



# BEHAVIOUR CHANGE AND STRATEGY TO ACHIEVE SOURCE SEGREGATION

## CONTENT

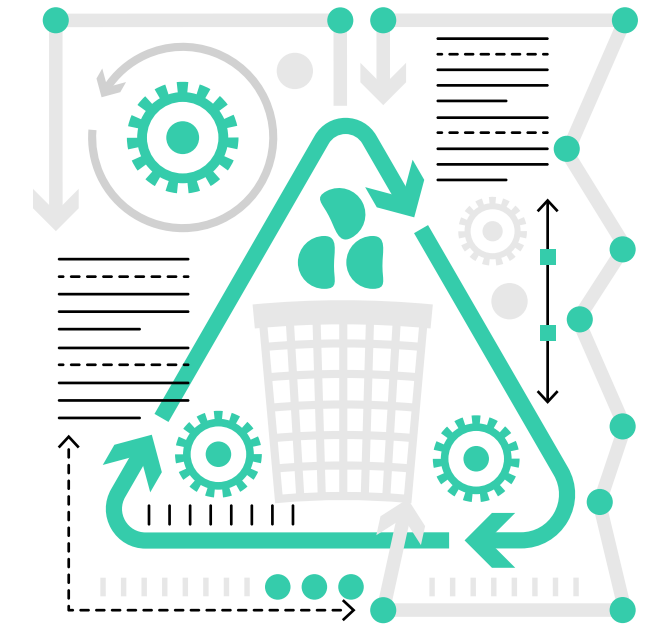
# BEHAVIOUR CHANGE AND STRATEGY TO ACHIEVE SOURCE SEGREGATION

- 1. Importance of Citizen Participation**
- 2. Tools for Awareness generation**
- 3. What do we want to change?**
- 4. Steps for designing a Citizen Participation strategy**
- 5. Design of strategy to promote Source Segregation**
- 6. Annual SBM IEC calendar**
- 7. Stakeholder Committee for Citizen engagement**
- 8. Enabling ecosystem**
- 9. Monitoring and Evaluation**

# WHY CITIZEN PARTICIPATION IS IMPORTANT FOR SWM?

- 1. Citizens are the waste generators. Each individual contributes to create the mountains of waste.**
- 2. An efficient waste management program, regardless of the strategy, requires significant cooperation from waste generators and active community participation.**
- 3. We have to change from the use, throw and dispose to – use, recycle and process.**
- 4. We need each citizen to change their waste habits.**

**Cleanliness impacts the quality of life and well being of the citizens**



# AWARENESS GENERATION :

## IEC – Information, Education and Communication

- Provide information in public domain
- Educate through formal system and targeted trainings
- Communicate through by spreading the message

## BCC – Behaviour Change Communication

- A programmatic approach to creating long term shifts in habits
- It is a scalable, system based approach that is impactful and has sustainable and measurable results.

**BCC takes place only over a period of time. It is not a single time activity.**



# UNDERSTANDING BEHAVIOUR CHANGE COMMUNICATION :

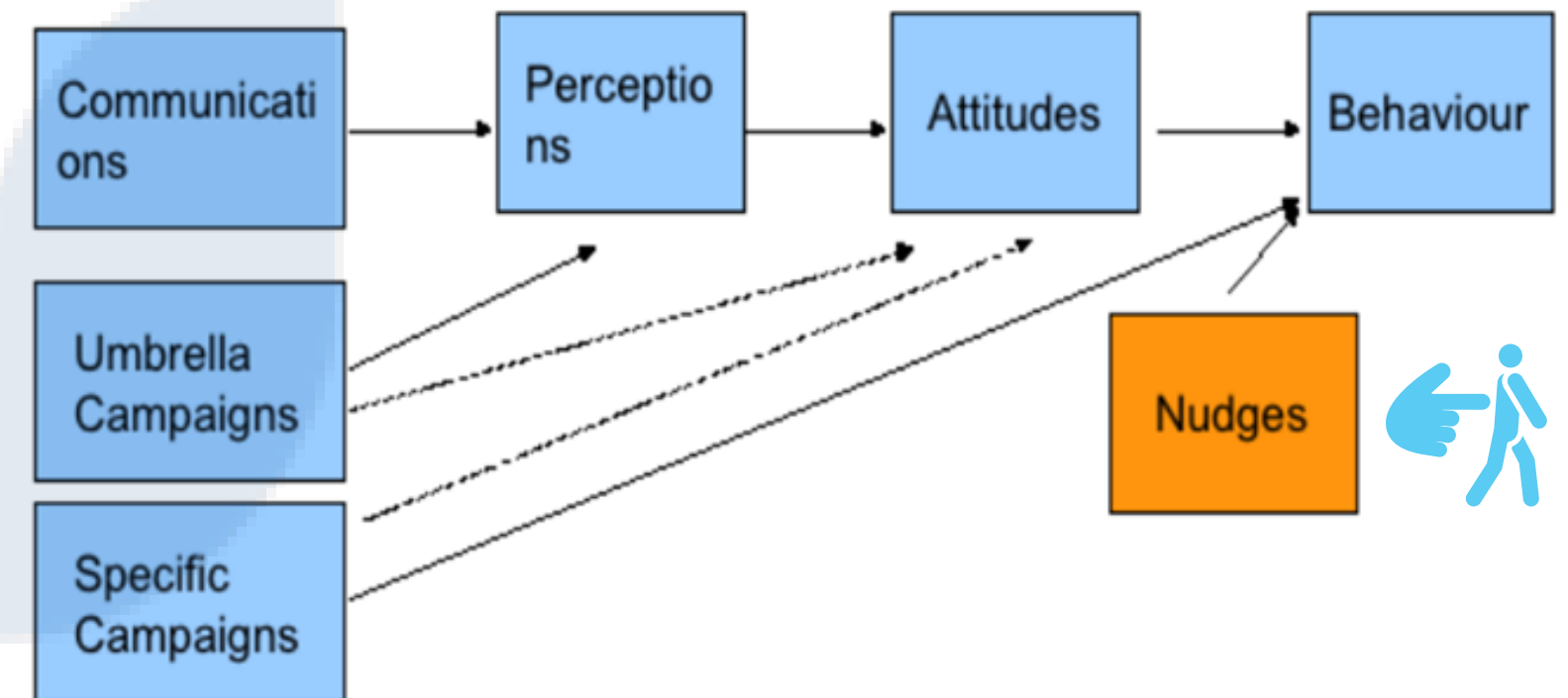
**Behaviour change** – It operates at the behavioural level. This is not about a communications campaign that only operates at a superficial awareness level. People need to live the desired behaviours, not just speak about them.

