

# LEARNINGS FROM AWARENESS RAISING ACTIVITIES TO REDUCE PLASTIC CONSUMPTION AND IMPROVE PLASTIC WASTE MANAGEMENT

The 'Rethinking Plastics – Circular Economy Solution to Marine Litter' project has implemented multiple activities and campaigns to raise awareness about sustainable consumption and the impacts of littering on the environment especially targeted at younger generations. In addition, we collected the findings from our pilot projects in East and Southeast Asia. What works and what have we learned? We can share the following insights:



**Think out of the box**  
and create a new way or story to wow the audience



**Choose creative approaches**  
and make use of arts and culture. Combine for example mural art with environmental messages and involve local artists to spread the word and attract interested visitors.



**Create opportunities to inspire:**  
Through training, exchange, exploring and taking part actively, people can get inspired to make a difference and contribute to tackling the marine litter challenge.



**Customise the approaches**  
to the audience, their knowledge and interests, link information to their daily life and appeal to emotions.



**Activate partners to take action and build networks:**  
Working with partners from different sectors as multipliers is one important factor to enhance activities, spread awareness and educate about plastic pollution.



**Activate the community:**  
Community engagement activities are a key component to achieving success. Include interactive elements, local action and think of designing events, exhibitions and workshops in the most engaging way to spark interest and action.

**Look out for the multipliers**  
and influencers in a community or group to involve them and let them inspire others.

**Make experiences possible:**  
Hands on activities and experiences which allow people to directly explore the challenges and let them contribute to the solution are more likely to have long lasting impact.



**Mix on- and offline activities**  
according to the audience and target groups and do not hesitate to seize social media opportunities.



**Sustain the campaign:**  
Choose activities which are aware of the resources used. When designing exhibitions with plastic for example, think about where and how these can be recycled or properly disposed.

**Showcase solutions:**  
Start with the problem and its background, but also include solutions, concrete actions and the way forward so that people can relate and act themselves.



**Translate the messages:**  
Adapt the messages and information to the local context, language and cultural heritage, keep them easy to understand and consistent



**On the road towards behaviour change:**  
Take time to analyse the situation, explore the main barriers which keep people from changing and identify the main motivation for change to develop fitting measures. Also, get more familiar with behaviour change approaches, for example in our 'Wasteless Wednesdays' Webinar Session, No. 2.



More information: Pilot Projects and Campaigns ([rethinkingplastics.eu](http://rethinkingplastics.eu))

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A graphic by the "Rethinking Plastics – Circular Economy Solutions to Marine Litter" project, 2022

