PROJECT FACTSHEET

Funded by the European Union

Encouraging behavioural changes of citizens for improving waste management practice in the Prespa Region



Duration: 01.01.2025 - 30.06.2027

Countries:
North Macedonia

EU contribution: € 197 554

Total budget: € 219 505

Implementer:
INSTITUTE OF COMMUNICATION STUDIESSKOPJE

Social media:
facebook.com/presparazbudise,
instagram.com/presparazbudise/

Website(s): presparazbudise.mk/

Project description:

The 'Encouraging Behavioural Changes of Citizens for Improving Waste Management Practices in the Prespa Region' project seeks to enhance environmental sustainability by promoting responsible solid waste management among local communities.

Through a targeted public awareness campaign, the initiative will educate citizens on the environmental and health impacts of improper waste disposal, while fostering a deeper understanding of sustainable waste management practices.

The project aims to instil a sense of individual and collective responsibility, encouraging behavioural shifts that lead to cleaner, healthier surroundings in the Prespa Region.

Expected results:

• Increased Public Awareness - a significant portion of the local population demonstrates improved knowledge of sustainable waste management practices and the environmental impacts of improper disposal.
• Behavioural Change in Waste Practices - observable positive changes in citizens' waste disposal habits, including increased recycling, reduced littering, and more responsible household waste management.
• Active Community Participation - higher levels of community involvement in waste-related activities such as clean-up campaigns, workshops, and awareness events.
• Improved Waste Management Infrastructure Support - enhanced collaboration between citizens and local authorities, contributing to more effective and responsive local waste management services.
• Creation and Distribution of Educational Materials - development and dissemination of targeted educational content (flyers, posters, videos, school materials) that support sustained learning and engagement.
• Baseline and Follow-Up Assessments Conducted - implementation of surveys and assessments to measure changes in knowledge, attitudes, and behaviours, providing data for evaluating project success.