Actions to support No Plastics in Nature:
No Plastics in Nature

Business Model Innovation - PACT

- Addressing major leakage points at city level
- Piloting in high polluting sites in South East Asia
- Ambition to start a global movement

Global Plastic Policy - Extended Producer Responsibility

Global Plastics Campaign
75% of plastic leakage into the ocean comes from uncollected waste
Estimated up to 70% of the world population will be living in cities or urban areas by 2050.
Plastic Smart Cities: Two Approaches

Movement & Knowledge Sharing Platform
WWF invites Cities to commit to ambition plastic pollution targets in line with WWF’s No Plastic in Nature vision and to develop and disseminate Plastic Smart Action best practices, to achieve our ambition of 1000 Plastic Smart Cities. For more information visit www.plasticsmartcities.org

Implementation Work
Working on the ground with cities and tourism areas in 25 pilot countries across the region. Our goal is to reduce plastic leakage in these pilot by 30% by 2025 and keep plastic out of nature by 2030.
WWF is targeting Cities across Asia

**CHINA & HK**
- Hong Kong
- Yangzhou City
- Sanya City

**PHILIPPINES**
- Davao City
- Island Garden City of Samal
- San Isidro, Davao Oriental
- Donsol
- Manila City

**VIETNAM**
- Phu Quoc
- Tan An - (Long An Prv)
- Thanh Khe – (Da Nang Prv)
- Hue
- Tuy Hoa – (Phu Yen Prv)
- Rach Gia – (Kien Giang Prv)
- Ha Tinh
- Dong Hoi
- A Luoi
- Con Dao

**THAILAND**
- Ko Samui
- Patong
- Surat Thani
- Trang
- Hatyai
- Songkhla

**INDONESIA**
- Denpasar
- Makassar
- Jakarta
- Bogor
- Depok
# Plastic Smart Cities Strategic Framework

**Focus Areas:**

<table>
<thead>
<tr>
<th>Focus Areas</th>
<th>REDUCE / REUSE OF KEY WASTE PLASTICS</th>
<th>SEPARATION, COLLECTION</th>
<th>IMPROVED RECYCLING &amp; RECOVERY</th>
<th>LANDFILL MANAGEMENT</th>
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</table>

**Planning**

0. City Prioritization
1. Plastic Smart Cities Commitment
2. Scoping / Waste Flow Diagrams
3. City Action Plan (Policy, Behavior, Infrastructure) & Monitoring Plan

**Implementation options**

4. Policy Interventions
5. Facilitate Sector Roundtables
6. Build Local Collection, Separation and Recycling Infrastructure
7. Identify And Scale Entrepreneurial Solutions
8. Monitoring through Citizen Science

**M&E**

<table>
<thead>
<tr>
<th>M&amp;E</th>
<th># items banned or replaced</th>
<th>% of citizens with access to collection services</th>
<th>% of (single use) plastics recycled</th>
<th>% of landfill properly managed</th>
</tr>
</thead>
</table>

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**Images:**

- Plastic Smart Cities Commitment
- Waste Flow Diagrams
- Entrepreneurial Solutions
- Monitoring through Citizen Science
Plastic Smart Cities Across the Region (Asia)

0. City Prioritization
   - 25 Pilot Cities across 5 countries have been identified

1. Plastic Smart Cities Commitment
   - 14 Cities out of 25 has already signed the PSC Declaration to work with WWF

2. Scoping / Waste Flow Diagrams
   - Baseline assessment activity is now on the way for 11 cities across SEA
   - 6 Cities from the region has completed their baseline assessment

3. City Action Plan (Policy, Behavior, Infrastructure) & Monitoring Plan
   - Actions plans are underway for 7 cities across SEA
Through the Action Plan process, we are working with local governments to set more ambitious local policy and regulation targets. Numerous round tables have been conducted with various stakeholders including:

- business sectors (hospitality, manufacturer etc)
- local governments and municipalities
- Grass-root organizations

We are now working in below areas with partners on implementing local solutions:

- Denpasar, Indonesia – Waste segregation and separation (McKinsey.org)
- Denpasar, Indonesia – Plastic catchments in rivers (Make a Change)
- GaCoS, Philippines – Improving low value plastic recycling
- Phu Quoc, Vietnam – Community-based waste collection
- Long An, Vietnam – Improving and expanding collection and sorting
- Surat Thani, Thailand – Recycling low-value stretchable plastic

