



Rethinking Plastics

Circular Economy Solutions to Marine Litter

Wasteless Wednesdays Webinar Series, 22 June 2022

Promoting Alternatives to Single-Use Plastics in (Super)Markets, Express Delivery and Logistics



Agenda for today

| Time | Content |
|-------------|--|
| 14.30-14.35 | Getting comfortable |
| 14.35-14.40 | Setting the scene: the Rethinking Plastics project |
| 14.40-15.00 | Introduction of today's 4 pilot projects Focus: single-use plastic prevention |
| 15.00-15.40 | Talk show: learning more about the pilot solutions |
| 15.40-15.50 | Q&A with audience: ask your questions! |
| 15.50-15.55 | Sounding board with expert Åsa Romson |
| 15.55-16.00 | Outlook for next webinar and closing |

The Rethinking Plastics project

Objectives:

- Support the international aspects of the **EU Plastics Strategy** in East and Southeast Asia by
- **strengthening EU cooperation** with the countries in the region on the topics of **circular economy, plastic waste and marine litter reduction**.
- **Transition to sustainable consumption and production of plastic** and thereby contribute to **significantly reduce marine litter** while including EU approaches, policies and business models.





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Key facts

General information:

- Project countries: China, Indonesia, Japan, Philippines, Singapore, Thailand, Vietnam
- Funding: EU and German Federal Ministry for Economic Cooperation and Development (BMZ), 10 Mio. EUR
- Implementation: GIZ and Expertise France
- Duration: May 2019 – October 2022



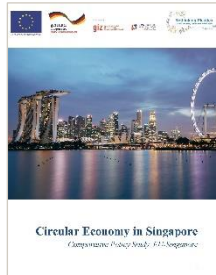
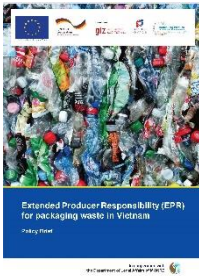
Areas of Action

- Enhancing sustainable consumption and production of plastic (e.g. Reduction of Single-Use Plastics in Food Delivery and Take Away)
- Improving Plastic Waste Management (e.g. EPR and Deposit Return)
- Reducing litter from sea-based sources such as ships and fishing vessels (Ship Waste Management; Fishing for Litter)
- Support of policy dialogues between the EU and partner countries
- Green procurement policies, processes & cooperation (Japan and Singapore)
- Awareness raising about sustainable consumption and the impacts of littering



The project provides:

- **Advice** through experts/consultants, recommendations and studies to support the development and implementation of policies
- Promotion and establishment of **cross-sectoral cooperation and exchange** (workshops, dialogues with stakeholders)
- **Innovation and knowledge sharing** from/with other countries
- **Test of approaches and up-scaling of best practices** through more than **20 pilot projects** by non-profit organisations
- **Awareness raising through communication campaigns**





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Rethinking Plastics
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On SCP, the project supports 8 pilot projects in 5 countries to test new ideas and upscale good practices



Thailand Less plastics in Phuket: Reduction and better plastic waste management in households and businesses



Philippines Promoting innovative and sustainable packaging / Wala Usik Economy: Business innovations to reduce waste for micro, small and medium enterprises



Indonesia Reducing plastic waste in traditional markets / Single-Use Plastic Free Schools



Vietnam A supermarket alliance to reduce single-use plastic bags



China Less Plastic Packaging in Deliveries / Promoting Environmentally Friendly Containers



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THANK YOU

<http://rethinkingplastics.eu/>