

Step 1: Audience Identification

Target Audience:

- Environmental policymakers and officials at Lagos State Ministry of Environment and Water Resources
- Representatives of local recycling/sustainability NGOs (e.g., Wecyclers, Greenhill Recycling)
- Leaders of SMEs and informal vendors impacted by plastic bans

Step 2: User Persona

Name: Aisha Adeoye

Gender: Female

Age: 35

Profession: Food vendor and small-scale caterer in Lagos

Education: Secondary school; vocational training in catering

Annual Income: ~₦1.5 million (~USD 3,000)

Access to Technology: Basic; uses a smartphone for mobile payments and WhatsApp

Other Info: Relies on single-use foam containers; aware of ban but finds greener alternatives expensive

Step 3: Research Summary & Findings

Research Plan / Questions

- *RQ1:* What is the scale of plastic pollution in Lagos?
- *RQ2:* What are government policies and enforcement actions?
- *RQ3:* What community- and business-led programs are addressing plastic waste?
- *Hypotheses:* Plastic waste is overwhelming drainage systems, causing flooding and health risks, and the existing ban lacks full enforcement due to economic barriers for vendors.

Web Research Highlights

- Lagos generates ≈ **870,000 tonnes** of plastic waste yearly; majority mismanaged and clogging drains and waterways ([Africa24 TV](#), [Al Jazeera](#), [Ecobarter](#), [Lagos Global](#)).

- Nigeria produces ~2.5 million tonnes of plastic waste annually; over 70 % ends up in landfill or water bodies ([Reuters](#)).
 - Lagos banned single-use plastics and Styrofoam in Jan 2024; state-level enforcement began July 2025 ([The Nation Newspaper](#)).
 - Implementation challenges include weak enforcement, economic hardship, lack of awareness, and costlier alternatives for vendors ([TheCable](#)).
 - Key upcycling and recycling organizations (Wecyclers, Greenhill, RESWAYE) offer incentive-based, community-led models tied to waste collection and education ([Al Jazeera](#)).
 - LAWMA's initiatives: from 3 to 78 recycling firms, creation of >6,000 jobs, waste bin distribution and waste education via LAWMA Academy ([von.gov.ng](#)).
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□ Step 4: Slide Deck Content

Slide 1: Problem Statement

Problem: Plastic pollution in Lagos is paralyzing water channels and causing floods and health hazards.

Why it matters: Blocked drainage increases flooding and disease outbreaks, particularly in informal settlements.

Slide 2: Scale & Context

- Lagos generates ~870,000 t plastic/year; Nigeria ~2.5M t nationwide ([Africa24 TV](#))
- Lagos residents leak ~34 kg of plastic into water systems per person annually ([TheCable](#)).

Slide 3: Stakeholder Impact

- Vendors like Aisha face income loss and adapt slowly due to cost of alternatives
- Government policy: State-level ban in effect, nationwide ban January 2025. Enforcement uneven ([Reuters](#)).
- Environmental & public health risks from flooding & microplastic contamination.

Slide 4: Barriers & Challenges

- Enforcement gaps in informal markets
- High cost of biodegradable alternatives
- Low public awareness of environmental impact and health risks
- Economic dependence of many on plastic supply chain operators (up to 89% risk job loss) ([Ecobarter](#), [Punch Nigeria](#)).

Slide 5: Existing Solutions

- Recycling social enterprises (Wecyclers, Greenhill, RESWAYE) exchange waste for cash, schooling or health benefits ([Al Jazeera](#)).
- LAWMA scale-up: increasing firms and aggregators, education via Academy, job creation, bin adoption drive ([von.gov.ng](#), [Wikipedia](#)).
- Community workshops and upcycling campaigns reduce waste and boost local economy ([Lagos Global](#)).

Slide 6: Proposed Interventions

- Subsidize affordable eco-packaging for vendors (e.g. ceramic, recycled fiber)
- Expand partnership with Wecyclers/Greenhill to reach vendor communities
- Incentive-based behavior-change campaigns: “Recycle-for-cash/discount/local rewards”
- Strengthen enforcement in informal markets via LAGESC + policy awareness drives
- Upcycling competitions, vendor-led pilots, school-based education programs

Slide 7: Expected Outcomes

- Reduced drainage clogging, flood incidence and disease risk
- New green micro-enterprises and jobs in recycling/value-add sectors
- Behavior shift toward reuse and upcycling
- Sustainable public-private model scalable across Nigeria

Step 5: Week 4 Milestone Worksheet (Outline)

Section	Content
GCGO	Climate & Environmental Health: Reducing plastic pollution
Problem	Plastic pollution in Lagos clogs drainage, causes flood and health risks
Target Audience	Lagos policymakers, NGOs, and vendors affected by policy
User Persona	Aisha Adeoye: 35-year-old food vendor in Lagos, earning ₦1.5m, aware of but constrained by ban
Research Questions & Hypotheses	See research summary above
Key Findings	See slide 3 and 4 bullets
Existing Initiatives	Wecyclers, Greenhill Recycling, LAWMA, upcycling initiatives, ban policy
Proposed Solutions	Subsidized alternatives, incentive recycling, enforcement + education, partnerships
Expected impact	Health, environment, economic resilience