

CIRCULAR

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TO: SPREP National Focal Points &
PacWastePlus National Focal
Points

DATE: 29 October 2024

CIRCULAR: 24/79

SUBJECT: Invitation to join the PacWastePlus Behaviour Change Community-of-Practice (Behaviour Wave)

Dear Members,

The European Union Funded, and SPREP Implemented PacWastePlus Programme is currently piloting behaviour change projects in three countries and are eager to ensure all members receive access to the learning, and value from the pilot implementation. As such, you are now invited to join the '**Behaviour Wave**': a WhatsApp-based Community of Practice (CoP) where Pacific leaders, policymakers, and practitioners can advance the application of behaviour change theories to drive meaningful action to protect our environment and build resilience in Pacific communities.

Following on from the decision from the 31st SPREP Meeting, and a day-long Behaviour Change Showcase attached to the Clean Pacific Roundtable earlier in 2024, the PacWastePlus team have engaged ThinkPlace Global to extend their pilot project work throughout the region to ensure as many practitioners as possible are able to increase their capacity to develop and implement behaviour change projects.

Behaviour Wave is free to join, and open to all SPREP Members, regardless of your speciality. The pilot projects and examples are focussed on waste and pollution, but the behaviour change theory can be applied to any speciality, so we welcome representatives from other all fields and communication teams.

Participants will gain access to practical tools, current project insights, and behaviour change design tutorials that can be tailored for the Pacific context. Whether it's reducing environmental disaster impacts, promoting sustainable practices, or addressing the waste management challenges, this space will help you apply evidence-based behaviour change solutions to tackle environmental issues more effectively.

We'd love for you to join the conversation, share your experiences, and help shape the future of behaviour change in the Pacific. Join the group by scanning the QR Code on the attached flyer, or clicking the link (<https://chat.whatsapp.com/Fox55ihElqoJSIP6qRDGaD>) to get started.

For any enquiries please contact the PacWastePlus Project Manager, Mr Bradley Nolan on email bradley.nolan@sprep.org.

Yours Sincerely,



Easter Chu-Shing
Acting Director General