

CIRCULAR PLASTIC ECONOMY AND SUSTAINABLE BEHAVIOR

REDUCE PLASTIC WASTE - EMPOWER VULNERABLE COMMUNITIES - IMPROVE THE QUALITY OF LIVING FOR ALL

1

Active engagement with local stakeholders to build **trust** and develop a **shared vision**: waste picker communities, buy-back centers, municipal waste corporations, local and international experts, and policy makers

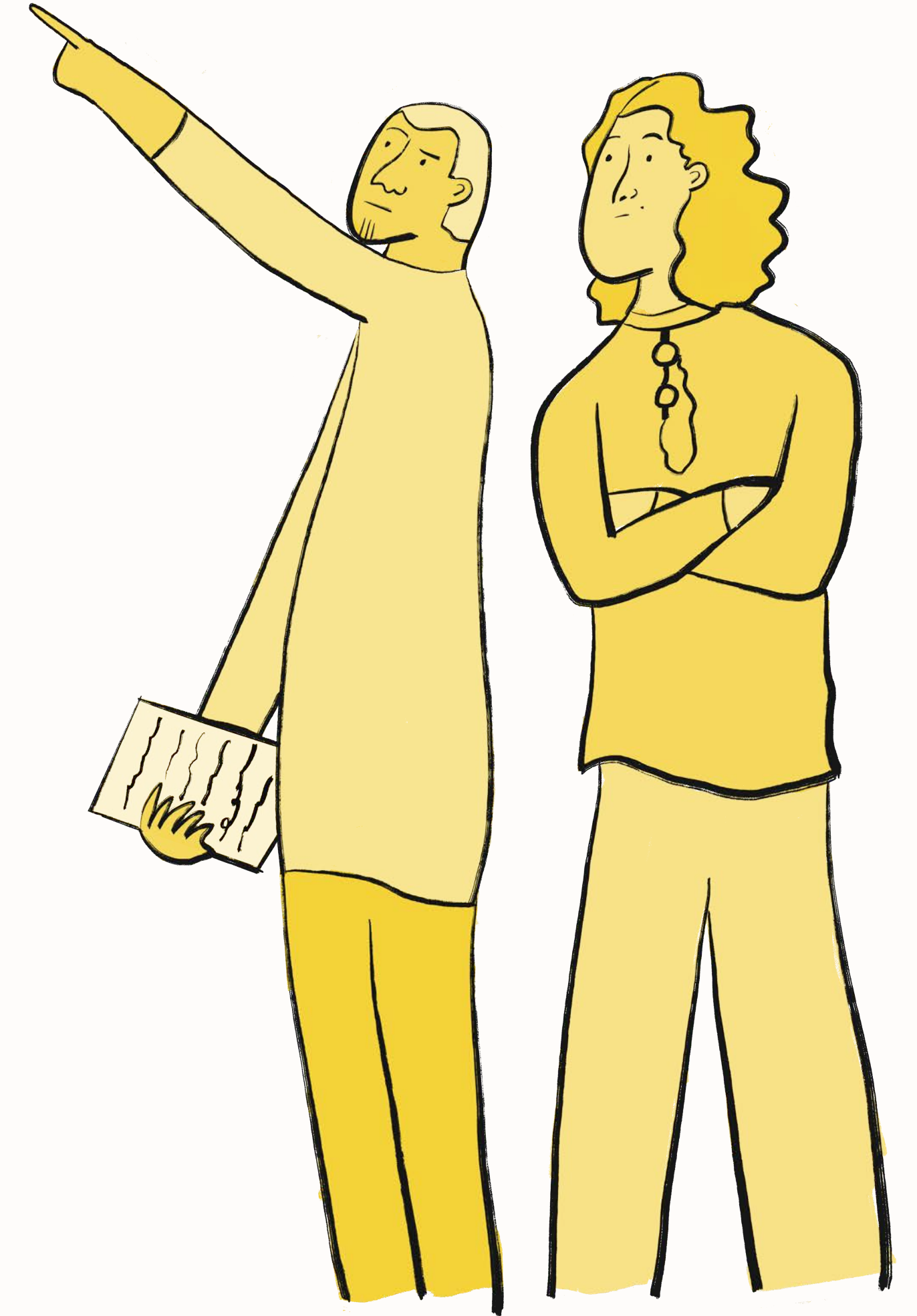
Collaboratively developed project aims for a **circular** plastic economy in Cape Town and joint project **proposal**.



2

Preliminary research on the **socio-economic** and **psychological determinants** that both facilitate and hinder participation within the communities **involved** in the program.

Together with PicknPay, identify **case study sites** in Cape Town, install infrastructure, develop a **pay-back scheme** for collected plastic litter and involve **key partners**.



3

Establish the **jointly** developed scheme together with local supermarkets, buy-back centers, waste experts, **community members**, and the municipality. Continuously monitor participation, **feedback loops** and improvements.



4

Evaluate the effects of the scheme:

1. **Shifts** in attitudes and **behaviors** via interviews, surveys and observations.
2. **Reduction of plastic waste** around the study sites via observations and litter counts

Assessment of tangible reduction in waste at the study site and **impact** on the **waste picker community**, the **general public** and the buy-back center.

Comprehensive report including policy implications.



Outcomes:

Enviroeconomic benefits

Reduction in plastic waste entering the environment and resulting aesthetic improvements for Cape Town

Social benefits

Provide waste picker community with a meaningful task, opportunities for income generation, and enhanced food security

Scientific benefits

Publication in prestigious interdisciplinary scientific journals and comprehensive report

Our project endeavors to instigate enduring, systemic changes that will have a far-reaching impact on Cape Town and beyond. With the insights gained and the anticipated success of this pilot project, we are eager to expand this initiative to other cities throughout South Africa, thereby augmenting the nation's circular economy.



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In Collaboration with

