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Wala Usik: Local Circular Economy Innovations to Reduce Waste



**Philippine Reef and Rainforest Conservation Foundation
Philippines**

‘Wala Usik’ Economy - objectives, activities and results



Technical and business development support

- for at least **10 micro-business establishments**
- to deploy and test at least **10 waste reduction technologies or practices**



Technical Implementing Framework (Toolkit)

- designed as a handbook that MSMEs can use to develop into the direction of ‘Wala Usik’ / zero-waste / circular economy



Two (2) virtual hackathons

- **5 circular business plans** of early-stage products and systems incubated by the pilot
- 15 solutions ideated for a **Catalog of Circular Packaging Design Ideas**



Social marketing

- parallel to all other project activities, especially in development and deployment of interventions, for **community buy-in**



Important steps, success factors and challenges



Empathy and participatory design process

- Consultations with multiple sectors are crucial; especially for the micro- and small enterprises and the consumers
- Design thinking was a primary approach used



Enabling environment and support for upfront transition costs

- Circular economy solutions have financial and technical requirements that stakeholders will need assistance or subsidy for



Community buy-in with social marketing

- Circular economy needs to be translated into the local language and context so that stakeholders do not feel alienated or overwhelmed



Pandemic-related concerns on public health

- Attitude towards disposables is affected by concerns about COVID
- Communicating safety or sanitation with reuse systems is very important



Co-funded by the European Union



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