



BEN Delfland

Behavioral Expert Network

Wondere Wereld van Weerstand

Kes Nieuwpoort



1. Reactie
2. Actie

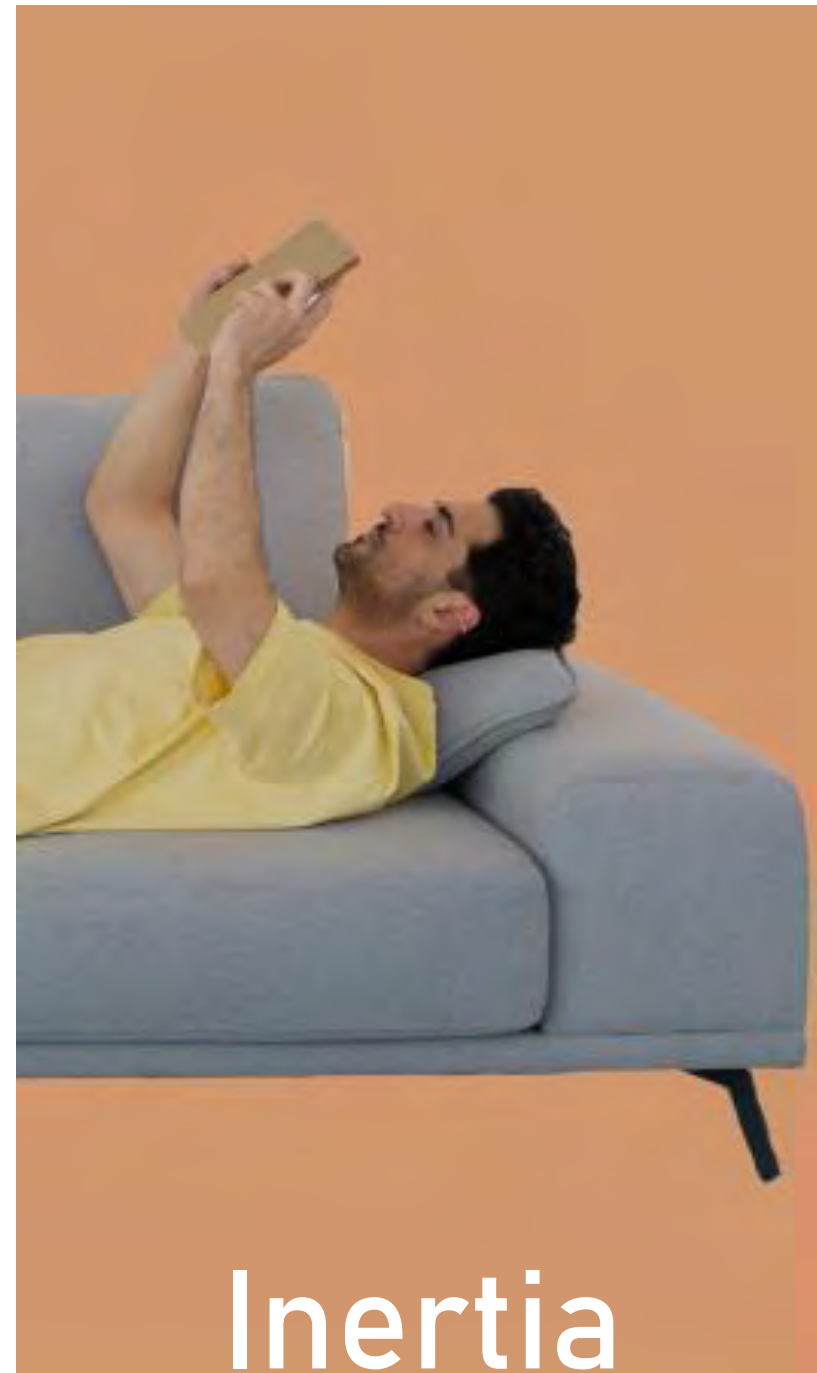




Reactance



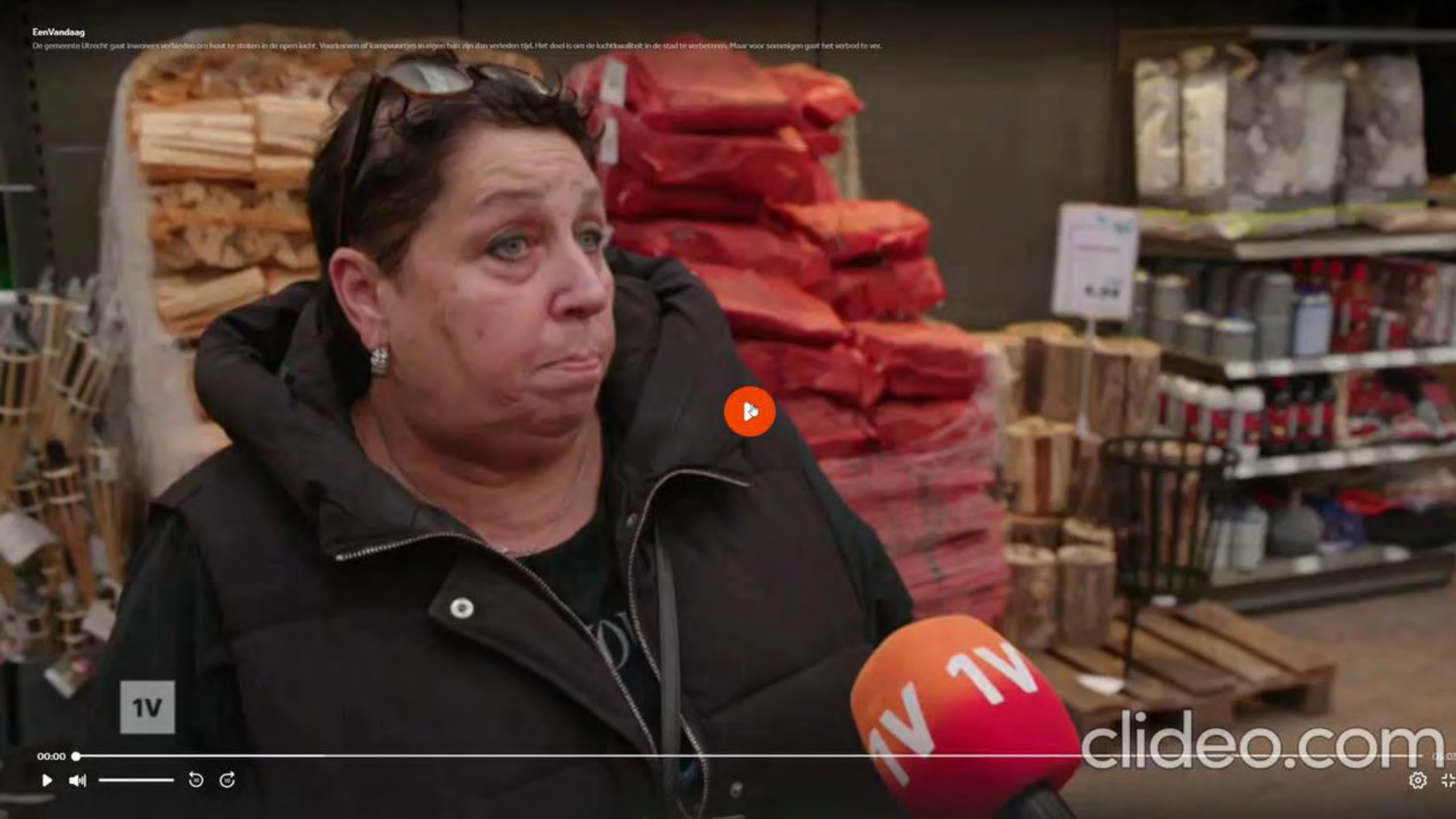
Skepticisme



