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En dit hoofdzakelijk in eenmalige verpakkingen. Hier willen we verandering in brengen! Op 13 februari organiseerden we een workshop rond herbruikbare verpakkingen in e-commerce waarbij we focusten op de opportuniteiten door onder meer opkomende technologieën en andere businessmodellen, bestaande projecten, ... | |  | | |  |  |  |  | | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | |  | | |  | | | | |  |   **Workshop gedragsverandering** | |  | | | | |  | | | | | |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | |  | | |  | | |  |  |  | | --- | --- | --- | | |  | | --- | | Op 25 februari organiseerden we een workshop rond gedragsverandering. Jorn Craeghs van Elders sprak er over het belang van nudging en de capaciteit om ons denken te veranderen. Als mens maak je constant keuzes, het grootste deel hiervan onbewust. Het zijn deze onbewuste keuzes die ons gedrag bepalen en om het gedrag van een persoon te doen veranderen moeten deze onbewuste keuzes aangepakt worden. | |  | | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  |  |  | | --- | --- | --- | --- | | |  |  |  | | --- | --- | --- | | |  | | --- | | Mensen veranderen pas als ze bewust worden gemaakt van ongewenst gedrag. Dit kan je verwezenlijken met behulp van nudges.  Jorn toonde aan hoe bewustwordingscampagnes ontworpen worden en om welke redenen bepaalde keuzes moeten gemaakt worden om een trigger te creëren waardoor mensen gaan ageren. Hij toonde ook dat sommige campagnes ons onbedoeld overtuigen niet te veranderen, door de stroef gekozen beeldspraak. | |  | | | |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | |  |  |  |  |  | | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | |  | |   Wil jij ook jouw project in de kijker zetten? Contacteer ons op [**greendealandersverpakt@ovam.be**](mailto:greendealandersverpakt@ovam.be)   |  | | --- | |  | |  | | | | | |  | | | | |

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