

15
JUNE
2022

GRAPHIC
RECORD



giz

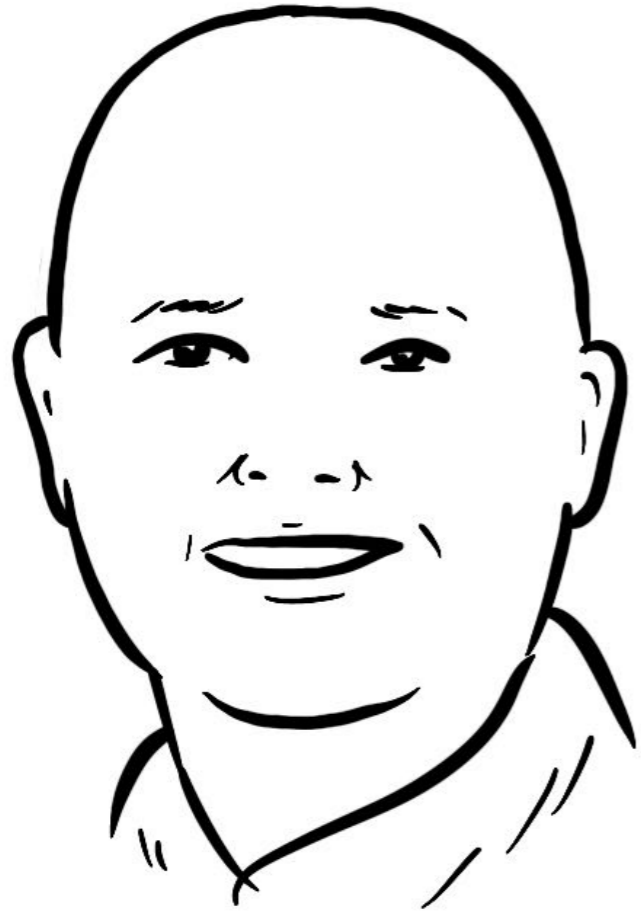


The Rethinking Plastics project invites you to join the webinar series

Wasteless Wednesdays

Session No 2:

**From Raising Awareness to Changing
Behaviour - How to Encourage Citizens
to Join the Circular Economy for Plastics**



JOST WAGNER





EVA DÖRR
GIZ

RETHINKING PLASTICS



Launched in 2019 by the German Federal Ministry for Economic Cooperation and Development (BMZ).



PREVENT
Waste Alliance

Platform for **exchange and international cooperation** in the field of **circular economy**.



EVA DÖRR
GIZ

RETHINKING PLASTICS



> 300 ORGANIZATION
WORLDWIDE

PLASTICS



E-WASTE
& BATTERIES



ORGANIC
WASTE
& FRAMEWORK
CONDITIONS



A THINK
& DO TANK



From Raising Awareness to Changing Behaviour – How to Encourage Citizens to Join the Circular Economy for Plastics

PLASTIC BEAST CAMPAIGN

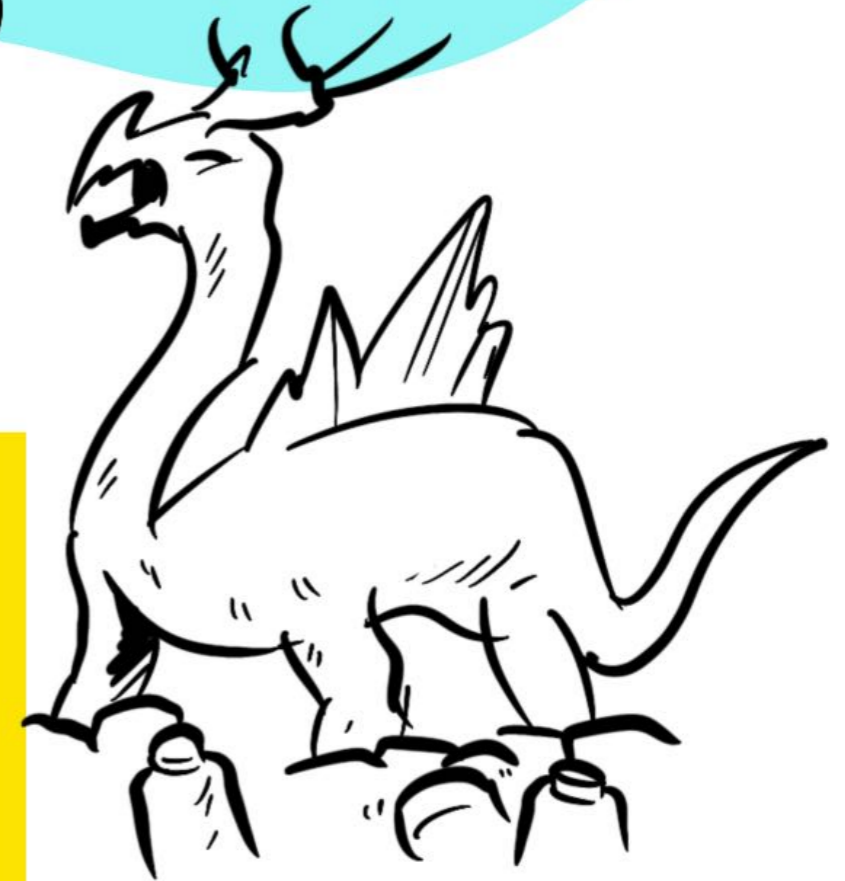
An imaginative monster to visualize the amount of plastic waste an average Vietnamese person discharges in a year ~37kg (NPAP)

