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SOCIAL PRACTICES AND AWARENESS-RAISING AROUND THE QUESTION OF URBAN WASTE IN ABIDJAN DISTRICT

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Abstract

The Ivory Coast is experiencing strong population growth that has a direct impact on its cleanliness. In order to understand why waste strewn every day on the streets of Abidjan, we were interested in the behavior of the users of the communes of Cocody and Yopougon. The latter are the main actors in the process of sanitation and the management of urban space. On the other hand, our attention has focused on the logics of decision-makers to encourage and encourage users to adopt pro-environmental behaviors. The results of our study show that users find waste to be harmful. However, they do not take good action and contribute to the creation of wild deposits. Their expectations are more focused on the technical aspect of waste management. Finally, the study demonstrates the ineffectiveness of the communication and awareness-raising methods put in place by local and regional authorities to modulate the behavior change of users. The resolution of these various problems requires a regulatory wealth coupled with a pedagogical and permanent communication.

Keywords : Users, Representation, Behavior, Waste, Communication, Cocody, Yopougon, Ivory Coast

1. INTRODUCTION

In Ivory Coast, household waste management has become one of the main concerns of local authorities. This involvement of local authorities has a dual reason: the increase in the insalubrity of cities and the legislative poverty in the waste management of local authorities which does not favor the reduction of waste at the source, their reuse, their recycling as well as the amount of residual waste leaving in storage. The global awareness of the environment and the management of waste by the populations do not emerge sufficiently. However, good waste management is fundamentally linked to the behavior of people and how they dispose of their waste. Unfortunately, we see that there are few consistent outreach program for users to change their daily behaviour. Actually, when they exist, they are little supported and appear as a result of health crises. The result of this situation the indifference and disinterest of these populations to the awareness actions. In this context, a better understanding of the strategies developed by local authorities to involve users of the service of household waste disposal in safety seems essential. In this context, a better understanding of the strategies developed by local and regional authorities to involve the users of the household waste disposal service in safety seems essential. This study will analyze through the municipalities of Yopougon and Cocody the communication strategies implemented if they exist. What



is the place of communication and awareness in the transformation of attitudes? What is the integration of users' expectations in the implementation of household waste management strategies?

2. MATERIALS AND METHODS

In order to analyse the choices of local authorities, it is we think it is necessary first to identify the measures in place to encourage users to adopt more environmentally friendly waste management practices of environmental. The methodology used is based on a literature search and awareness of technical, tariff, information of Community instruments. The different consulted documents have been recovered within the various technical services of municipalities and the District. The existence of the measures of implications of the users was approached through the municipalities of Cocody and Yopougon. Our choice was based on these two communes because of the contrast and the very marked social stratification that emerges. Indeed, Cocody is the most exclusive commune of the district of Abidjan while Yopougon is the most popular. Then, we carried out a qualitative survey of 70 people in these communes. The data collected was processed using Excel. Most of the results obtained have been translated into graphs or tables depending on the relevance of the phenomenon to be revealed.

3. RESULTS AND DISCUSSIONS

3.1 The unhealthiness in Abidjan: A shared responsibility between authorities and users

Waste management has seen several actors and organizations that we will reveal in this section through the typology of the management instruments put in place by local and regional authorities. In this way, we can better understand the behavior of users resulting from it.

3.1.1 Abidjan and unhealthiness

These last twenty years were those of the revival of the unhealthiness in Abidjan. This accumulation of rubbish in the city of Abidjan can be justified by the disruption of the lifestyle and the development of activities consuming. These are linked to the urban informal economy that promotes the significant increase in waste in the public space. Indeed, we find ourselves at Cocody where in Yopougon, there is a concentration of dumps. The structure of the habitat is not the only determinant in the production of waste. Other important factors such as new consumption patterns and behavior of the urban favor waste that also have an impact on public health. Abidjan, this situation is so alarming that it is sometimes like in a city trash. In this context, it is necessary to know the management applied in the city by local authorities.

