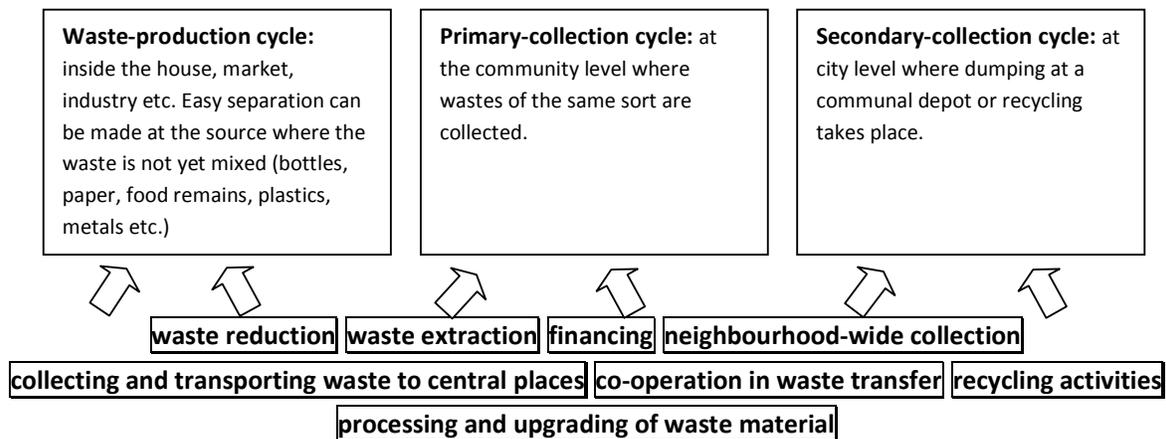## Handout: Community Awareness and Participation

1. Community Participation

- **Community Participation** is the process by which individuals and families understand responsibility for their own health and welfare of societies; the key to the success of solid waste management system in any city is the cooperation of citizens. Citizens ought to be involved in proper storage, collection and safe disposal of waste

- Reorganization of waste-management procedures, including community participation, is more likely to provide durable solutions than purely technical approaches, since income-generating waste-management systems can be maintained even by low-income communities

- Benefits beyond a clean environment can be:
  - ➢ the production of fertilizer through composting
  - ➢ the recovery of energy through biogas or incineration;
  - ➢ reuse and recycling of the various materials in waste;
  - ➢ land reclamation
  - ➢ a feeling of self-esteem

- Largest cost factors in waste disposal are transport and collection; reduction of quantities through early separation and recycling is a very effective means for achieving savings; reductions in the volume of waste and decentralized processing are approaches to which an organized community could contribute and from which at the same time it could benefit

Waste-production cycle: inside the house, market, industry etc. Easy separation can be made at the source where the waste is not yet mixed (bottles, paper, food remains, plastics, metals etc.)	**Primary-collection cycle:** at the community level where wastes of the same sort are collected.	**Secondary-collection cycle:** at city level where dumping at a communal depot or recycling takes place.

waste reduction   waste extraction   financing   neighbourhood-wide collection

collecting and transporting waste to central places   co-operation in waste transfer   recycling activities

processing and upgrading of waste material

- Community participation in the field of waste disposal does not come easily, and much consciousness-raising is required in order to create a feeling of responsibility. In some countries, there is a tradition of caring for areas around and between dwellings, whilst, in others, this is not the case.

