



Contemporary Challenge: Making a Difference

Assignment 2

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Section 1 – Notes on the Presentation

Link of presentation video/slides:

https://uowtsd-my.sharepoint.com/:f:/g/personal/2226211_student_uwtsd_ac_uk/ErxfyM6BIahKnejUhPLefIIBgMs1tDmdTAgZCGG0BR3mVg?e=xcE21E

Decision Framework and Techniques

Any comprehensive approach to eliminate single-use plastics must include Consumer Behaviour Analysis. It is critical to understand why consumers buy these items. Identifying ease as the main reason of single-use plastic consumption, for example, can lead to the creation of more user-friendly alternatives. Principles of behavioural psychology, such as social norms and rewards, might be used to encourage choices that are more environmentally friendly. Furthermore, consumer behaviour analysis is a continuous process that allows organisations and governments to modify their tactics as customer preferences change. Understanding consumer behaviour is critical to any plan aimed at reducing single-use plastics consumption. Analysing how and why people use these goods can help decision-makers design successful solutions.

To get insights into consumption trends, market surveys and studies are conducted first. This data can identify which single-use plastic goods are most widely used and in what situations. For example, if disposable plastic bottles for drinking are widely used, it is critical to understand the reasons behind this decision, such as convenience or a lack of readily available alternatives. To determine the triggers and motives for consuming single-use plastics, behavioural psychology techniques can be employed. After gathering information, tactics for favourably influencing customer behaviour may be devised. Behavioural nudges, for example, can encourage the use of reusable alternatives. It can be effective to prominently display reusable water bottles in stores or to give incentives for using them.

In the war against single-use plastics, technology assessment is a continuing effort. The world of plastic reduction technology is dynamic, with new developments appearing on a regular basis. Continuous evaluation guarantees that the most advanced and efficient technologies are implemented into garbage disposal systems, facilities for recycling, and alternative material manufacturing. Decision-makers may optimise their efforts and maximise their effect by being on the cutting edge of technology innovations. Waste management methods are also evaluated using

technology. Sensor-equipped smart garbage collection containers help optimise collection routes and decrease litter. garbage-to-energy plants, for example, might offer an environmentally friendly approach to handle plastic garbage.

Technological methods for tracking plastic consumption and trash creation are critical. Data-driven systems can give immediate insights into consumer patterns, allowing policymakers to make more educated decisions. Tools for sustainability reporting can monitor progress and highlight opportunities for improvement. Utilising technology is critical in tackling the issue of single-use plastics. Technology review entails assessing existing and new technologies that might reduce plastic use, increase recycling rates, and better manage plastic waste. A major component is evaluating recycling technology. Plastic recycling innovations, such as enhanced sorting and processing technologies, can raise the value of recovered materials while decreasing the demand for fresh plastics. Decision-makers must keep current on new advances and make investments in promoting the use of these technologies. Another important factor is evaluating alternate materials. Technologies for producing biodegradable or compostable polymers, as well as materials generated from renewable resources, should be investigated and evaluated for the way they affect the environment, affordability, and adaptability.

Sustainability reporting is an important tool for increasing openness and accountability. When organisations and governments make their efforts and promises to reduce single-use plastics public, they not only establish trust but also motivate others to do the same. Stakeholder involvement via sustainability reporting promotes cooperation by soliciting useful input and ideas from a variety of viewpoints. Accountability is a significant motivation for organisations and government to stay dedicated to their aims and enhance their efforts on a continuous basis. Accountability and openness are essential components of any plan to eliminate single-use plastics. The systematic monitoring and disclosure of an organization's social and ecological performance, particularly attempts to eliminate single-use plastics, is referred to as sustainability reporting.

Reporting on sustainability begins with the development of metrics and key performance indicators (KPIs) for single-use plastics. Metrics might include the total weight of materials used, the proportion of plastics recycled, and the overall decrease in single-use plastic goods. These KPIs provide as a quantitative foundation for measuring success. Effective sustainability reporting involves a wide range of stakeholders, including workers, customers, investors, and members of

the public. These stakeholders can give useful feedback on activities and proposals for decreasing plastic consumption. Transparent communication is vital. Organisations should be transparent about their aims, plans, and progress in reducing plastics that are only used once. Annual sustainability reports, internet updates, and social media outlets are popular reporting communication routes.

Accountability is promoted via sustainability reporting. Organisations are held liable for reaching their declared single-use plastics objectives and pledges. Public criticism may help firms and governments stay on track. In an unpredictable and changing environment, scenario planning is essential. Numerous factors impact the eventual elimination of single-use plastics, some of those being without our control. Decision-makers may pre-emptively prepare for a variety of scenarios by using scenario planning, enabling adaptation and resilience. Organisations and politicians can confidently traverse the complicated terrain of single-use plastics by establishing policies that are flexible and sensitive to varied conditions.

