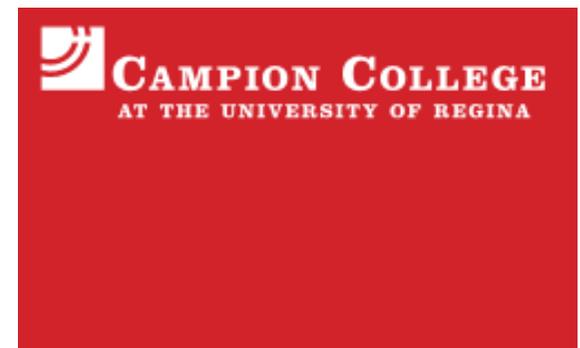

The Joy of Frugality: Waste Minimization & Well-Being

Katherine Arbuthnott

May 8, 2014



Please indicate how much satisfaction or enjoyment you get from:

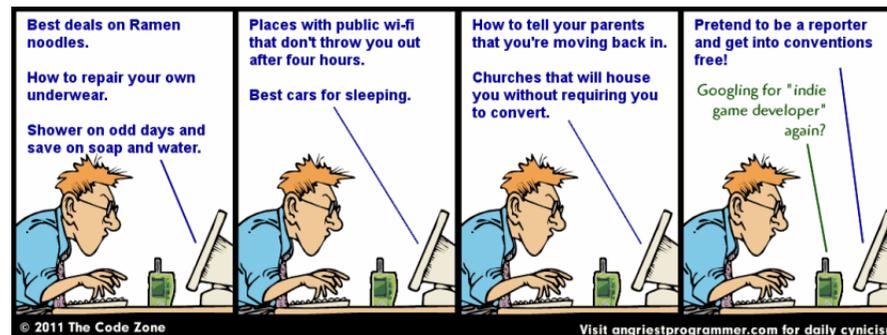
- | | <i>none</i> | <i>a lot</i> |
|---|---------------------------|--------------|
| 1. Finding ways to avoid waste | 1-----2-----3-----4-----5 | |
| 2. Buying items I need from a secondhand shop | 1-----2-----3-----4-----5 | |
| 3. Finding ways to use things over and over | 1-----2-----3-----4-----5 | |
| 4. Repairing rather than throwing things away | 1-----2-----3-----4-----5 | |
| 5. Keeping something running past its normal life | 1-----2-----3-----4-----5 | |
-

Outline

- 3 psychology studies:
 - De Young (2000): frugality & satisfaction
 - Sheldon et al. (2010): evoking prosocial intentions
 - Rudd et al. (in press): prosocial acts & well-being
 - Crafting effective waste minimization messages
-

Frugality

- Pro-environmental behaviours are often characterized as involving quality-of-life **sacrifices** (e.g., Kaplan, 2000)
- “frugality... is usually portrayed as an onerous undertaking, one requiring personal sacrifice of the highest order.” (De Young, 1990)



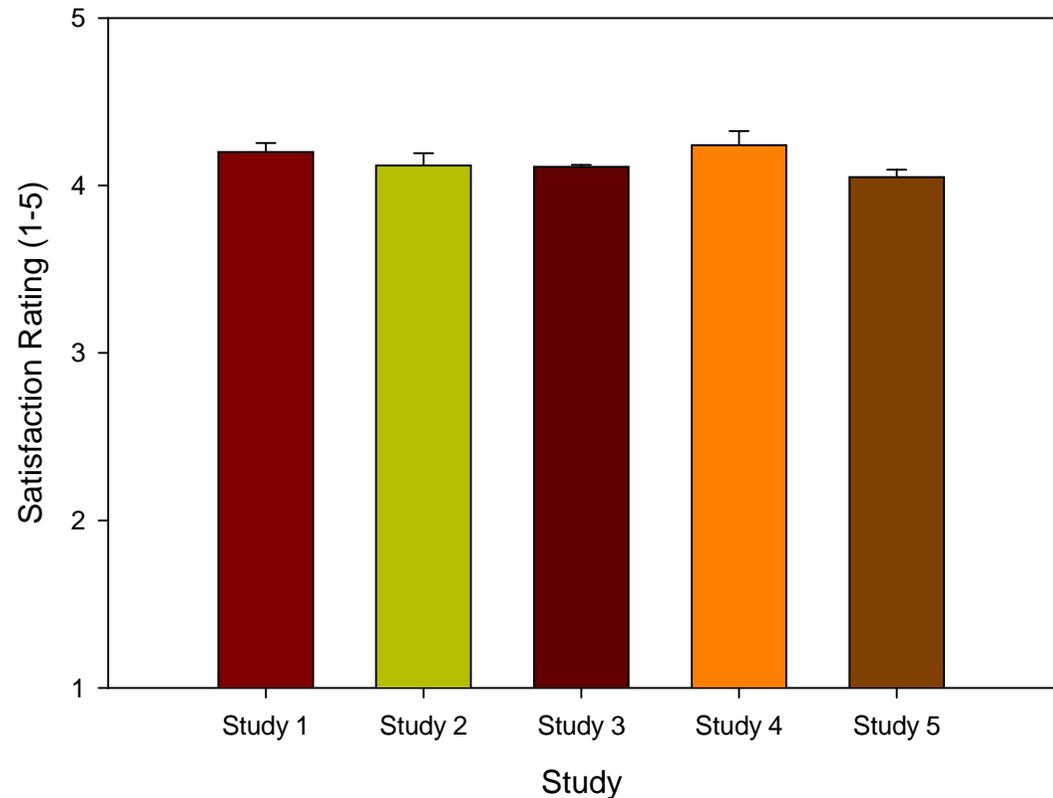
- In addition to being unlikely to encourage frugal behaviour, this is not entirely true.