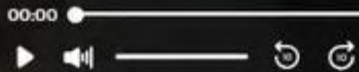
Inertia



Reactance



1V



clideo.com





-
- Bedreiging van autonomie
 - Heftige emotionele reactie



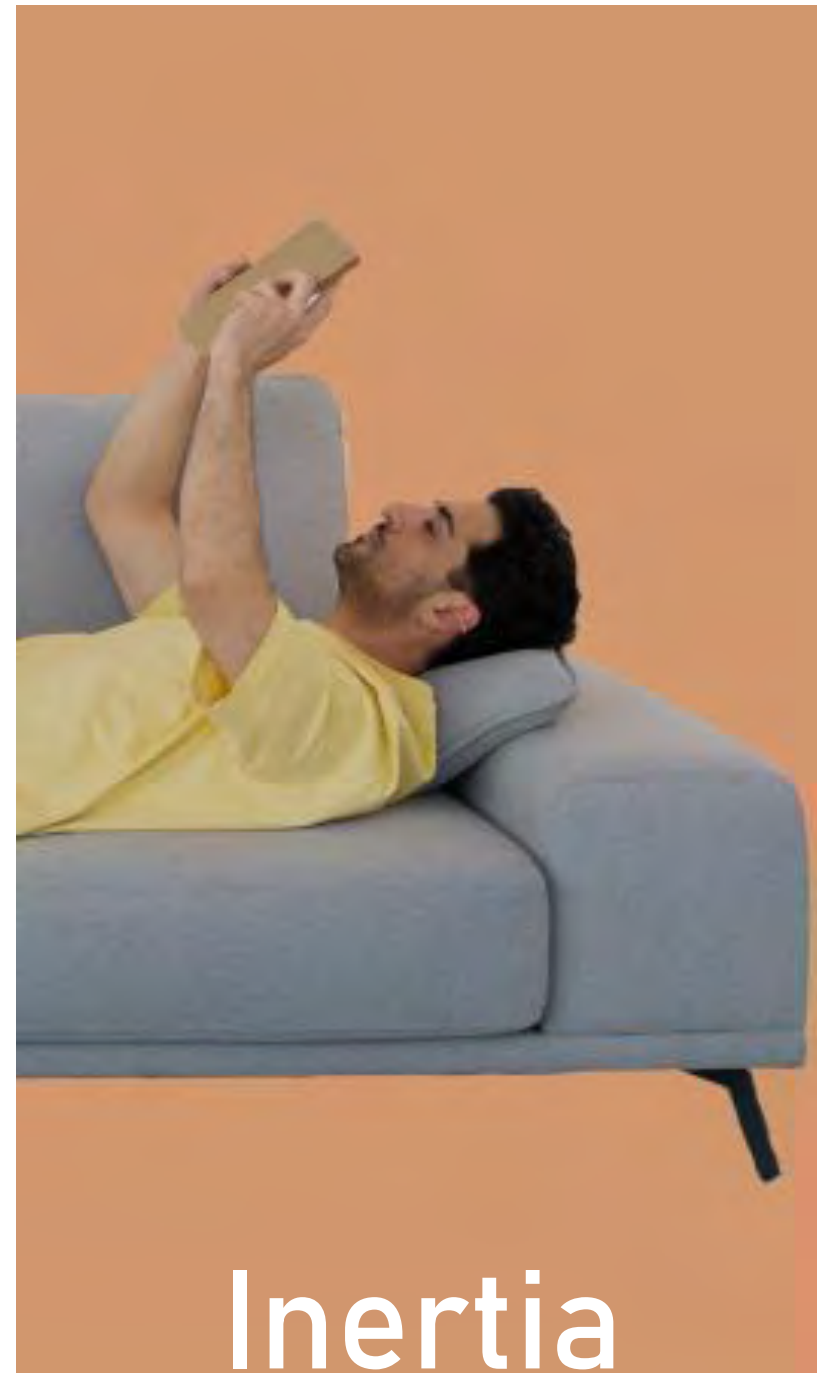
-
- “Dat bepaal ik zelf wel”
 - Gebrek aan autonomie en vrijheid