3.1.2 The legacy of a non-inclusive management system

The management of household waste in Ivoty Coast has had a succession of institutional actors. The transition from a system of cleaning to another occurred especially in large unhealthy situation. After failures technical and organisational management system implemented, comes social protest which imposes the passage to a new system, driven by new actors. Abidjan, the economic capital has seen several that can be distinguished into five major periods:

- ❖ The period from 1953 to 1990 or mode of management delegated, during which the management was only one private society: society industrial transport Automobiles African (SITAF), a subsidiary of SITA;
- ❖ The period from 1990 to September 1992, during which service waste from the city of Abidjan and the State services Occupied the management of household waste;
- ❖ the period September from 1992 to 1995, where management has been assigned to a local private company, ASH International.
- ❖ From 1995 to 2007, this service has been entrusted to the technical services of the communes;
- ❖ Since 2007, the ANASUR is the central body of household waste management. We also note the existence of a brigade of safety from the Department of the environment and living environment who is responsible for designing the national program of disposal of urban waste. The change of actor during the decades has not profoundly changed technical, tariff and informational instruments used (see table). In fact, our inventory shows that there are two types of collection methods involving users.



Table : Typology of the different instruments of management of household waste by communities

	Technical instruments	Tariff instruments	Information tools
Collect mode 1	Collect by voluntary contribution ; Irregular collect frequency	General budget ; TEOM indexed on electricity bills	No or little information
Collect mode 2	Door to door precollect ; Irregular frequency	General budget ; Paid by users	No or little information

Source : YAO-KOUASSI, 2016

Collect 1, implies a low number of users in the management of household waste.

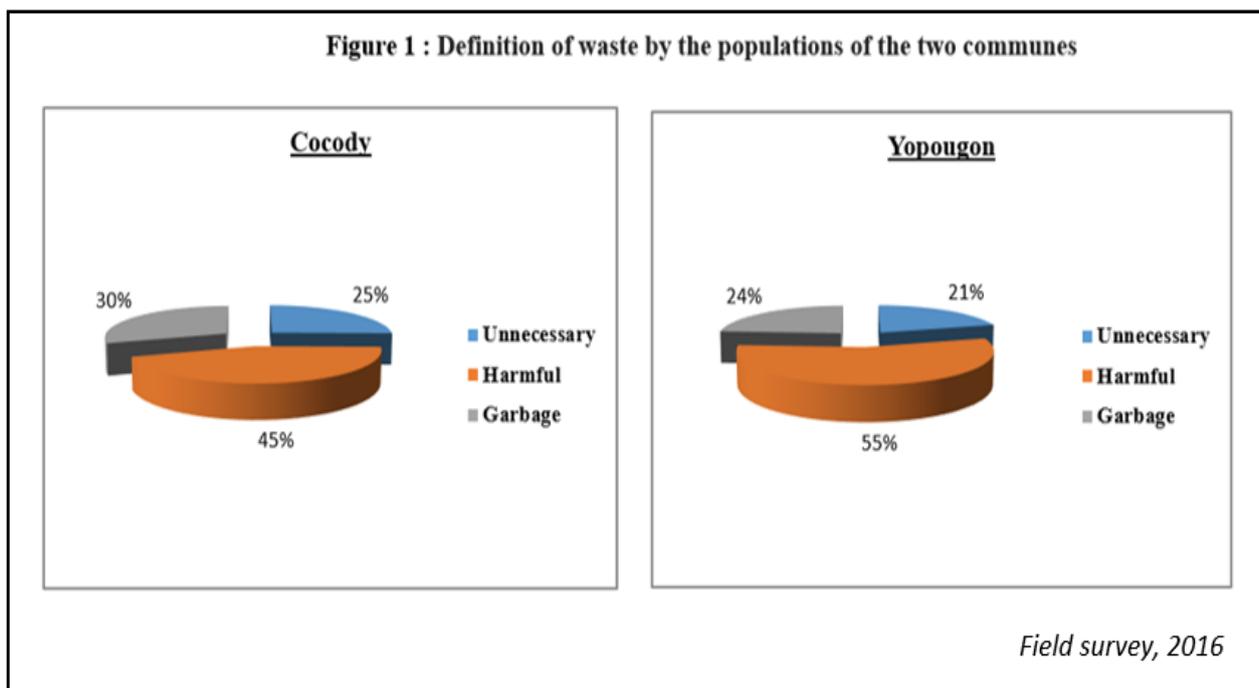
Different waste streams are indeed collected in voluntary contribution. This mode of collect is generally used by the most motivated users to 23.3%. Moreover, the collection frequency is irregular. Service pricing is based mainly on taxes (general budget, TEOM) which give users little responsibility for their waste production. Finally, informational measures are underdeveloped, 99.3% of users find them not exist.