Frugality

Satisfaction from:

- Finding ways to avoid waste
- Buying items I need from a secondhand shop
- Finding ways to use things over and over
- Repairing rather than throwing things away
- Keeping something running past its normal life

De Young (2000): Frugality



De Young (2000)

- “Our studies indicate that frugality is perceived by the participants as a satisfying activity worth pursuing in its own right.”

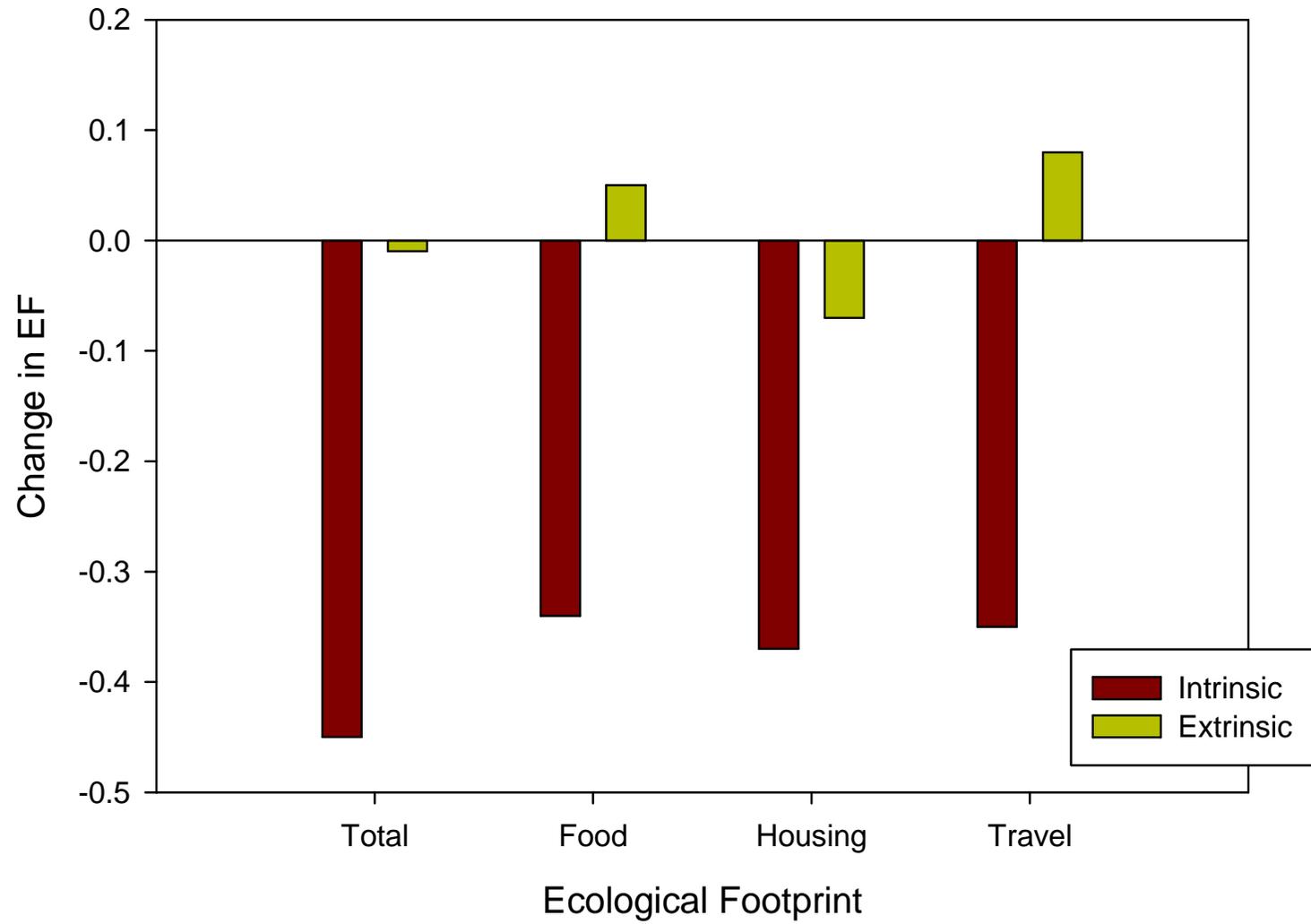


Evoking Prosocial Intentions:

Sheldon, Nichols, & Kasser (2011)

- Participants read a short statement about “Americans”:
 - Intrinsic: American people are known for their generosity and willingness to pull together in times of need.
 - Extrinsic: American people are known for their financial success, material gain, and competitiveness.
 - Where would you recommend the average American’s ecological footprint be 5 years from now?
-

Sheldon et al. (2011)