**The architecture of choice.** We draw on the theory of behavioural economics to design incentives to steer behaviours and choice. If you present options in different ways, you can steer people towards better decisions.

**Nudge** – to encourage or persuade someone to do something in a way that is gentle rather than forceful or direct:

**A citizen's behaviour depends on three interacting components—motivation, capability and opportunity.**

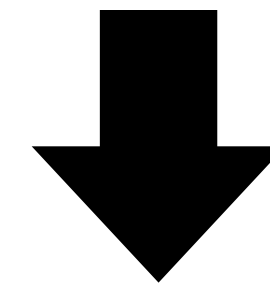
**Beh. Sci. ... Nudge ... How the different components link together**



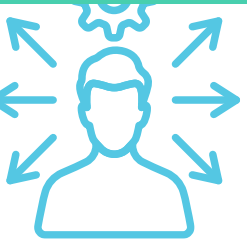
## DEFINING THE CHANGE IN BEHAVIOUR WE WANT :

1. Where current behaviour needs change?
2. Which new behaviours and actions are to become a habit?
3. What new attitudes and perspectives are to be created?
4. What are the Barrier to change?

'Change' is manifest when people with a new behaviour outnumber those persisting with the old (and change is complete only when the adherents of the old gradually die).

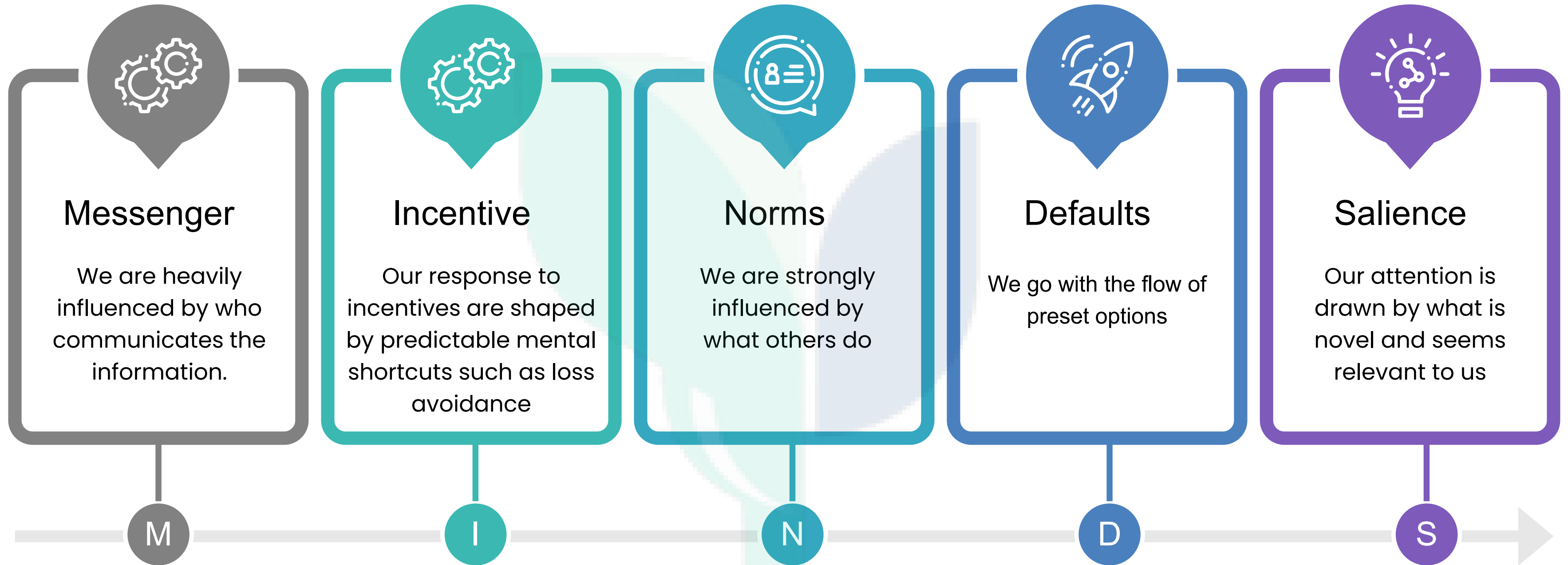


# BCC - FRAMEWORK - MINDSPACE

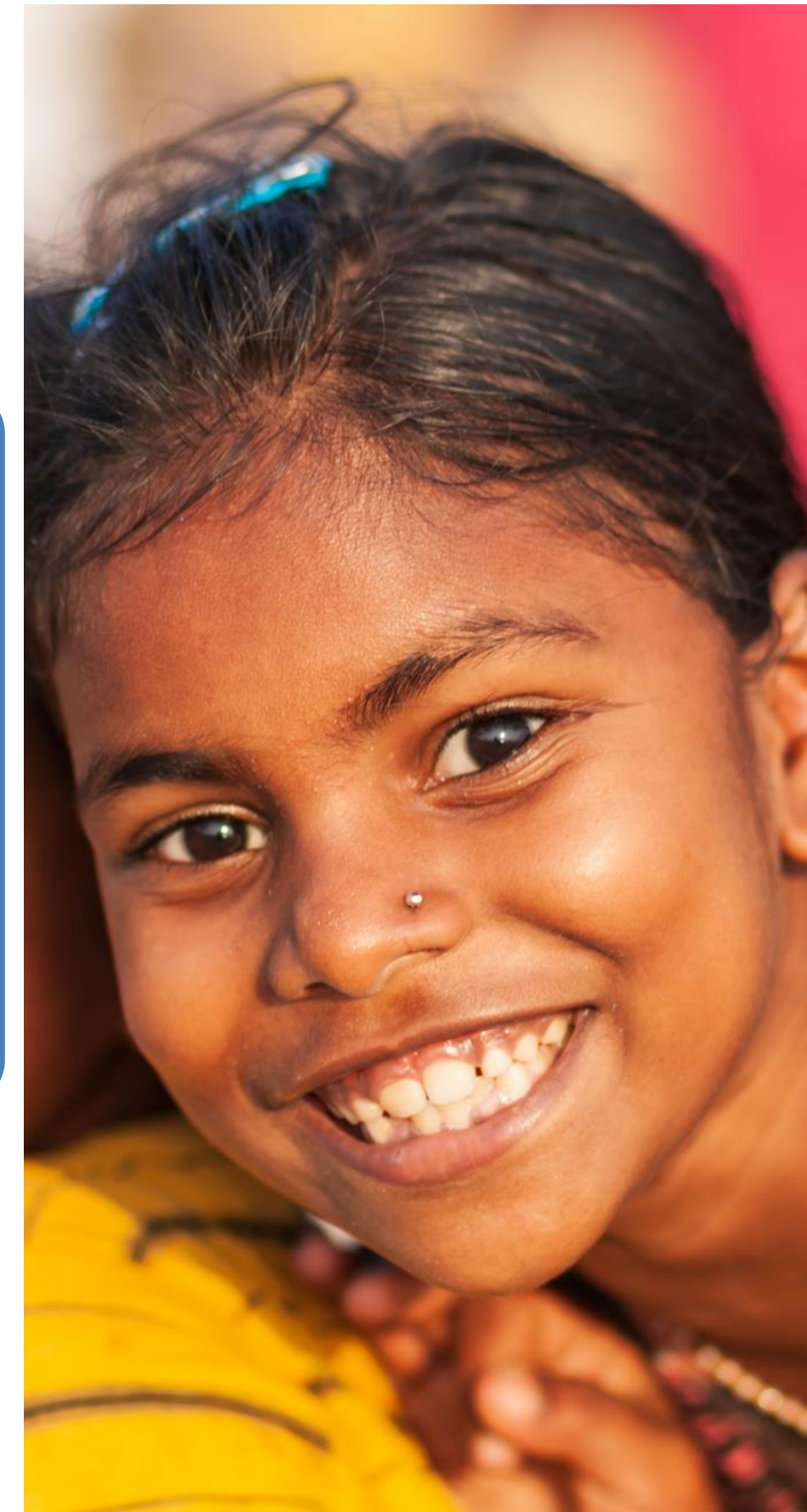
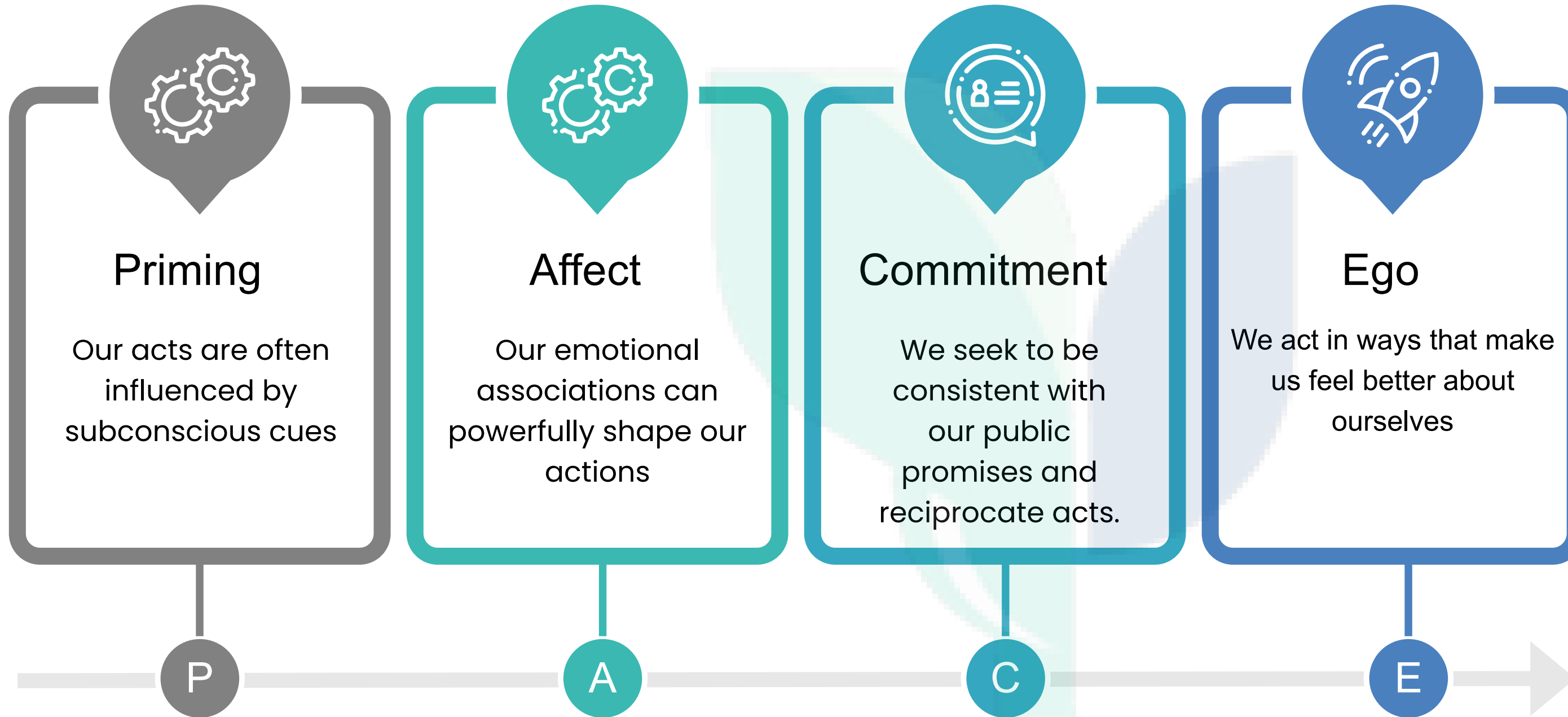
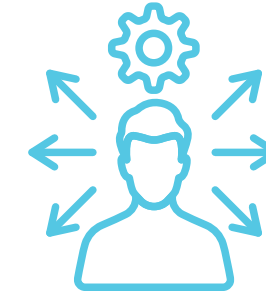


