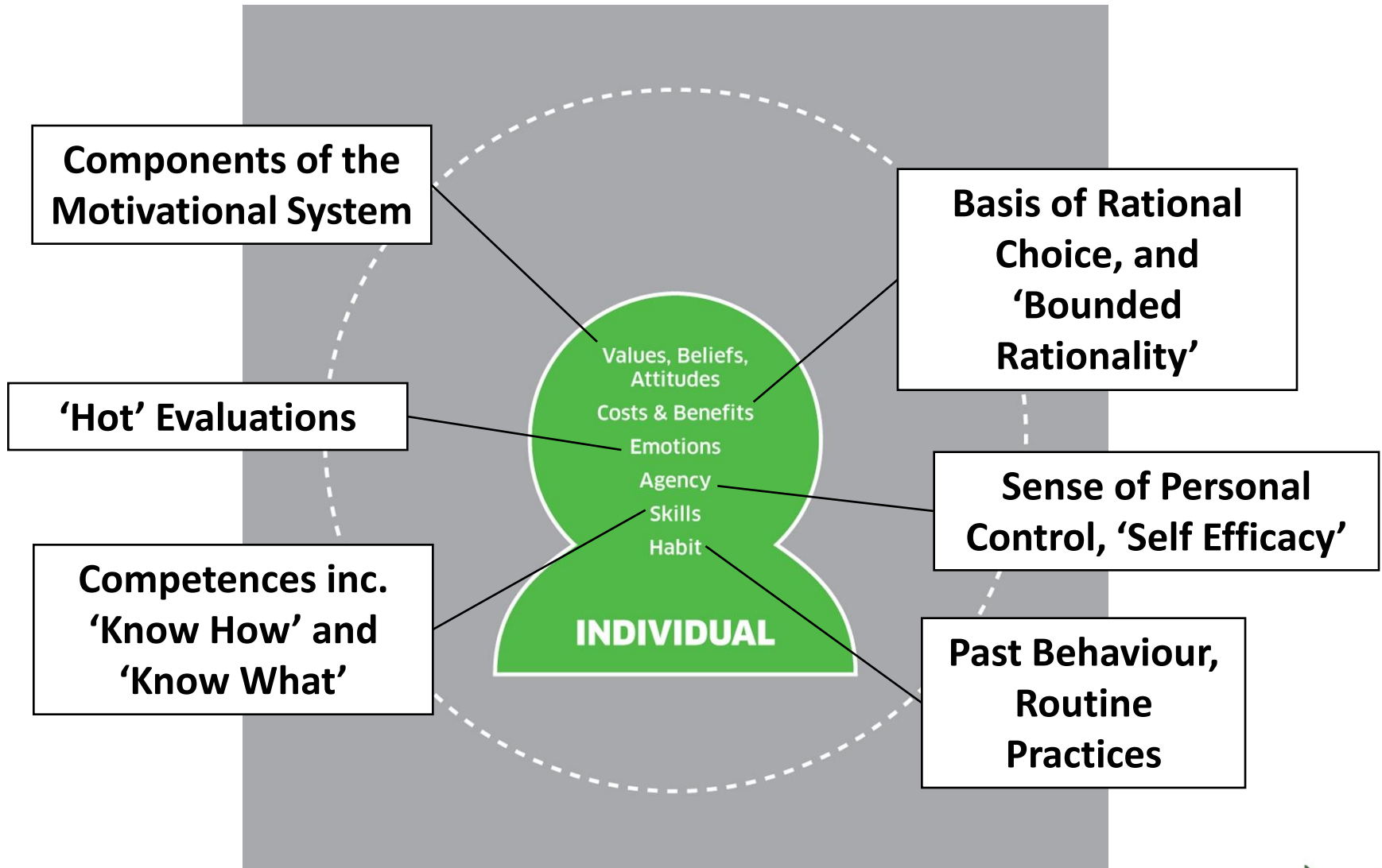


- **MATERIAL** CONTEXT:

TIME & SCHEDULES

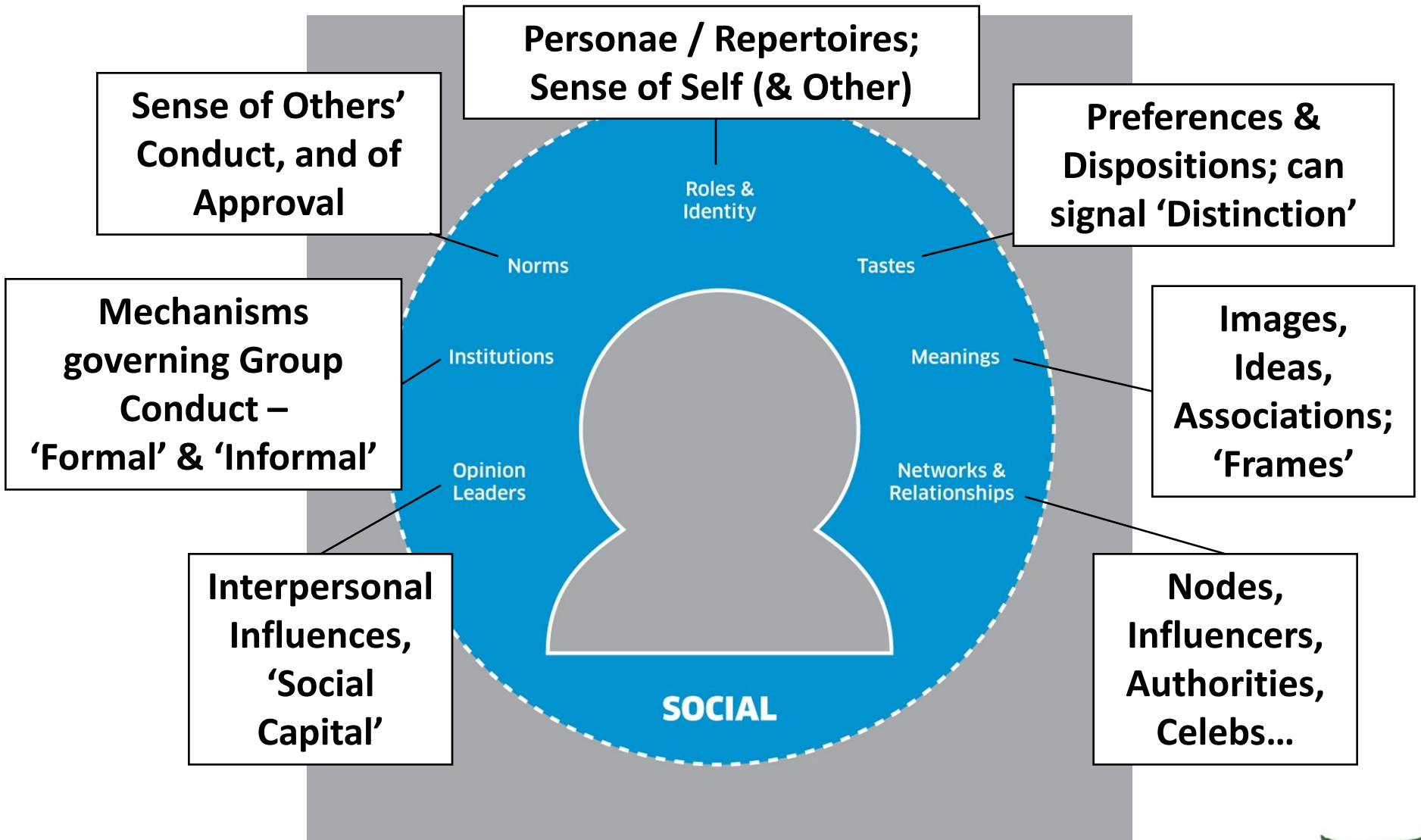


# ISM Labels: The INDIVIDUAL Context

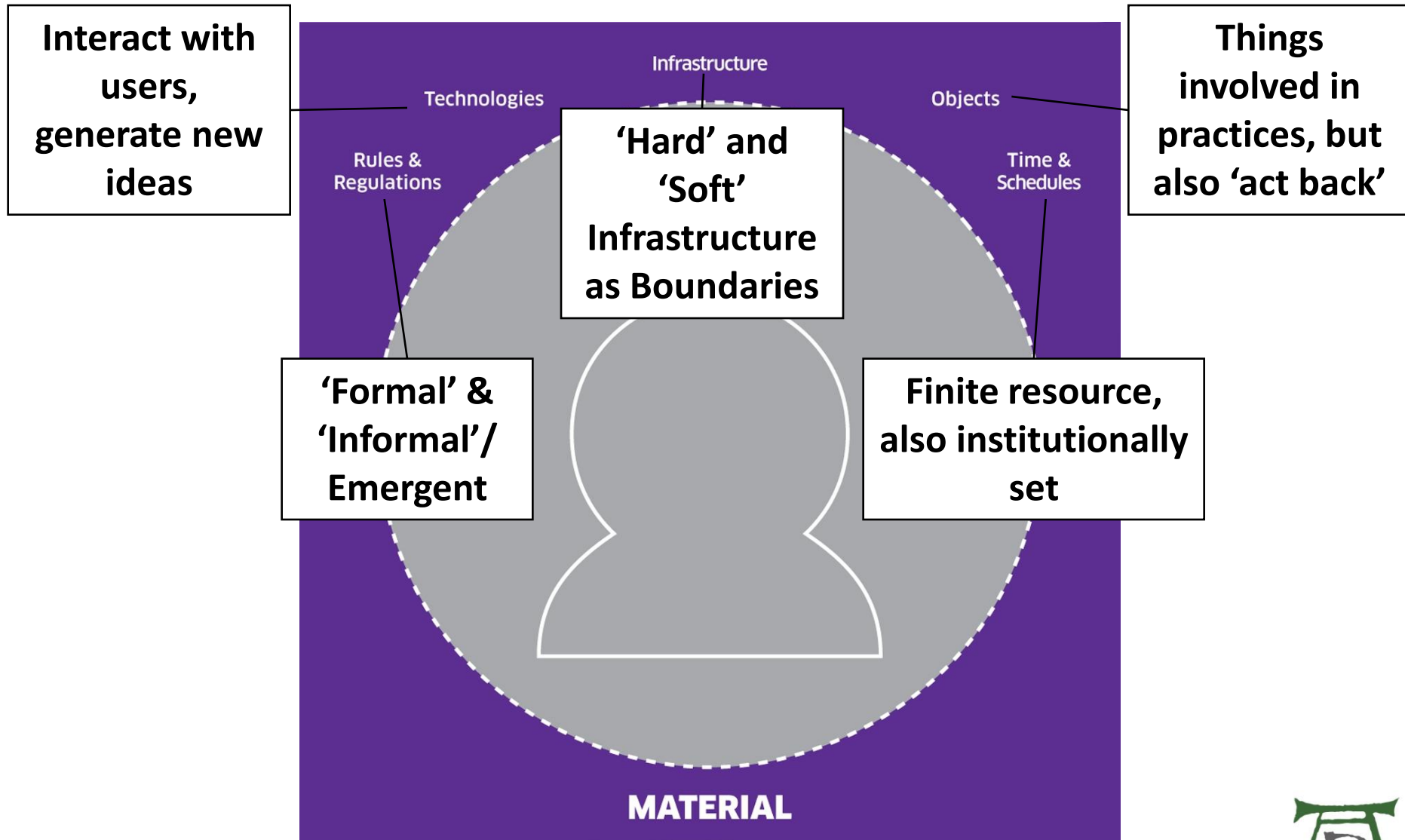




# ISM Labels: The SOCIAL Context



# ISM Labels: The MATERIAL Context



# The ISM Tool: Introductory Mini-Workshop

- An opportunity to try out the ISM tool in practice
- 6 groups of approx. 10-12 people at 6 tables
- Task:
  - i) Map behaviours to ISM
  - ii) Identify priority ISM factors
  - iii) Generate Insights and Ideas
- Behaviours
  - Tables A-C *Increasing uptake of walking for short journeys instead of using the car*
  - Tables D-F *Increasing uptake of kerbside food waste collection service*
- Feedback - observations and questions, how would you use ISM?



Research & Analysis

[ad@andrewdarnton.co.uk](mailto:ad@andrewdarnton.co.uk)