PRIORITISING PREVENTION AND REUSE: How might we move towards a waste system that prioritises ‘prevention’ and ‘re-use’ over ‘recycling’ and disposal?

SYSTEM ASSUMPTIONS
- Single-use plastic water bottles still exist in the system
- Throwaway alternatives to single-use plastic water bottles (SUP water bottles) help transition to a non-plastic based system
- There are no SUP water bottles in the system

POLICY
- Closing the loop on plastic
- Throwaway alternatives

INDUSTRY (from manufacturing through to business)
- Refillable water vessels
- System to support refillables

INFRASTRUCTURE DESIGN
- Infrastructure
  - Retail: Plastics recycling
    - Close to river/ocean
    - Landfills
    - Waste
    - Recycle on the go
    - Peer & social behaviour

BEHAVIOUR
- Littering, binning
- Shifting citizen behaviour

VALUES
- These represent values and means to communicate the leverage points and need further testing & refining.
- Help the environment
- Cost
- Care of personal environment
- Personal health
- ‘Saving plastic’
- Hygiene of water and fountains
- Aesthetics
- Value for money

CULTURE
- How might we tackle negative perceptions about the drinkability and healthiness of tap water?

IMPACT EVIDENCE
- How might we build the evidence of impact of shifting behaviour?

SCALING
- How might we work with disruptors to scale new product-service solutions?

JOINING UP
- How might we coordinate action with other actions, initiatives and campaigns on ocean plastic?

SOCIAL NORMS
- How might we make single-use plastic water bottles a taboo and using a refillable water vessel the norm?

VALUE THE OCEAN: How might we communicate more effectively so that Londoners feel connected to the ocean and develop a shared appreciation of its value?