<b>MESSENGER</b>	We are heavily influenced by who communicates the information.
<b>INCENTIVES</b>	Our response to incentives are shaped by predictable mental shortcuts such as loss avoidance
<b>NORMS</b>	We are strongly influenced by what others do
<b>DEFAULTS</b>	We go with the flow of preset options
<b>SALIENCE</b>	Our attention is drawn by what is novel and seems relevant to us
<b>PRIMING</b>	Our acts are often influenced by subconscious cues (see next slide)
<b>AFFECT</b>	Our emotional associations can powerfully shape our actions
<b>COMMITMENTS</b>	We seek to be consistent with our public promises and reciprocate acts.
<b>EGO</b>	We act in ways that make us feel better about ourselves

# BCC - FRAMEWORK - MINDSPACE



# BCC - FRAMEWORK - MINDSPACE



# STEPS FOR DESIGNING A CITIZEN PARTICIPATION STRATEGY :

## 1. TARGET GROUPS – UNDERSTANDING THE CITIZENS



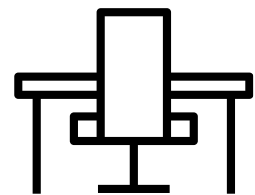
### Residential

- Housing Societies
- Government Colonies
- Slums/ SRA
- Other



### Commercial

- Hotels/Restaurants
- Hospitals
- Shops/ malls/ Markets
- Street vendors, Informal sector



### Offices

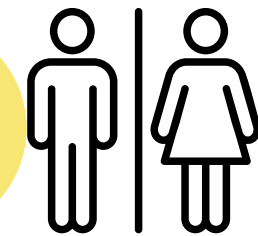
- Private offices, NGOs
- Government
- Elected Representatives