To the collect 2, it facilitates the use of the service for users. The majority of the municipalities, chose this mode of collection in order to support the largest number of users in the change in their day-to-day practices by simplifying the use of household waste collection service. The majority of the household waste stream is collected door-to-door, facilitating the participation of users in the collection process. The collection remains irregular frequency and the almost not exist information for users according to 92% of the respondents.

This classification well represents the different types of strategies developed by local authorities to users. There is the choice of the strategy remains of an archaic management style that produces no conclusive result. The level of commitment in the waste reduction process suffered no evolution or transformation of the habits and behaviors of users. These observations lead us to analyse performances and behaviors that are city dwellers to sanitation.

3.1.3 Social representation of waste and behavior of users in the public space

The city of Abidjan has expanded with the influx of a cosmopolitan population in search of vital space. This population has an impact on space in Abidjan where each type of urban corresponds to a production of waste. According to SHADYC-GRILL (2002), this particular situation is a problem of behavior with respect to the use and sharing of public space. These city dwellers continue to manage the relationship between the domestic space of the Court and the outside (Street, road, or the dividing wall) on the basis of "habitus" rural and peasant culture. Thus, the definition of the concept of waste by the populations does not discriminate based on the membership of the individual to any social group. Indeed, as shown in the figure below, three typologies emerge (unnecessary, harmful, garbage) whether in Cocody where in Yopougon. We have, 25.3% of respondents of Cocody who qualify the needless waste, compared to 20.7% in Yopougon. Most respondents define the waste as being harmful to 44.7% in Cocody and 55.3% in Yopougon. Finally, the adjective of junk which highlights the disgust, the stench, the impurity is designated by 30% of respondents of Cocody and 24.8% of Yopougon.



