

**National Policy Workshop Webinar Series**  
**On**  
**Countermeasures for Riverine and Marine Plastic Litter in India**  
**12 -22 May 2020**

**Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address**

**Development and Dissemination of a tailor-made set of Outreach Activities to Sensitize and Engage Communities and Stakeholders at Agra**

# Innovatively create awareness and behavioural change amongst stakeholders with key focus areas

Page  
2

## Project location-Agra



Finding out the knowledge and perception gaps amongst different set of plastic waste generators

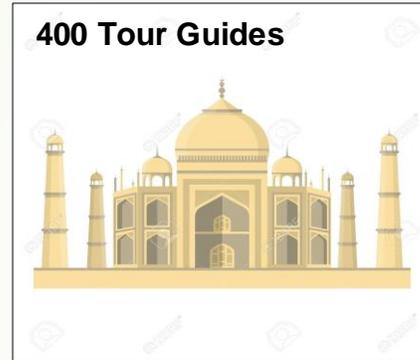


Improving the plastic waste recycling landscape by enabling waste pickers and small waste dealers



Linking plastic waste generators with plastic recyclers

Stakeholders- Our outreach policy focused on five key audiences



Campaign focused on easily replaceable single use plastic products



### Method and Tools of Engagement



Spreading awareness using mobile story telling, social media awareness and Street Plays



“Take a pledge” activity run by youth participants and ambassadors – taking pledges and influencing visitors to Taj Mahotsav event



Partnering with Agra Nagar Nigam and Geo-cycle to prevent low value plastics from reaching Yamuna



Hosting workshops and interactive FGDs with school children and communities, local govt. officials

## Method and Tools of Engagement



Volunteering and community leadership activities-clean up and plastic collection drives



Using print media for widespread outreach and using social media for deepening outreach



Using twitter, Instagram and Facebook as social media tools to maximize outreach

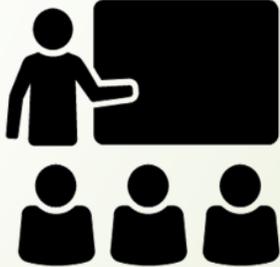


IEC material for schools and communities- posters, films, videos

- **Diversified the Base:** Engaged diverse stakeholders & focused on youth and women
- **Evidence based awareness:** Based on results of perception survey and science-based evidence to explain data around plastic pollution
- **Improved plastic recycling practices:** Enabling segregation of waste to minimize plastic dumping
- **Action from the people:** Motivated constituency to give up 1 single use plastic item
- **Amplified Voice:** Nurtured ambassadors to lead campaign during and after project
- **Used all Media:** Collaborated with and used print and social media to create buzz, drive awareness, build local capacity and share peer successes to scale up action

# Scenario on Perception and Behaviour for Riverine Plastic Litter

Through stratified random sampling, the perception survey identified the key users of plastics and hence, the key plastic waste generators

<p>Households</p> <p>1200</p> 	<p>Shops</p> <p>30</p> 
<p>Offices</p> <p>5</p> 	<p>Schools</p> <p>4</p> 

Results of the perception survey that fed into the campaign strategy and approach focused on:



Plastic disposal patterns and specific perception about plastic waste



Awareness levels among different stakeholders and other knowledge gaps



Inclination to reduce plastic usage

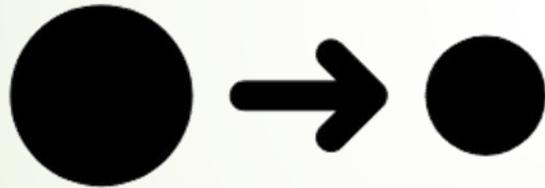


Incentive for behavior change

## Key Message

Page  
10

Reduce the amount of plastic  
waste generated in Agra



Reduce the amount of waste  
being dumped into the river  
Ganges and river Yamuna



# Activities and impact



# Success factors/learnings for effective and sustained outreach and public engagement

Page  
12

- **Focus on targeted stakeholders** in campaigns.
- **Customized campaigns** for public engagement. No one size fits all.
- **Repeated messaging** and monitoring of consequent behavioural changes.
- **Data based campaigns** for impactful messaging leading to informed choices.
- **Cultural practices** need to be taken into account.
- **Focus on Youth and Women** for optimal impact.
- **Investment** in high quality design is important.
- **Colour coding with labelling** and a list of items in pictures on public bins .

