



WP#1 Behaviour Change



REPORT ON WP#1 SCIENCE WORKSHOP

17/03/2022, ROYAL UNIVERSITY OF PHNOM PENH

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SUMMARY

On 17 March 2022, the Build4People team of Work Package #1 “Behavior Change” was hosting a half-day Science Workshop at the Cambodia-Korea Cooperation Center (CKCC) at the Royal University of Phnom Penh.

The main purpose of this Science Workshop was to facilitate the exchange with local sustainability research projects and related experts. Consequently, researchers and practitioners dealing with sustainability topics like waste management, urban climate, climate change adaptation and (pro-environmental) consumer behaviors in Phnom Penh/Cambodia gathered and discussed manifold aspects of researching and supporting a sustainable future for Phnom Penh.

In an interactive so called World Café Session, the participants discussed problems, possible solutions, and relevant change agents and stakeholders for the improvement of environmental aspects like waste management or consumption behavior in Phnom Penh. In course of the scientific exchange on local research projects targeting sustainability and social issues in Phnom Penh/Cambodia insightful research designs and practical implications for sustainable transformations were presented and discussed from the social and environmental science perspective.

Based the fruitful exchange the research activities of the Build4People project are getting enriched by these kind of valuable mutual learning experiences and potentials for future collaborations can be identified.

The Build4People team of Work Package #1 “Behavior Change” would like to thank everyone for participating and engaging in this important collaboration, especially for the organizational support from our colleagues from Royal University of Phnom Penh, Dr. Sok Serey, Dr. Op Vanna and Dr. Nyda Chhinh.

See further insights of the Build4People Work Package #1 “Behavior Change” Science Workshop:

Build4People Homepage:

<https://build4people.org/fruitful-wp1-science-workshop-at-royal-university-of-phnom-penh%ef%bf%bc/>

Video clip at Build4People YouTube Channel:

<https://www.youtube.com/watch?v=6OQwail6qBg&t=22s>

A live stream of this event can be watched on the Build4People Facebook page:

<https://www.facebook.com/watch/live/?ref=search&v=487816829733649>





PARTICIPANTS OF THE WORKSHOP

The participants of the workshop were invited by the team of WP1 and had been chosen according to their work and connection to social and environmental sustainability topics. Most of the participants are researchers at the Royal University of Phnom Penh, coming from the Faculty of Development Studies, Faculty of Social Sciences and Humanities, Department of Psychology, and Department of Geography and Land Management. Researchers from other institutions like the John Hopkins School of Advanced International Studies and Hong Kong Baptist University also joined the workshop. Practitioners of the civil society such as representatives from the Young Eco Ambassadors, and staff from governmental institutions like the Ministry of Rural Development were also contributing to this workshop with their expertise.



Figure 1 Group picture in the hallway of the Cambodia-Korea Cooperation Center (CKCC)





INTRODUCTION ROUND AND BUILDING A COMMON GROUND

Participants introduced themselves and shared their interests and work topics referring to the following guiding questions:

- *What environmental or societal problem would you like to solve one day?*
- *What part(s) of the bigger picture of a sustainable future do you look at with your work?*
- *What would you like to learn from other researchers and practitioners in sustainability studies and processes (in the workshop and in general)?*



Figure 2 Introduction round of participants





During the introduction round, manifold questions and ideas connecting societal and environmental challenges in Phnom Penh/Cambodia were raised. Participants shared many ideas for possible research questions in this regard and their visions about sustainable futures. The introduction round was also giving participants the possibility to share their expectations and learning aims of the workshop.

