Behavioral research-based techniques for reducing disposable cup usage

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Background

This research examines practical and applicable solutions to this problem in a real-world setting. It investigates the effects of social norms and economic incentives on environmental behavior. This is a practical study that could lead to real behavioral change on an important environmental issue.

Research Hypotheses

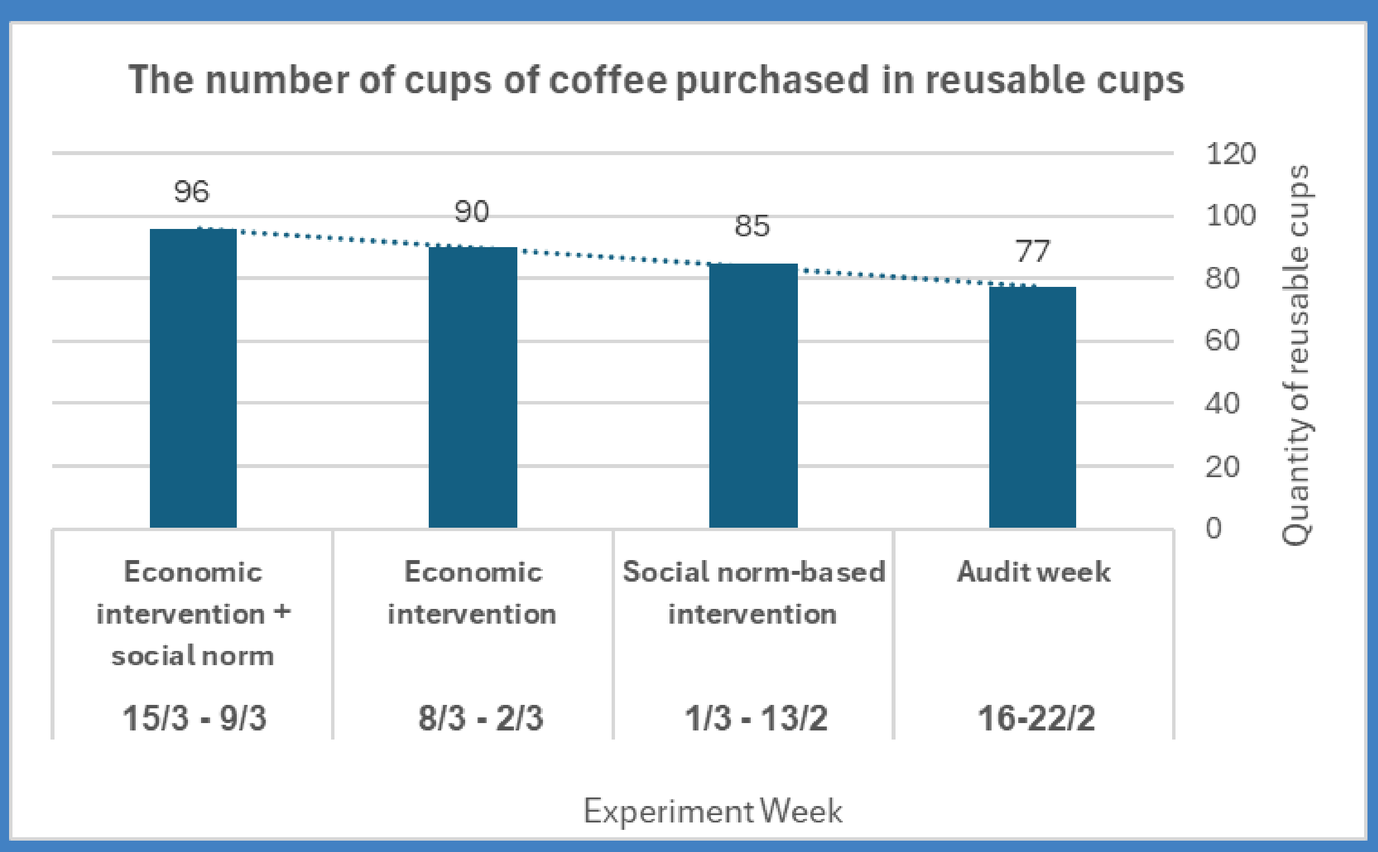
- Social norms and awareness campaigns expected to decrease disposable cup usage
- Economic interventions predicted to have stronger impact than social norms alone
- Combination of approaches anticipated to yield best results in promoting reusable cups