Objective:

- Raise people awareness on the plastic issue;
- Engage businesses & organizations to spread messages;
- Motivate community to take actions for change.



NHI THOI



**From Raising Awareness to Changing Behaviour –
How to Encourage Citizens to Join
the Circular Economy for Plastics**

**PLASTIC
BEAST CAMPAIGN**

**SHARE
THE STORIES!**



NHI THOI

TO ENCOURAGE!

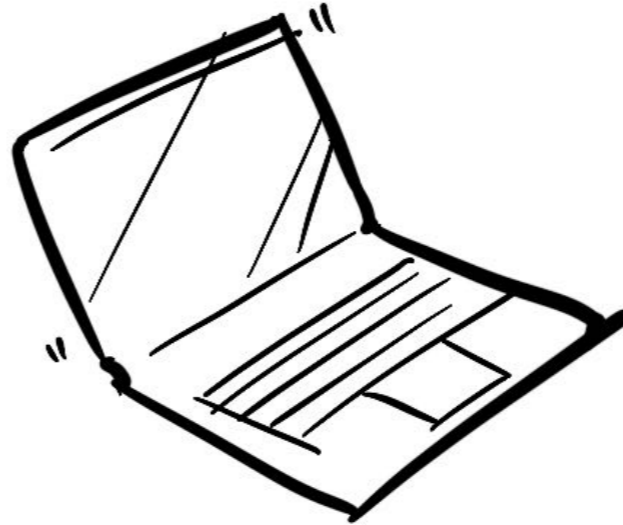


Expanding the behavior change toolkit
for promoting a circular economy



SAM GRAY

WOULD YOU WALK
TO THE STORE TO GET
THE CHEAPEST MACBOOK?



WOULD YOU
WALK
10 MINUTES
TO SAVING?