Situation planning is a foresight approach that assists decision-makers in anticipating and preparing for several conceivable scenarios including single-use plastics. It entails developing numerous scenarios or storylines to investigate various outcomes and creating solutions to handle them. The first step in scenario planning is to identify the important drivers or causes that may impact the foreseeable future of single-use plastics. Regulatory changes, customer habits, technical breakthroughs, and global events such as pandemics or natural catastrophes are examples of these factors. Scenarios are created when relevant drivers have been identified. These are believable stories that explain several scenarios for the future. For instance, one scenario may predict a future in which severe rules dramatically cut single-use plastic manufacture, but another would assume the status quo with negligible change.

Each scenario is evaluated in terms of its possible impact on single-use plastics. Decision-makers think about how these possibilities could affect their company, industry, or community. This procedure aids in the identification of dangers and opportunities. Strategy development is informed by scenario planning. Decision-makers can devise methods that are adaptive to many future circumstances. For example, they may spend in development and study to keep ahead of prospective regulatory changes, or they may investigate alternate materials in the event that customer tastes move quickly. Contingency planning is also part of scenario preparation. Decision-

makers design plans of action for certain circumstances that may present the greatest difficulties or possibilities. These plans detail the actions to be taken in response to the unfolding of each scenario.

The decision framework and methodologies for reducing single-use plastics consumption necessitate a diverse approach that includes consumer behaviour study, technological evaluation, sustainability evaluation, and scenario planning. Decision-makers may establish successful strategies to decrease the adverse effects of single-use plastics through comprehension of consumer motivations, utilising technology, publicly documenting progress, and planning for potential future scenarios. This comprehensive strategy addresses the issue holistically and promotes a more sustainable future with a decrease in dependence on single-use plastics.

Section 2 – Reflection

As I look at various solutions for reducing single-use plastics, I'm impressed by how thorough they are. Consumer behaviour study, technology evaluation, sustainability reporting, and scenario planning all add a distinct perspective to this complicated topic.

My emotions are a combination of worry, hope, and curiosity. The problem originates from the widespread usage of single-use plastics and their harmful environmental impact. However, there is reason to be optimistic when it comes to recognising that understanding customer behaviour provides a chance for genuine change. I'm intrigued by the possibility of technological developments and how they may affect our connection with plastics in the future.

When I evaluate these tactics, I can plainly see their worth. Consumer behaviour study is an important first step in illuminating the reasons for our reliance on single-use plastics. Technology evaluation guarantees that we remain on the cutting edge of ideas that might minimise plastic usage. Sustainability reporting encourages openness and accountability, which are essential for success. Scenario planning prepares us for a volatile future, which is particularly essential given the fluid nature of this topic.

Closer inspection reveals how these tactics are interconnected. Insights into consumer behaviour may help inform the invention of novel technologies, while environmental reporting may keep the public up to date on our efforts. Scenario planning equips us to alter our strategy in response to changing customer behaviour and technology advances.

Finally, I acknowledge that these initiatives offer a complete strategy to combating single-use plastics. Despite ongoing environmental challenges, there is hope that educated judgements and innovative technology will result in substantial change.

From my viewpoint, here's how I can help, will make a concerted effort to limit my personal single-use plastic usage by choosing recyclable alternatives and avoiding unneeded plastic goods. At the neighbourhood and federal levels, I will support and campaign for legislation that limit single-use plastics and encourage sustainable alternatives. I want to participate in educational programmes to increase awareness about the negative effects of single-use plastics and to urge others to make more sustainable choices. I'll remain up to date on upcoming technology and support firms and projects that provide environmentally friendly components and recycling

breakthroughs. I will urge organisations to be honest in their sustainability statements and will support initiatives to hold them responsible for their pledges to reduce plastic use. I hope that by taking these steps, I may help to create a future with fewer reliance on single-use plastics and a better world for everybody.

In addition to the aforementioned steps, I feel it is critical to promote conversation along with cooperation within my community. I'll have conversations with friends, family, and coworkers, sharing thoughts and urging people to join the anti-single-use plastics campaign. Collective action has tremendous power, and by mobilising people around me, we can multiply our effect. Furthermore, I intend to constantly seek out and promote businesses and community projects that prioritise sustainability. By connecting my buying decisions with environmentally responsible businesses, I can help to drive the market towards more sustainable practises.

In essence, I view myself as part of a larger movement working for a world with fewer single-use plastics and a better ecology for future generations, not just as a person making changes.

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Appendix

The plan for the presentation was to divide the work into six of our group mates who have each of their sections:

1. Imran Shah Norman Nathan: Decision frameworks and techniques, concluding
2. Stephanie Yong Mun Lei: The role of ethics in identifying solutions
3. Lim Zhan Nian: Wicked problems, Design thinking
4. Nik Nasha Ameera: Decision making tools
5. Muhd Zafran: Interdisciplinary and multidisciplinary teams
6. Zahara Begum: Emotional Intelligence, Persuasion and Diplomacy

Everyone did research on their own parts and came together to link every piece of information together into slides, therefore creating the flow of the presentation.

Link of presentation video/slides:

https://uowtsd-my.sharepoint.com/:f/g/personal/2226211_student_uwtsd_ac_uk/ErxfyM6BlahKnejUhPLefIIBgMs1tDmdTAgZCGG0BR3mVg?e=xcE21E