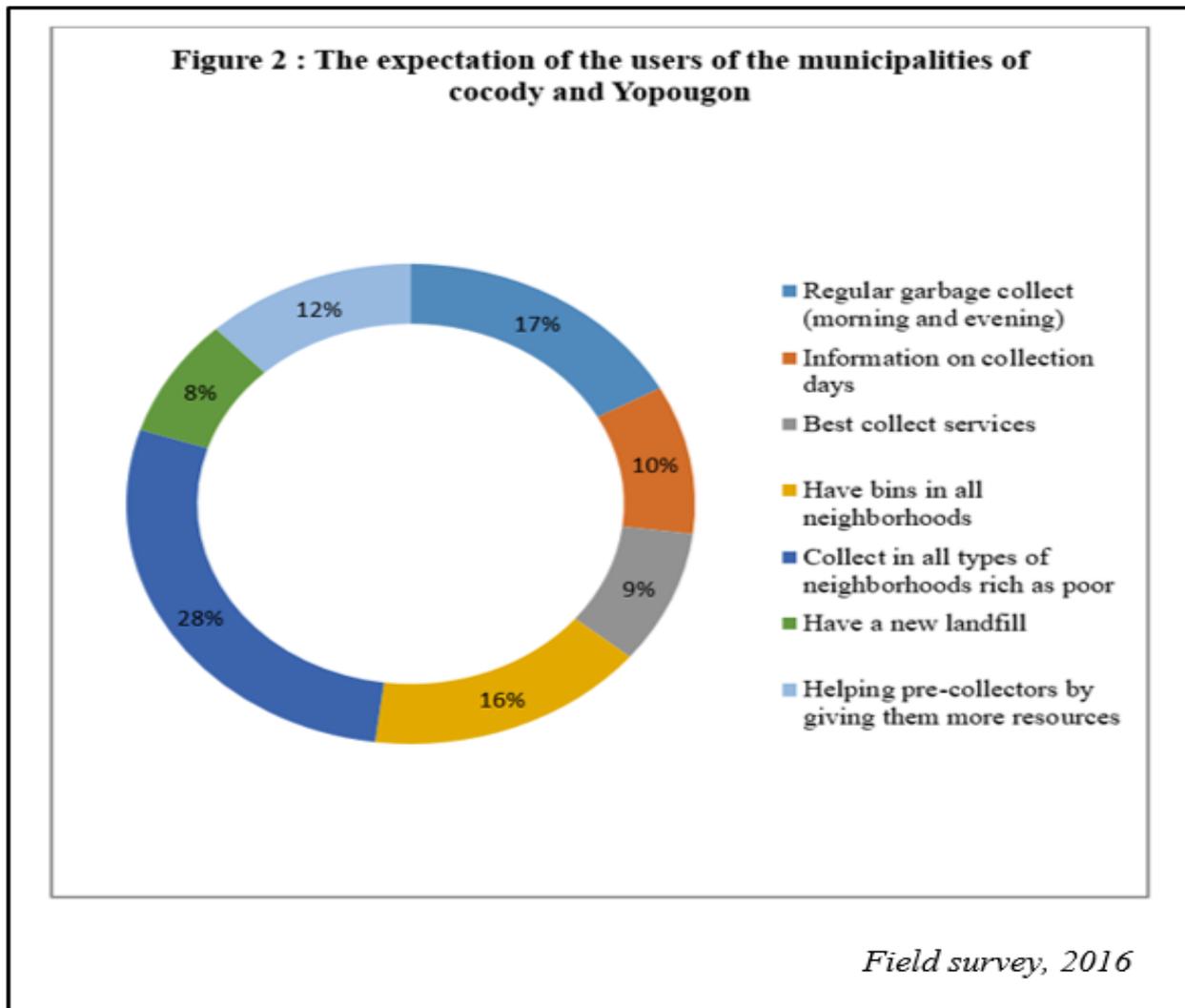
In the light of the respondents' answers, one might think that the behavior of the citizens would be exemplary, which is not the case. Everyone agrees that they throw their waste (paper, plastic bags) into the streets. As stated by Zoa (1996), we would have a certain image of public space, roads that do not belong to anyone. They are considered neutral places where garbage deposits would interfere anyone. Moreover, the respondents blame the State for them to promote this new behavior and that public-spiritedness by installing any longer of garbage along the sidewalks. Indeed, the latter stolen or dilapidated have never been replaced.

3.2 User expectations and awareness through communication

The management of the waste in a process of participatory research should integrate the expectations of users, coupled to awareness campaigns interpellatrice, reassuring, attractive and stimulating to change habits to waste.

3.2.1 The expectation of users in the search for a solution

The expectations of the users as we can see it through the next graph, are much more focused on the collect out of their habitat area on the future of the waste once collected. Thus, 28% of respondents wish to collect to do in all areas regardless of the social level. These people consider that the State of safety in the city would be attributable to poor neighborhoods and that discrimination in collection should no longer take place. 17% of the respondents consider that the regular (morning and evening) garbage collect, would be a good thing in light of the amounts produced by every inhabitant and would prevent the proliferation of the dumps. It is up to local authorities to guide and urge providers so that this track is used. The first link in the chain of collect the precollectors should have more resources according to 12% of the respondents. Indeed, these are without modern tools. The rudimentary instruments that they use lurking waste along their way by creating wild deposits. Most of the strategy based on the results of our investigations must be based on the technical side. Unfortunately, awareness of users on their attitudes about the waste they produce is not referred to by the latter.