Expanding the behavior change toolkit for promoting a circular economy



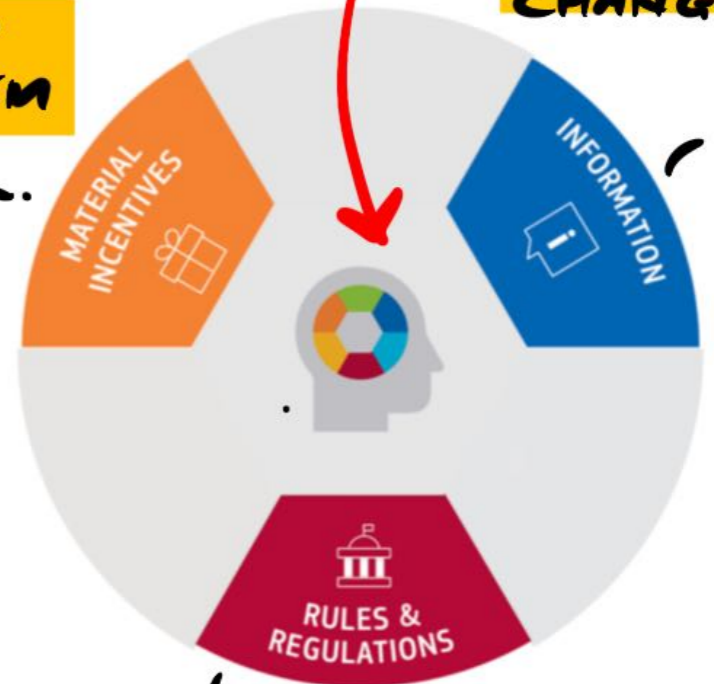
“⌚”
OPTIONS
BENEFITS

⚡
REACTION

PAY THEM

TACTICS FOR BEHAVIOR CHANGE

TELL THEM

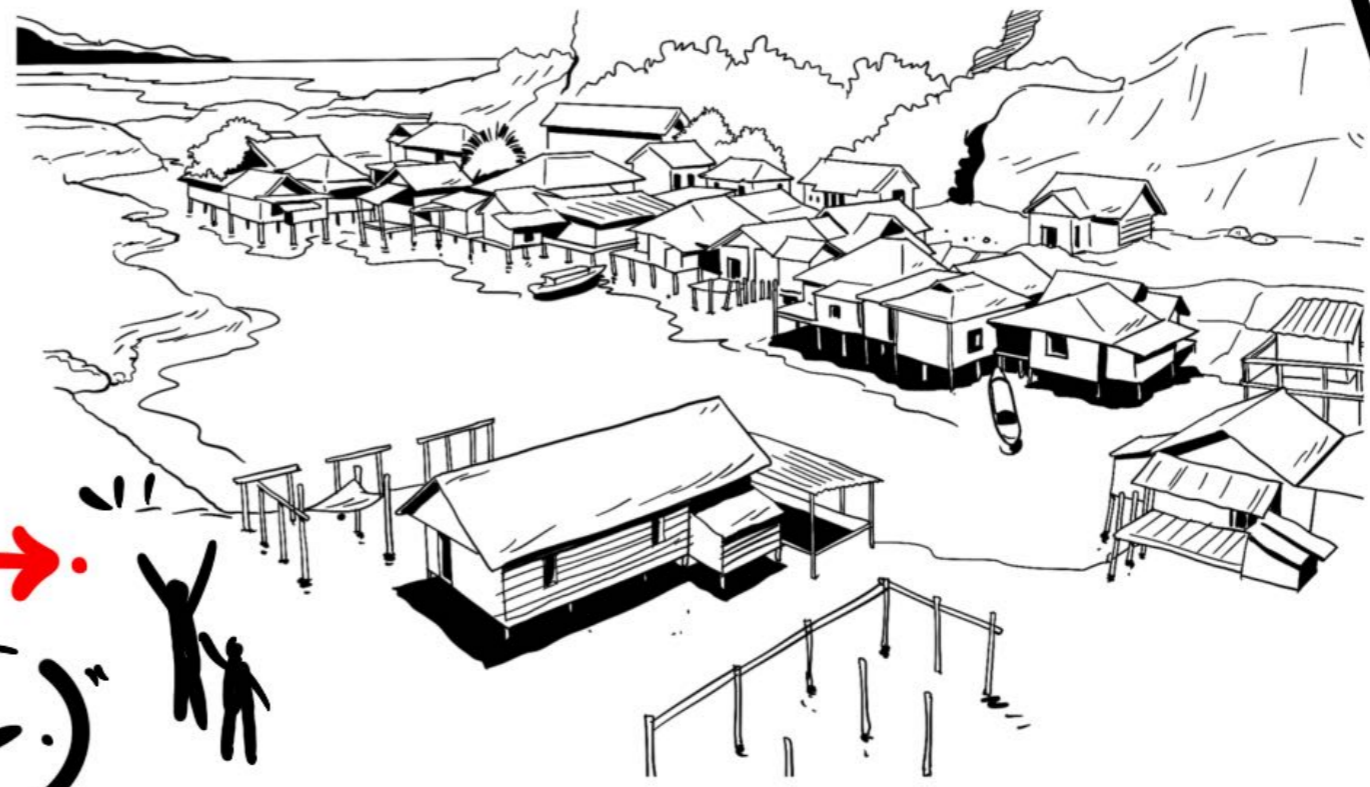


STOP THEM

Expanding the behavior change toolkit
for promoting a circular economy



SAM GRAY



Expanding the behavior change toolkit
for promoting a circular economy



SAM GRAY



THE RETURN ON INVESTMENT OF SPREADING THE RECYCLING HABIT

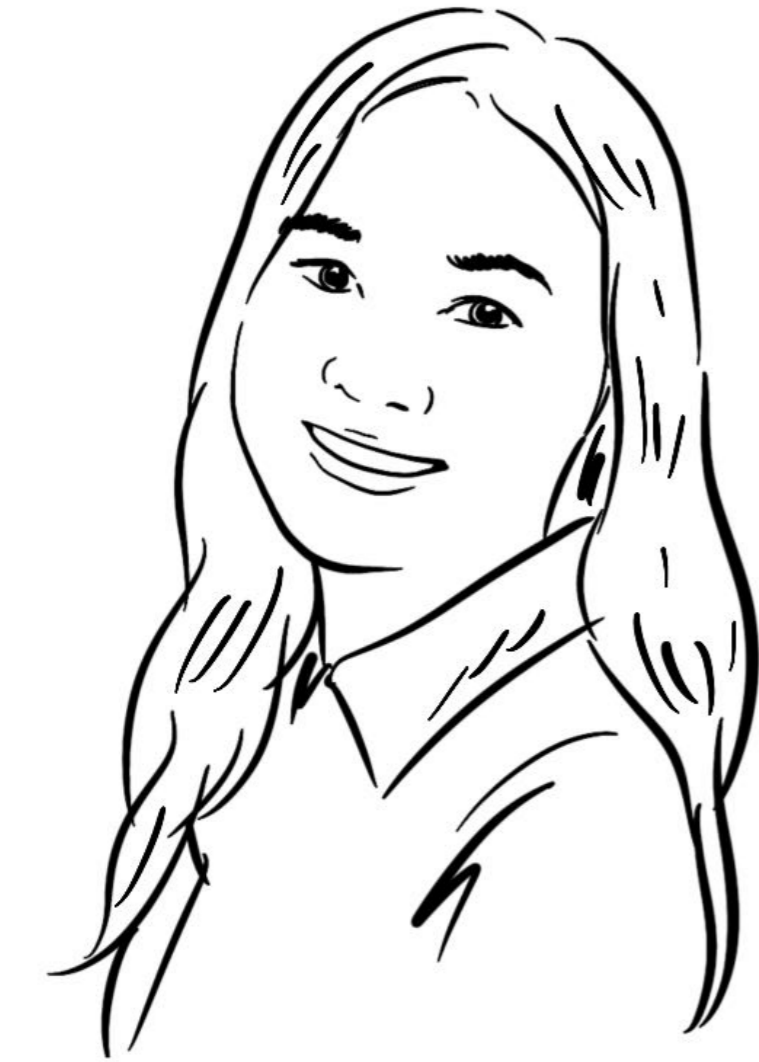
→ DELTERRA'S PROGRAM



BARRIO
MUGICA, ARGENTINA

OLAVARRIA
ARGENTINA

