



CIRCULAR
ECONOMY
INNOVATION
PARTNERSHIP



LASEPA
LAGOS STATE ENVIRONMENTAL
PROTECTION AGENCY

How West Africa's megacity Lagos plans to engage 20 million residents on circularity

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As regards a more Circular Economy, the situation in Lagos is ...

- 1. Nascent but optimistic**
- 2. Government understands CE's economic and environmental potential**
- 3. Lagos State is committed to circularity: Paris Agreement, C40 Cities pact, SDGs, THEMES agenda**
- 4. Main aim: to drive self regulation and promote knowledge/skill sharing with minimal physical enforcement: ADVOCACY**

Our main communication and engagement challenges are

- 1. Current culture of convenience driving increased waste generation**
- 2. Lack of Extended Producer Responsibility (EPR) for most goods & services**
- 3. Lack of awareness across key stakeholders on economic potential of “waste”**
- 4. Understanding target audiences’ perception of “waste”**
- 5. Non-compliance with existing policies on circularity**
- 6. Paucity of data on informal operators in various supply chains**
- 7. Lack of sustainable alternatives or poor exposure for sustainable alternatives**

Bespoke communication tools & strategy address these communication challenges

- 1. Driving advocacy and behavioural remodeling across all stakeholder cohorts.**
- 2. Promoting bottom-up and inclusive discourse to restore community confidence, drive community ownership and instill self regulation.**
- 3. Conducting research in conjunction with relevant stakeholders on sustainable alternatives: LASEPA biodegradable bags and plastics ban in Agency complex.**
- 4. Liaising with community leaders and associations to map, engage and regulate various informal operators across various sectors: E-waste, Plastics, Scrap metals, Waste oils, LPG retailers.**
- 5. Piloting various green incentives programs: Plastics ban and collection at LASEPA**
- 6. Environmental advocacy at Primary and Secondary school levels: Intra-curricular and extracurricular (Environmental bees club, Symposia, Competitions)**
- 7. Engaging Private sector to develop environmental action plans on circularity and emissions reduction as a National Determined Contribution.**
- 8. Creating and piloting economic incentives for going “green”: Plastic for cash incentive with Keystone bank**

What is YOUR QUESTION
about our circular
economy communication
challenges?

Thank you !

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