

Wecyclers - Bilikiss Adebiyi ~ Or How To Encourage People To Start Recycling

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How do you make people feel recycling isn't a problem but a solution? A problem solved by a young woman from Lagos...

“Most people in Lagos have no idea why there is such a fuss about recycling. So we devised an incentive system with gifts. People are mainly motivated by what they get in return. Once they start recycling, they notice all the other benefits - cleanliness, less flooding, less disease... and then they understand why it's a good idea to carry on doing it.”

Who is talking the talk? Bilikiss Adebiyi, a native of Nigeria. This young woman had the privilege of studying at the prestigious MIT in Boston. And while she was there, an idea began to emerge.

Read more: <http://livingcircular.veolia.com/start-recycling>