

Integrated results from Behavioural Insights Experiments, Let's Talk About Recycling Survey and TroTro Diaries Conversation

Behavioural Insights Experiments (UNDP Acclab Ghana in collaboration with Coliba Ltd. (plastics recycling start-up) and GRIPE (Ghana Recycling Initiative by Private Enterprises)

Location
Existing network of community recycling bins at fuel stations in Accra.

Intervention
Information-based intervention with small billboards placed near recycling bins. Design of billboards is based on Behavioural Insights methods including by appealing to social norms and sense of community.

Target
Minimum 10% increase in PET plastic bottles deposited in recycling bins.

Outcome
Success! 18% increase and 44% increase respectively (above the pre-intervention baselines) in plastics collected at 2 experiment locations. Experiment also tracked recycling rates at similar recycling locations across Accra as a control. Comparative analysis confirmed positive impact of intervention.

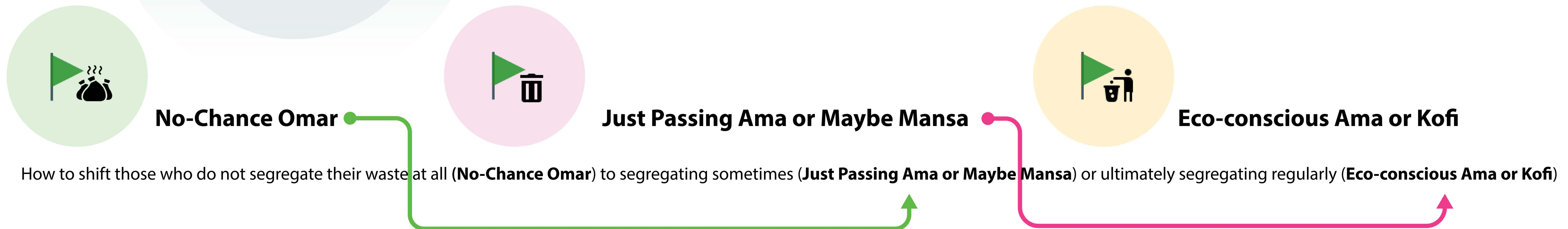
"What did we learn from applying Behavioural Insights to segregation / recycling of plastics?"

Meet people where they are
Recognize that individuals have different views about segregation/recycling, different circumstances and hence approaches to post-consumer plastics.

Let communities see themselves in billboards and other communication materials
Using different archetypes/characters acknowledges the realities in communities, rather than highlighting a level of eco-consciousness that might seem unattainable to most people. Value in enabling a "No-chance Omar" to become "Maybe Mansa", as not everyone will become an "Eco-conscious Kofi or Ama". Combining messages in English with Ghanaian languages Twi and Ga by using the phrases Fa Ye Adefofro and Ke Fe No Kooklo, meaning "use something which exists for something new". Local communities are mentioned directly e.g. Osu.

Appeal to social norms and cognitive dissonance.