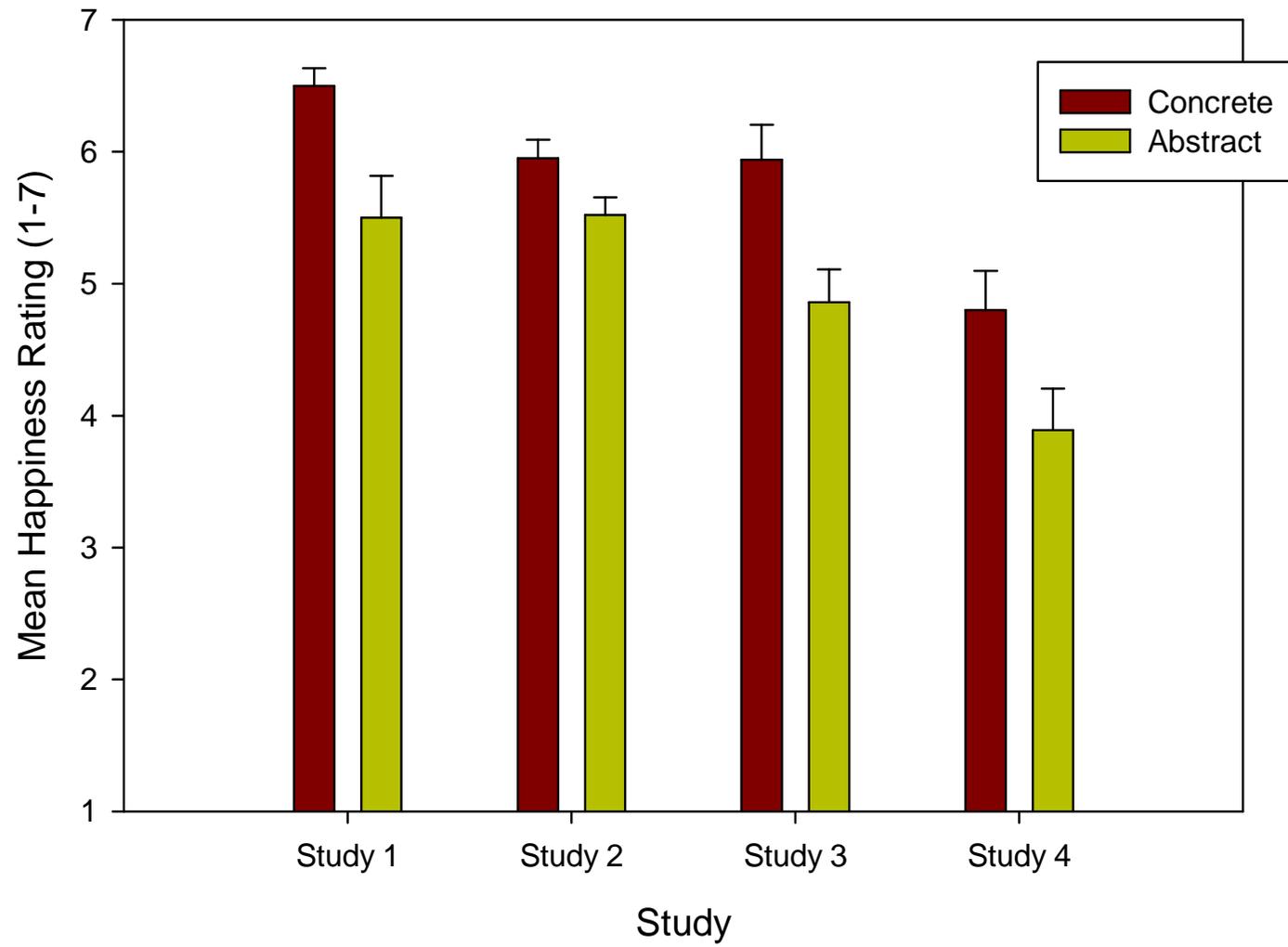
Prosocial Actions & Well-Being

- Prosocial actions improve giver's well-being:
 - Volunteers have higher levels of life satisfaction, well-being, & fewer symptoms of depression (Thoits & Hewitt, 2001; Morrow-Howell et al., 2003)
 - Charitable donations show brain activation associated with reward & pleasure (Harbaugh et al., 2007)
 - Greater benefit than self-directed acts
 - Spending money on others boosts happiness more than spending money on oneself (Dunn et al., 2008)
-

Rudd, Aaker, & Norton (in press)

- Concrete prosocial goals (increase recycling) boost well-being more than functionally similar abstract goals (support environmental sustainability)
 - Concrete goals enable expectations that are closer to action outcomes
-

Rudd et al. (2014)



Research Summary

- Frugality can be experienced as satisfaction, rather than sacrifice
 - Reminding us of internal motivations increases prosocial intentions
 - Prosocial acts improve our well-being
 - Enhanced with concrete goals
-

Take-home messages:

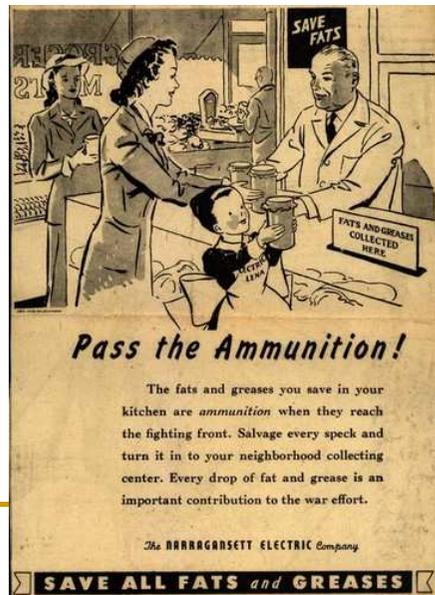
Encouraging waste minimization

- Avoid portraying waste minimization as involving sacrifice
- Highlight the satisfactions associated with frugality



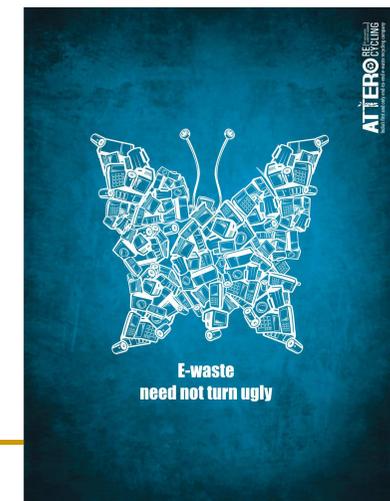
Take-home messages: Encouraging Waste Minimization

- Highlight internal motivations (e.g., competence, community) rather than financial focus



Take-home messages: Encouraging Waste Minimization