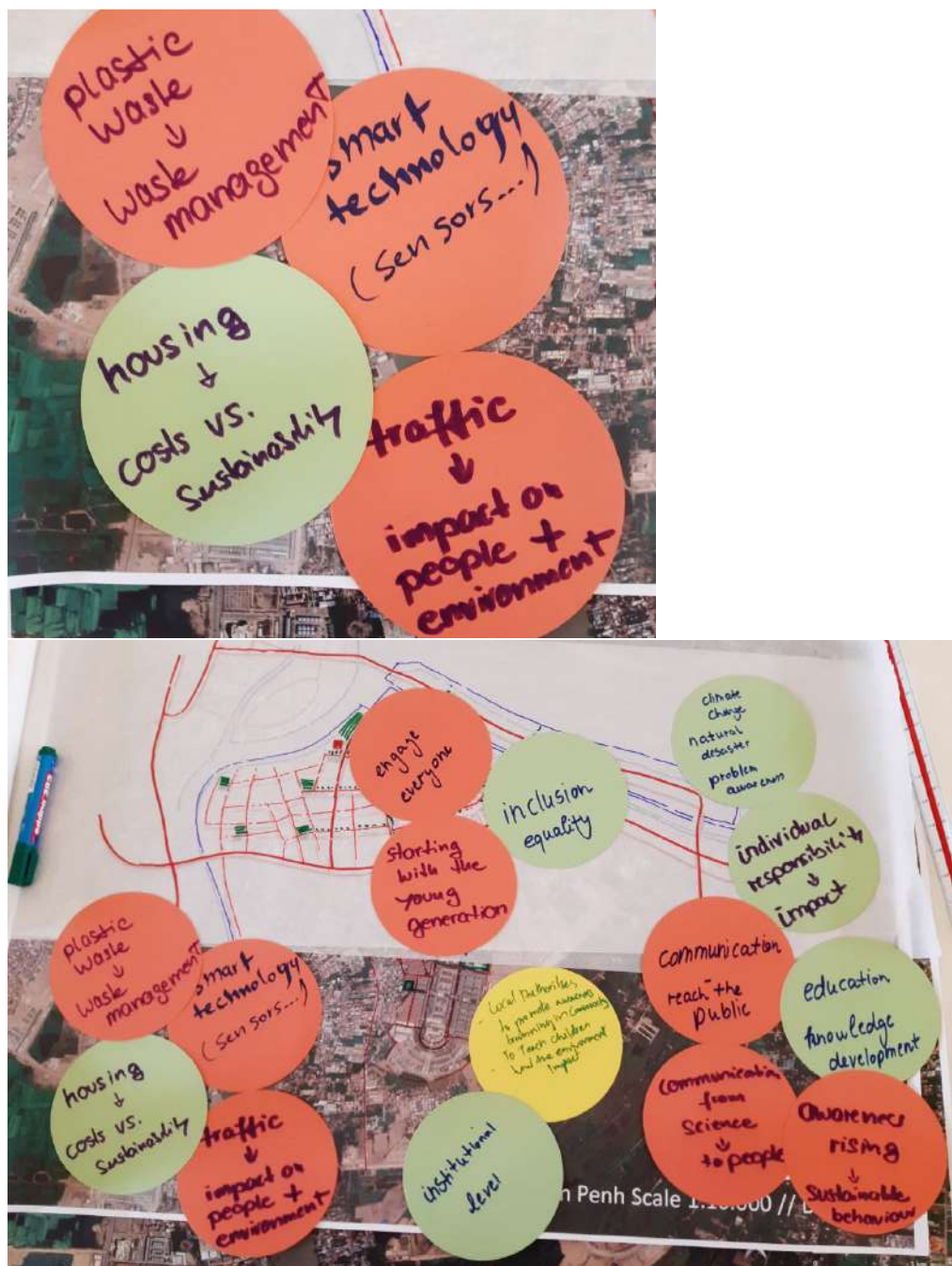


Figure 3 Topics raised according to the question on what environmental problems participants would like to solve





The transdisciplinary workshop group reflected on ways on how to establish a good communication between both different scientific disciplines and practitioners, as well as to the public. They reflected on the individual and regional sphere of the societal issues they target in their work, and also on the more national, global and systemic scale.



Figure 4 Aims in research and for the workshop, and content wise contributions of the participants





AIMS AND APPROACHES OF THE BUILD4PEOPLE PROJECT

After the introduction of all participants, the research approach of the Build4People project was introduced to the audience. The general aims of the Build4People project – enhancing possible pathways of a sustainable urban transformation in Phnom Penh by integrating research insights of different environmental and social sciences – were discussed and connections to the participants' work-related topics were drawn. Moreover, the common leading concept for these approaches – the Sustainable Development Goals – were evaluated and linked to the participants' work.