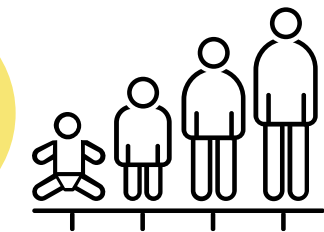
### Educational Institutes

- Schools ( Govt and Pvt)
- Colleges
- Institutes/ University

### Gender



### Age



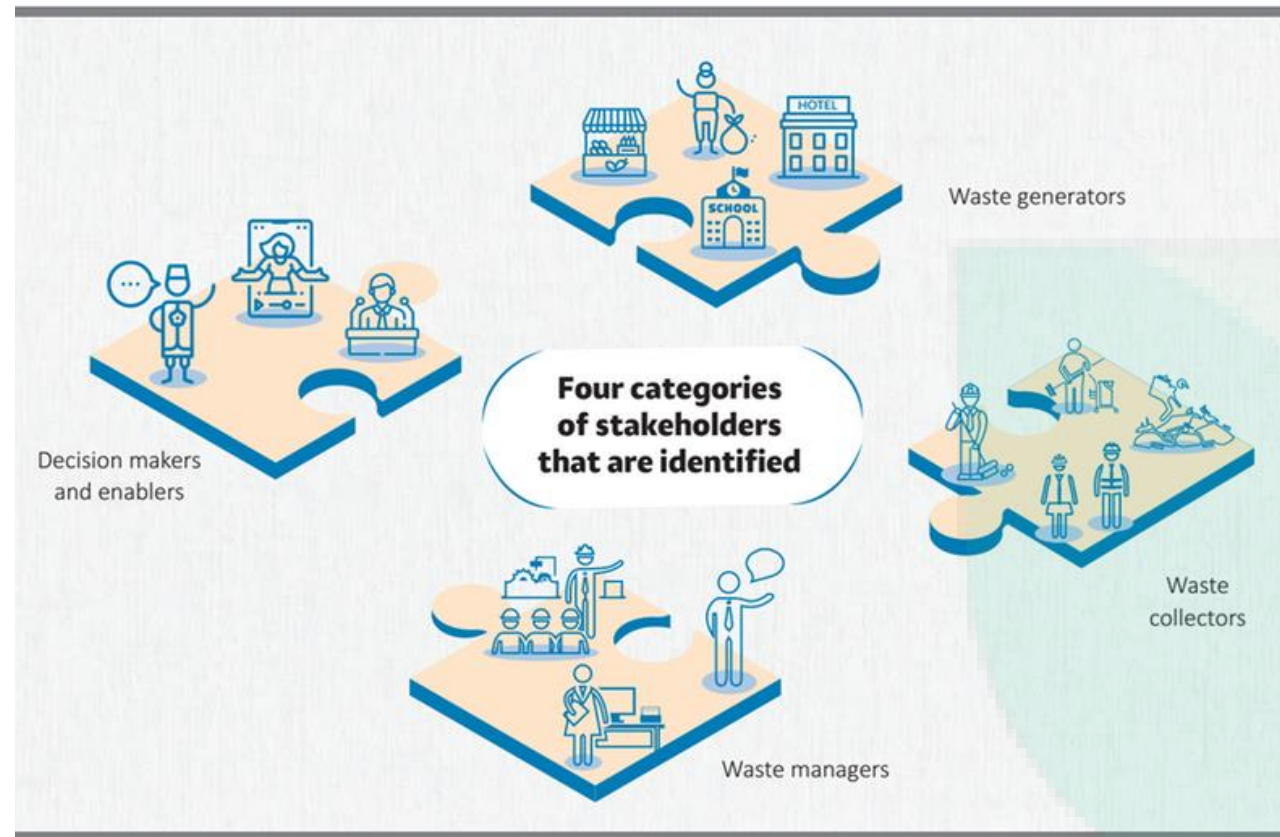
### Economic condition



### Social and culture



## 2. IDENTIFY THE STAKEHOLDERS IN THE CITY

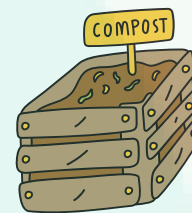


1. Messenger
2. Agencies already working or reaching the target group – Teachers, Tuition classes,
3. RWAs, CBOs, NGOs, SHGs, Social organisations and Institutions
4. Elected representatives and municipal officials.
5. Sanitation staff
6. Other govt agencies – Education, social welfare dept.
7. Agencies working in waste – waste producers, recycler, organisations, waste processing technology providers, academia



### 3. TOPIC OF AWARENESS

1. Waste management has several topics.
2. Select one topic at a time.
3. Focus all BCC activities on it.
4. Design activities specific to that topic.
5. Decide a timeframe to achieve it, and then move to next.



**No to Plastics**

**Charging user fee**

**Segregate into Wet and Dry**

**Household composting**

**Give sanitary waste separately**

**No Open Defecation**

**No littering**



# 4. MODES OF COMMUNICATION



**Print Medium**

- Literate – News print, articles, Handbooks, Posters.
- Visual impact- pictorial
- Advertisements, Hoardings



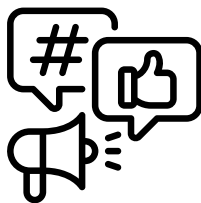
**Audiovisual**

- Films, videos, reels. Local radio, TV stations Jingles, theme songs. Outdoor and traditional media – Wall painting, Digital displays, Hoarding, Banners



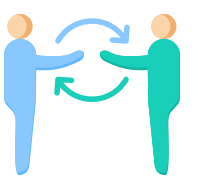
**Internet**

- Information on ULB websites
- Interactive websites
- Webinars



**Social Media**

- ULB pages – Facebook, Instagram, Twitter
- Eminent personalities .Whatsapp groups
- Should be interactive, with quick response from ULB



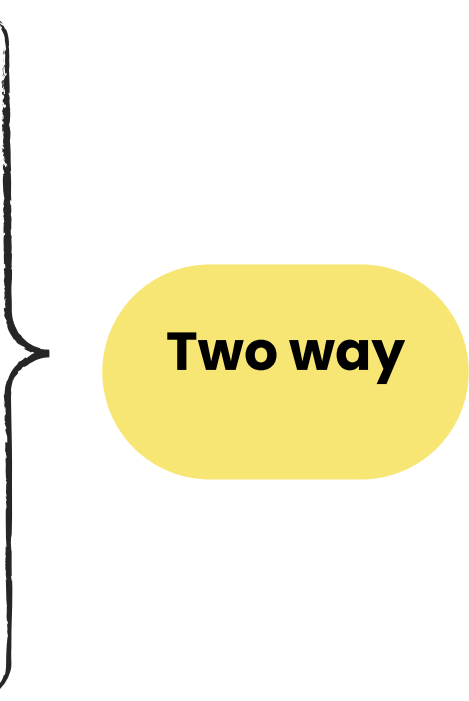
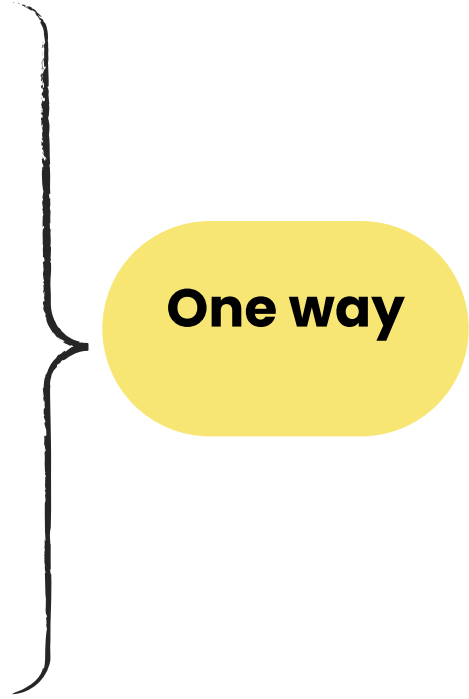
**Inter-personal**

Door to door visits. Community level interactions, Motivation sessions, talks Small group discussions peer education .Engagement of local influencers – priests, sports leader, senior



**Mid Media**

- Rallies, Competitions, Walkathons, Roadshows
- Cleanliness pledge, Drives Street plays, Puppet shows,
- Waste garden, Sculptures from waste



## 5. TYPES OF ACTIVITIES/ ACTIONS TO PLAN

- 1. Systemic change activities** – Creating systems for compliance for segregated waste collection and processing, avenues to recycle dry waste
- 2. Advocacy** – Influence and motivate stakeholders to take actions to strengthen the institutional system
- 3. Policy level changes** – Byelaws, Fines, BWG
- 4. Mass media outreach** – Radio, Banners,
- 5. Other Mid media** – Recognition programs, Incentive and awards programs, Branding through Mascots,
- 6. Other Digital media** – Mobile calling, messaging, bulk SMS.



Evidence shows that the most effective approach leading to behaviour change is a combination of efforts at all levels – individual, interpersonal network, community and societal.