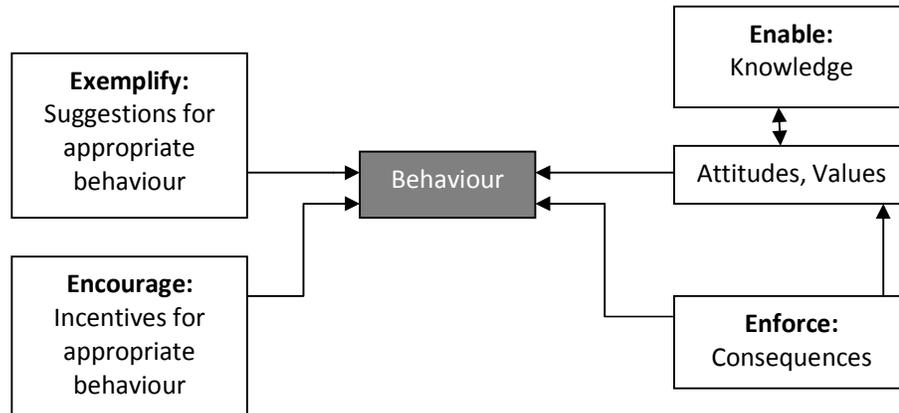| Typology of Participation	
Passive Participation	Telling people what is going to happen or what has already happened
Participation by information giving	People answer questions posed by outsiders using surveys, questionnaires etc.,
Participation by consultation	People are consulted by outsiders who define both problems and solutions
Participation by material incentives	People provide resources, for example in labour, in return for food, cash or other material
Functional participation	People form groups to meet objectives determined by outsiders
Interactive participation	People participate in analysis, formulation of action plans and form new or strengthen local institutions
Self-mobilisation	People take initiatives independent of outsiders to change their situation

2. Awareness Raising and Behaviour Change

- **Behaviour change** is undertaken gradually: Model of behavior change stages by Prochaskau and Di Clemente (1986) cross-referenced to programme tasks

Behavior change stages	Programme tasks
➢ **Precontemplation:** people really are not thinking about the behavior as being appropriate for them at this point in their lives	➢ **Creating awareness and interest:** the target group has to be aware that there is some desirable new behavior to be undertaken and that may be appropriate to the current situation
➢ **Contemplation:** people are actually thinking about and evaluating recommended behaviours	➢ **Changing values:** for behaviours that involve important changes in community norms target groups have to come to believe that the proposed behavior is acceptable to people like them ➢ **Persuading:** once the target groups perceived that it's OK to carry out the behavior, he/she has to be convinced that it is personally desirable to do so
➢ **Decision:** people have decided to act and are trying to put in place whatever is needed to carry out the behavior	➢ **Creating action:** there is a difference between convincing people that a behavior is a good thing and getting action. This may be more about making the behavior easier to undertake
➢ **Action:** people are doing the behavior for the first time – or first several times	➢ **Maintaining change:** the communications campaign cannot stop when people make the first necessary steps if our goal is sustained behavior change
➢ **Confirmation:** people are committed to the	

behavior and have no desire/intention to return to earlier behaviour.	

- In most cases, the demand for a more **environmental friendly behavior evokes contradictions** to what people are used to and what is their preferable behavior (e.g. "Water is a valuable recourse" vs. "I like to take a shower every day" / "My city should be clean" vs. "The easiest way to get rid of my waste is to throw it out of my car window"); therefore behavioral change has to be influenced from more than one side:

```
┌──────────────────┐                          ┌──────────────────┐
│   Exemplify:     │                          │     Enable:       │
│  Suggestions for │                          │   Knowledge       │
│   appropriate    │                          └──────────────────┘
│    behaviour     │─────┐       ┌────────────┐        ↕
└──────────────────┘     ├──────►│ Behaviour  │◄──┌──────────────────┐
                         │       └────────────┘   │ Attitudes, Values │
┌──────────────────┐     │              ◄────     └──────────────────┘
│   Encourage:     │─────┘                                  ↑
│  Incentives for  │                          ┌──────────────────┐
│   appropriate    │                          │    Enforce:       │
│    behaviour     │                          │  Consequences     │
└──────────────────┘                          └──────────────────┘
```

