

# Reducing plastic bag waste in major cities of Cambodia

Presented by:

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## Plastic bags, a Cambodian perspective

- Plastic bags, a Cambodian perspective
  - What has been done in the past
  - Lessons learnt
  - Our Strategy
  - Changing Behaviours
  - Introducing Alternatives
  - Strengthening of the environmental governance

# Reducing plastic bags in major cities of Cambodia

## Plastic bags, Cambodia perspective

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### Characteristics of plastic bag use in Cambodia

- Recently introduced
- Variety of types but mostly light single use bags
- Variety of uses (and misuses)
- Often improperly disposed
- Difficult to assess impact as detailed data are not available

# Reducing plastic bags in major cities of Cambodia

## Plastic bags, Cambodia perspective (2)

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### Implications

- Environment
- Human health
- Livestock and wild life
- Urban Services, sewage systems
- Tourism

### Matter high in the political Agenda

- Government declarations following 2010 floods
- High Probability of tax, levy or ban on plastic being applied in the next few years

# Reducing plastic bag waste in major cities of Cambodia

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## What has been done in the past

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## What has been done in the past

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### In Cambodia

- Awareness raising activities (marches and leaflets) addressing mainly littering
- Introduction of fine for littering in Phnom Penh
- Promotion of voluntary codes of practice among supermarkets and big retailers
- Promotion of ecobags

### At global level

- Partial or total ban (Bangladesh, Rwanda, China)
- Taxes and levies (Ireland, India)

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## Lessons learnt

- Plastic bags, a Cambodian perspective
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## Lessons learnt

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- **In countries with limited enforcement capacity a straight ban may not be the optimal solution.**
- **communication intervention, availability of substitutes and incentives for the use of reusable bags can constitute an important policy mix and behavior change driver**
- **Social campaigns to be effective and contribute to behavioural change must be tailored and make people feel the need for change**
- **To change behaviours awareness is not enough**



# Reducing plastic bags in major cities of Cambodia

## Lessons learnt (2)

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- **Alternatives should be accessible, sustainable, attractive and should correspond the needs, expectations, desires of both users and vendors.**
- **Building Environmental Governance requires strong interaction and continuous dialogue among all the different stakeholders involved**
- **It is relevant that policies accompany the uptake of SCP (sustainable consumption and production) practices by creating an enabling environment for such practices to flourish.**

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## Our Strategy

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# Reducing plastic bags in major cities of Cambodia

## Our Strategy

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### Objective

To change consumption patterns and consumer behaviours to reduce plastic bag use and waste

### Three Integrated components

- Behavioural change communication
- Design and production of alternative to plastic bags
- Strengthening of the environmental governance

# Reducing plastic bags in major cities of Cambodia

## Our Strategy (2)

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### Strong and wide Partnership

Identify key stakeholders, involve them in the design of the action and create a strong partnership for guaranteeing sustainability and buy in

- Small and medium scale retailers-Association of SMEs in Cambodia
- Ministry of Environment
- Department of Environment of Phnom Penh
- Royal University of PP-Waste management research group
- NCCA-Inter ministerial body in charge of dealing with plastic bags issues
- Experts in behavioural change and social media
- Social Designers

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## Changing Behaviours

- Plastic bags, a Cambodian perspective
- What has been done so far
- Lessons learnt
- Our Strategy
- **Changing Behaviours**
  - Introducing Alternatives
  - Strengthening of the environmental governance

# Reducing plastic bags in major cities of Cambodia

## Changing Behaviours

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### In depth market research

- Profile key consumers group (end user and vendors)
- Map out existing and desired behaviours
- deep understanding of what triggers each behaviour

### Designing the campaign

- Participatory formulation of action plan – selection of behaviours
- Iterative methodology
- Consultation process at all stages
- Spread of behaviour change communication methodologies

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## Changing Behaviours (2)

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### Delivery of the campaign through different tools

- **Mass media**
- **Social media**
- **Interpersonal (especially for street and market vendors)**

### Supporting activities

- **Introducing incentive schemes to reward individuals and vendors which show desired behaviours**

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## Introducing Alternatives

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- **Introducing Alternatives**
- Strengthening of the environmental governance



# Reducing plastic bags in major cities of Cambodia

## Introducing alternatives

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### Analysis of the most environmental damaging uses

- Identified different usage occasions
- In depth analysis of needs, perceptions, attitudes motivations related plastic bag usage (Human Center Design Methodology)
- Environmental impact of different uses will be assessed (LCA)
- Prioritize uses for which alternative should be sought

### Design of alternatives for selected usage occasions

- Conception and iterated prototyping
- Consultation process at all stages
- Environmental impact assessment of alternatives (LCA)

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## Introducing alternatives (2)

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### Involvement of SMEs in the production/marketing

- **Training of local SMEs**
- **Creation and strengthening of early adopters**
- **Introducing incentives to adopt alternatives**

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## Strengthening of the environmental governance

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## Strengthening of the environmental governance

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### Assesment of the cost of dispersed plastic bags

- Tool for supporting policy makers (ministry of environment)
- Important to quantify the cost of plastic bags during stakeholders negotiations
- Methodology adapted to Cambodia Context

### Promotion of private public dialogue

- Involvement of a wide range of stakeholders
- Several workshops and meetings
- Creation of a technical working group
- Exposure to best practices, exchange visits

# Reducing plastic bags in major cities of Cambodia

## Strengthening of the environmental governance (2)

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### Support to the diffusion of self regulating tools

- Build from past experience
- Adapt existing tools (Voluntary code of practice) to SMEs and informal sector
- Support to the adoption of self regulating agreements in order to act also on the supply side

### Support for the creation of dedicated legal tools

- Facilitate consultation at different levels to pave the way for future legislation
- Support Ministry of Environment in the drafting of a new guidelines
- Adaptation of general guidelines to local context
- Training of district and municipality staff agent

# Thank you!

**Fabio Moni**

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