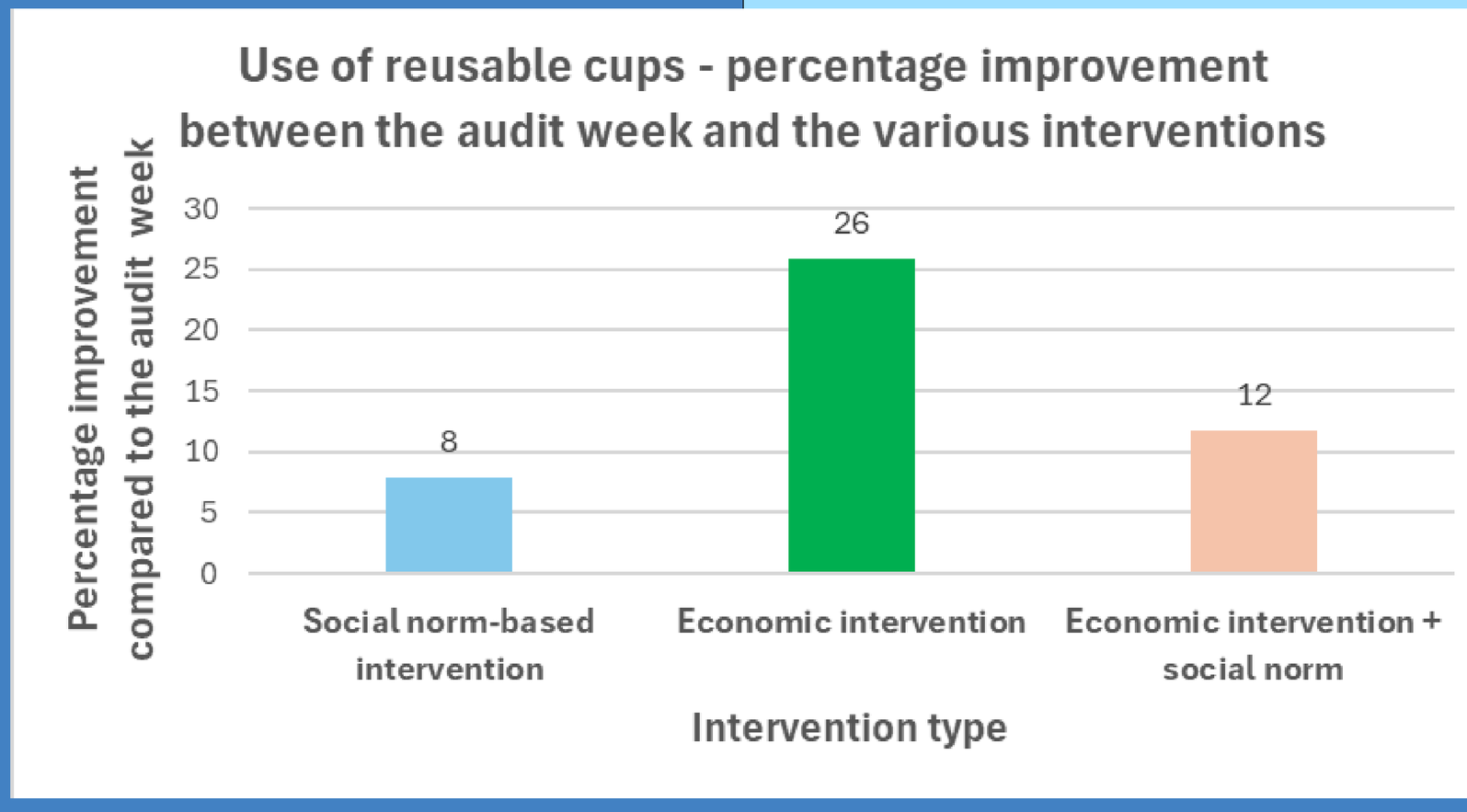
Conclusions

All interventions led to an increase in the percentage of reusable cup use out of the total number of cups purchased compared to the control week.

The economic intervention that included the use of an incentive produced a greater change in the increase in the use of reusable cups compared to the intervention based on a dynamic social norm.

The amount of coffee cups purchased in reusable cups, regardless of the total number of cups purchased during that week, is on a steady upward trend between all weeks of the study.





אוניברסיטת רייכמן

Second Shot

9.15 טון קפה נזרקים מידי יום בישראל ופולטים גזי חממה

מה התהליך?

Everyone deserves a second chance

ליצור שינוי אמיתי ובר קיימא בישראל תוך כדי הפיכת פסולת הקפה הטחון ממשאב מבוזבז ומזהם למשאב בעל ערך

איסוף שאריות קפה טחון מבתי קפה ומסעדות ועיבודן לדשן אורגני ולמוצרי קוסמטיקה טבעיים

אי הטמנת הקפה חוסכת מקום ומונעת פליטת גזי מתאן לאטמוספירה

חילוץ חומרי הגלם משאריות הקפה באמצעות ייבוש ולחץ סופר קריטי CO_2

נקדם כלכלה מעגלית שתורמת לשמירה על כדור הארץ ולצמצום פליטת גזי חממה והטמנת פסולת

מחזור שאריות הקפה יכול לחסוך עד 400 טון CO_2 בשנה!!

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When Does Experiencing Climate Change Strengthen Pro-Environmental Attitudes? The Role of Political Orientation

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BACKGROUND

Over the past five years, nearly **two billion** people have been affected by climate-related disasters globally, and these numbers are only expected to increase. As more people **experience the direct impacts of climate change firsthand**, their objective distance from the issue decreases—**but does this lead to stronger pro-environmental** beliefs, policy support, and behaviors? In this research, we identify **political orientation** as a moderator that influences whether climate experience strengthens pro-environmental attitudes and beliefs.

METHOD

This study analyzed data from **5,093 participants** who took part in a **global study across 63 countries**. Participants completed self-report measures on beliefs and policy support. Behavior was assessed through a willingness to share information on social networks and an effort-based, incentive-compatible online task, where participants' efforts directly resulted in trees being planted. Political orientation was measured via the demographic questionnaire. Data were derived from the Emergency Events Database (EM-DAT) for the period preceding sampling to determine the **number of extreme climate events, injuries, and fatalities per country**. These variables were normalized, averaged, and combined into an **index score of climate experience**.

RESULTS

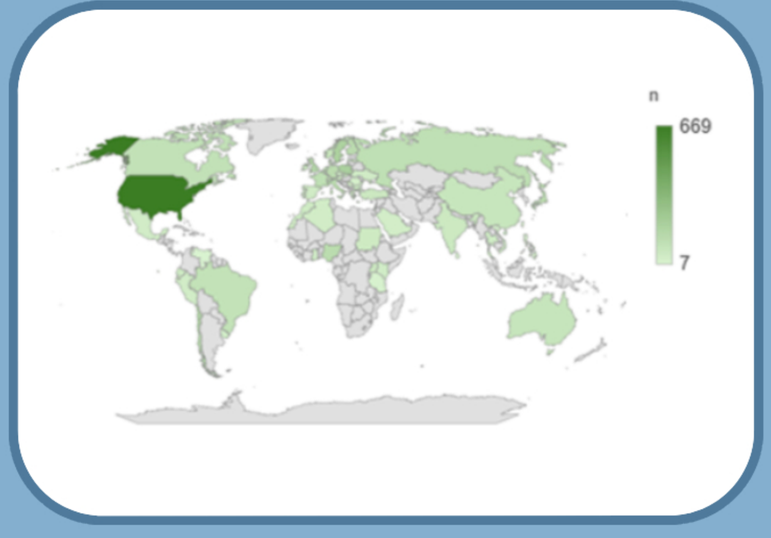
The results showed that **climate experience was negatively associated with climate beliefs and policy support**. Additionally, **the more conservative the political orientation, the lower** the climate beliefs, policy support, willingness to share information, and participation in tree-planting efforts.

CONCLUSION

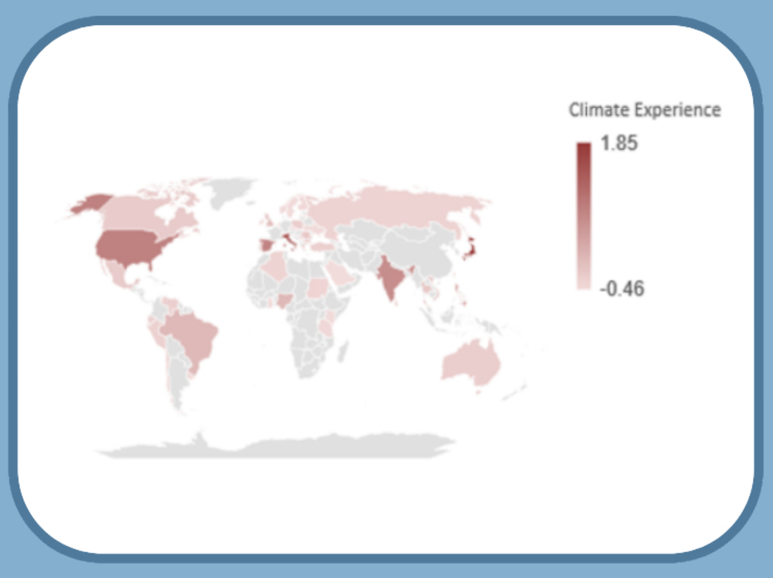
The findings suggest that higher climate experience may weaken pro-environmental beliefs, attitudes, and behaviors, possibly due to an aversion to threatening information. Conservatives' lower climate beliefs and policy support may reflect motivated reasoning, were preexisting **views shape threat perception**.

SUPERVISORS
Prof. Shahar Eyal
Dr. Britt Hadar

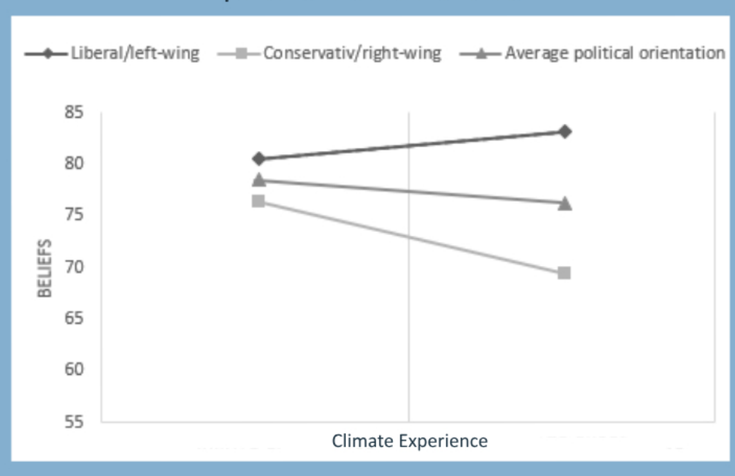
Sample Size by Country
(Darker Color Represents Larger Samples)



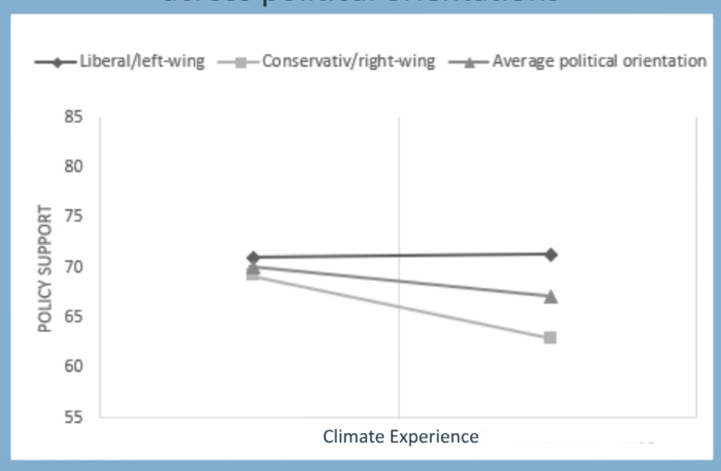
Climate Event Experience by Country



Effect of climate experience on beliefs across political orientations



Effect of climate experience on policy support across political orientations



OASIS

SUSTAINABLE LAND BASED FISH FARMS

Our Vision: protecticting our oceans and marine biodeiversity by bringing aquaculture on land to provide a clean and stable source of protein for the growing global population through an innovative and holistic process.

The Problem:

Global demand for animal protein is rising rapidly, with seafood consumption growing fastest. Over 40% of wild fish stocks are overexploited, threatening marine ecosystems and food security. Traditional fishing and aquaculture cause pollution, bycatch, and habitat loss, making it harder to meet protein needs sustainably.

The Solution:

land-based fish farms powered by 100% renewable energy that recycle over 95% of water and convert fish waste into fertilizer. This closed-loop system provides a clean, reliable protein source while eliminating ocean pollution and reducing carbon emissions. Farms located near consumers cut transport emissions and deliver fresher fish. the farms will also incooporate aquafonic agriculture. OASIS offers a unique and sustainable solution for the growing auaculture market.

“GIVE A MAN A FISH, AND YOU FEED HIM FOR A DAY. TEACH A MAN TO FISH, AND YOU FEED HIM FOR A LIFETIME”

מנחים: פרופ’ יואב יאיר
ד”ר שירי צמח זמיר
מנטור: נמרוד דהאן

אוניברסיטת רייכמן
Reichman University
בית הספר לקיימות
School of Sustainability

מגישים: הלל ברג, דניאל דנון, עזריאל לביא,
יותם קויפמן, נטע קסלר

AgrAI

אוניברסיטת רייכמן

Smart & Autonomous Agriculture Managment Using AI

Smart Decisions. Better Yields. Greener future.

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due to inefficient responses to these challenges Up to 40% of crop yiled lost anually

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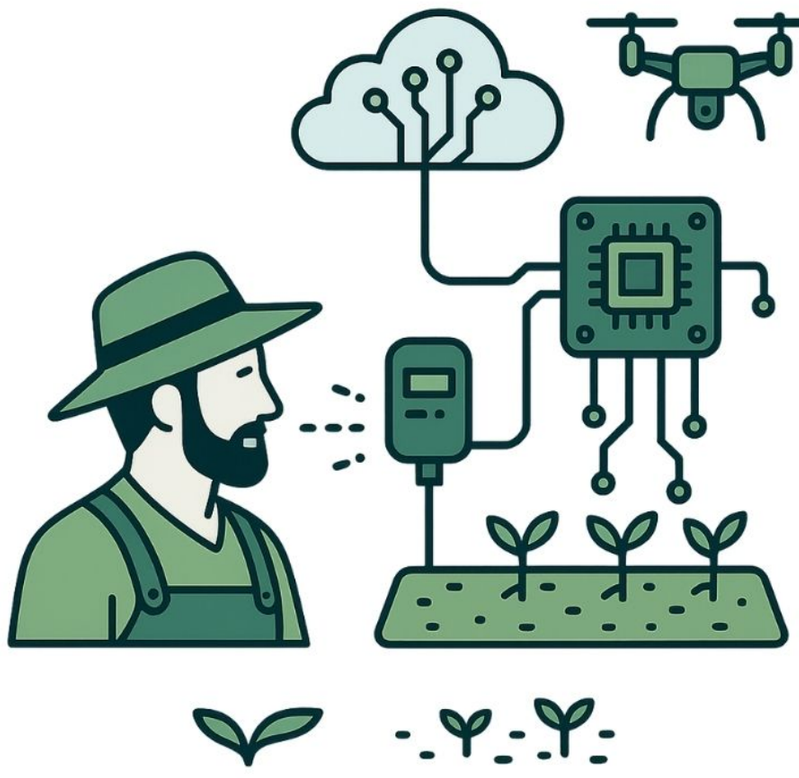
Key Challenges in Modern Agriculture:

Data Gaps → Lower Yields, Higher Costs

Unsustainable Practices → Water Waste & Overuse of Chemicals

From Detection to Action:



An **autonomous AI** farm **management system** that connects to **your smart sensors**, analyzes **real-time field data**, and takes immediate, hands-free action — **fully optimizing operations without human input**.

✅ **Save up to 30%** on resources

✅**Grow More: Up to 25%** Yield Increase with Smart Irrigation

✅ **Fully Autonomous & easily integrated** decision-making system

✅ **Simple to operate**, farmer- friendly interface

💧Targeted irrigation **conserves water**

🌿Minimal chemical use **reduces soil & water pollution**

🪱Precision fertilization promotes **healthier soil**

⚙️**Autonomous decisions** cut labor and human error

🌍**Lower carbon footprint** through smart, efficient automation

🤖**Full autonomy**: irrigation, fertilization, pest control, and harvesting — no manual

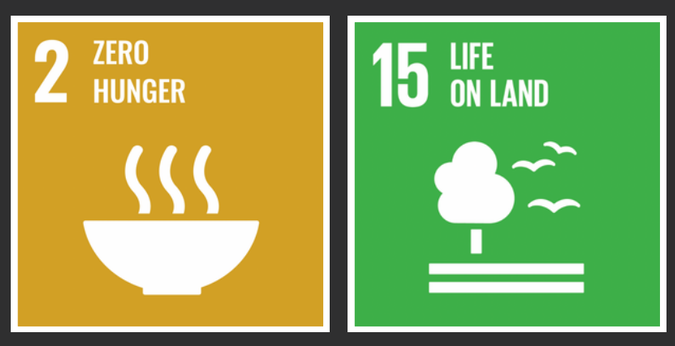
AgrAI

Tomer Elankry Oran Hatan Netzer Moka Yair Barak Tal Erlich Shahar Goldstein

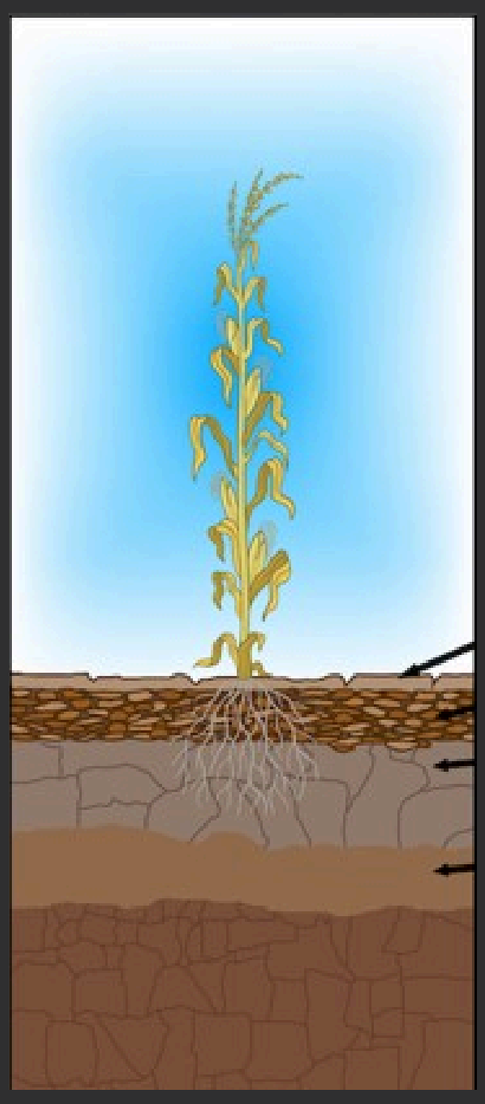
LOMBROT

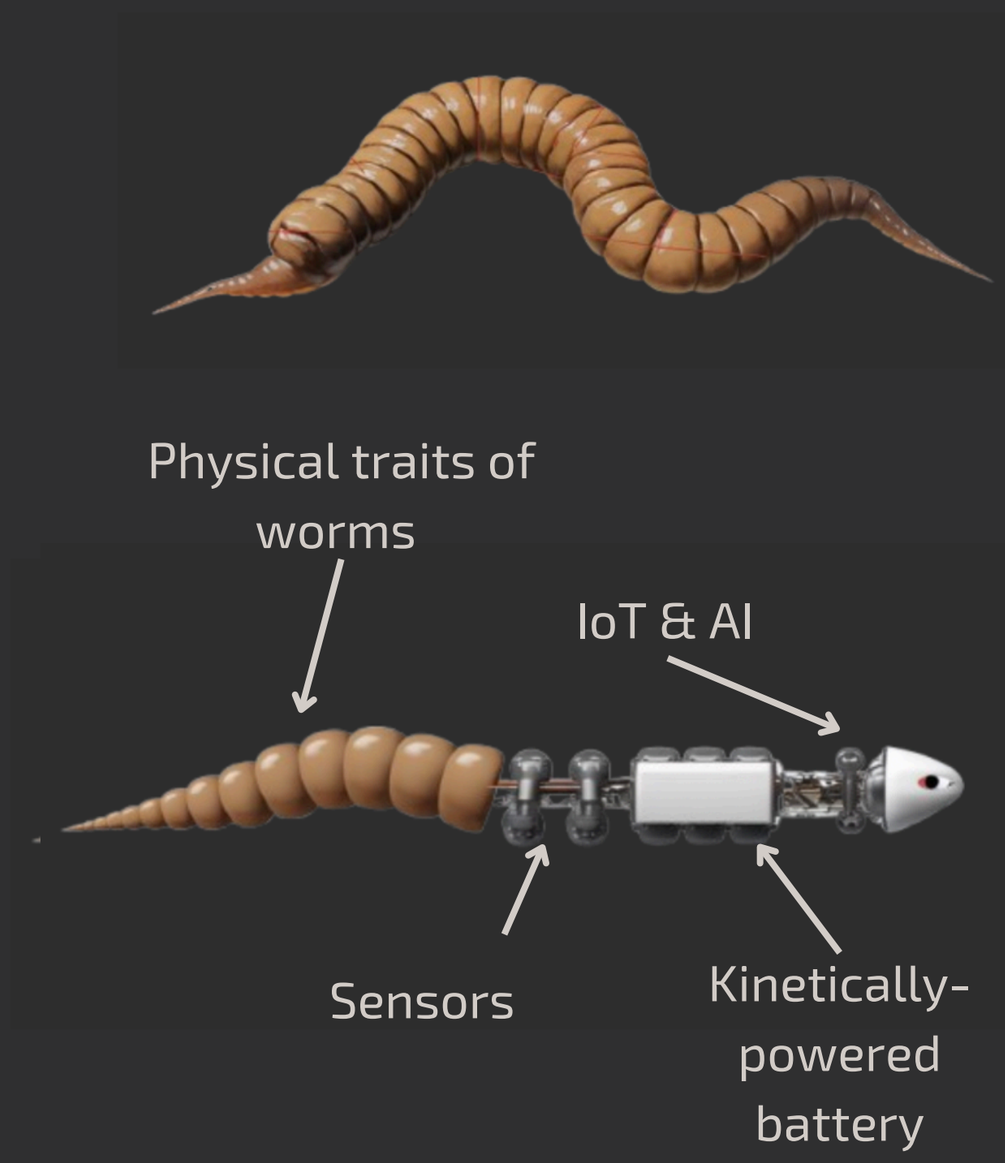
We Take Care of the Future of Soil

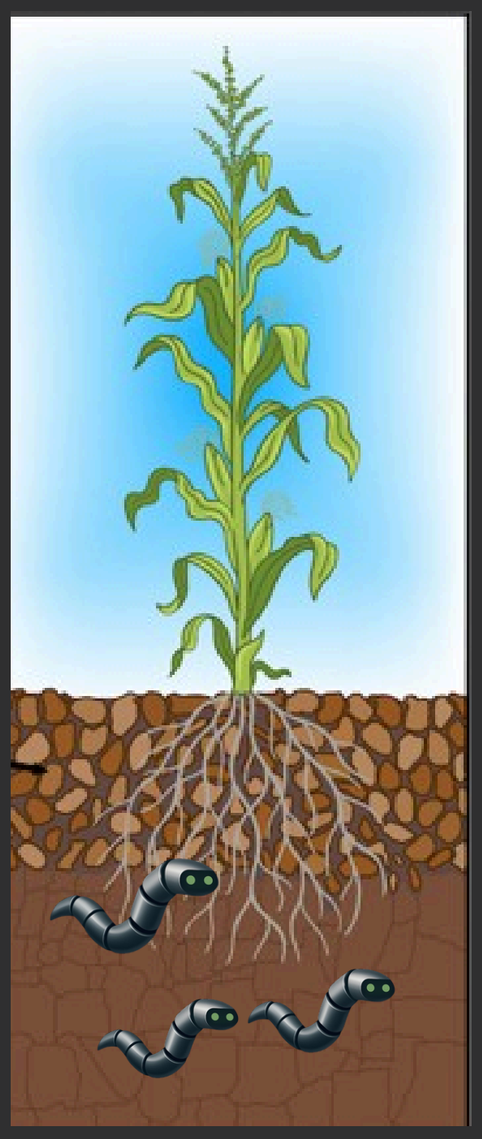
Soil compaction is a major challenge in agriculture, reducing crop yields and damaging soil health globally. Our solution offers robotic worms that mimic earthworm activity to naturally aerate soil. This innovative solution enhances crop growth while promoting environmental sustainability.



