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Announcement

## Behaviour Lab Partnership officially launched at ACCPP 2025, in Kuala Lumpur, Malaysia

Kuala Lumpur, Malaysia, 14 October 2025

The **Behaviour Lab Partnership**, a collaborative initiative led by IGES and four major regional non-governmental actors, was officially launched during the ASEAN Conference on Combatting Plastic Pollution (ACPP) 2025. The Partnership will build capacity in ASEAN countries around the application of behavioural science tools to tackle plastic consumption and waste behaviours.

During the ACCPP's plenary session "The Science of Change – Launching the Behaviour Lab Partnership in ASEAN," representatives from the five founding organisations highlighted how behavioural science can be a powerful tool to address global sustainability challenges, including plastic pollution. However, its application to plastic waste issues in the ASEAN region remains limited. To help bridge this gap, the partners launched the Behaviour Lab, which will work alongside stakeholders across ASEAN to develop regional good practices and contribute to the global dialogue.

IGES signed a Memorandum of Understanding (MoU) with ERIA's Regional Knowledge Centre for Marine Plastic Debris, Rare's Center for Behavior & the Environment, WWF's Plastic Smart Cities initiative, and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) in October 2025 to formalise their collaboration. In this MoU, partners committed to three years of joint action, including events, research, and funding mobilisation to support their shared mission.

Through the Behaviour Lab, partners will unite their efforts to tackle plastic pollution through a behaviour-centred approach. Key objectives of the partnership include:

- Promote knowledge exchange and joint learning across public, private, and civil sectors.
- Strengthen inter-organisational collaboration across the ASEAN region to support sustainable behaviour change.
- Co-develop materials to inform and equip policy change, public engagement, and sustainable business models.

As a concrete step toward achieving these objectives, the Behaviour Lab partners will release a Monitoring and Evaluation Framework in 2026. This framework will be an open-access tool for practitioners in the ASEAN region and beyond.

The Behaviour Lab is part of a suite of projects, strengthening IGES's efforts to address plastic pollution in the ASEAN region. It grew out of IGES's Breaking the Plastic Habit in ASEAN project series, in partnership with ERIA, and supported in the second phase by Rare's Center for Behavior & the Environment. This project series has implemented 10 pilot projects across six ASEAN countries to gain a deeper understanding of the motivations and barriers around plastic consumption and waste. Pilots have been conducted in educational institutions, local markets, established businesses, and among startups.



The second phase of the Breaking the Plastic Habit project series will release a synthesis report in February, 2026, followed by a series of case studies co-developed with Rare's Center for Behavior & the Environment. A third phase of the project is planned for 2026-2027 and will focus on engaging and supporting policymakers in ASEAN Member States.

### **About the Institute for Global Environmental Strategies (IGES)**

The Institute for Global Environmental Strategies (IGES) is a public interest incorporated foundation established in 1998 under an initiative of the Government of Japan, with the support of Kanagawa Prefecture, and has been designated as a non-governmental organisation by the United Nations Economic and Social Council (ECOSOC). Committed to realising a sustainable Asia-Pacific region and the world, IGES is a leading and trusted sustainability think-tank located in Asia, conducting strategic policy research and operations to promote net-zero, climate resilient, nature positive, circular and pollution-free society through integrated and synergistic solutions. As an agent of change, IGES generates impact on policy debates, formulation and implementation processes to move society towards a more sustainable future through co-design, co-production and co-delivery of solutions with stakeholders.

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### **Inquiries regarding this announcement**

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