



Concept Note

WEBINAR 2

Date: 14th May 2020 | 14:30 – 17:00 hrs

Theme:

Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address (Riverine and Marine) plastic litter.

Background:

India generates approximately 9.4 million tonnes of plastic waste every year, and out of this approximately 60 percent of plastic waste is recycled and rest 40percent is left uncollected or littered (source: Ministry of Housing and Urban Affairs, March 2019), which often ends up in open areas or drains and eventually in the river bodies. There is an urgent need to curb the plastics ending up in the Ganga and other rivers by providing alternatives to plastics, improved management of plastic waste, promoting awareness amongst locals and tourists / visitors. In order to achieve this, there is a need to understand the perception of various stakeholders in the city on plastic waste – its source, impact, major contributors, their current actions and overall willingness to prevent it from going into the river.

Objective:

Exploring and reflecting upon awareness levels regarding plastic consumption and disposal implications, and approaches to enabling behaviour change in society. Highlighting case examples from 4 cities (including tourist and pilgrimage sites) and engagement of various stakeholders in the process.

The session shall cover the following topics:

- Perception survey for Plastics Consumption and Waste Management in Agra city, Prayagraj and Haridwar, and Mumbai - Case examples of the UNEP project.
- Programmatic engagement of children and behavioral shift towards plastics management.
- Plastics manufacturers and industry response to single use plastic phase out.
- Case study : Engaging citizen for Door-to door collection of segregated waste along with GPS tracking of vehicles carrying waste in Mumbai by BMC.
- Swachh Survekshan-The competitive approach to behaviour transition in city region.
- Acceptance of change towards transitioning to use plastic alternatives in society.
- Media and waste segregation pursuit- Is change occurring.
- Response and effect of single use plastic ban in selected cities (Mumbai/ Bangalore).
- Participative methodology for online perception survey towards educative behaviour shift.

Expected Outcome:

Recommendations for enhancing community participation by instilling behaviour change leading to sustainability of countermeasures to prevent plastic littering.