**PILOT PROJECTS APPLICATION**

**Piloting the application of behavioural insights for plastic reduction.**

**July 2024**

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| Regional Knowledge Centre for Marine Plastic Debris, Economic Research Institute for East Asia and ASEAN  | Institute for Global Environmental Strategies |
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# Application Form

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| **Organisation Details** |
| Organisation Name |  |
| Country |  |
| Office Address |  |
| Website address |  |
| **Contact Person** |
| Name |  |
| Position |  |
| Email |  |
| Telephone (with country code) |  |
| **Pilot Project Proposal** |
| **[Context (maximum 500 words), required]**Please describe the context of the pilot project you propose:* + Location and Settings
	+ Target people who collaborate on single-use plastic reduction

\* Applications must identify two or more target groups or areas to implement the pilot activities. Please see “Requirements for the pilot projects” above. |  |
| **[Implementation Period, required]**Please describe when you launch and end the proposed pilot project.(Duration: 2 to 6 months; all pilot projects must complete by 31 August 2025) |  |
| **[Approaches 1 (maximum 500 words), required]**Please describe the behavioural insights approaches (at least two levers of behaviour change) to be applied in the pilot project and how these approaches will influence the target people’s behaviours on using and wasting single-use plastic products. |  |
| **[Approaches 2 (maximum 500 words, optional]]**Please describe additional approach(es) to be applied in the pilot project and how these approaches will influence the target people’s behaviours on using and wasting single-use plastic products. |  |
| **[Local Resources (maximum 250 words, optional)]**Please describe any local resources that could be leveraged to increase the impact of your project. This could include, for example, institutional funding, in-kind resources,  |  |
| **[Monitoring (maximum 250 words), required]**The monitoring framework will be provided by IGES during the implementation period. At this moment, please describe what indicators the project will monitor during and/or after implementation |  |
| **[Potential application to other contexts (maximum 250 words)]**Please describe how the lessons learned from the proposed pilot project can be used in other contexts. |  |
| **[Implementing Partners of the Pilot Project (If Any)]**If you plan to work with other partners (e.g. restaurants, campuses) Please describe their roles |  |
| **Any other relevant information (optional)**Please describe any other relevant points, including, for example, past experience working with Behaviour Change or Plastics; existing relationships with local government or business community, etc. |  |