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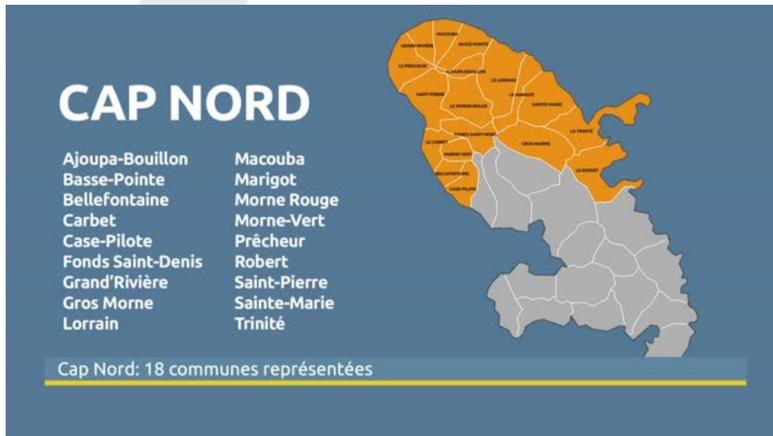


Improving quality of recycling: Action research in Martinique, a French Carribean island

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Martinique, an small island located the French West Indies



Two-step **action-research** :

1- Psycho-environmental **diagnostic**

- ⊙ Aim : **identification** of the **determinants** of recycling

2- **Evidence-based** field intervention, using **psycho-social engineering** model

- ⊙ Aims :
 - (1) design the most **efficient communication** to decrease recycling errors at households
 - (2) **Assess** of the decrease of recycling errors

Psycho-environmental diagnostic

Online survey

Participants

- N = 213
- 143 female,
- $M_{age} = 47$ years
- Representative of the territory (18 cities)

Sections of the survey

- Section 1. **Knowlegde** about recycling
- Section 2. **Theory of Planned Behavior** variables
- Section 3. **Insularity** context-specific related variables
- Section 4. Socio-demographic variables

Enquête sur le tri et le recyclage des déchets



Vous habitez une des Villes de Cap Nord Martinique ? Ce questionnaire vous interesse !

La Communauté d'agglomération du Pays Nord Martinique et ses partenaires lancent **une enquête permettant d'améliorer le tri et le recyclage des déchets** sur le territoire.

Psycho-environmental diagnostic

Section 1

Knowledge

Section 2.

Theory of planned behavior (Ajzen, 1991, 2005)
adapted to recycling (Geiger et al, 2019)

- **Attitude** toward recycling
- **Normative** dimension of recycling
- **Self-efficacy**
- **Controllability**

- **Intention** to recycle
 - from **now**
 - in **one month**

Section 3.

Insularity context-specific related variables

- **Identity** of small island residents as an important predictor of behavior (Nunkoo et al, 2010)
 - **environmental** identity, (Geiger et al., 2019)
 - **place** identity (Hernandez et al. 2020)
 - **group** identification (Postmes et al., 2013)

- Sense of **community**
 - **connectedness**
 - perceived **effectiveness** of one's action (Cojuharenco, et al., 2016)

Discussion

Construal level theory (Trope & Liberman, 2003) : Temporal distance

- temporal distance changes the way in which people see an action
- temporal distance has an influence on social distance (me *versus* others)

When the **behavior** takes place in a **proximal** future,

- people generate more **feasibility** beliefs by thinking of **proximal** behaviors
 - people will focus on the **how** of the behavior, and on the **feasibility**.
- A proximal temporal distance leads the person to focus on aspects of self and on their Identity (Passafaro et al., 2016),

When the target **behavior** is temporally **distal**

- but more **desirability** (i.e., attitude and norm) when the behavior is **distal**
 - people concentrate more on the **why** of the action and on its **desirability**.
- A distal temporal distance is associated with a distal social distance (Passafaro et al., 2016), which leads the person to focus on others

Four communication scripts and visual supports

	Determinants of intention to recycle starting now	Determinants of intention to recycle in the coming month
1. Information-based int.	Knowledge	—
2. Identity-based int.	Self-efficacy Self-oriented environmental identity	Self-efficacy Group identification
3. Connectedness-based int.	Perceived efficacy one's action	Self-connectedness
4. TPB-based int.	Controllability	Attitude toward recycling Subjective Norm

Four communication scripts and visual supports

Information-based intervention:

[...] Here's a flyer to remind you what can go into the yellow garbage can [knowledge] [...]



Identity-based intervention:

[...] You know, people in your town are very attached to their town and to Martinique too [group identification]. A lot of them say that recycling is a good way of protecting and above all, respecting Martinique... it's important... [...] [self-oriented environmental identity and self-efficacy]



Connectedness-based intervention:

[...] You know, there a lot of people in your town who already recycle and do it well ... And here in your quarter, it's even better ... people, at any rate your neighbors, recycle a lot and recycle very well [...] [perceived efficacy of one's action and self-connectedness]



TPB-based intervention:

[...] You know ... as many people say, recycling is good, but recycling well is better for you and for everyone [...] [controllability, specific attitude to recycling and subjective norm]



Evidence-based field intervention

Time 1: Baseline

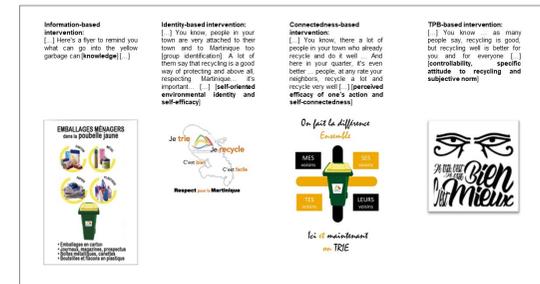
- Garbage collection
- Characterization of recycling waste



N=197 households

Time 2: Intervention
1) Officers' training
2) Door-to-door intervention

N=139 households



Time 3: Post-measure
(one week after
baseline)

- Garbage collection
- Characterization of recycling waste

n=119 households

Conclusion

Psycho-environmental diagnostic

As **recycling** is a **complex** behavior, a **class** of behavior

→ Necessity to take into account the **temporality** of change

→ Determinants of recycling vary according the temporal distance

Evidence-based intervention

Among the determinants of the intention to recycle identified through the psycho-environmental diagnostic, only some of them trigger the effective recycling behavior :

- **Attitude** toward recycling
- Social **norm**
- Controllability

Specificity of recycling lies in the fact that recycling is a **private** behavior which enters the **public sphere** as soon as people leave their garbage can on the walkside

Recycling as a first step of waste management ; it represents a major issue for decision-makers, and this is even more true in small territories where waste management depends on mainland policies



Obrigada pela
vossa atenção