



The Proven Practice Guide to Improve Waste Management and Address Plastic Pollution in Southeast Asia

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Proven Practice Guide – At a Glance

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Credit: tawatchai07 on Freepik



Video 1. Stakeholder engagement module

Plastics' Contribution to Climate Change



Source: Rob Lang

Plastics' Contribution to Climate Change



Source: Intelligent Living

Plastic Pollution in Southeast Asia

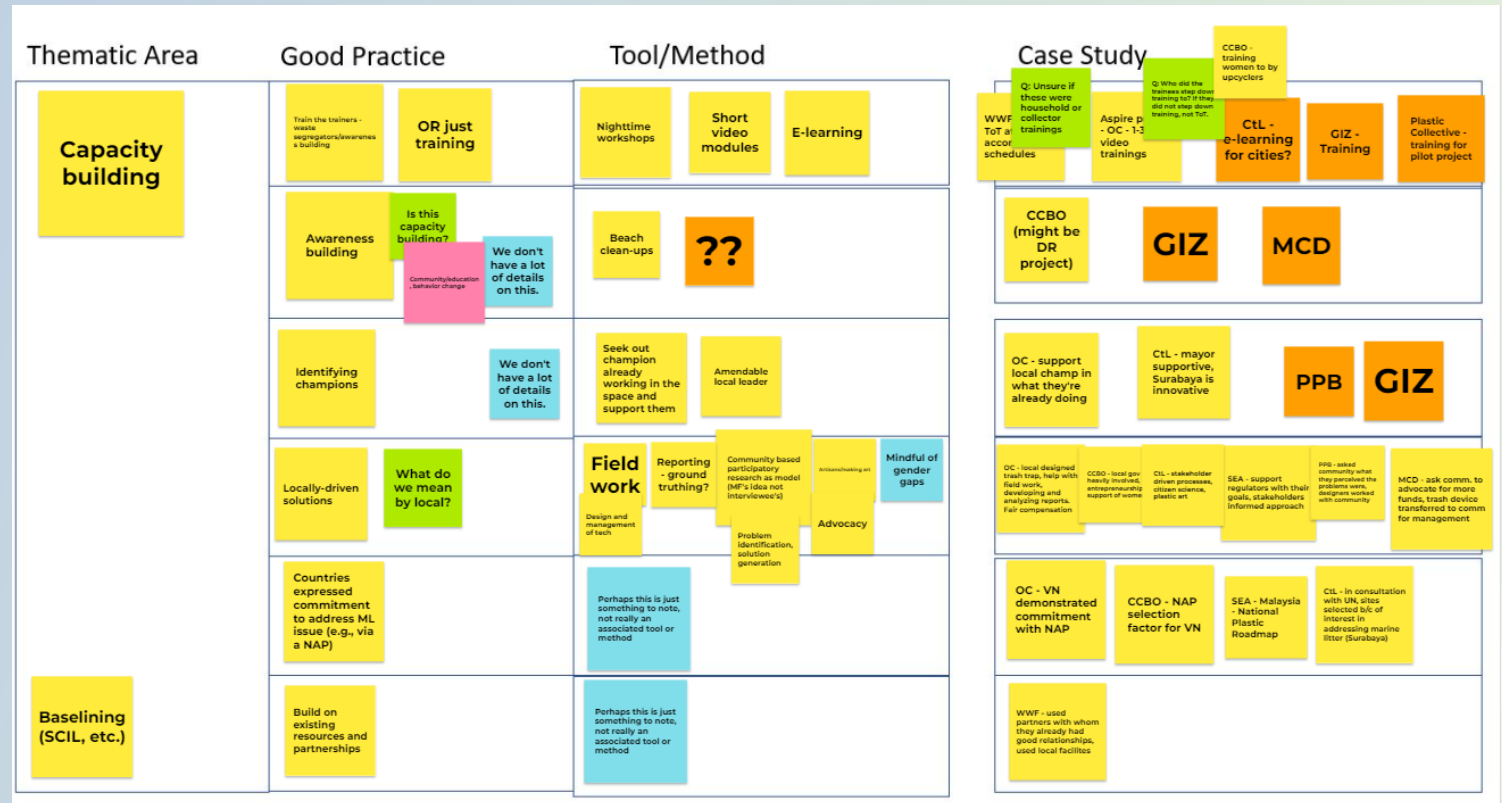


PROVEN PRACTICE GUIDE

to Improve Waste Management and Address Plastic Pollution in Southeast Asia

How We Made the Guide

- Key informant interviews with 11 organizations
- Reviewed detailed notes and held working group meetings to brainstorm organization of results
- Conducted stakeholder mapping to plot who led activities