## Behavioural change & shift

Page  
13



**Switching from plastic bottles to sustainable steel glasses and tiffin boxes- DEI**  
Primary School Children, Agra

**Substituting Plastic shopping bags with cloth** -volunteers stop shopkeepers from using polythene bags; reduced own plastic usage. Food vendor substituted plastic with steel cutlery at Nagla Fakirchand slum

**Composting, Paper bin liners and Cloth bags-** Women make composting pit in society; vegetable vendors stopped from providing plastic bags. Replaced with returnable cloth bags; households replaced plastic bin liners with paper at HIG area of ADA Heights, Tajganj



**Plastic Clean up drives** -children of the community stopping community people from using plastics, and clean up drives around the school premises have started at Nagla Paima, Tajganj

**Reduced SUPs usage-** children working to reduce SUPs, stopping people carrying plastics and requesting them to use sustainable alternatives at Tajganj

**Cloth bags from old clothes usage** -in streets of Khera near Basai Khurd-children have stopped parents from using plastic. Cloth bags made from old clothes and distributed in the community at Basai Khurd, Tajganj

# Behavioural change & shift

Page  
14

## Plastic Free Taj Mahotsav Event-Agra

Create your Destiny  
Be part of TAJ'S history

Think of a tagline or image against 'Single-Use Plastics' and it may stand a chance to be on the entry ticket for Taj Mahotsav

Send your entries to [tajplasticpollution@gmail.com](mailto:tajplasticpollution@gmail.com) by 25<sup>th</sup> January 2020

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- Taj ticket caption campaign launched on social media and UP Tourism website- generated huge amount of response
- Kiosk with information about dangers of single use plastics
- Film for awareness on plastic pollution screened
- Nukkad Nataks by students on plastic pollution and keeping Agra plastic pollution free
- Champions and Volunteers carried out NO PLASTIC pledges with tourists to give up at least 1 SUP
- Stalls guided to be plastic free and stickers on stalls with ANN support
- Guides trained to educate tourists on keeping Taj Plastic free

WE ARE PROUD NOT TO USE  
~~SINGLE-USE PLASTICS~~  
AT THIS STALL.

Join us in the fight against single use plastics and in helping the Taj and Yamuna stay plastic free.

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## Feedback from stakeholder meetings

Page  
15

Which stakeholders?	What was their response?
Service Professionals	<ul style="list-style-type: none"><li>• Plastic items cheap, durable and easy to use as opposed to alternatives. Rich people responsible for more plastic waste generation.</li><li>• Aware that burning plastic dangerous and harms environment by clogging sewer lines, death to animals by eating plastic.</li><li>• Government in connivance with plastic companies and not doing anything to reduce plastic.</li><li>• Unity among people and awareness required to reduce plastic</li></ul>
Shop Owner	<ul style="list-style-type: none"><li>• Lack of mechanism and non-availability of credible replacement item to plastic</li><li>• Plastic removal across all sectors looks impossible</li><li>• Government in connivance with plastic companies and not doing anything to reduce plastic</li><li>• Lack of knowledge about Solid Waste Management Rules, 2016 and 3R's</li></ul>
Housewives	<ul style="list-style-type: none"><li>• Government should close down plastic factories</li><li>• Plastic items cheap, durable and easy to use as opposed to alternatives.</li><li>• Training younger generation to build champions of removing plastic.</li><li>• Willing to segregate if proper services provided by Agra Nagar Nigam. Open dumping of mixed waste since no collection or dustbins provided.</li><li>• ANN collects segregated waste and then mixes it up thus discouraging segregation</li><li>• Door-step waste collection should be improved to help maintain cleanliness.</li></ul>

## Feedback from stakeholder meetings

Page  
16

Which stakeholders?	What was their response?
Waste Workers	<ul style="list-style-type: none"><li>• Decrease in plastic waste in Agra</li><li>• Government in connivance with plastic companies and not doing anything to reduce plastic</li><li>• Aware that burning plastic is dangerous and harms environment by chocking drains, death to animals by eating plastic</li><li>• Plastics make Agra look ugly and release toxic chemicals which is the cause of pollution</li><li>• Electronic media key source of awareness on plastics. Campaigns by municipality eg. hoardings, posters and banners helped understand impact of plastics. Messaging on environmental impacts of plastics not clear</li></ul>
Students	<ul style="list-style-type: none"><li>• Plastic items cheap, durable and easy to use as opposed to alternatives</li><li>• Parents may not support initiatives to replace plastics</li><li>• Aware that burning plastic is dangerous and harms environment by chocking drains, death to animals by eating plastic</li></ul>
Common to all Stakeholders	<ul style="list-style-type: none"><li>• Understand importance of Agra as tourist destination and importance on local economy. If plastic pollution not mitigated, will reduce flow of tourists and affect stakeholders economically</li></ul>

# Challenges



Bringing impactful behavioral change in a short span of time



Aligning different stakeholders to the broader objective



# Recommendations

Page  
18

- **Plug the loopholes**-eg. Ban on Non woven bags
- **Green Procurement** by Government, including state and municipality to limit plastic usage
- **Inclusive Recycling** to ensure smooth plastic recycling
- **Build Capacity** to use the Legal Provisions

## Sustaining project impact

- Shift in cultural attitudes towards plastics and pollution.
- Shift to empowered attitude on single use plastics.
- Pressure on Govt. to shift procurement policies to prevent single use plastics.
- Expansion of public discourse to include plastics
- Increased public understanding on impact of actions on oceans and holy rivers
- Increased media understanding of plastics
- Increased acceptability created on less consumptive lifestyles
- Increase in micro-enterprises making long-term, sustainable products
- Ecosystem of support for civil society organizations in the field, for greater impact.



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