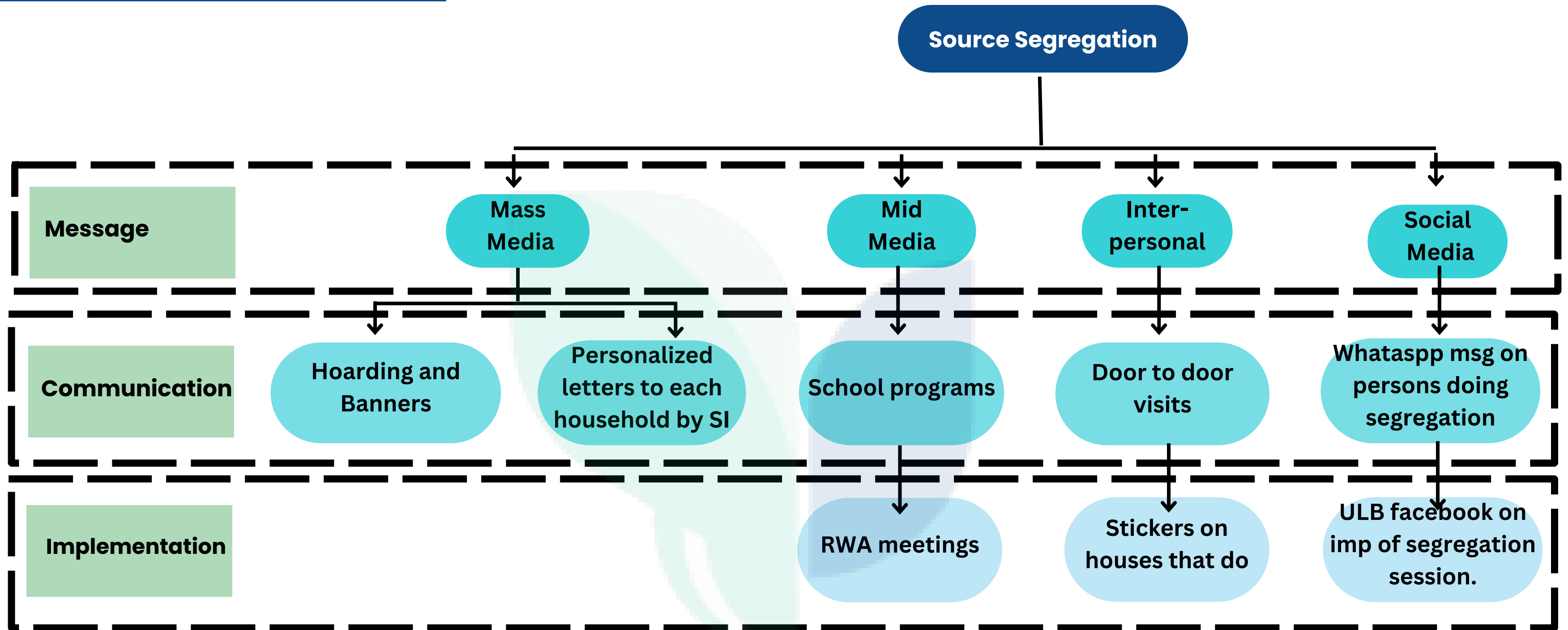
# BCC ACTIVITIES – TARGET HOUSING SOCIETIES :

Month									
3	4	5	6	7	8	9	10	11	12
Local celebrities/ personality show themselves doing segregation of waste appealing societies to participate. Make video viral	Everyday, a new person shown doing segregation through Twitter- whats app, local paper.	Personalised email/ letter/ message to societies/ property owners to segregate from CO/ Mayor/ Corporator.	Start New schemes - Dry waste collection truck gives back money/ purchases dry waste.	Video - journey of waste.	Put up a Poster with local known person doing segregation.	Conduct a MLP collection drive and set up a collection booth	Line in Electricity bill on e- waste segregation	Exhibition on Home Composting in each ward- public areas along with fun activities/ flower show/food festival.	Star ranking of societies based on segregation in a competition
Local Radio talk show	Line in property tax letter on waste segregation.		Do not collect if not segregated.						Sign a circular to segregate waste.

# BCC ACTIVITIES – TARGET HOUSING SOCIETIES :

Month									
3	4	5	6	7	8	9	10	11	12
		Check whether each society/ household have separate bins for wet and dry garbage.		Distribute small bins for sanitary waste collection at society level.		Install plastic waste collection booths at each society/ neighbourhood level.	Install e-waste collection points in each ward.		
	Line in property tax letter on waste segregation.		Buyback of MLP, dry waste, in tie-up with EPR companies		Property tax rebate			Popularizing of the some incentive and how to claim it. Awareness on success stories.	

# BCC FOR SEGREGATION



- Training to waste collectors to collect separately, and transport separately. Incentive to waste collector if required.
- Regular follow up.

# CITIZEN PARTICIPATION ANNUAL ACTION PLAN

## Timeframe – 12 months

Stakeholders – responsibilities and targets

1. Resources – Institutional + external agencies
2. Capacity building to implement
3. Financial outlays
4. Monitoring system

## Citizen Stakeholder Committee

1. Form a committee of stakeholders
2. Make active citizens part of the committee.
3. Bring in transparency in issues and processes.



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# ENABLING ECO-SYSTEM

- Credibility of IEC, BCC **only if** the eco system is structured for it.
- Availability of **waste collection vehicles** with segregated compartments