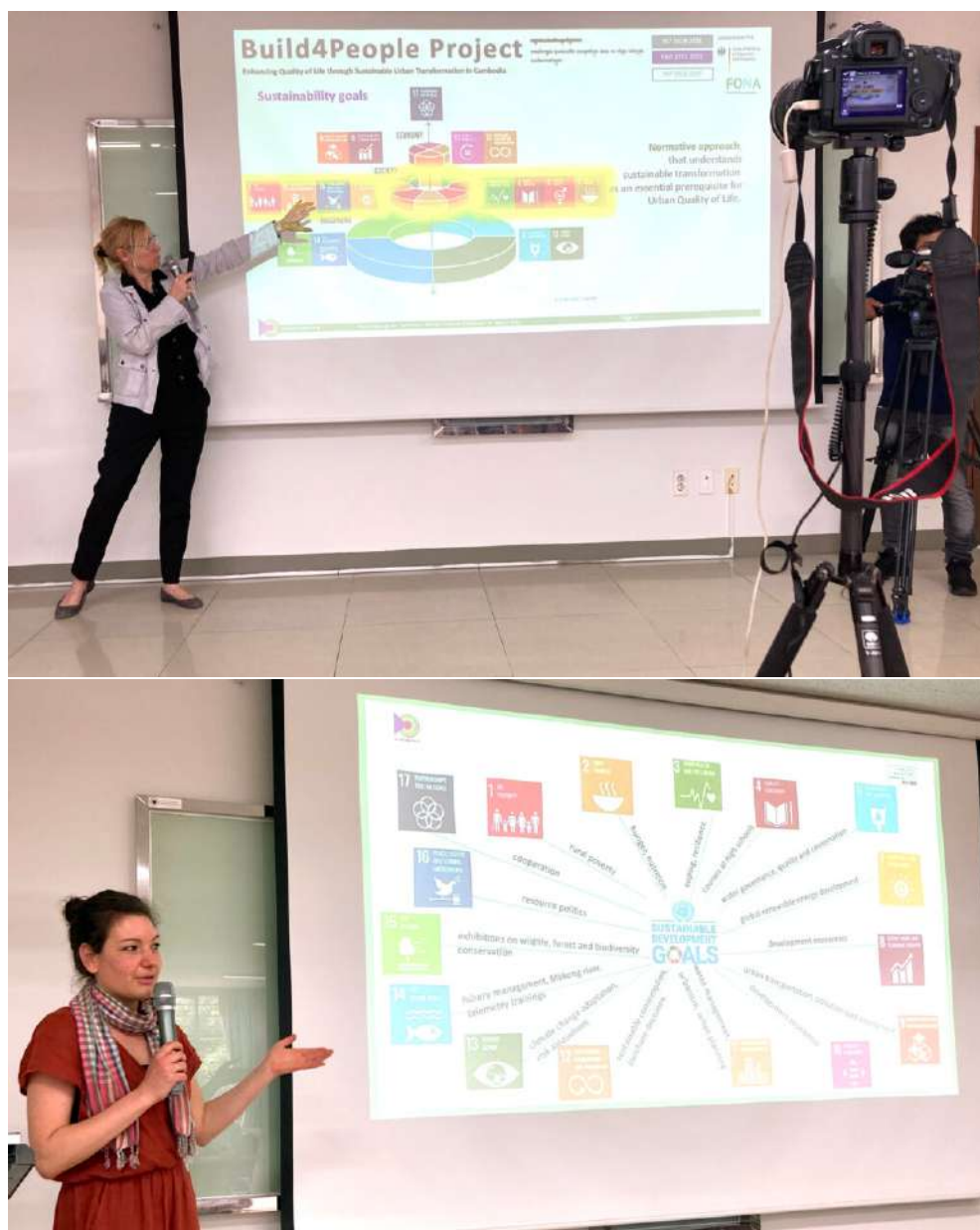


Figure 5 Presentation of the Build4People project, the Sustainable Development Goals and connections to the participants' work





WORLD CAFÉ SESSION

The World Café, an interactive method that was first introduced by Brown & Isaacs (2005), was chosen in order to maximize the exchange and mutual learning between participants. It should serve as a creative and collaborative format to share, connect and generate knowledge in groups in an informal and hospitable coffeehouse setting. It aims at getting all participants engaged in conversations about important and fundamental issues, making use of group intelligence, collecting thoughts in search of a common ground and creating “harvest” by sharing the findings of the groups with all participants.

In three phases, participants should reflect on the problem analysis of a certain behavior and the behavioral context (1st round), discuss possible solutions and relevant change agents (2nd round) and practical implications, possible next steps and the feasibility of implicated measures (3rd round).

