

PLASTIC POLLUTION IN SOUTH AFRICA

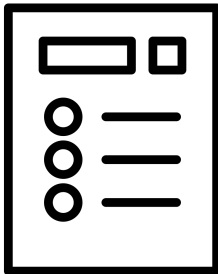


THE HUMAN DIMENSION



Claudine Roos and Kapandu Shihepo

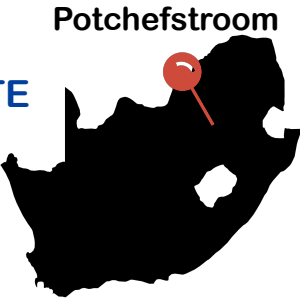
Isabel Richter and Nicolas E. Neef



SURVEY & OBSERVATIONS

Why is the situation the way it is?
What are the underlying behavioural processes leading to this situation?

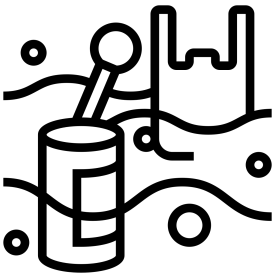
STUDY SITE



Potchefstroom

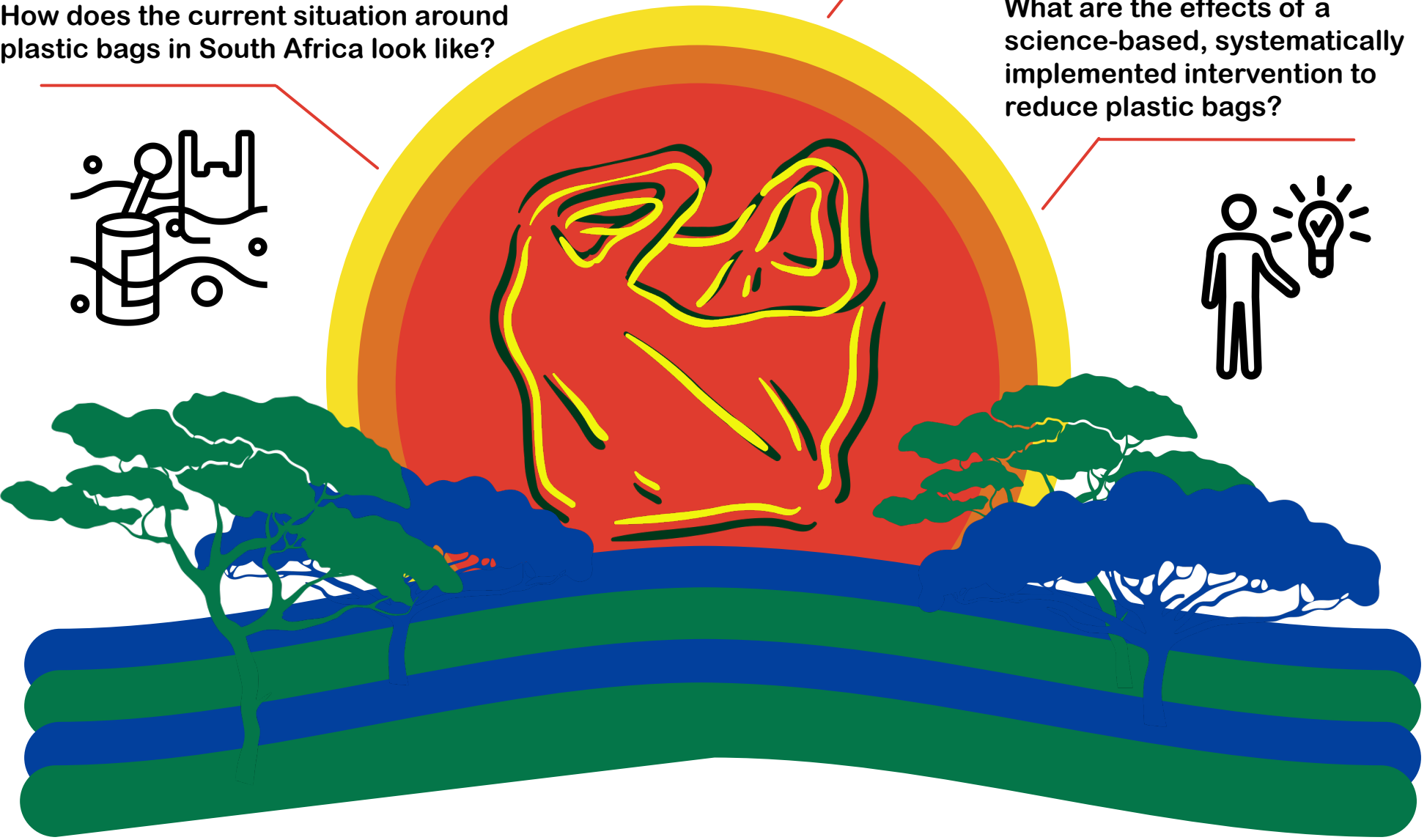
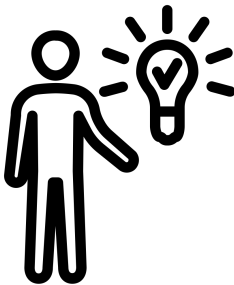
STATUS QUO

How does the current situation around plastic bags in South Africa look like?



PILOT INTERVENTION

What are the effects of a science-based, systematically implemented intervention to reduce plastic bags?



Reducing plastic pollution means changing behaviour. This project is dedicated to the identification of behavioural drivers and the removal of behavioural barriers to create long-lasting change in the plastic bag infrastructure in South-Africa.

Outcomes:

- ✓ Intervention toolbox
- ✓ Intervention pilot
- ✓ Step-by-step evaluation guide
- ✓ Capacity building
- ✓ Scientific publication



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