Reactance



Skepticisme



Inertia



Skepticisme

VEED





-
- Focus op inhoud
 - Behoeftte aan zekerheid



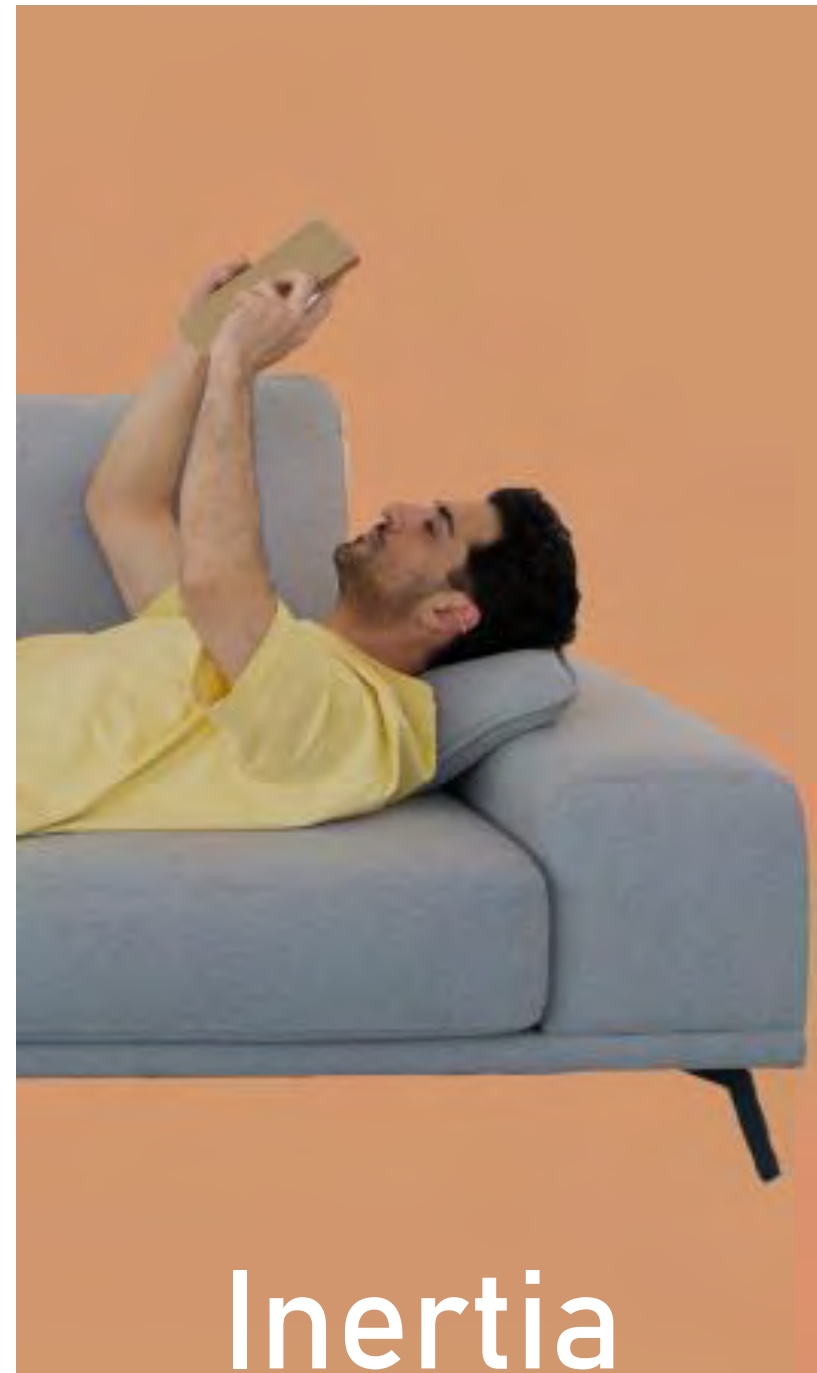
-
- “Ik weet het nog net zo niet hoor”
 - Gebrek aan zekerheid