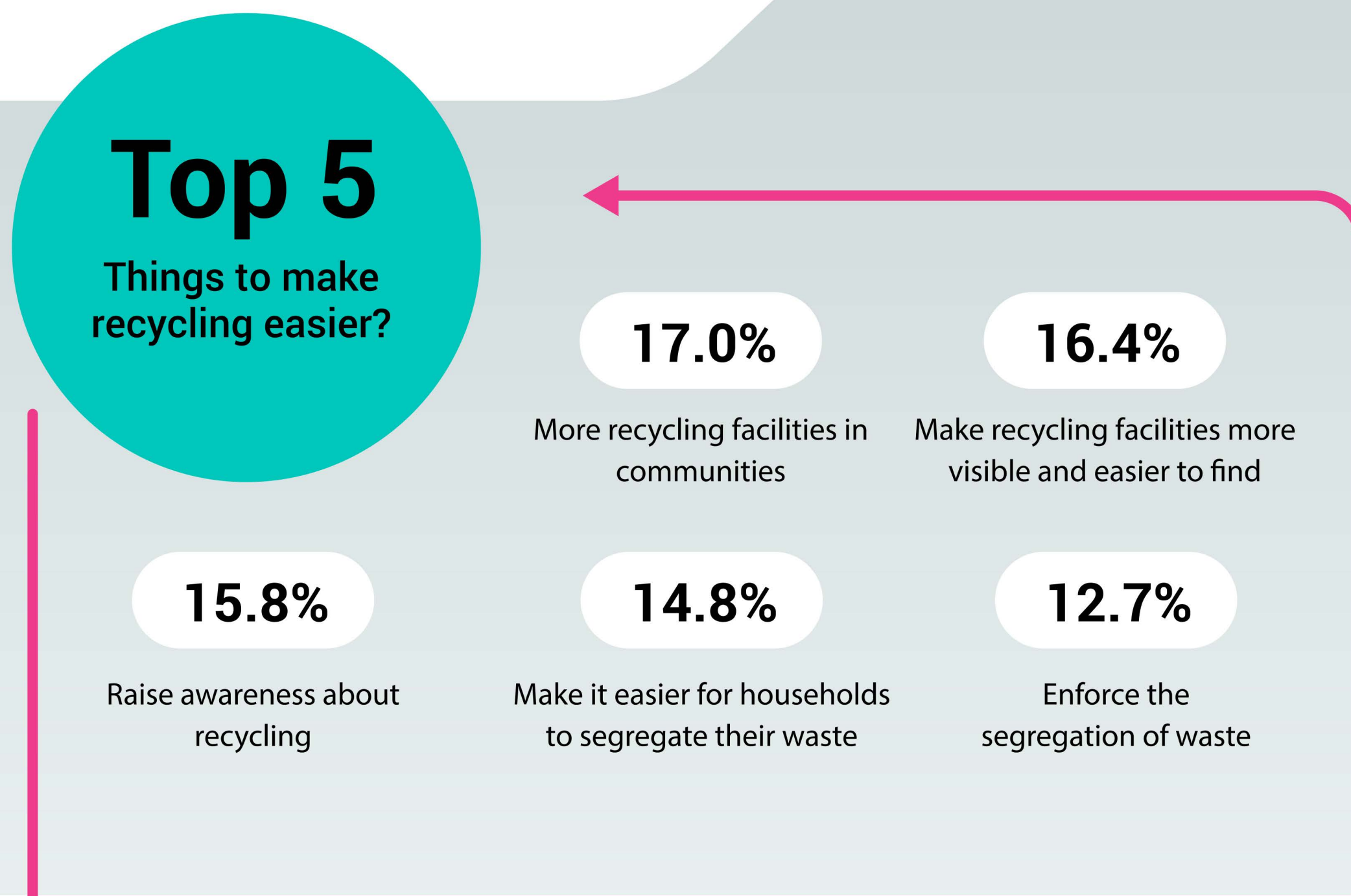
The Challenge: How to enable behavioural change which leads to increased waste segregation and recycling in communities?



