

No 1 Objective / Target

ACTION PLAN FOR

**COMMUNICATION FOR BEHAVIOUR
AND SOCIAL CHANGE**

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№3 Causes for situations & problems

Problem of Waste génération	Causes	impacts
<ul style="list-style-type: none">- No sorting- Absence of a formal intervention framework for pre-collectors;- Use of unsuitable equipment;	<ul style="list-style-type: none">- Low monitoring and supervision of activities by the technical services;- Ignorance of the relationship between waste and health;- Misunderstanding of the benefits of sorting waste.	<ul style="list-style-type: none">- A lot of sand in the bin;-pets dying for ingesting plastic bags (garbage);- monetary loss of households;-environnemental pollution-diseases related to the environment

Current situations & problems



Objectives

1. Raise awareness and inform 30% of the population of Niamey on good hygiene practices and sanitation of urban solid waste
2. Organize pre collectors of municipal solid waste
3. Promoting sectors that promote the recycling and recovery of household solid waste.

Target

- Increase the sorting rate and the use of selective bins in households by 5%;
- Reduce the amount of plastic bags used by 10%;
- Reduce the sand of 10% of the bins of Niamey.

No 4 Applicable learnings from Yokohama

Clean streets, silent factories, discipline

- At the macro scale: development and implementation of the G30 plan;
- At meso scale: creation of the Recycling Waste Resources Bureau (RWRB);
- At the micro scale: communication, guide of garbage sorting, environmental education, environmental education, involvement of citizens and businesses, mascots, monitoring evaluation, waste related-data system, recovery and recycling of waste, eco responsibility;
- Collaboration City of Yokohama and JICA.

Applicable learnings from Yokohama



№5 Substantial approach for solution

- Development and implementation our G30 plan;
- Introduction of a waste management agency;
- Communication and awareness actions;
- Improve it and apply the law;
- Promote private public partnership;
- Promote volunteering;
- Promote decentralized partnership;
- Promotion of the basket of the housewife;
- Cleanlines campaign.

