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

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Presented by:
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Innovatively create awareness and behavioral change amongst stakeholders with key focus areas

- 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
Strategy and Approach

Stakeholders: Our outreach policy focused on five key audiences

- 100,000 Youth
- 20 Influencers
- 1 Local Government
- 400 Tour Guides
- 50 Waste Workers
Strategy and Approach
Campaign focused on easily replaceable single use plastic products

- PET
- CUPS
- STRAWS
- CUTLERY
- BAGS
### Strategy and Approach

#### Methods and tools of engagement

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spreading awareness</td>
<td>Using mobile story telling, social media awareness and Street Plays</td>
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<tr>
<td>“Take a pledge” activity</td>
<td>Run by youth participants and ambassadors – taking pledges and influencing visitors at Taj Mahotsav event</td>
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<tr>
<td>Partnering with Agra Nagar Nigam and Geo-cycle</td>
<td>To prevent low value plastics from reaching Yamuna</td>
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<tr>
<td>Hosting workshops and interactive FGDs</td>
<td>With school children, communities, tour guides, waste workers, local govt. officials</td>
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</table>
Strategy and Approach
Methods 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
Methodology and Approach

- **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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households</td>
<td>1200</td>
</tr>
<tr>
<td>Shops</td>
<td>30</td>
</tr>
<tr>
<td>Offices</td>
<td>5</td>
</tr>
<tr>
<td>Schools</td>
<td>4</td>
</tr>
</tbody>
</table>
Results of Perception Survey that fed into Campaign Strategy and Approach

<table>
<thead>
<tr>
<th>Icon</th>
<th>Description</th>
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<tbody>
<tr>
<td>🚮</td>
<td>Plastic disposal patterns and specific perception about plastic waste</td>
</tr>
<tr>
<td>🧠</td>
<td>Awareness levels among different stakeholders and other knowledge gaps</td>
</tr>
<tr>
<td>🛍️ -</td>
<td>Inclination to reduce plastic usage</td>
</tr>
<tr>
<td>🍀</td>
<td>Incentive for behavior change</td>
</tr>
</tbody>
</table>
Key Message for Public

- 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

- Taj Mahotsav Event
- Pledge taking at Schools
- Cleanup Drive
Behavioral Change and Shift

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

Substituting Plastic shopping bags with cloth - at Nagla Fakirchand slum

Composting, Paper bin liners and Cloth bags - at HIG area of ADA Heights, Tajganj

Plastic Clean up drives - at Nagla Paima, Tajganj

Reduced SUPs usage - at Tajganj

Cloth bags from old clothes usage - at Basai Khurd, Tajganj
Behavioral Change and Shift
Plastic Free Taj Mahotsav Event

• **Taj ticket caption campaign** launched on social media and UP Tourism website

• **Kiosk** with information about dangers of SUPs

• **Film** for awareness on plastic pollution screened

• **Street Plays** by students on plastic pollution and keeping Agra plastic pollution free

• **NO PLASTIC Pledges** with tourists to give up 1 SUP

• **Stickers** on Stalls to be plastic free

• **Tour Guides trained** to educate tourists on keeping Taj Plastic free
Media for the Campaign

Taj Fest: Call to shun single use plastic

AGRA: A Delhi based non-governmental organisation (NGO), Chintan, running an awareness drive against single use plastic (SUP), in Agra, created awareness among stall owners at Taj Mahal, and urged them not to sell items in plastic bags, on Thursday.

The joint efforts by Chintan and UN Environment Project's part of the project titled Promotion of counter measures against marine plastic pollution in South East Asia and India, run by Government of Japan and UN Environment Program (UNEP) in four cities of India, including Agra.

Deputy executive director of UN Environment Programme Joyce Musya visited Taj Mahal on Thursday, and urged stall owners and visitors to say no to plastic.

