Step 3: Design the Solution

Part 1 – Intervention Ideation

Let's get creative! This worksheet helps you think about which types of interventions you might want to choose from as possible solutions to your behavioral challenge. Different intervention types are included below as well as the pros and cons of each type and the key considerations for how to make the best of them.

By the end of this worksheet, you will have worked out what types of intervention best suit your challenge and you will have gathered some inspiration from which you can adapt and create your own interventions. Then you will be ready to stress-test your ideas and create your shortlist.

Intervention types and examples

Education and Training



- Cooking skills classes
- School programs to highlight importance of not wasting food
- Food preparation demonstrations
- Food storage tips

Communications and Messaging



- An awareness campaign such as *Love Food Hate Waste* (Canada)
- Billboards or posters
- Newsletters or direct mail
- Magazine articles

Engagement / Modeling / Norms



- Using influencers (e.g., chefs) to show or serve recipes that reduce waste
- Showing progress of a community against a reduction target

Service and Process Design



- A community fridge or share table to share unwanted food
- Smaller plates in canteens or buffets

Product and Packaging Design



- Packs with smaller compartments and "cook half / freeze half" label
- Food sharing app
- Meal planning tool
- Fridge contents reminder chart

Policy and Legislation



- Setting food waste reduction targets
- Clarifying date labels
- Clean-plates policies in schools
- Fines for leaving plate waste at self-serve buffets

Intervention types and how they compare

$: low-cost intervention-type **$$:** medium-cost intervention-type **$$$:** high-cost intervention-type
?: low effort/complexity **??:** medium effort/complexity **???:** high effort/complexity.

Education and Training	Communications and messaging	Engagement / Modeling / Norms
Pros	**Pros**	**Pros**
Builds knowledge, confidence, practical skills; increases motivation and capability.	Useful to support general awareness-raising and education, which reinforces other actions.	Boosts awareness and social norms as motivation.
Cons	**Cons**	**Cons**
Behavior change may fade without reinforcement or supporting systems	Unlikely to cause significant and lasting behavior change shifts on its own.	Short-lived impact if not consistent or paired with other actions.
Top Tips	**Top Tips**	**Top Tips**
Make it hands-on and relevant; use trusted educators; link to real-world benefits (saving money, reducing waste).	Keep tone consistent; use emotional appeal; customize to audience; needs to be well-timed.	Use trusted messengers & influencers; highlight progress; give opportunities to highlight popularity.
$$ **??**	**$** **?**	**$$** **??**

Service and Process Design	Product and Packaging Design	Policy and Legislation
Pros	**Pros**	**Pros**
Offers practical help, improves infrastructure; can disrupt.	Creates novelty; opportunity to increase convenience.	Drives system-wide change; creates lasting impact through accountability.
Cons	**Cons**	**Cons**
Needs funding & operational support / stakeholder collaboration	May be costly, requires stakeholder collaboration.	Takes time to implement; relies on enforcement and political will.
Top Tips	**Top Tips**	**Top Tips**
Must ensure need; best with local engagement.	Must meet real needs, ensure affordability, consider if food waste framing helps or hinders uptake.	Align with national and local goals; ensure fairness and feasibility; pair with communications to support compliance.
$$$ **???**	**$$$** **???**	**$$$** **???**

Use this table to help you decide which intervention types could be helpful.

Intervention Type	✓ — or — ✗	Who, What, When?	Intervention Type	✓ — or — ✗	Who, What, When?
Education and Training: Providing information to build knowledge or skills to build capabilities.	☐		**Service and Process Design:** Adjusting the system and environment to make a desired behavior easier and more convenient.	☐	
Communications and Messaging: Telling and showing people how to behave by raising awareness or framing a narrative.	☐		**Product and Packaging Design:** Making changes to build in system enablers—e.g., ease, convenience, price—to make to make the desired behavior more likely.	☐	
Engagement, Modelling and Social Norms: Engagement campaigns with shared mission; community participation; influencer demonstrations, forums.	☐		**Policy and Legislation:** Making changes (or advocating for them) that will penalize undesirable behaviors and reward desirable ones.	☐	

Now you've selected your intervention types, drop in your favorite examples to the table below.

Intervention Type				
Who, what, when				
Examples for inspiration (Add a description or a link)				
What you like about these examples				
What you will change/add to adapt for your needs				

Great work on completing Worksheet 4.

You are getting to your solutions with a list of your favorite ideas. Next step is to build your ideas and then stress-test them, using Worksheet 5. Let's see how they do!

Your progress:

