



Business Sustainability Modules

Creating an effective prompt

Things to remember

- Make sure the prompt has one specific action.
- Keep prompts simple and concise with as few words as possible.
- Only use one or two fonts. Give emphasis by bolding or making slightly larger.
- Try to keep your prompts positive. Messaging that makes people feel like they can make a difference has been found to be more successful. Use humour if appropriate.
- Prompts should be visually appealing. Imagery that evokes emotions can be effective, just make sure the meaning of the prompt is still clear.
- Your visuals may be less subtle such as using colour coding and simple graphics to prompt staff to segregate their waste correctly.



- Try to keep the design and colours of your prompts consistent.
- Position signs, stickers and posters close to the point where staff are being encouraged to act.
- Remember, prompts often lose their effectiveness over time so you may need to refresh or rotate the messages.