- *Enable* - to help people make responsible choices by providing them with the education, skills and information, and by making those choices easier with accessible alternatives and suitable infrastructure.
- *Encourage & Enforce* - to look at the most effective techniques to encourage and, where necessary, enforce, behaviour (e.g. through price signals, peer pressure, funding, or regulation).
- *Exemplify* - to lead by example in demonstrating the importance of considering of sustainable development.
- *Catalyse breaking habits* - there is a need to view all of the strategies and policies together with a view to long-term behaviour change, which may take time. In order to establish what works best in terms of supporting sustainable development, behaviour change forums are being established across government departments and with other stakeholders. This aims to enable behaviour change to be better understood; help behaviour-based policies to be more successful through greater policy coherence and evaluation; and promote understanding of behaviour change as a core policy skill.
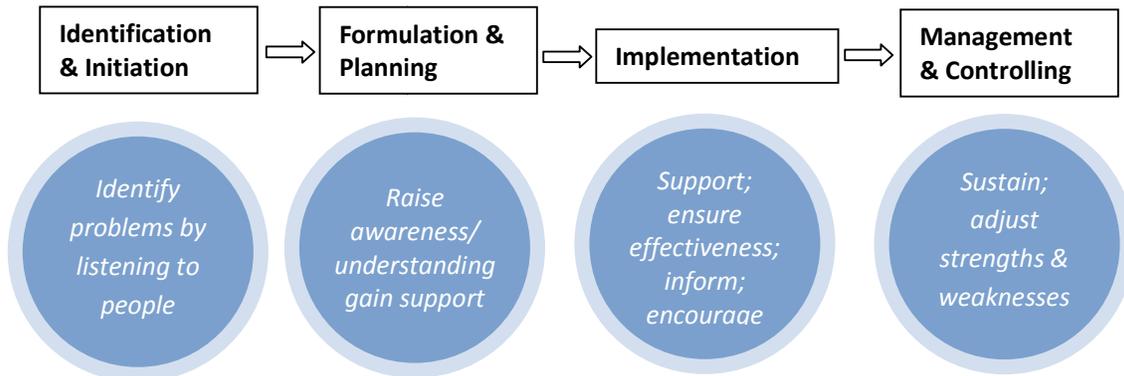
3. Planning Strategic Communication

- **Social Marketing:** programs designed to influence the voluntary behavior of target audiences to benefit the target audience and/or the society as a whole
- Information   Communication: one-way communication allows for little or no interaction between sender and receiver and such campaigns will not lead to a permanent or structural change of attitude and behavior
- Communication should be used as a strategic management instrument that makes the technical, financial, legal and policy interventions for SWM more effective
    - I.   **Why? - Define Objectives**
        - Analysis of issues: determine and focus

- Outline role of communication: determine what communication can do and how it can interact with other possible interventions (technical, financial, legal, etc.); state specifically what communication cannot do.
- Formulate communication objectives: Be as specific as possible and make use of the objectives as a Monitoring and Evaluation Tool
- Communication can play different roles according to the phase of the project cycle:

Identification & Initiation		Formulation & Planning		Implementation		Management & Controlling
Identify problems by listening to people		*Raise awareness/ understanding gain support*		*Support; ensure effectiveness; inform; encouraae*		*Sustain; adjust strengths & weaknesses*

II. To/With Whom? – Target groups

- Determine target groups: Who are most crucial to solving the issue at hand? Which groups among the stakeholders are of primary interest in order to reach your objectives? What are their motives, perceptions and interests? Which people might become ambassadors for your case?
- Some of the target audience can be from sectors of particular interest including the female head of the family, children and youth, who require some form of role model to influence their behavior. Broadly the target audience can be categorized as waste generators, waste collectors and waste managers:

Generators	• Residential areas: Women (household), maids, school going children • Commercial areas: shopping areas, vegetable markets, offices, hotels, restaurants • Institutional areas: schools, colleges
Collectors	• Sweepers, Rag pickers, waste loaders, truck drivers, landfill supervisors
Waste Managers	• Administrators and supervisors, control and monitoring team, complaint handlers, computer software operators and specialists

III. What? – Messages

- Determine message(s): consider the knowledge of the target groups, their every day life-world and experiences with SW issues

