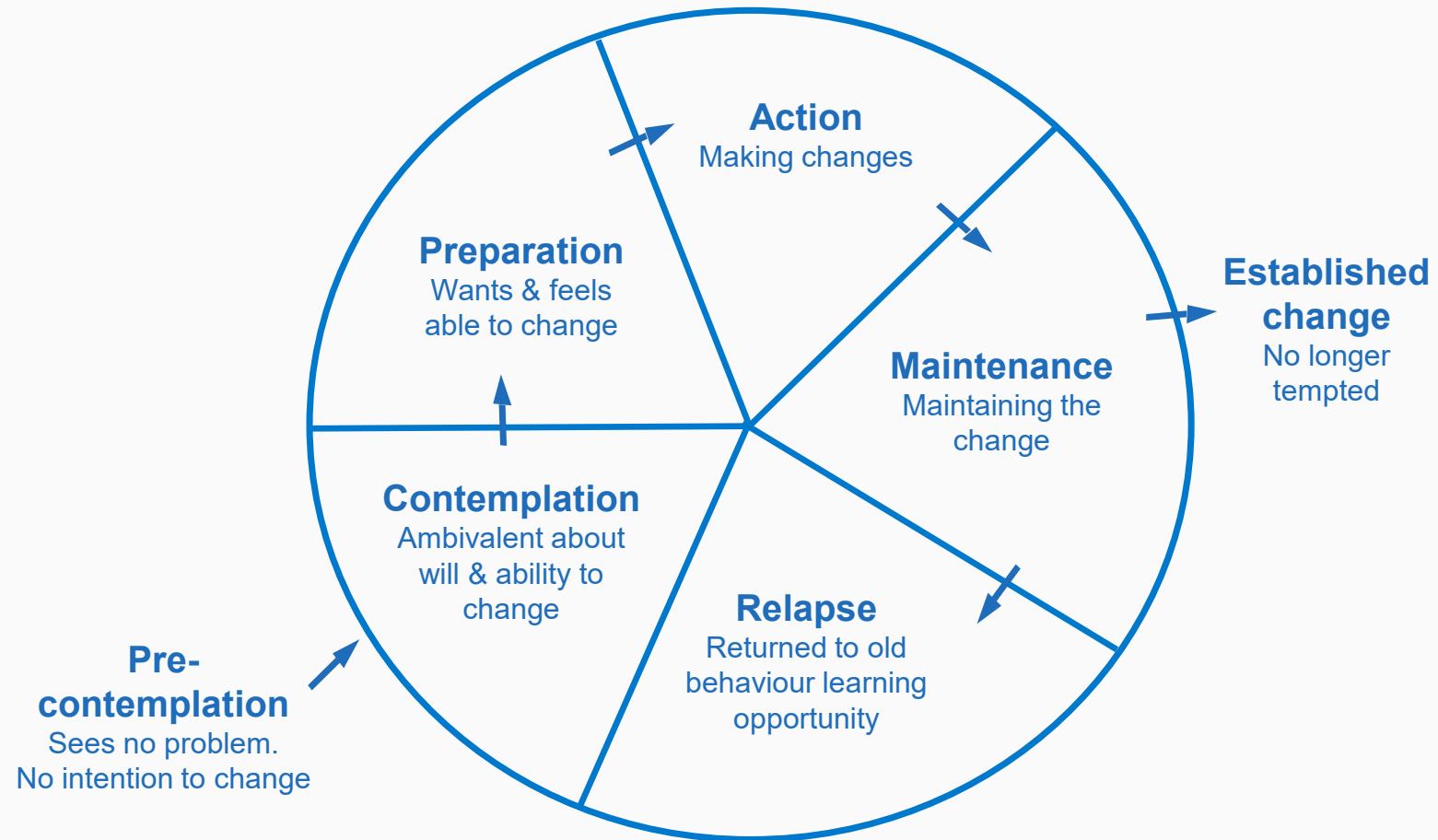
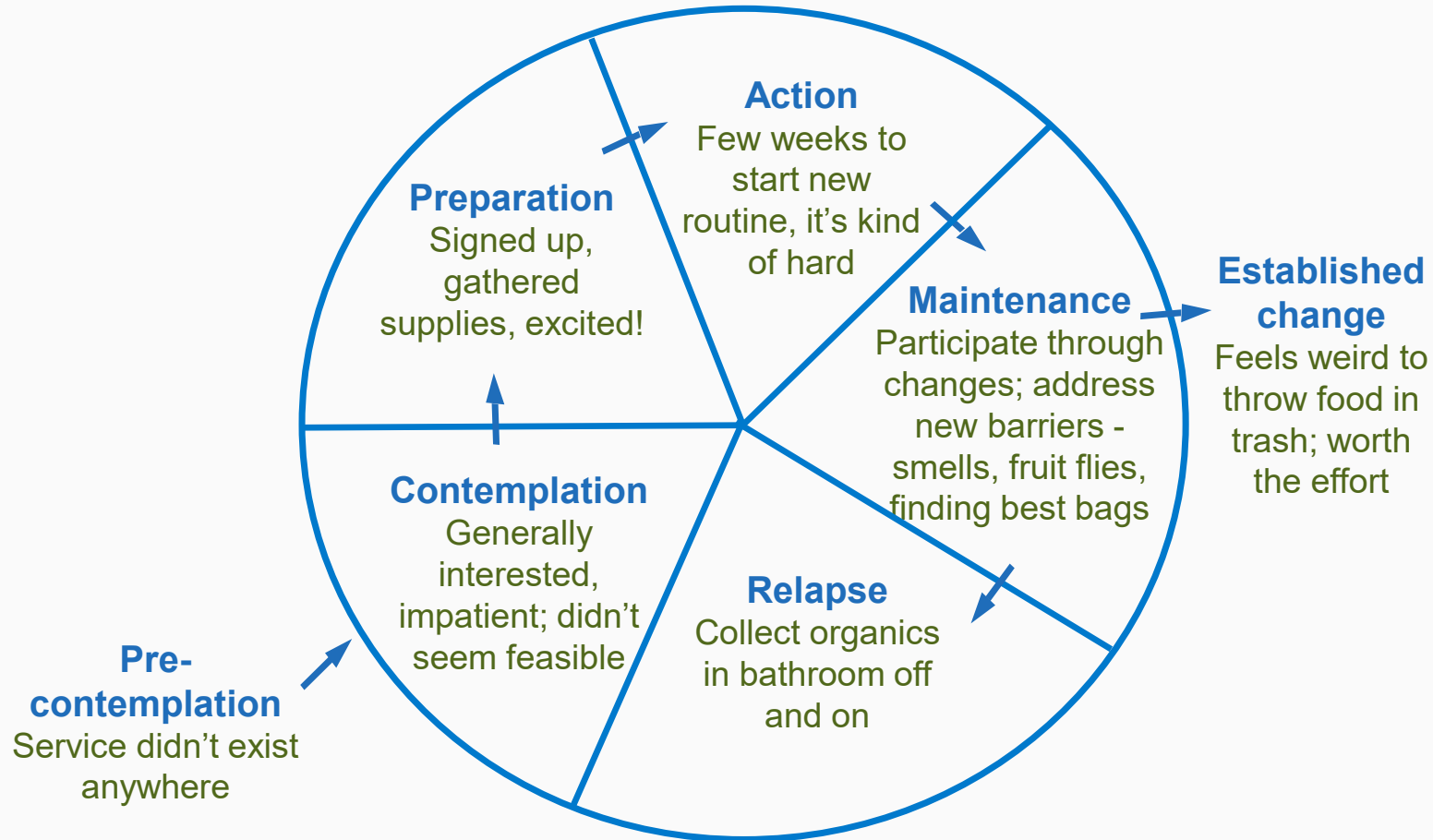


Change is a journey



Journey to: starting organics recycling



Select strategies to overcome barriers

What you may hear	Barrier	Strategy
“I’ve been meaning to do that.” “That sounds interesting.”	Lack of motivation – value action	Commitment
“That sounds hard.” “I’m not interested.”	Lack of motivation – don’t value	Social norms, modeling Incentives
“I always forget to do that.” “I can’t remember how to take action.”	Forget to act	Prompts
“How does that work?” “What happens when I take that action?”	Lack of information	Communication Social diffusion
“I’m afraid I’m going to do it wrong.”	Lack skills; anxiety	Let people try an activity Social diffusion
“I can’t take that action.” “I don’t have that service.”	External barriers	Make it easy to act: infrastructure, tools, supplies

Customize to your audience

Integrate into activities and outreach



Journey mapping project plan

- Topic:
- Action:
- SMART goal:
- Target audience:

Draw your journey map in the space below. Identify the steps your audience needs to take your action, and what they are thinking and feeling and what are their barriers and motivations at each step.

Turning your journey map into a plan

Step/phase						
Audience thinking, feeling, barriers, motivations						
Strategies to address barriers						
Project activities						
Timeline						