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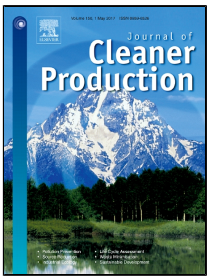

Incentives for food waste diversion: exploration of a long term successful Chinese city residential scheme

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1. A rare case: successful, large, incentivized, residential food waste diversion scheme.

2. Social norms were nearly as significant as incentives, at the start of the scheme.

3. Most participants expected to continue even if incentives ended, because of habit.

4. Habit was cited as the main reason participants might continue if incentives stopped.

5. Improved site cleanliness (perceived, not seen) was a key motivator for continuing.

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