

Employing Nudge As Artistic Strategy In Managing Lagos Waste Issues

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Abstract : This paper analyses the role played by the Nudge method as an artistic strategy in addressing the issues of Lagos waste management in Nigeria. As a Lagosian, experiential knowledge of Lagos' dirty environment through careless littering, especially in the Lagos Mainland community, was helpful. Employing Nudge theory in creative waste recycling assists in persuading Lagosians through strategic sensitization to carefully weigh their options rather than being compelled to act in a dictated direction. Empirical awareness of Lagos' environment and creative, reflective experiences were handy in inspiring the identified communities to subtly encourage the reuse, recycling and repurposing of generated waste instead of dumping it indiscriminately. The repurposed waste used to 'upcycle' and 'downcycle' contemporary artworks were displayed to highlight single-use materials as improvised alternatives to conventional ones. The Nudge concept application, therefore, persuades Lagosians, Lagos artists and trainees to see waste as untapped effective materials during the campaigns. Using the Nudge philosophy thus encourages Lagosians and creatives to use personal discretion in managing their generated waste naturally. Its application also helped intervene minimally in the Lagos waste objectives to prevent the attendant health issues that may occur. And inspire waste improvisation for the scarce, imported and expensive art materials in Lagos City.

Keywords : improvisation, nudge, upcycle and downcycle, strategy

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