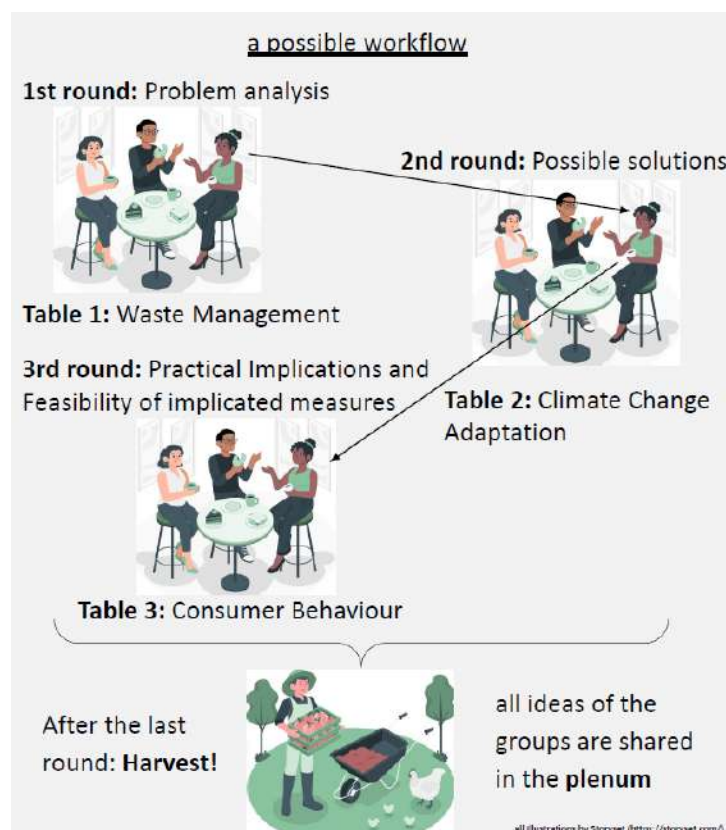


Figure 6 The possible workflow of the application of the World Café method in the Science Workshop

As a first step, the host of each table welcomed the participants and introduced the topic. Participants had some time to think about the questions and each group reflected jointly on ideas and connecting them by using cards and posters to write on. At the end of each round, the hosts gave a summary of the group discussion and participants switched groups and moved to the next table/topic. The host then presented the summary of the previous group and the cycle started again.





Figure 7 Impressions of the World Café session

RESULTS OF THE WORLD CAFÉ DISCUSSIONS

The results of the World Café session were presented by participants of each table and the notes and cards of all topics were summarized and clustered after the workshop. Furthermore, the summary of the outcomes of the group discussions were presented in another interactive workshop of the Build4People project, the Build4People EcoCity Transition Lab at Phnom Penh City Hall (<https://build4people.org/presentation-conference-of-build4people-ecocity-transition-lab-2022-at-phnom-penh-city-hall/>).

Discussion on Waste Management

The World Café table “Waste Management” dealt with the following guiding questions:

*1st round: What are indicators and reasons for problematic waste management in PP?
What are relevant behaviors and structures of waste pollution?*



2nd round: Who are the relevant stakeholders and actors in the field of waste management?

3rd round: What might be first steps to improve waste management in PP?

Main results and ideas of the discussion were summarized as following:

- Need for guidelines and law enforcement on waste management
- Need for clear instructions on waste management and recycling
- Need for provision of more bins in public spaces
- Idea of implementing an APP: → *report spaces where waste collection and bins are needed*
- Idea of implementing a waste management fee:

→ *the more waste you produce, the more you pay*

→ revenues can be used to strengthen capacity of operating actors

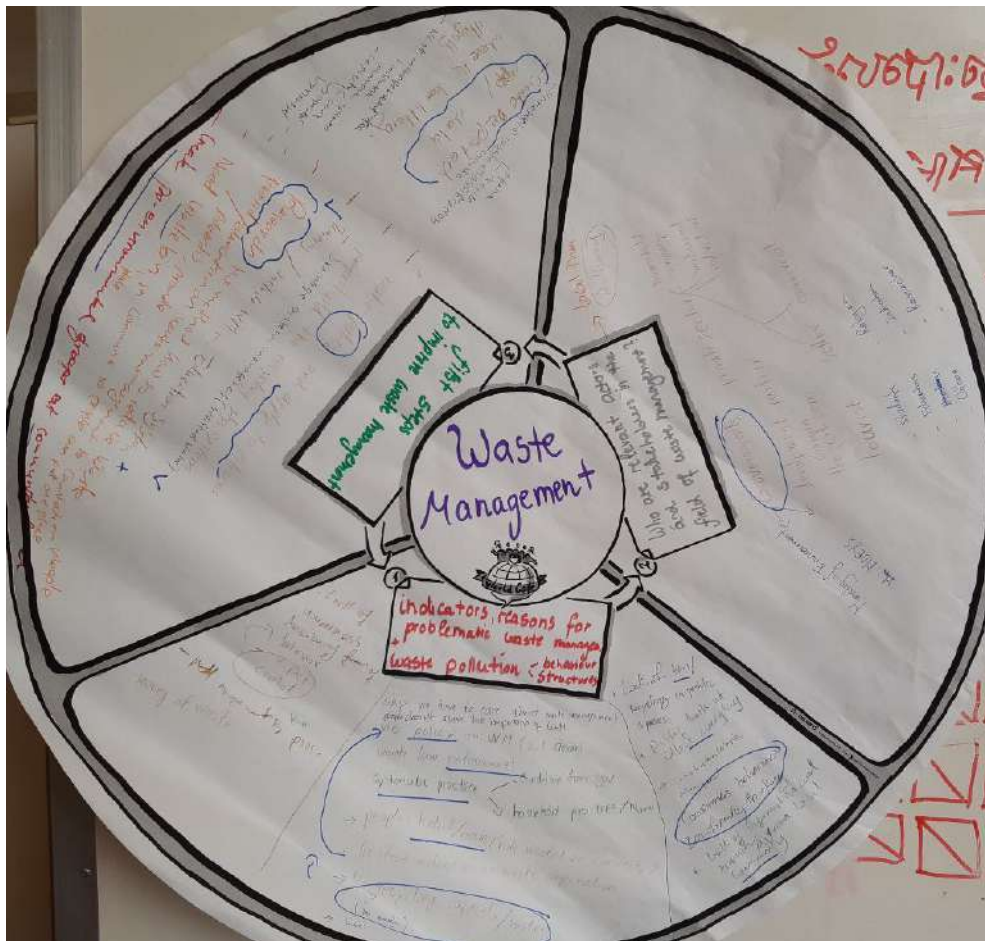


Figure 8 Documentation of the outcome of the World Café Session on Waste Management

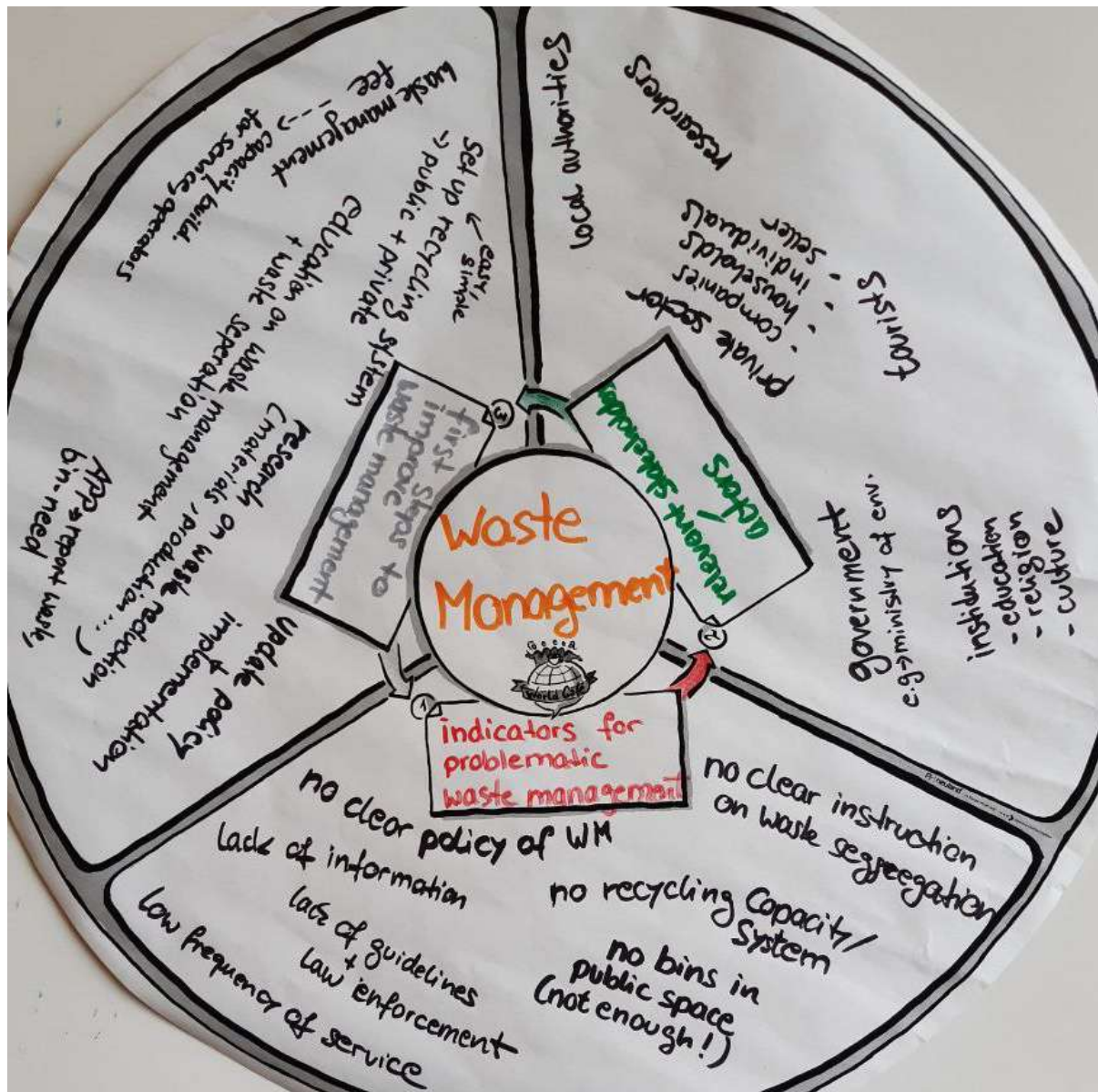


Figure 9 Documentation of the outcome of the World Café Session on Waste Management (revised after the Workshop)

Discussion on Consumer Behaviour

The World Café table “Consumer Behaviour” dealt with the following guiding questions:

- (1) 1st round: What are the most relevant environmentally harmful behaviors?
- (2) 2nd round: Who are relevant stakeholders/multipliers that can initiate behavior change?
- (3) 3rd round: What might be first steps to encourage behavior change for sustainable consumption?