The Six Modules



Source: Giulia Erika Soria, Clean Cities Blue Ocean; PZC, Clean Cities Blue Ocean; USAID; Melinda Donnelly, Clean Cities Blue Ocean

Key Takeaways from Data Collection

- Stakeholder engagement should be conducted before beginning a plastic pollution project. Prepare to engage stakeholders across government, private industry, NGOs, community advocates, the informal sector, academia, and more. Be intentional about engagement.
- Build or improve capacity in ways that make the most sense for the context – this could mean purchasing equipment, conducting training, supporting a national action plan, etc. Nurture projects to their next level, leaning into existing assets.
- For any plastic pollution mitigation project to be successful, there must be a local secondary market for recycled plastics. If one does not exist, build capacity to create one.
- There is a global need for plastics monitoring databases, and data harmonization and standardization.
- Waste, and how we dispose of it, reflects our sociocultural values and beliefs. Anthropological examinations of waste disposal practices may enhance project success, including incorporating social and behavior change approaches and theory.
- Social media and group messaging apps are often the best way to spread messages and build momentum.



Source: Instagram, Rappo.id

Check out the Guide!

Scan the **QR code** to check out the guide – if you're inclined, please share on LinkedIn or other social media!



Acknowledgements

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Back-Up Slides

Appendix. Module Screenshots



INTRODUCTION

Identifying and engaging key stakeholders is an important aspect for environmental decision-making, with the UN citing such engagement as crucial to achieving its Sustainable Development Goals.¹ For plastic pollution specifically, solutions that integrate a circular economy approach require increased collaboration between individuals and groups along the entire plastic value chain, including producers, consumers, waste management entities, waste pickers, and regulators.² At a global level, several platforms have been created for stakeholder engagement that have brought together national government entities, NGOs, and the private sector. The Global Digital Platform of the GPML brings together data, resources, and stakeholders across existing platforms, as mandated by the United Nations Environment Assembly. The East Asian Seas Regional Node of the GPML provides regional access to resources and data from the region, linked to the Global Digital Platform. However, significant challenges for collaboration still exist at the project and policy implementation level.

Stakeholder engagement is the process of involving individuals or groups who are affected by a project, those who have an interest or “stake,” or those who can influence outcomes.³ Not all stakeholder engagement practices are the same and the approach usually depends on the goals of policymakers or

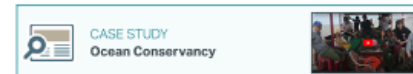
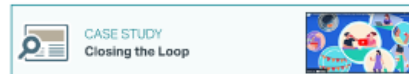


Credit: P2C for Clean Cities, Blue Ocean

implementors. For example, an implementor may choose to “collaborate” with stakeholders when the goal is to reach consensus and be inclusive in the decision-making process. However, this requires time and resources that may not be mutually available. Other forms of engagement, like providing information on project details, require minimal effort, but allow stakeholders to understand the project and make their own conclusions.⁴ The person or group engaging stakeholders should understand the capabilities of stakeholders, their knowledge, attitudes, and practices, and should be clear about the desired role for each stakeholder.

Addressing plastic pollution presents unique challenges for identifying and engaging stakeholders. In Association of Southeast Asian Nations (ASEAN) countries, some waste management activities are carried out by the private or public sector, while in other contexts, SWM is handled exclusively by waste pickers. Additionally, the lack of data on sources of plastic leakage makes it difficult for project implementors to know how to prioritize stakeholder engagement.⁵

Jump to Case Study ▼



Appendix. Module Screenshots



Identify and Engage with the Appropriate Range of Stakeholders

Challenge: There may be a lack of awareness of all relevant stakeholders, and among these stakeholders, a lack of coordination and communication.

Opportunity: Encourage intersectoral collaboration among stakeholders.



Credit: Giulia Erika Soria / Clean Cities Blue Ocean

CONTEXT

Solutions for integrated waste management require identifying and appropriately engaging with stakeholders across the value chain, including waste pickers, public sector, private sector, civil society organizations, and policymakers. However, there is often a lack of clarity on roles and responsibilities across levels of government and across diverse sectors. For example, within government, those who regulate the environment may not regulate things such as trade and manufacturing. There may also be fragmented coordination between business activity along the value chain.⁶ Stakeholder mapping is a useful tool that can help project implementors identify and analyze relevant stakeholders throughout the project lifecycle. For additional

information about stakeholder mapping and an illustrative stakeholder analysis conducted based on the data gleaned from informant interviews, see [Appendix D](#).

