

Live Session 6: Strategy and Methodology to Consider the Outreach Activity to Change the Behavior to Address the Plastic Pollution Issues

Introduction

The project on Promotion of Countermeasures Against Marine Plastic Litter in Southeast Asia and India (hereafter referred to as “CounterMEASURE”) was officially launched in May 2019 aiming to identify a region-based model for monitoring and assessment of plastic leakage and pollution reduction. The target is land-based plastic leakage entering waterways such as rivers and canals or drainages to the sea. This project, funded by the Ministry of Foreign Affairs (MOFA), the Government of Japan, is implemented by the UN Environment Programme Regional Office for Asia and the Pacific in collaboration with local partners in the region such as line ministries, academia and civil society.

Rationale

During its 10-month implementation period, the project organized several technical consultations and expert group meetings which discussed the methodology in identifying plastic leakage pathways in Thailand and India. The project developed a geographic information system (GIS) platform that consolidated a list of all necessary data and parameters which were collected in each project site and incorporated into the platform. Data collection and surveys in each site was conducted based on the developed data inventory. Moreover, the project conducted several outreach activities that linked science with policies and raised awareness of the general public. In order to further support the project’s plans and policies, capacity mapping was conducted to identify gaps between the fundamental capacity to institutionalize the plastic pollution assessment and the prevailing capacity. After synthesizing the overall outputs, the project developed countermeasures to reduce plastic pollution.

However, as a precursor to formulation of data collection in different cities in India an outreach activity in the form of perception survey was carried out in order to meet the objectives and goals of the projects. Similarly, such activities are also being carried out in South East Asia. This activity has been carried out to assess the consumer’s behaviour across the crosssection of society and assess the awareness, hotspots for leakage of plastics and what could be the countermeasures to reduce plastic pollution. Therefore, a live session has been planned on 27th May 2020 between 16.30 and 18.00 hrs BKK time in virtual setting to highlight the “Strategy and Methodology to Consider the Outreach Activity to Change the Behavior to Address the Plastic Pollution Issues”.

Objective: The major objective is to bring together a rich source of experience of the teams from both the India and South East Asia to describe their approach for design of the strategy, approach and methodology adopted, challenges and opportunities identified during the implementation of this activity.

Target Audience: Stakeholders in the region, 30 to 40 who will likely be involved in the implementation of such projects in future. These can be:

- Urban Local Bodies

- Stakeholders across Plastic Value chain
- CSOs, NGOs
- Researchers, field staff, data aggregators
- Experts and Practitioners

Resource material for the Workshop:

Perception Survey Report / Material from India

Speakers:

Ms. Sumangali Krishnan (GA Circular)

Ms. Anjali Parasnis (TERI)

Ms. Akriti Uttam (DA)

Ms. Chitra Mukherjee (Chintan)

Session Moderator: Surya Chandak (tbc)/ Mr. Amit Jain (tbc)

Methodology: Following steps will be adopted to roll out the live session.

Approach: The entire session will be conducted as one session with presentation from all the speakers followed by panel discussion and Q&A session.

Step 1: Identification of target audience mainly academia, implementing agencies like ULBs/ urban agencies, universities, CSO

Step 2: Introduction by session moderator (10 Minutes) about the objectives and outcome expected from the session

Step 3: Speakers (15 Minutes each) with the help of audio visual material and case study presentation by coordinator (Total Time: 60 Min)

Step 4: Panel Discussion & Q & A session (20 Min)

Implementation:

- Moderator to start the session on the objectives, aims and outcome of the workshop session
- Presentation by speakers
- Moderator to summarize the findings of the group work and workshop

Requirement/ Roles/ Responsibilities

- Virtual platform and its capacity, resource material and presentations and case studies from presenters in advance (IRGSSA). Mock trial to assist in conducting group work on virtual platform (**RRCAP**)
- **RRCAP to bring target audience**
- **IRGSSA to organize implementation mechanism**