Main results and ideas of the discussion were summarized as following:

- Create social values for pro-environmental consumption patterns
 - Empower eco-friendly groups and role-models: → *Social marketing / media campaigns*
 - Offer waste separation and recycling options
 - Offer public transportation options
 - Local authorities:
- **Implement regulative guidelines that strengthen production systems with recycling, less packaging, local materials**

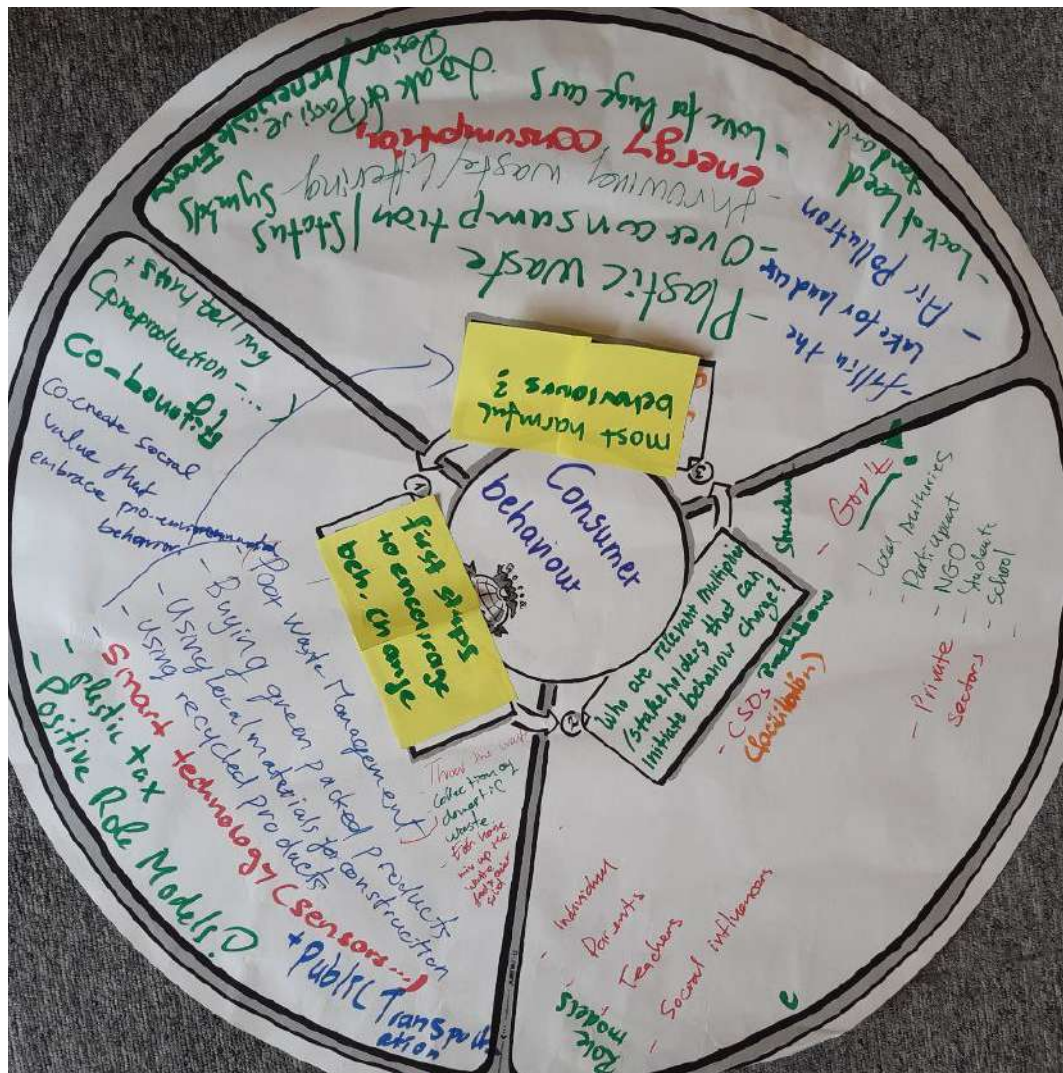


Figure 10 Documentation of the outcome of the World Café Session on Consumer Behaviour