# MONITORING OF IMPACT OF BCC ACTIVITIES

**Input indicators** - assess advocacy and communication plans

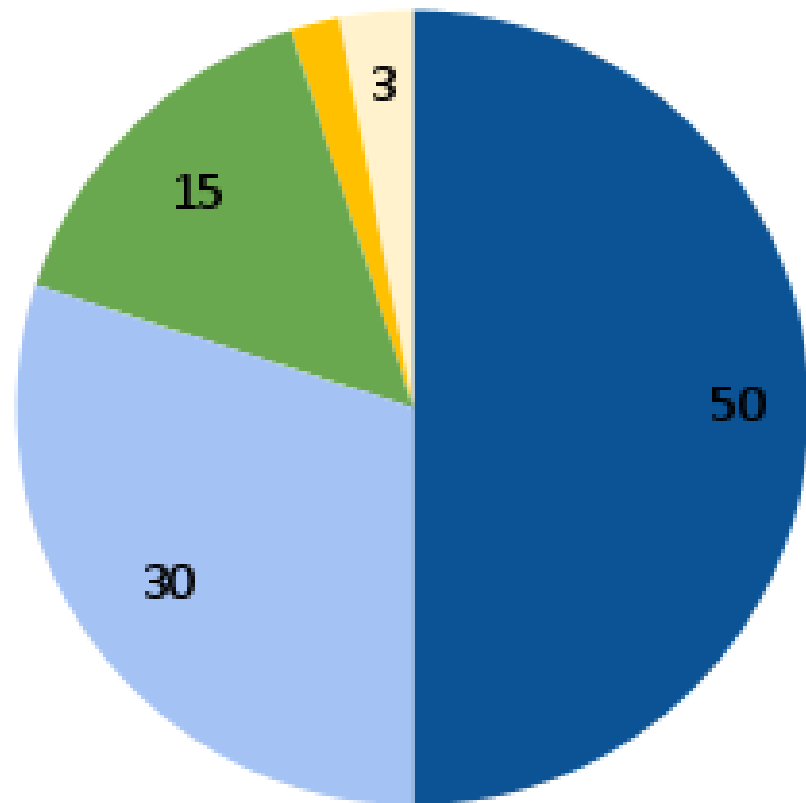
**Output indicators** - effectiveness of communication plans



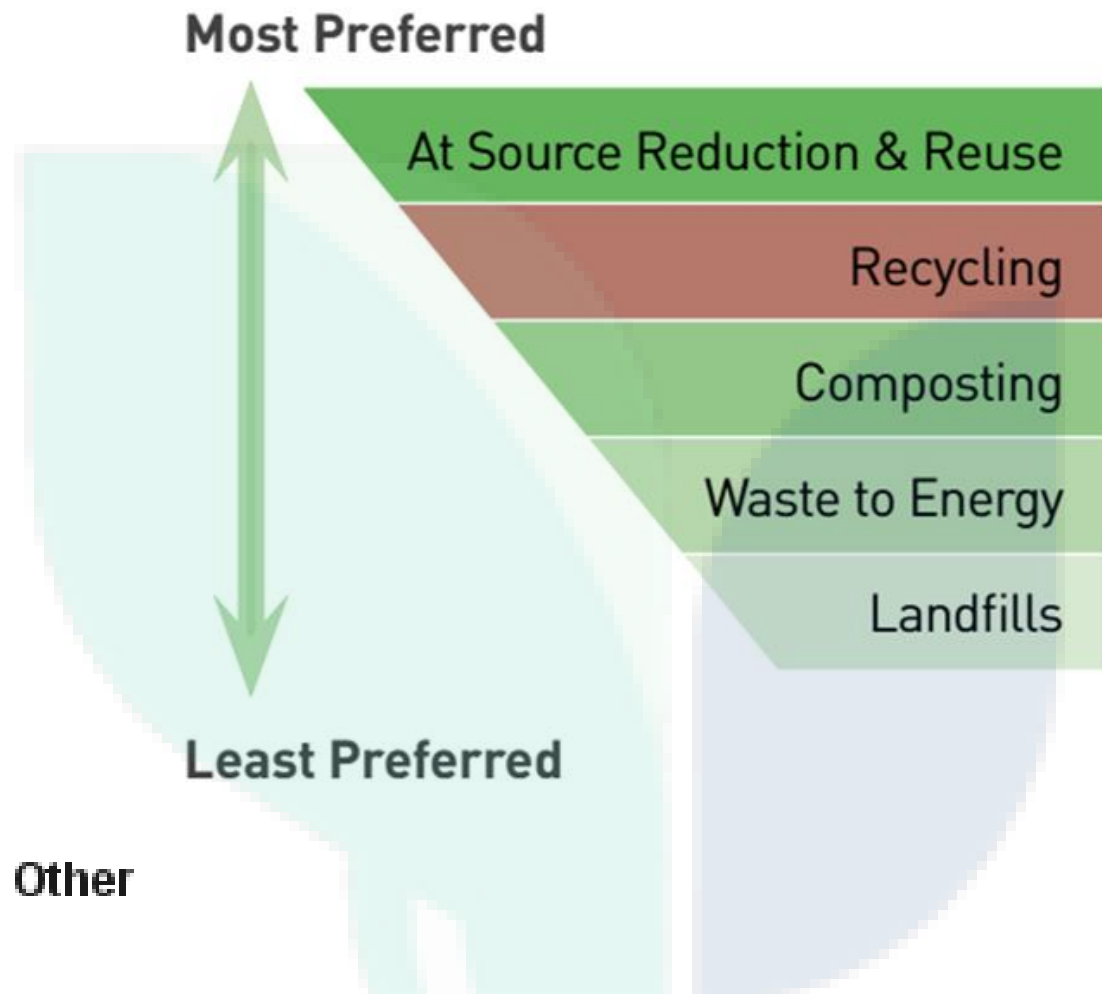
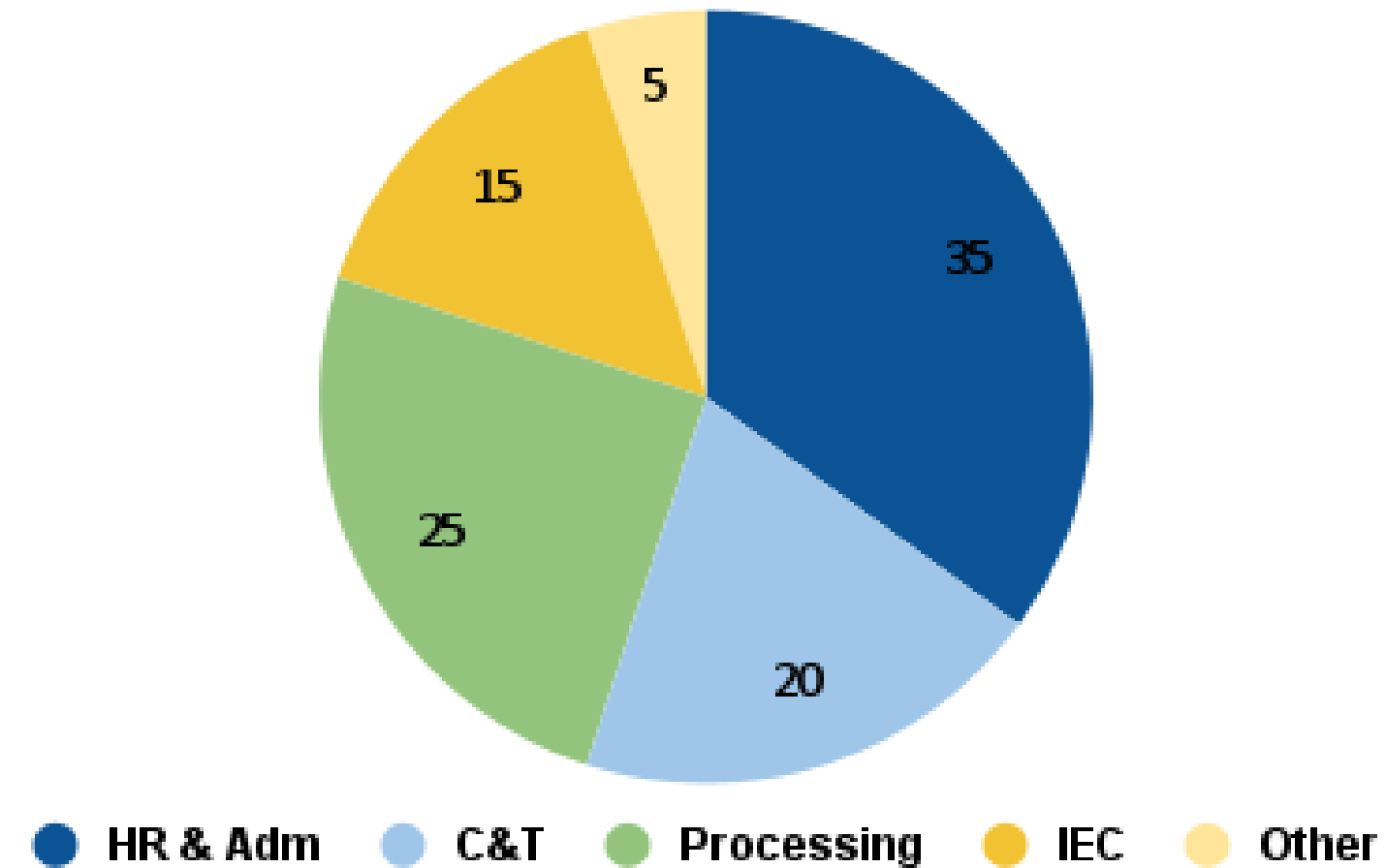
Activities	Input Indicators	Output Indicators	Outcome Indicators
<b>Outdoor Media</b> <ul style="list-style-type: none"> <li>Wall painting;</li> <li>Hoardings.</li> </ul>	<ul style="list-style-type: none"> <li>Number of paintings;</li> <li>Number of hoardings.</li> </ul>	Increased proportion of individuals (men women and children) adopted to following behaviours: <ul style="list-style-type: none"> <li>Source segregation;</li> <li>Adopting 3R principle;</li> <li>On regular interval ensuring septic tanks are cleaned;</li> <li>No littering and elimination of Garbage Vulnerable Points.</li> </ul>	Change in behavioural practices of citizen and active participation to achieve the vision of Garbage free Cities at individual and society level
<b>Folk and other media</b> <ul style="list-style-type: none"> <li>Nukkadnataks;</li> <li>Video shows.</li> </ul>	<ul style="list-style-type: none"> <li>Number of performances;</li> <li>Number of screenings.</li> </ul>		
<b>Inter-Personal Communication</b> <ul style="list-style-type: none"> <li>Home visits;</li> <li>Group meetings;</li> <li>RWA meetings;</li> <li>Market association and vendors meetings.</li> </ul>	<ul style="list-style-type: none"> <li>Number of visits (within the specified time period);</li> <li>Number of group meetings convened/ held RWA, Market association etc. meetings held.</li> </ul>		