No6 Action Plan Matrix

OBJECTIVE	ACTIVITIES	ROLE OF STAKE-HOLDER	BUDGET	TIME FRAME	MONITORING INDICATOR
	Social survey to raise awareness about MSWM	MEUSSD: organizer	180500	January 2019	Diagnostic Report
1- Raise awareness and inform people about good hygiene and sanitation practices of urban solid waste.	Development of tools and equipment (tag module mascot)	MEUSSD: organization, Financing	645000	February 2020	Types and Number of tools developed
	Awareness Campaign (ERE, group chats, House Call, Peer Education) - 3RV Demonstration	MEUSSD: Organization, Financing; NGO: Awareness; Other Departments: Collaboration, funding ; Other Partners: Support funding	1840000	March December 2020	State of cleanliness of streets, number of persons engaged, number of demonstration made 3R
	Training of all actors	MEUSSD: Organizer; NGO: Awareness; Other Departments: Collaboration Other Partners: Support funding	542413	February 2020 June 2020	Number of trained actors
	Organization of "Sweep" operations in schools	City: organization, logistical support; MEUSSD: collaboration, monitoring NGO: mobilization; Associations: mobilization	14443222	February December 2020	State clean streets, many people mobilized,
	Reviving the voluntary associations working to improve the living environment of Niamey	City: organization, financing, logistical support; MEUSSD financing, monitoring	902020	March 2020	Number of revitalized associations Number of conducted trainings
	Support for the operationalization of the health brigade	City: organization, financing, MEUSSD Technical Board financing, monitoring	180404	February 2020	Number of interventions brigade Number of people trained
	Support to the operationalization of the Green Line	City: organization, financing, ; MEUSSD: advice, monitoring, funding	180404	February 2020	Number of calls Number of people trained
2- Organize pre of municipal solid waste	Increased individual and collective capacities of pre collectors	City: organization, financing, ; MEUSSD: advice, monitoring, funding	902020	March May 2020	Number of trained collectors Subscription rates
	Support for the determination of collection points (mapping) to the City of Niamey	City: organization, financing, ; MEUSSD: advice, monitoring, funding	PM	March 2020	Mapping model diponable
	Organization of competitions (the cleanest area, the most distinguished pécollecteur)	City: Organizer; MEUSSD: Co organizer, followed; NGO: Awareness Other Departments: Collaboration ; Other Partners: Support funding	1443235	March December 2020	List of neighborhoods in the contest Pictures of the ceremony
	Organization of a national forum on recycling and recovery of household solid waste	MEUSSD: organizing, financing; Other Departments: Collaboration Other Partners: Support funding	360808	April 2020	Forum Report
3- Promoting recycling systems and recycling of solid household waste.	Capacity building of craft collectors and recyclers	MEUSSD: organizing, financing, ; City: funding, logistical support; NGO: Awareness; Other Departments: Collaboration ; Other Partners: Support funding	902020	May 2020	Collection rate Recirculation rate
	Organization of open days in recycling products	MEUSSD: organizing, financing,; City: funding, logistical support; NGO: Awareness; Other Departments: Collaboration; Other Partners: Support funding	1804040	July 2020	Number of participants Type and number of exhibits
	Organization of 3 study trips to Ghana, Nigeria, Tunisia	MEUSSD: organizing, financing,; City: financing NGO: Awareness Other Partners: Support funding	902020	July- September 2020	Number of persons Number of introduced technologies and
	Organization of a national forum on recycling and recovery of household solid waste	MEUSSD: organizing, financing,; City: funding, ; Other Partners: Support funding	1804040	October 2020	Rate of participation
	Monitoring Evaluation	MEUSSD: organizer ; The city; other actors	Pm	January-December 2020	
	Capitalization of good practices	MEUSSD: organizer; The city	PM	November -December 2020	
	Total		7216163		

Target group

Target group	Desired changes	Themes to tackle
<p>The primary target: young and women from Niamey.</p>	<p>☒ Young people no longer throw on the floor, sort waste and use garbage cans;</p> <p>☒ Women have adopted a better sandless sweeping system, use garbage cans, sort garbage and have changed their language: they no longer say to children will pour out..But will put in ..</p>	<p>➤ Scan Mode and Home Sorting (remove sand);</p> <p>➤ 3R;</p> <p>➤ Personal hygiene, hand washing.</p> <p>➤ Dignity and salubrity;</p> <p>➤ Sanitation and neighborhood;</p> <p>➤ Health and Health</p>
<p>The secondary target: heads of households, teachers / schools, religious leaders / Opinion / Artists, economic actors of the street (Shopkeepers / Aprons, Restorers, Artisans and Taximan) media Journalists.</p>	<p>☒ The heads of households get involved in WSM ;</p> <p>☒ Schools refuse to let their yards and surroundings become wild dumps;</p> <p>☒ Religious leaders / opinion participate in campaigns;</p> <p>☒ Associations are mobilizing to make their neighborhoods clean;</p> <p>☒ Businesses give their customers biodegradable packaging, use bins, sort their waste and value it.</p>	<p>➤ Respect for the law;</p> <p>➤ 3R;</p> <p>➤ Opportunities for creating green jobs in waste</p> <p>➤ Use of garbage cans</p>
<p>The tertiary target : institutions, public authorities (parliamentarians, members of government), technical and financial partners and mass media.</p>	<p>☒ The parliament puts in coherence the laws on the public hygiene;</p> <p>☒ The government makes urban cleanliness a priority;</p> <p>☒ The media is increasing the number of production and distribution of safety programs;</p> <p>☒ The city of Niamey applies the regulations in force without any complacency.</p>	<p>➤ Updating / strengthening national regulations on public hygiene;</p> <p>➤ Financing of safety;</p> <p>➤ 3R;</p> <p>➤ Public Private Partnership.</p>

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