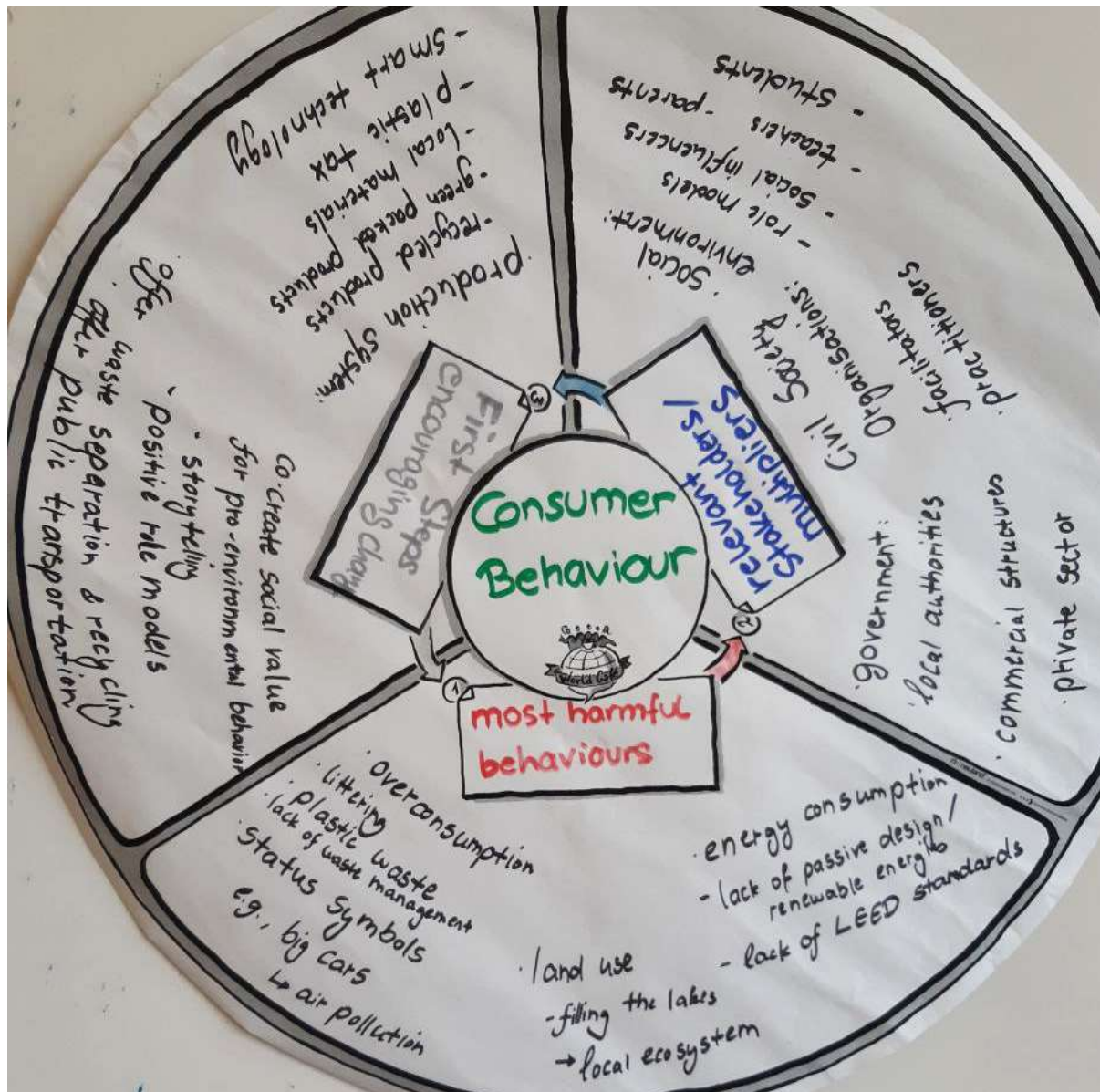


Figure 11 Documentation of the outcome of the World Café Session on Consumer Behaviour (revised after the Workshop)

Discussion on Problem Awareness of Climate Change

The World Café table “Problem Awareness of Climate Change” dealt with the following guiding questions:

- 1st round: What is the perception/awareness of climate change of people in Phnom Penh?
- 2nd round: Who are relevant institutions and multipliers?
- 3rd round: What might be first steps to increase problem awareness of climate change?

