

Co-responsibility and behavior change in the separation and use of solid waste in educational units in three regions of Bolivia



LOCATION: BOLIVIA | SPAN: REGULAR ENGAGEMENT | TARGET AUDIENCE: SCHOOLS

OBJECTIVE:

To improve environmental management at the municipal level through the active participation of school communities.

INITIATIVE SUMMARY (WHAT & HOW):

The programme mainly focuses on waste separation and recycling using a systematic behaviour change with the use of innovative techniques for generating habits, personal commitment and planning actions to overcome barriers that could prevent continuing the good behaviour. The programme consists of three stages: a) advocacy for local authorities and educational units to work on environmental management; b) non-formal education for students, teachers and parents; and c) training of environmental brigades and training in communication and educational tools, utilising the RANAS methodology: R (risk), A (attitude), N (norm) A (ability), and S (Self-regulation).



Impact: Improved participation of the school community towards the responsible management of solid waste in the school and the municipality.



Resources: School staff, External coordinator, RANAS behaviour change guidelines



Application: Scalable, Replication possible.



5Rs/Other Keywords: Reuse, Reduce, Recycle

Innovative Features

Wide range of activities

- Environmental school for parents
- Youth camp
- Environmental tour to discover waste management and environmental services in general
- Eco-routes
- Participatory activities in communities
- Recyclable waste trade fair (barter)
- Theatre play
- Composting workshop combined with tree planting

Educational Features

- Initiative linked with national education programme
- Innovative activities targeting specific behaviour change factors
- Coordination with municipal authority and education authority (district directorates of education) to promote waste segregation and recycling in the municipality
- Training of teachers for better replication



Useful link

Webpage: <https://www.helvetas.org/es/bolivia>

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