# ECONOMICS OF IEC

Typical SWM Budget allocation



Ideal SWM Budget Allocation



● HR & Adm ● C&T ● Processing ● IEC ● Other

● HR & Adm ● C&T ● Processing ● IEC ● Other

1. Per HHs spend on awareness is Rs. 22/ month in PCMC
2. Per HHs budgeted on awareness is Rs. 77/year in Lonavala, actual was Rs. 65/year.
3. Budgeted for IEC was Rs. 14,00,00 0 for the year 2023-24 in Lonavala

Medium	
Interpersonal Communication	40%
Mid Media	Not less than 30%
Digital media	10- 15%
Mass media	Max upto 15%

# CITIZEN AWARENESS - BUDGET

Activity	Proposed Amount (INR Lakhs)
School IEC Campaigns - Students engagement	30,000
Door to Door Ward level IEC campaigns - Citizens Engagement	3,50,000
Felicitation of Swachh Ambassadors	30,000
Mass media - Development of outdoor collaterals (Hoardings/Banners), Creating jingle song for city	1,50,000
Mid Media activities - Meetings, workshops, Slum awareness activities.	1,40,000
Wall Paintings and Beautification	50,000
Special Events & Campaigns, Rallies.	1,00,000
Swachh Bharat Diwas (2nd Oct) & Womens Day Event	50,000
Plastic Waste & E-Waste Awareness campaign Events	20,000
Print Creatives (Poster, Banner, Leaflet)	10,000
Merchandise (T-shirt, Caps, Trophies etc)	20,000
Photography & Short Films/Documentaries	50,000
<b>Total</b>	<b>10,00,000</b>

## SLAs for agencies

- The level of segregation into six types should increase by 5% every month.
- BWG's waste does not enter the mainstream waste collection within 3 months
- Reduction in chronic spots