Reactance



Skepticisme



Inertia



Inertia

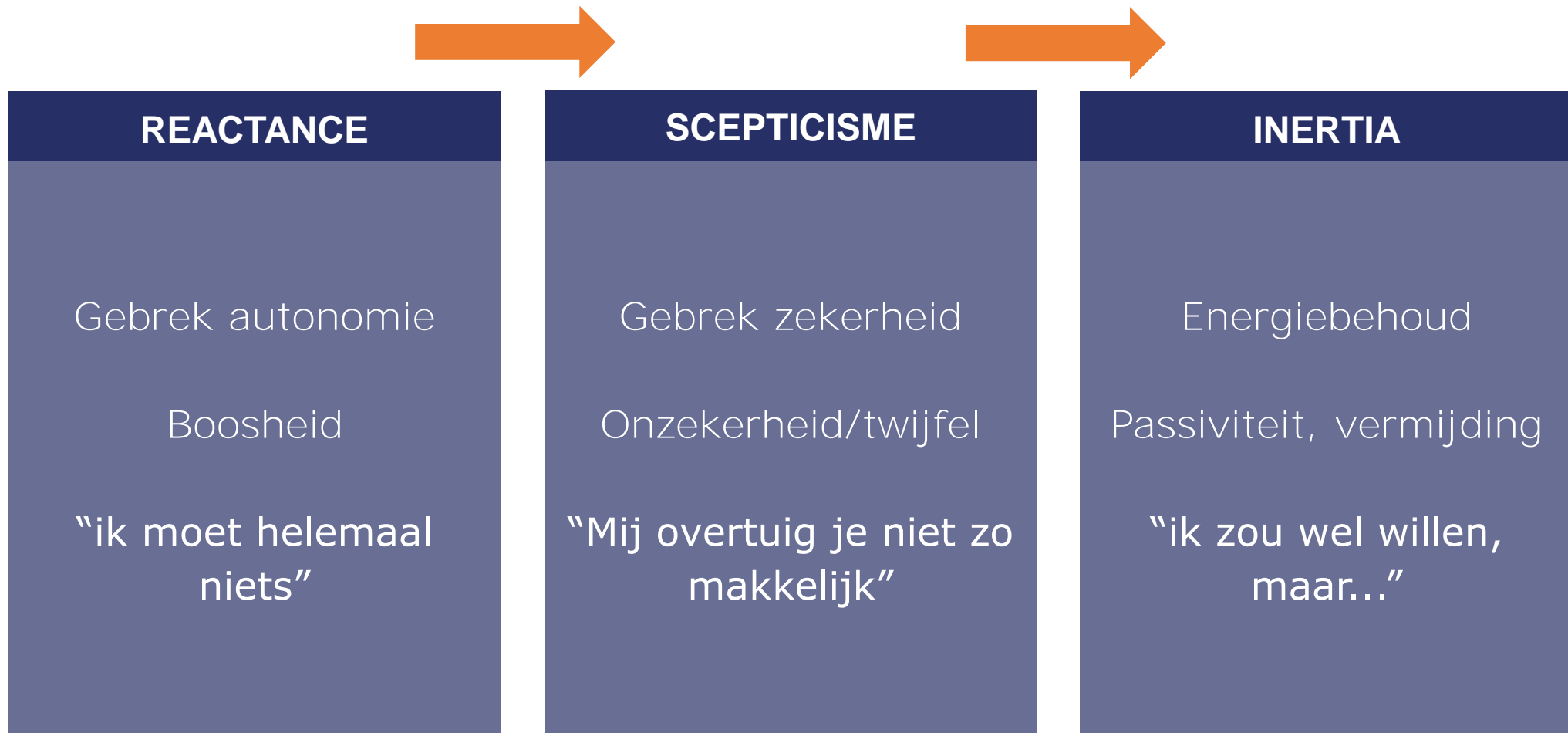




-
- De weg van de minste moeite
 - Verlangen om niet te veranderen



-
- “Ik zou wel willen, maar...”
 - Gebrek aan behoefte

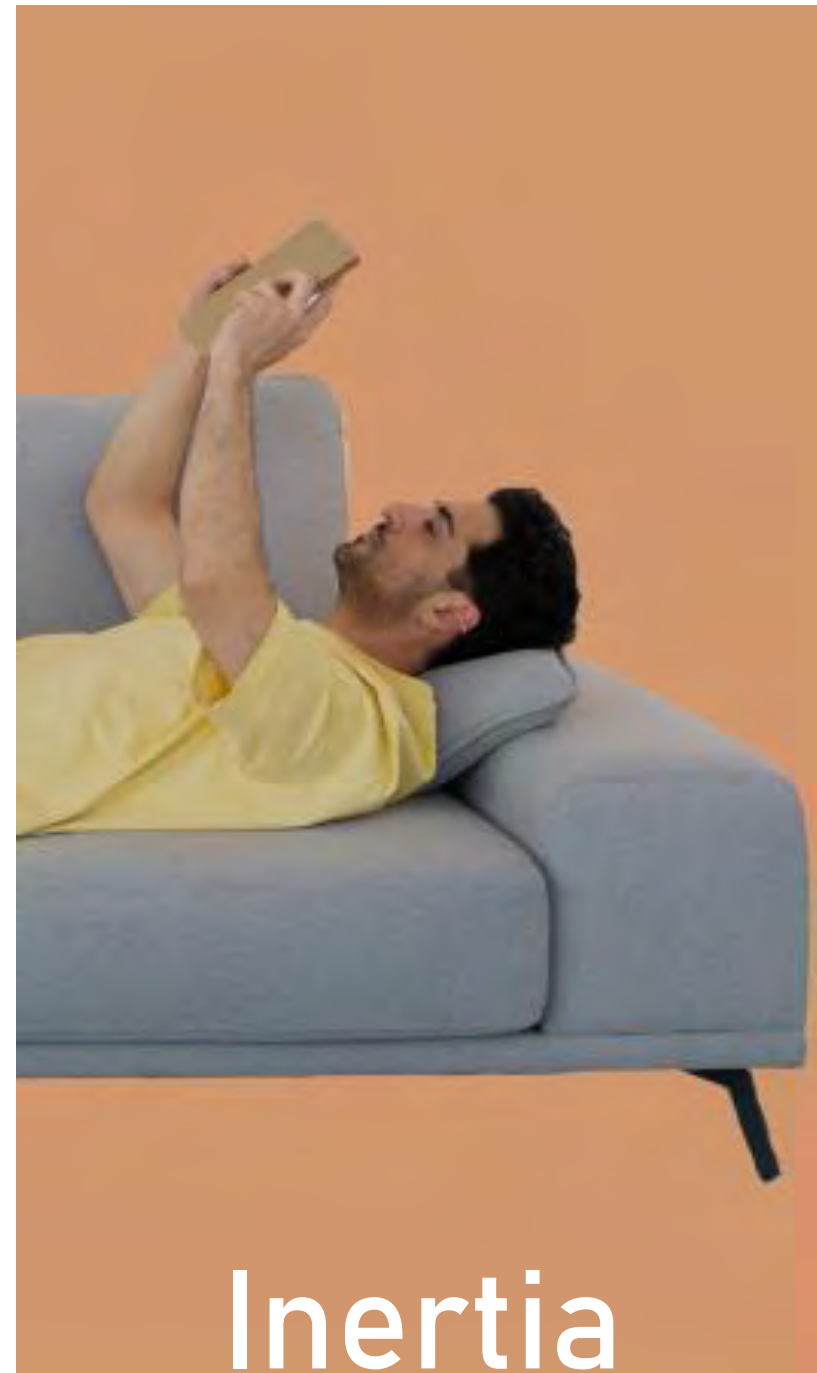




Reactance



Skepticisme



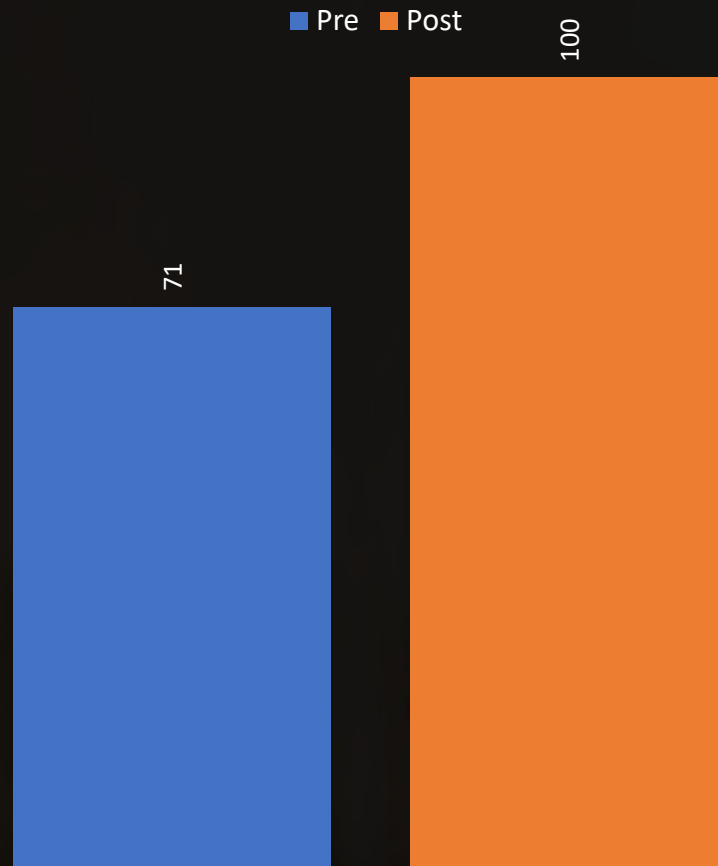
Inertia



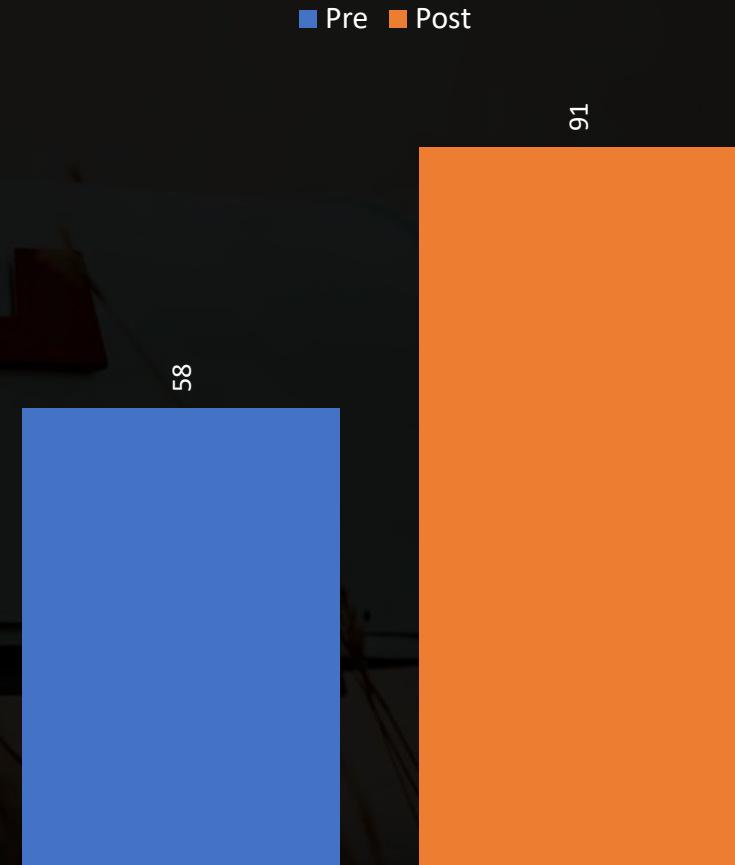
Omgaan met Reactance

Weerstand erkennen

BRIEF POSTEN



PARKEERMETER



Keuzes geven





Omgaan met Skepticisme

Garanties geven



Garanties geven





Omgaan met
inertia

Makkelijk maken



Makkelijk maken



Makkelijk maken

TRASH

Cartons

Chip bags and food wrappers

Hot drink cups

Plastic bags and plastic wrap

Bubble mailers

Disposable gloves and masks

Disposable utensils

Dirty take-out containers

Coated take-out containers

DU Sustainability

FOOD WASTE

Produce
fruit & vegetables

Dairy & Eggs
milk, yogurt, ice cream & cheese

Meat & Bones
all cooked & raw meat products including bones, shells, fish, beef & chicken