The residents of a housing society named ADA Heights have also taken initiative and asked vendors not to sell items in polythene. Residents have stopped taking vegetables and grocery items in polythene bags, and now buy the same in cloth bag or baskets.

“Four school students, who participated in the drive, were Ayana Verna from Sun Flower School, Khushi from Ek Pahal Puthalha, Shaurya Chaudhary from Preuda Public School and Bhavna from Sumeet Rudal Gob Memorial Public School. They were presented medals for promoting waste segregation,” she said.

Besides, a student of CBS School Dayalbagh was awarded a trophy for winning inter-school competition.

YOGESH CHITRA

The joint efforts by Chintan and UP Tourism in the part of the project titled Promotion of counter measures against marine plastic pollution in South East Asia and India, run by Government of Japan and UN Environment Program (UNEP) in four cities of India, including Agra.

“Anjini an enarated by team of students from Dayalbagh Educational Institute (DEI) to spread how the plastics create menace for marine life,” said Chitra.

Media for the Campaign

PLASTIK KI KIHALAK LADAI JARI RAKHANE KE LIE SHAWA LI

JAI KISHAN

PLASTIK - KI KIHALAK LADAI JARI RAKHANE KE LIE SHAWA LI

Plastic is bad for the environment and health. This is a call to shun single-use plastic.

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### Feedback from Stakeholder Meetings

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<th>Response</th>
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| Service Professionals  | • Plastic items cheap, durable and easy to use as opposed to alternatives. Rich people responsible for more plastic waste generation.  
• Aware that burning plastic dangerous and harms environment by clogging sewer lines, death to animals by eating plastic.  
• Government in connivance with plastic companies and not doing anything to reduce plastic.  
• Unity among people and awareness required to reduce plastic                                                                                                                                                                                                                       |
| Shop Owner             | • Lack of mechanism and non-availability of credible replacement item to plastic  
• Plastic removal across all sectors looks impossible  
• Government in connivance with plastic companies and not doing anything to reduce plastic  
• Lack of knowledge about Solid Waste Management Rules, 2016 and 3R’s                                                                                                                                                                                                                     |
| Housewives             | • Government should close down plastic factories  
• Plastic items cheap, durable and easy to use as opposed to alternatives.  
• Training younger generation to build champions of removing plastic.  
• Willing to segregate if proper services provided by Agra Nagar Nigam. Open dumping of mixed waste since no collection or dustbins provided.  
• ANN collects segregated waste and then mixes it up thus discouraging segregation  
• Door-step waste collection should be improved to help maintain cleanliness.                                                                                                                                                                                                                                                    |
# Feedback from Stakeholder Meetings

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| Waste Workers                | • Decrease in plastic waste in Agra  
                                • Government in connivance with plastic companies and not doing anything to reduce plastic  
                                • Aware that burning plastic is dangerous and harms environment by choking drains, death to animals by eating plastic  
                                • Plastics make Agra look ugly and release toxic chemicals which is the cause of pollution  
                                • 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 |
| Students                     | • Plastic items cheap, durable and easy to use as opposed to alternatives  
                                • Parents may not support initiatives to replace plastics  
                                • Aware that burning plastic is dangerous and harms environment by choking drains, death to animals by eating plastic |
| Common to all Stakeholders   | • 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 |
Challenges

- Bringing impactful behavioral change in a short span of time
- Aligning different stakeholders to the broader objective
Learnings for Effective, Sustained Outreach and Public Engagement

➢ Focus on targeted stakeholders in campaigns to create empowered attitude

➢ Public awareness and policy incentives/disincentives influence and direct behavior

➢ 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.

➢ Ecosystem of support for civil society organizations in the field, for greater impact
Policy Recommendations

- **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
- Increased **acceptability created** on less consumptive lifestyles
- **Increase in micro-enterprises** making long-term, sustainable products
- **Build Capacity** to use the Legal Provisions
- **Expansion of public discourse** to include plastics
- Increased **media understanding** of plastics
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