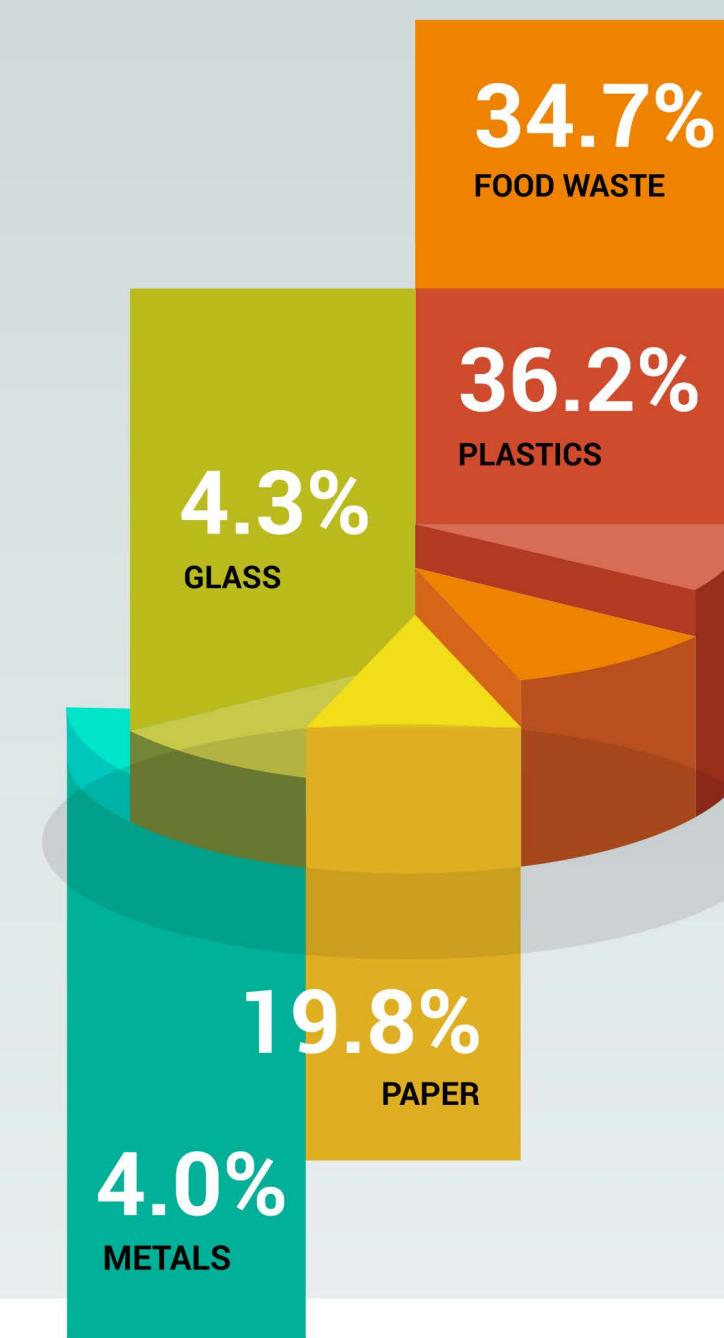
Online survey by UNDP Acclab Ghana/Waste Recovery Platform