Innovation competition has now been held in 4 SEA countries with a total of 21 winners.
Plastic Smart Cities in Vietnam
Plastic Smart Cities – Vietnam

1. Plastic Smart Cities Commitment

**PSC Declaration by the Cities:**
Phu Quoc (Kien Giang)
Rach Gia (Kien Giang)
Tan An (Long An)
Thanh Khe (Da Nang)
Phu Yen

2. Scoping / Waste Flow Diagrams

**Baseline Assessment has been completed for:**
Phu Quoc (Kien Giang)
Rach Gia (Kien Giang)
Tan An (Long An)
Thanh Khe (Da Nang)
Phu Yen

3. City Action Plan (Policy, Behavior, Infrastructure) & Monitoring Plan

Actions Plan 2019-2025 is approved in Nov 2019
Deep dive into Phu Quoc
Plastic Smart Cities – Phu Quoc

0. City Prioritization

1. Plastic Smart Cities Commitment

   PSC Declaration in Nov 2019

2. Scoping / Waste Flow Diagrams

3. City Action Plan (Policy, Behavior, Infrastructure) & Monitoring Plan

   Actions Plan 2019-2025 is approved in Nov 2019
Plastic Smart Cities – Phu Quoc

4. Policy Interventions

• 6/2019: Called collective action to reduce plastic waste on the island
• Since 7/2019: Day for Phu Quoc Environment, 11 clean-ups, about 39,200 participants in total, collected 348 tons of waste

5. Facilitate Sector Roundtables

• 20 hotels and tour operators, and 20 restaurants and café signed commitment to reducing plastic waste generated from their operation
• Schools, Communities/tourists, Fishing/Tourist boats

6. Build Local Collection, Separation and Recycling Infrastructure

• After 9 months, launching the pilot for 30 households in Da Chong village results in 10.6 ton of collected waste, including 3.1 ton of plastic, and 0.2 ton of recyclables.
• Pilot models of organic waste treatment at household level to promote waste segregation.
• Clean up coral reefs

7. Identify And Scale Entrepreneurial Solutions

Innovation contest held in Apr-Sep 2020 has identified a winner for Phu Quoc – Clean Agriculture Club

8. Monitoring through Citizen Science
Commitments on plastic waste reduction from 40 businesses

- Use non-plastic takeaway boxes (18)
- Buy supplies in bulk (20)
- Eliminate single use plastic utensils (19)
- Use non-plastic bathroom amenities (14)
- Display information pamphlet on plastic reduction (24)
- Train and encourage staff to reduce plastic waste (30)
- No plastic straws (35)
- Reduce single use plastic bag (18)
- Place waste separation trash bins (20)
- Provide non-plastic bags (13)
- Others

Number of businesses committed to each practice
Training and communication

Schools
• 63 teachers from 36 schools, and 22,000 students was trained
• Support for schools’ extracurricular activities such as drawing and recycling contests, installing 50 dropoff centers for recyclables, waste segregation at schools
• Publish a material for self-education: a comic book on plastic waste

Local people and tourists
• 04 public events, 06 beach cleanups, 1,700 people participated;

Fishing boats and tourist boats
• 93 fishermen participated in outreaches on marine plastic
• Boats to commit bringing waste back
Deep Dive into Long An
Plastic Smart Cities – Long An

0. City Prioritization

1. Plastic Smart Cities Commitment

   PSC Declaration in June 2020

2. Scoping / Waste Flow Diagrams

   Comprehensive study on solid waste in Long An province in 2018
   03 scenarios on management of waste was identified – 01 was selected for implementing

3. City Action Plan (Policy, Behavior, Infrastructure) & Monitoring Plan

   Actions Plan 2020-2025 is expected to be approved in Dec 2020
Plastic Smart Cities – Long An

6. Pilot the waste separation model and multiply to larger scale

A lot of training and communication before implementing the waste separation
Convincing people to follow the new model
Piloted with 01 group of 425 households
Expanding to whole Ward of 4,800 households
The city plan to expand to 02 neighboring Wards
Aim at high quality compost

https://drive.google.com/file/d/1qrn1cH5xXBmY-rJEo6DV4PnS3b-Sydja/view?ts=5fb34d9b
THANK YOU