Bread & Dry Goods
pasta, beans, rice, bread & cereal

Soiled Paper Products
chips/cookies, coffee grounds & filters, tea bags, soiled paper goods bags, paper towels, napkins & uncoated take-out containers

PLA Containers
must be labeled as PLA or compostable

~~Metal~~ ~~Plastic~~ ~~Glass~~ ~~Paper & Cardboard~~

DU Sustainability

MIXED RECYCLING

Plastic
Jars, Bottles, Jugs, Tubs
empty, rinse, and replace cap

Paper & Cardboard
Mixed Paper, Newspaper, Magazines, Boxes
empty and flatten

Glass
Bottles and Jars
empty and rinse

Metal
Food and Beverage Cans
empty and rinse

All recycling programs in Massachusetts accept the items pictured above.

~~No plastic bags or plastic wrap
(except for grocery bags)~~

~~No food or liquid
leaky or contained~~

~~No plastic straws
(even if the band)~~

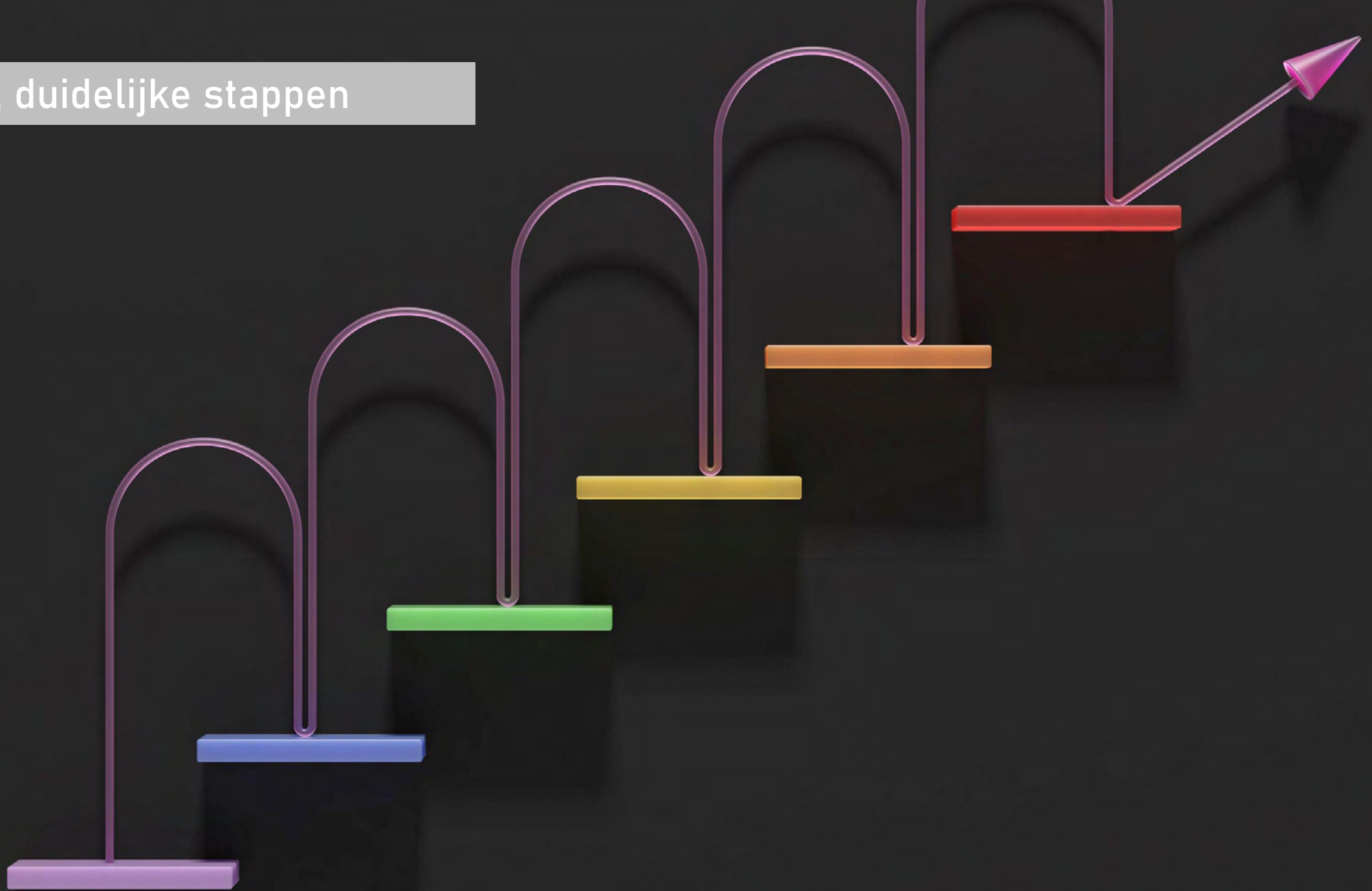
~~No hot drink cups
(even if the band)~~