Checklist: Formulating Communication Messages

a) Don't just start! Defining the message comes only after:
   - Problem analysis
   - Definition of objectives/communication objectives
   - Determining and analyzing the target groups

b) What has happened before? Have you or others communicated on this matter before?

c) Do you know what you are talking about?
   - What exactly do you want to say?
   - What is the main element of your message?
   - What arguments will you use?
   - What information do you need to include?
   - Which information is <u>not</u> relevant? Don't be afraid to select!

d) Think from the perspective of the target group
   - How do they think, and feel and see the world?
   - Use words and symbols what they will understand: a message may be lost when the symbol is not recognized

e) What can you offer the target group?
   - People select information to support their own ideas
   - People generally do not like to change their ideas or convictions
   - They will only do so if there is something in it for them: enjoyment, status, feel good, other benefits

f) Don't teach, don't preach!
   - Respect the target group, take them seriously
   - Never indicat that you know best
   - Speak the truth, the whole truth and nothing but the truth
   - Or at least don't lie, exaggerate, or make promises you cannot keep
   - Actions speak louder than words

g) K.I.S.S.
   - Keep It Short & Simple

IV. **How? – Channels and Tools**
   - Determination of means: choose channels as the vehicle to transport your messages (interpersonal, print, audio-visual, digital); people respond best to direct and personalized communication; the medium influences the message! Take the time and budget to pre-test products and messages among the target group
   - The organization: identify all organizational, logistical and infrastructure requirements needed for the implementation (materials, products, stationary, venues, accommodation, catering, transport, manpower, other services)
   - The budget: prepare a detailed budget in which all project components are covered for; detailed budget breakdown can be used for fund raising

V. **When? – Which moment in the project/process?**
- Time planning: set a starting and a finishing date; identify critical points; find a balance: planning is important to guide your work but more effective when you follow the time line of the target group; be well prepared and at the same time remain flexible!

VI. **Monitoring & Evaluation**: effects of a communication activity can be assessed by several methods, such as in-depth interviews with members of the target group or other forms of feedback

How to increase the chance of media coverage

- To be of high value for journalists, environmental topics need either an occasion (activity, decree, event etc.) or/and personalities to communicate and present the according messages and statements appropriately for the media
- News need to have an emotional value and/or a value for practical use (action-oriented)
- Appropriate for the media means:
  a) **New:** Actuality can be created by linking a topic to famous personalities or events like conferences, activities or events; find extraordinary plugs
  b) **Short:** Statements of a few sentences; start with the most important information and abandon less important details
  c) **Descriptive:** Related to people's daily lives, comprehensible and with concrete examples
  d) **Easy and Clear:** Slogans, comparisons, pictures, symbols, bold and simple examples; avoid indoctrinations and emphasize concrete benefits
  e) **Lively and Illustrative:** choose a wording that evokes imaginations and associations in people's minds
- Public Relations need regular maintenance, intensive cultivation of contacts to opinion leaders, decision makers and media representatives and to a certain degree staging of topics

4. Excursus: Islam and Environment

British Organisation *Islamic Foundation for Ecology and Environmental Sciences (IFEES)*
- Founded in the 80s, NGO, registered by the UNO
- Founder: Fazlun Khalid, born 1934 in Sri Lanka; advisor for WWF, 1995-2000 director of ARC (Alliance of Religion and Conservation – www.arcworld.org)
- Since 2006 regular publication of Internet-Newsletter *EcoIslam*
- Networking, conferences, practical information for consumers and multipliers (e.g. for Imams)
- Website: www.ifees.org.uk

5. References

- Regional Solid Waste Management Project in Mashreq and Maghreb Countries (GTZ-ERM-GKW): Regional Guidelines; Aids to Implementation: Public Awareness & Community Participation 5: Planning Strategic Communication

- Joan Young: Colmar Brunton Social Research & Peter O'Neill: A Social Marketing Framework for the Development of Effective Public Awareness Programs.

- United Nations Centre for Human Settlements (Habitat), Nariobi 1989: Community Participation – Solid Waste management in Low-Income Housing Projects: The Scope of Community Participation