BALI
INDONESIA



ALINA GABDRAKHMANOVA



THE RETURN ON INVESTMENT OF SPREADING THE RECYCLING HABIT



ALINA GABDRAKHMANOVA



SUPPORTING INFRASTRUCTURE

ENGAGEMENT

COLLECTION SCHEDULE 

 COLLECTION LOGISTICS

COMMUNITY MATERIALS

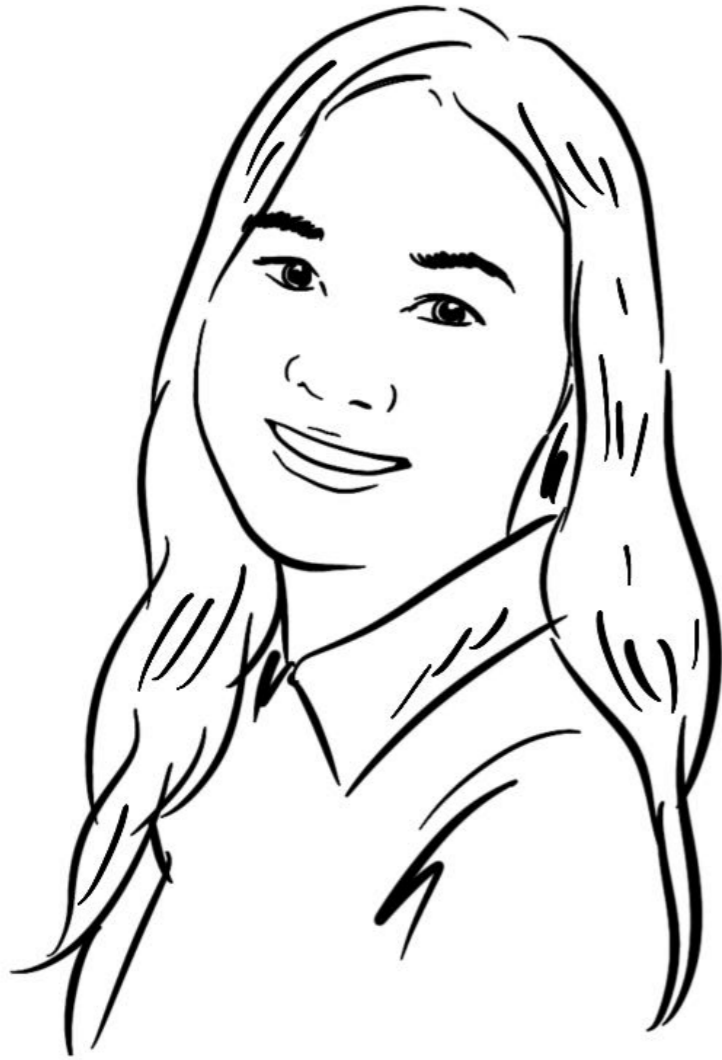


 TOP DOWN CAMPAIGN

BOTTOM UP FACE TO FACE INTERACTION

ON GOING SUPPORT RESOURCES

THE RETURN ON INVESTMENT OF SPREADING THE RECYCLING HABIT

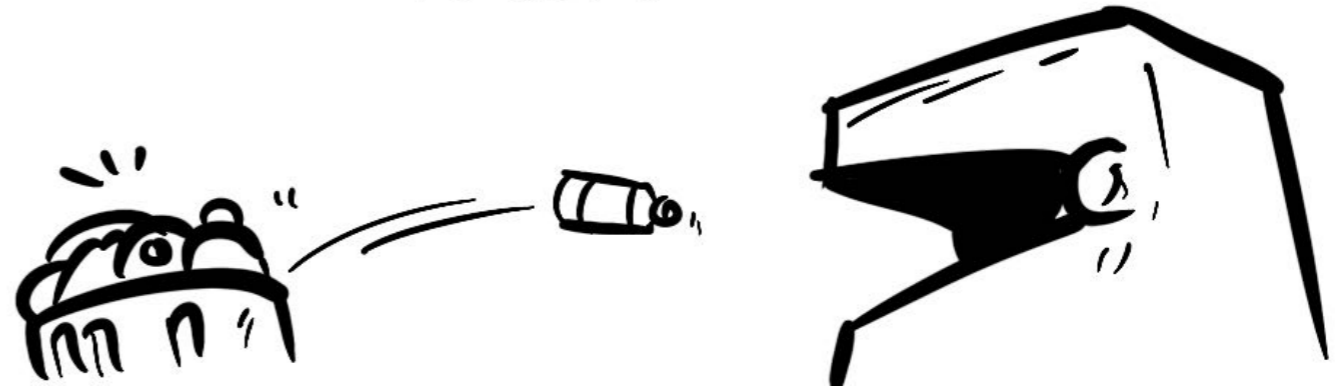


ALINA GABDRAKHMANOVA



MECHANICAL
SYSTEM

SORTING



CHANG HUA SANYA

REDUCING MARINE
LITTER THROUGH
FISHING FOR LITTER



YANWEN ZHOU



TO PROTECT
THE OCEAN
"

DEVELOP
SOME IDEA!



YANWEN ZHOU

CHANG HUA SANYA

REDUCING MARINE
LITTER THROUGH
FISHING FOR LITTER



- HOW CAN FISHERMEN BE ENCOURAGED TO COLLECT THE WASTE FROM THE OCEAN TO REDUCE MARINE LITTER?

CHANG HUA SANYA

REDUCING MARINE LITTER THROUGH FISHING FOR LITTER



YANWEN ZHOU



COLLECTION AT SEA

CLASSIFICATION

WEIGHING

DISPOSAL!

RECYCLING

STATISTICS



CHANG HUA SANYA



YANWEN ZHOU



SHARED!



**LEARN
& EXPERIENCE!**



LENA KAMPE



**DISCUSS!
SHARING..**





Implemented by



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2022