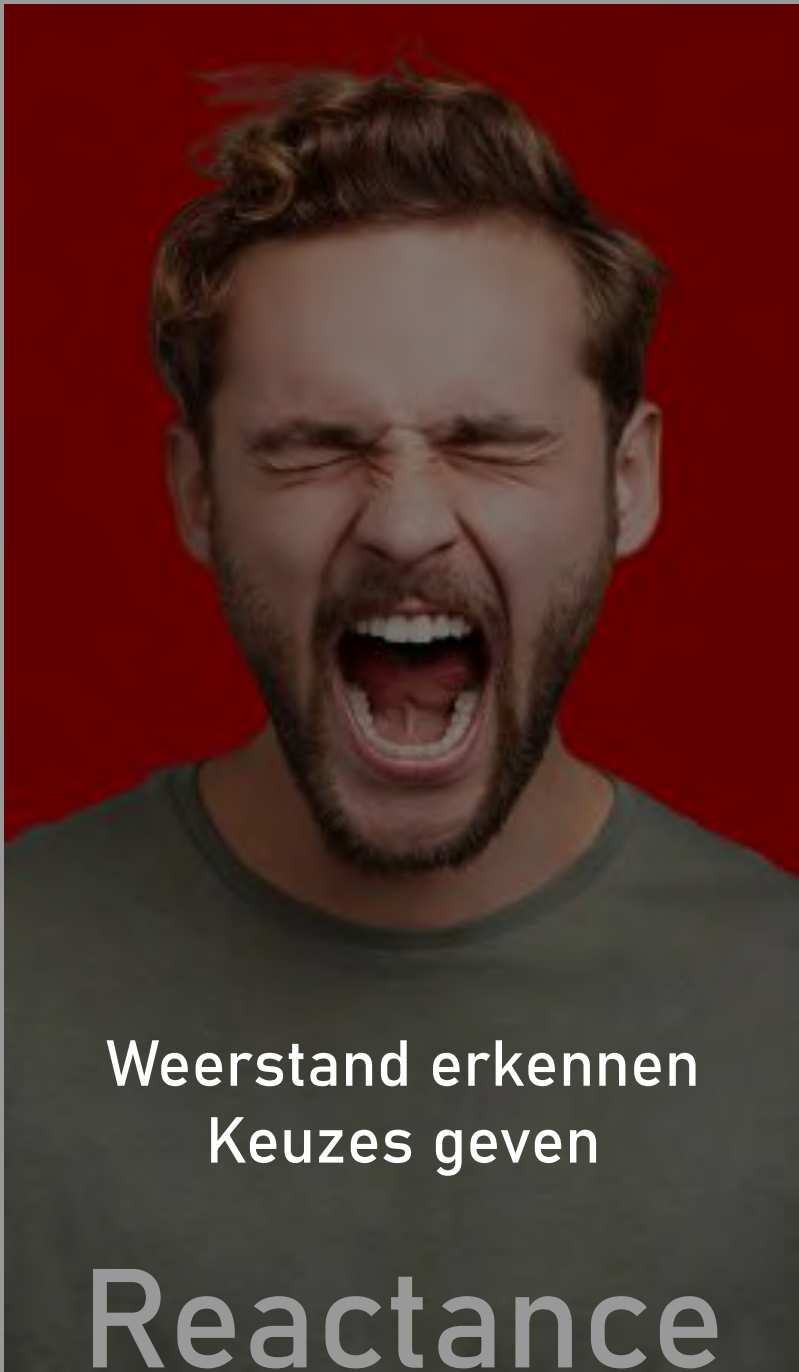
DU Sustainability

Recycle Smart



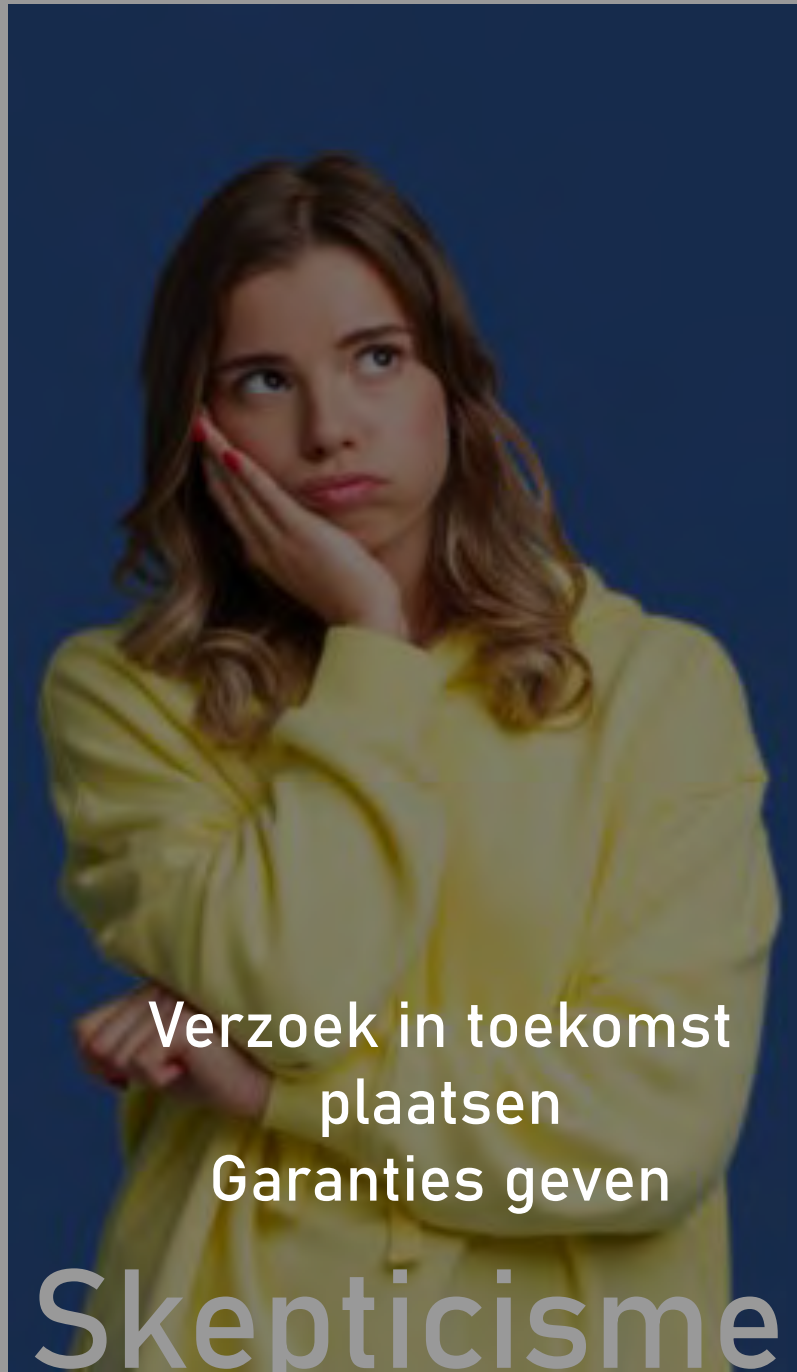
Kleine, duidelijke stappen





