

PILOT CITIES AND CITIZEN CONSULTATIONS



La Marsa (Tunisia), Irbid (Jordan) and Carcaixent (Spain) are launching citizen consultation and engagement this spring 2021, to test mechanisms and levers to foster behavioural change among the population, in line with municipal plans (reducing waste production, adopting new waste practices).

The plan is to focus on 3 neighbourhoods of 4,000 dwellings, and throughout the process, the municipality will make sure inhabitants benefit from services and equipment to sort, repair, compost their waste, etc.

Considering that changing behaviours is a complex process, citizens will be coached over 18 months using the GD6D method (see previous section). To this end, Zero Waste Ambassadors were recruited at local level, and will be in charge of the door-to-door actions and follow-up, supported by specific local communication from the municipality and coaching strategies to guide households towards reducing waste production.

MED-InA Lead Partner E3D will monitor these citizen engagement campaigns, for technical support and experience exchange between the 3 pilots. E3D and JUST (Jordan University of Science and Technology) will later assess the effects of this strategy (evolution of waste, participation to the coaching, success stories...). The conclusions drawn should encourage deep structural changes around the Mediterranean by providing concrete elements to public and private investors on the opportunity to modify their current economic models in favour of circular economy and to public authorities that acting on behaviour change is in line with populations' expectations.