3.2.1 Place of communication and metamorphosis of mentalities

In Ivory Coast, audio-visual is the only channel for environmental information in general. Other sources of information or communication are almost not exist. No one can refute the impact of communication on the transformation of mentalities. Advertising and marketing specialists have so opportunely understood that they don't skimp on the means and strategies when they impose their new products to consumers. So-called 'clean city' operations in the years 90 to "cleaning" today should be a harmonious, developed and educational communicational approach. This approach well developed a good period would facilitate the integration of concept through the messages that will be printed in the subconscious of every citizen.

Our study shows that 92% of respondents in Cocody and 99% of Yopougon show not be informed by the town hall or the district of Abidjan. They admit to not be also sensitive to television advertising campaigns. They equate the latter with political facts. Indeed, these campaigns are more similar to political propaganda as a highlighting a problem that we would like to deal with. It should also be noted the low level of education of a part of the population which could justify partly this lack of interest for the information to be conveyed. Governments must ensure environmental education, monitoring and maintenance of the nearby living environment. This when institutional equities are not insured. To be truly successful awareness campaigns, the actors of the civil society (NGO, Associations) and heads of districts should be involved as partners outreach and support. These are closer to the people and are more familiar with their logic and operational difficulties.



3.3 Enforcement of existing laws and reforms

Waste regulation is not very provided as well as the waste-specific legal texts as found in developed countries. The legislature leaned on the waste through the Act of July 7, 1988. The latter focused on nuclear and toxic industrial waste and harmful substances. To punish the offenders, the law provides civil, criminal, and several, responsibility and sanctions including 1 to 5 years ' imprisonment and a fine of 5 million to 100 million XOF or one of his sentences. It took eight years to see the emergence of a law on the environmental code (Act No. 96-766 of October 3, 1996). This law after having established the principle of the definition of waste emits other principles: duty to the collection; treatment and disposal; authorization for burial in the ground or the basement of waste not toxic ; compliance with defined waste disposal standards. Our observations we noted that the different principles are not enough or little respected. The penalties provided for by the laws are not enforced. This laxity motivates businesses as users to not have an eco-citizen behavior. Furthermore, communities that have an obligation to develop patterns of collection and treatment of waste according to the regulations do not have and are not worried by possible sanctions.

The decentralization process strengthened by the 2003 order was interrupted by the 2007 order. The latter told the ANASUR (National Agency for the Urban Safety) all prerogatives in the field of waste management. This centralization of skills and powers of local authorities aggravate the problem of waste. Indeed, local authorities because of their proximity to population and household waste are best placed to identify all the contours of this problem in their locality. The urban safety Brigade created on February 4, 2008, a component of the ANASUR has a national scope. The latter includes two services: the service of logistics and operations, and the General administration. It is also composed of the forces of defence and security officers assigned to field and operations of civilian personnel in charge of administrative tasks. The implementation of this brigade is to combat pollution and nuisances players which is not always the case.

4. CONCLUSION

The waste is an objective indicator of the behaviour of users in local authorities. The dumps in the communes of Abidjan are revealing patterns and report to space that users have. Indeed, for users of public space refers to a lawless place where one can throw its waste unmolested. Some users of Commons evoke as main expectation the regular collection of wild deposits without realizing that they are the first to create. Changes in the attitude of the users do not have the object of awareness or adequate communication so that decision-makers and users are their responsibilities and play a full role. It is therefore necessary to take into account the relationship between users and their municipalities, and even elected officials since disputes often occur by rejection of the choices made by decision makers. The latter and users must demonstrate the interest of common project as one of the powerful engines of membership of users is civic spirit, the desire to act for the good of the community. Finally, waste management also raises the problem of the relevance of the decision-making bodies and the sanctions to be applied to any offender against urban and spatial insalubrity.

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