For waste management solutions to be effective, there should be a clear delineation of roles for regulators across governance levels, designated groups to engage with businesses on environmentally friendly practices, and engagement with non-traditional stakeholders—such as schools and unions—to encourage improved waste practices at the household and community levels. To address plastic pollution, there should be planned and purposeful engagement with diverse stakeholders.⁷

PROVEN PRACTICES

- 1) Conduct [stakeholder mapping](#) or another form of stakeholder analysis to understand which players should be invited to the table, as well as when and how to appropriately engage them during the project.
- 2) If there are knowledge gaps, conduct training on how to do stakeholder mapping or other forms of stakeholder analysis, fundamentals of stakeholder engagement, conflict resolution, and consensus-based decision-making for more meaningful engagement.

- 3) Engage stakeholders early and throughout the project.
- 4) Identify and leverage partners who have established and trusted relationships with the community.
- 5) Gather stakeholders from across governance levels and sectors (e.g., waste management responsibilities may be spread across ministries) and consider establishing interagency partnerships or councils for long-term collaboration.
- 6) Ensure diversity, equity, and social inclusion in stakeholder engagement efforts (e.g., engage the

informal sector, indigenous groups, and women) and allow for representation from all groups affected by changes to waste management policies and practices.

- 7) Ensure the project plan allows sufficient time and resources to delineate and achieve consensus around each stakeholder's role and responsibilities.
- 8) Allocate funds and trained staff for stakeholder coordination.
- 9) Consider public-private partnerships to support projects.

Appendix. Module Screenshots



Closing the Loop

Closing the Loop began in 2017 as a collaboration between the Stockholm Environment Institute and Women in Informal Employment: Globalizing and Organizing (WIEGO) to highlight the informal sector's critical role in the plastic waste value chain. Currently, the project is led by the United Nations Economic and Social Commission for Asia and the Pacific and is supported by the Government of Japan. The aim of the project is to reduce environmental impacts of plastic in ASEAN cities using circular economy approaches to manage waste. Closing the Loop's main activities include developing a digital mapping tool to identify and calculate the sources and impact of ocean plastic pollution in four ASEAN cities (Da Nang, Vietnam; Kuala Lumpur, Malaysia; Nakhon Si Thammarat, Thailand; Surabaya, Indonesia) and developing policy interventions and roadmaps for local government action in each city.

Prior to using the digital mapping tool and making policy recommendations, Closing the Loop conducted baseline reports to assess the physical state of waste management (i.e., waste generation, collection, recycling, and treatment). Additionally, Closing the Loop conducts a governance assessment of city and national policy, as well as stakeholder participation status, financial stability, and digital readiness for managing waste.⁸ To develop the baseline reports for the digital mapping tool, Closing the Loop collaborated with in-country governmental and non-governmental partners, in addition to international contributors such as Institute for Good Environmental Strategies (IGES) and the University of Leeds. The result was a comprehensive mapping of all stakeholders across the plastic value chain and their responsibilities, including non-traditional stakeholders such as waste pickers, schools, and unions. After development of the baseline report and input of data into the Plastic Pollution Calculator (see Key Resources), the program produces an action plan that establishes clear roles for national government ministries, city-level committees, and other stakeholders, including timelines for when activities should take place, and criteria to measure success.⁹ As a result of this process, implementors had a clear list of which stakeholders to involve and what role each would play in project implementation.



Proven Practice in Action

Closing the Loop conducted stakeholder analysis to promote coordination prior to project implementation. This analysis and subsequent engagement ensured clear mandates and delineation of responsibilities among government agencies and ministries, the private sector, and civil society.

→ KEY RESOURCES

Closing the Loop's Monitoring Resources



The Plastic Pollution Calculator

Closing the Loop's Plastic Pollution Calculator aims to model plastic sources, sinks, pathways, and hotspots in four ASEAN cities. The Calculator is used in baseline assessments to understand what type of plastic is entering waterways, where in the waste management process plastic leaks, and where leakage hotspots are located.

<https://youtu.be/rDsZri7W5Uk>



eLearning Course: Cities and Marine Plastic Pollution – Building a Circular Economy

This course introduces users to plastic pollution issues facing the Asia-Pacific region. In the course, users can learn how to measure and monitor marine and land-based plastic pollution remotely using mapping tools like geographic information systems. The course was developed with a range of partners, including UNEP and COBSEA.

<https://www.unescap.org/projects/ct/elearning>

