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How can behaviour science contribute to sustainability?

A significant environmental challenge is that despite recent technological advancement, many sustainability programs and policies still lack a thorough understanding of human behaviour. Thus, there is an immense space in which behaviour science can contribute to the successful transition into a more sustainable world. In this talk, I demonstrate how psychological insights can be used to design behavioural solutions to address sustainability challenges. In a series of lab and field experiments, I designed and tested behavioural interventions motivated by the EAST framework (easy, attractive, social, and timely) to reduce water consumption, increase recycling and composting rates, and encourage public actions on climate change. These findings not only provide new insights on how psychology can contribute to sustainability, but also help inform the design and implementation of environmental policy.