

Professional Plastic Management in Asia-Pacific Region

The PLASTIC Initiative

Engage young people, improve environmental education and turn into action

PROJECT SUMMARY & PURPOSE



Plastic is easy. Grab a coffee? Plastic cup. Grocery shopping? Plastic bag. Take away? Plastic box. Our lives are surrounded by convenient plastic. Between 1980 and 2015, the total amount of plastic production increased from 100 to over 400 million tons¹. 13 million tons of this plastic waste enters the world's oceans annually². Approximately 12 billion tons will have accumulated in our oceans by 2050.



The Plastic Initiative developed by the UNESCO Bangkok Office aims to support sustainable waste management and behavior in the Asia-Pacific region. Many countries in the Asia-Pacific region do not currently have proper action plans for waste management, including effective solutions to address plastic pollution in their countries. The Plastic Initiative intends to provide assistance to countries in the Asia-Pacific region through the implementation of strategies to tackle plastic pollution, the development of sustainable national environmental policies, and the improvement of environmental education to raise awareness among young people.

PROJECT DESCRIPTION



FUNDRAISING CAMPAIGN

Governmental and corporate donors will be invited to provide funds to UNESCO and partners via dedicated agreements supporting each part of the initiative.



YOUTH CONFERENCE

Young people will share their experiences and stories of fighting plastic pollution and learn to apply best practices to bring back to their communities.



SMALL GRANTS PROJECTS

Small grants of up to USD 50,000 to communities, schools and others will support hands-on activities leading to measurable and replicable improvements of plastic waste management.



EDUCATION

Among the ways to solve the problem is behavioral change. UNESCO will educate and engage citizens across the region to generate responsibilities for the plastic pollution



POLICY COMPONENT

UN agencies, government, and private sector partners will work together to provide technical guidance on national plastic waste management action plan in countries across Asia-Pacific.



MONITORING, RESEARCH & DATA

By monitoring consumption and production patterns, trends in plastic waste management can be mapped. Evidence-based analysis of the impact of this initiative will be provided.

¹ Parker, Laura. "We Made Plastic. We Depend On It. Now We're Drowning In It." National Geographic. June 2018. <https://www.nationalgeographic.com/magazine/2018/06/plastic-planet-waste-pollution-trash-crisis/>

² UNDP. "A tidal wave of plastic." UNDP Features. <https://feature.undp.org/plastic-tidal-wave/>

IMPLEMENTATION STRATEGY

STEERING COMMITTEE

The Steering Committee will guide the development and implementation of the initiative and chaired by Benno Böer and Sue Vize of UNESCO Bangkok.

YOUTH ADVISORY COUNCIL

The Youth Advisory Council (YAC) will be charged with developing the terms of reference and the appointment of an interim YAC with the involvement of UNESCO's existing youth networks. After this, a rotating membership will be established based on the recommendations of the interim YAC.

PROJECT MANAGEMENT UNIT

The Project Management Unit will be a core team of dedicated staff for the day-to-day management of the initiative. This will include a project officer with a strong technical background in environmental management and a project assistant.

COMMUNICATION & OUTREACH

Effective communication will be critical to raising awareness and long-term behavioral change. The UNESCO Bangkok Public Information and Outreach Unit will provide communication and outreach services (including media outreach) utilizing existing specialist staff. Management of the dedicated Plastic Initiative website will be outsourced.

CROWD-FUNDING

Crowd-Funding will be used to support the small grants projects. 'Highly useful, feasible, and replicable, and therefore with a high chance for positive impact' will be selected to demonstrate and motivate positive change in communities.

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