Main results and ideas of the discussion were summarized as following:





- Increase formal and informal climate change education
- Strengthen digital knowledge transfer
- Provide information of climate change education in Khmer
- Empower eco-friendly groups and role-models: → ***Social marketing / media campaigns***
- Empower local communities and environmental forums:
→ Implement regulative guidelines that highlight the seriousness of global climate change and the need to mitigate human impacts



Figure 12 Documentation of the outcome of the World Café Session on Climate Change Awareness



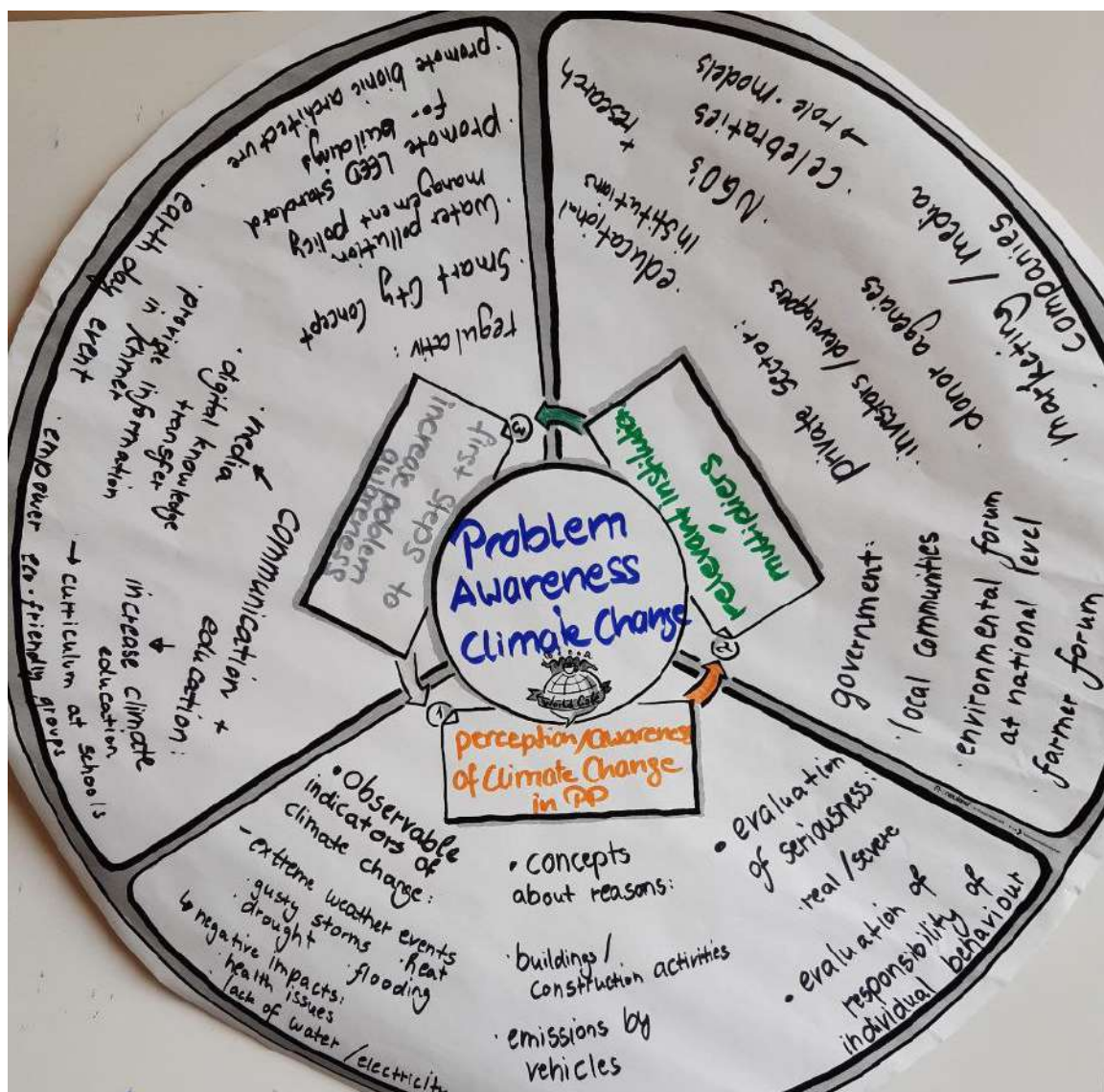


Figure 13 Documentation of the outcome of the World Café Session on Climate Change Awareness (revised after the Workshop)

OUTLOOK

The ideas and insights of this workshop will be integrated in the scientific and implementation activities of the Build4People project, aiming at transferring and enriching these collaborative results with a wider audience, other relevant stakeholders of a sustainable urban transformation in Phnom Penh and in analysing and working on several research questions. The network of this workshop and possible new collaborations between scientists and practitioners will be strengthened and further developed.