- Highlight concrete actions to boost well-being benefit of action



Take-home messages: Encouraging Waste Minimization

- Avoid creating exaggerated expectations
 - Reduces well-being benefit from action



It's something worth celebrating.

BLUE CART RECYCLING

Service starts July 2013

Blue carts will be delivered this spring.

We've listened to residents' opinions and developed a straightforward recycling program that will help us create a cleaner, greener and more sustainable Regina. By working together, we can recycle over 40 per cent of our household waste and divert 28,000 tonnes from our landfill each year.

Recycling collection starts in July. If you currently receive City garbage service, a blue cart and program guide will be delivered to your home this spring. Watch for your cart and get ready to join the party.

For more information, visit Regina.ca

City of Regina | **REGINA**
infinite horizons

Save the Day!
Don't throw it away!



Recycle



EARTHlink NTU

"If I change, the world changes..."



RECYCLE, REDUCE, RECOVER, REUSE

Reverse how you think about waste. What is waste in reverse? It is waste given a renewed purpose as a resource. It is a recycled aluminum can that can power a laptop. It is a pear that turns into energy as it biodegrades. Putting the four R's - Recycle, Reduce, Recover and Reuse into action is what Waste Management is all about. Join us and let's Think Green.®

Think Green. **WM**
WASTE MANAGEMENT

www.thinkgreen.com