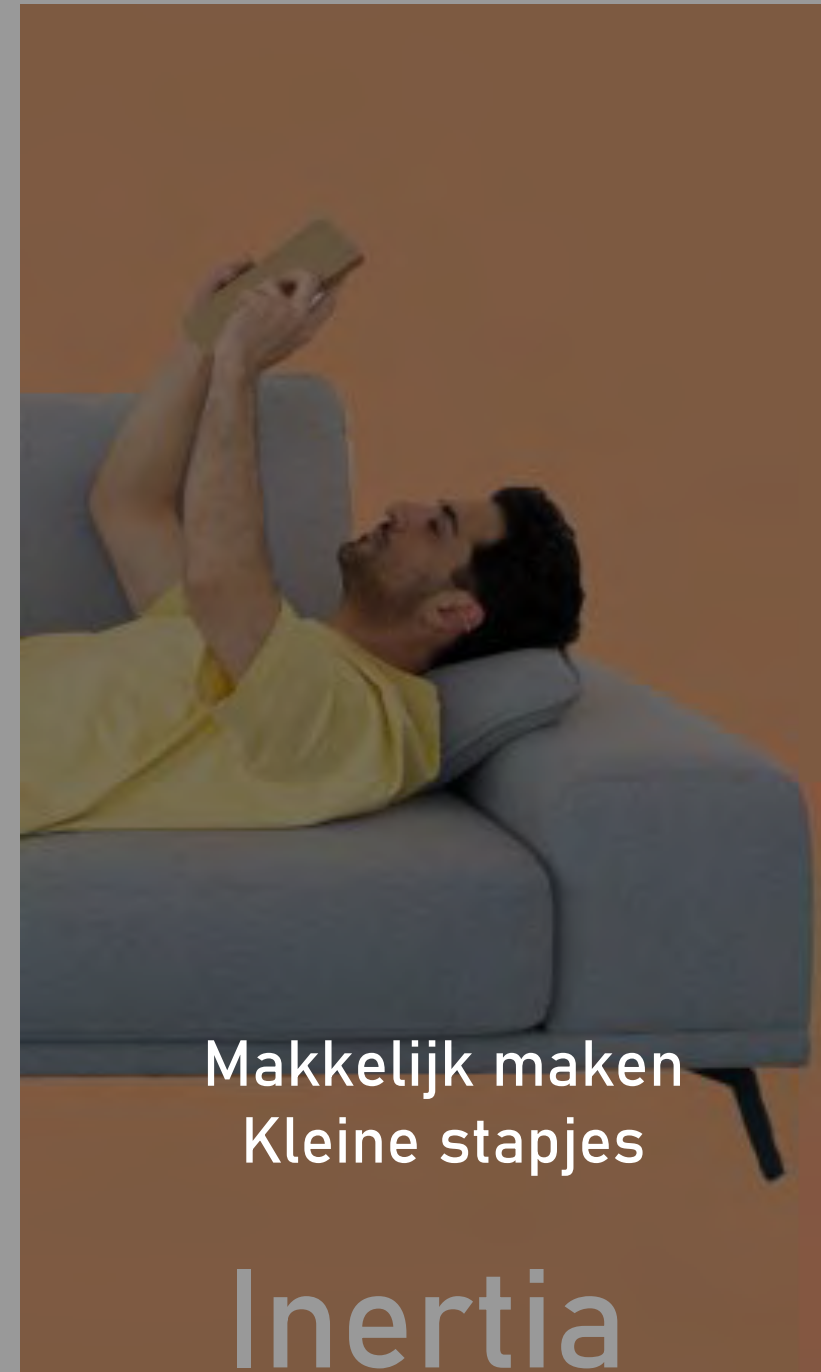
Weerstand erkennen
Keuzes geven

Reactance



Verzoek in toekomst
plaatsen
Garanties geven

Skepticisme



Makkelijk maken
Kleine stapjes

Inertia