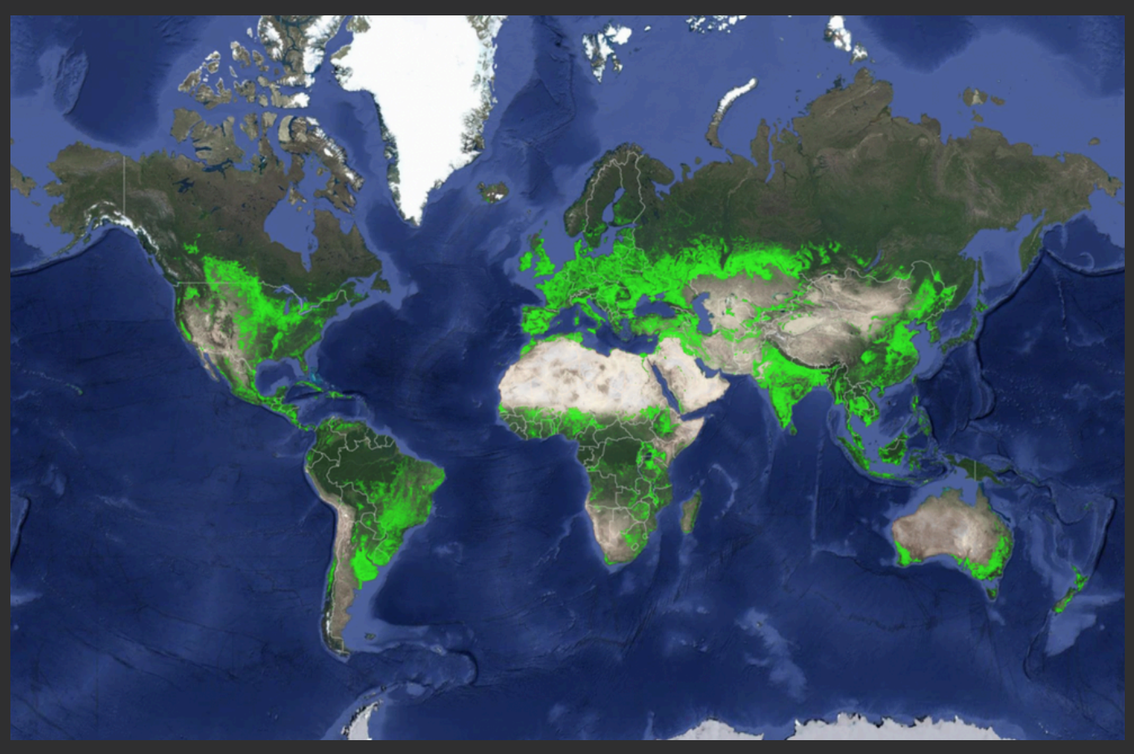
Before LOMBROT → After LOMBROT







A Global Market for Growth



Benefits of LOMBROT

- Improves soil structure and porosity
- Reduces dependence on chemical fertilizers
- Enhances water infiltration and root growth
- Supports sustainable and regenerative agriculture

LOMBROT enables farmers to increase yields and boost profits by 42%

Reichman University
School of Sustainability
Founded by Israel Corp., ICL & ORL

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