Top 4 Reasons why waste is not segregated / separated

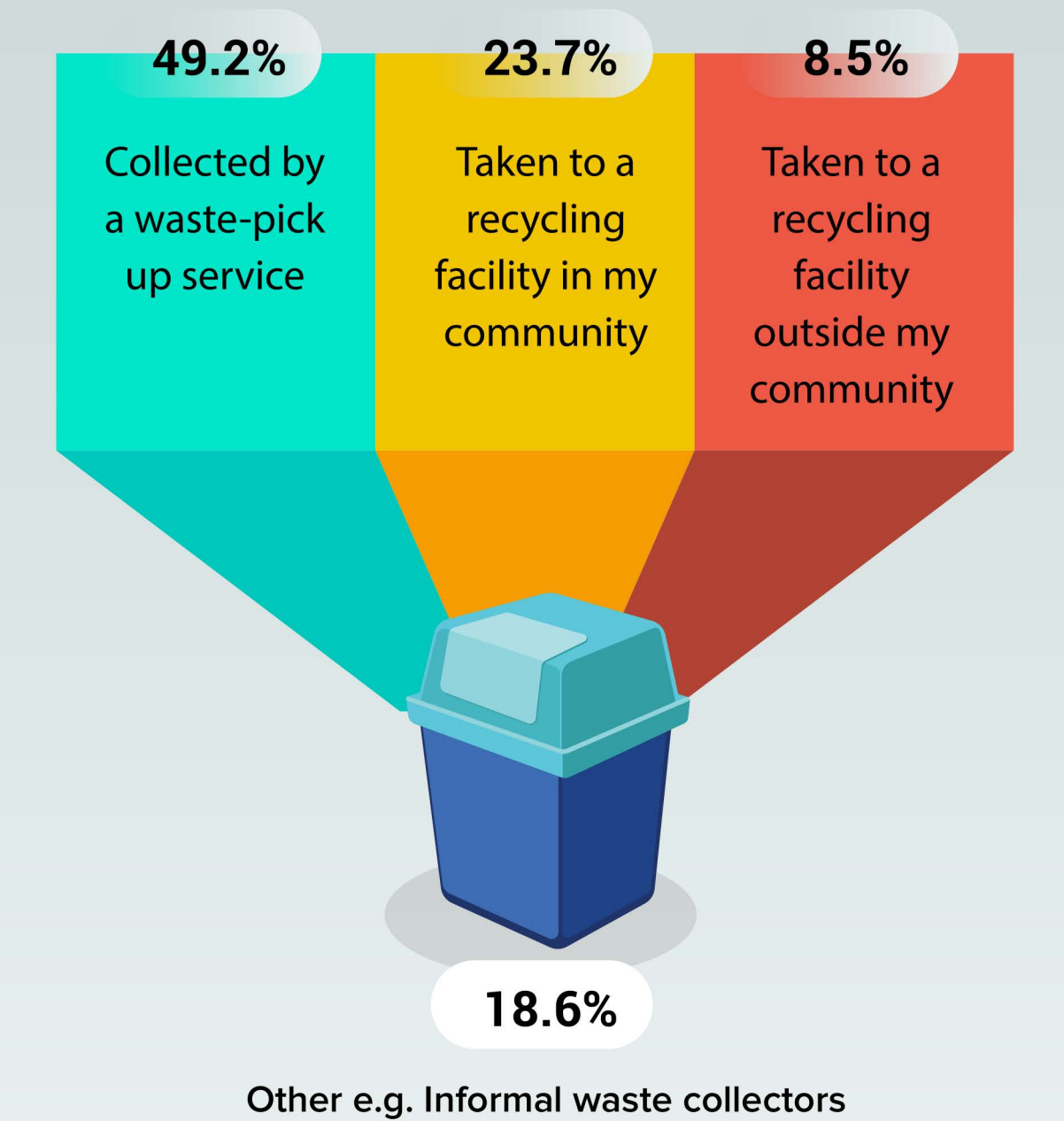
- 1 **16.3%** I do not know who will collect my materials for recycling
- 2 **6.8%** I find it difficult to separate items to be recycled from general waste
- 3 **5.2%** I do not know where I could take materials for recycling
- 4 **2.8%** I do not have the time



Top 5 recyclable materials generated daily?



What happens to the separated / segregated waste?



Behavioural Insights Analysis by UNDP Acclab Ghana

No-Chance Omar
Is totally unaware of segregation / recycling or has never seriously considered these issues.

Just-passing Ama
Only recycles when they happen to be close to the recycling location and it is convenient - which in some cases is about every 3 months or so.

Maybe Mansa
Often an avid browser of social media, and publicity and advocacy about recycling on social media may be the trigger to visit the recycling point. However, segregation/recycling by this group is only intermittent.

Eco-conscious Kofi & Ama
Typically (but not always) eco-conscious Ghanaian, often working in professional roles in the waste-services sector, an expatriate, or a Ghanaian who has returned home after living overseas, with exposure to recycling schemes. Segregation/recycling is established behaviour in this group.

"Let's talk about Recycling" - online survey by UNDP Acclab Ghana/Waste Recovery Platform (2020) 405 responses

59% Do not segregate their waste for recycling

18% segregate their waste sometimes

23% segregate waste regularly

"Is our community badly affected by plastic litter or are we just exaggerating" - online conversation by Acclab Ghana/TroTro Diaries. Conversation reached 19,500 members with 2149 voting/commenting (2020)

Badly affected but yet you buy toothbrush and you request plastic bag, you buy rush [yoghurt] in TroTro - plastic bag, yoghurt ke [and] pie, pie gets its own plastic bag, yoghurt gets its own plastic bag, then they both get overall plastic bag.

Most of the gutters are choked with this plastic waste and that is the cause of most of the flooding in Ghana



Even though I most often carry my stuff to a bin sometimes I unconsciously or subconsciously drop it in places we aren't supposed to. We all do it.

If it rains in Koforidua and the gutters overflow [with plastic] then you will see if we are exaggerating