

Do Behavioral Interventions and Environmental Awareness Affect Students' Choices for Reusable Water Bottles?

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Universities can serve as an exemplar of sustainability by adopting eco-friendly campus operations. By reducing their carbon footprint and practising responsible waste management, universities set a practical example for the community and contribute to SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action). Our recent study entitled “Do Behavioral Interventions and Environmental Awareness Affect Students' Choices for Reusable Water Bottles?” gathered evidence from COMSATS University of what might trigger students to change their habits from single-use plastic to reusable alternatives. This study experimentally tested behavioral interventions rooted in social norms and environmental awareness to change university students' choices toward reusable water bottles. The project team randomly recruited 822 students for the study. The study is undertaken in three phases. In the first phase, a pre-intervention survey is conducted to gauge students’ knowledge and awareness regarding plastic waste and their behavior toward plastic vs. reusable water bottles. In the second phase, informational and social norm nudges in the form of weekly messages via WhatsApp were used to alter students’ attitudes in the context of environmental sustainability. The project team utilized informational, social, and reminder nudges (in the form of graphics) delivered via WhatsApp messages directly to students' contact numbers for 6 weeks in the treatment group. After the intervention, a post-survey was conducted to examine if there was a change in student’s behaviour. Based on the results of this research, we concluded that this low-cost nudge intervention had a positive impact on their behaviour. In comparison to the control group, more students in the treatment group shifted to reusable water bottles, made fewer single-use plastic bag purchases, and used fewer plastic bags weekly (Spill-over effect).



NO PLASTIC WATER BOTTLE!



Replace it with a Reusable one.

- Eco-Friendly
- Sustainable



- Healthy
- Durable

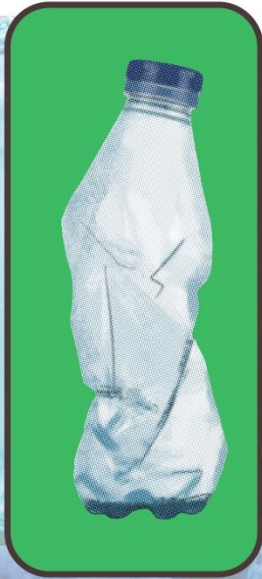


Break The Habit



Green Grounds,
Greener Habits:
Cultivating
Sustainability





A liter of **Bottled Water** can contain **240K Nanoplastics** on average, some of which are so tiny they can enter the organs including the **Heart** and **Brain**. (Qian et al., 2024)



Switch Towards
Reusable !

