



Reduce Plastic Waste
and Protect the Ocean!



➤ Marine Litter – A Growing Global Challenge

Due to a rapid increase of plastic waste generation and a lack of integrated waste management systems for plastics, plastic waste in the environment is on the rise.



Plastic waste accounts for **85%** of marine litter

Without intervention, the amount of plastic waste entering the ocean will reach per year by 2040

23–37 million tons

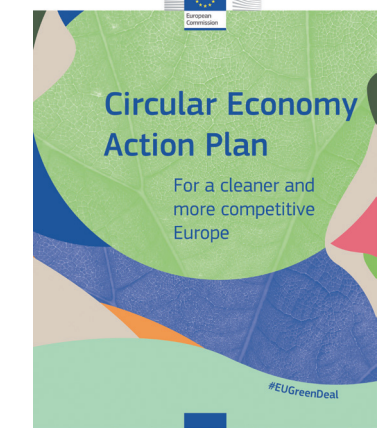
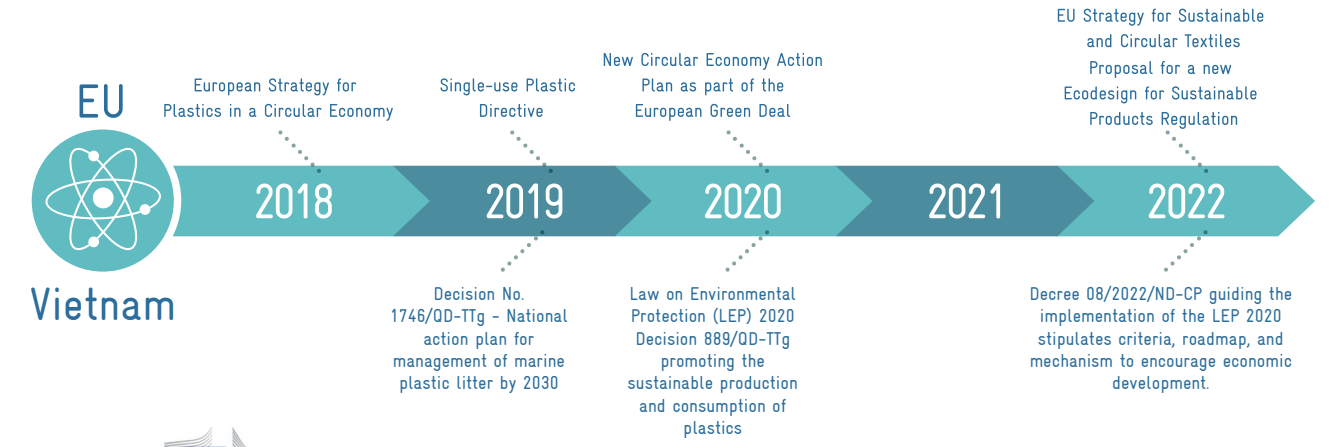
equalling **50** kilos on every meter of coastal line

Source: UNEP (2021): From Pollution to Solution. A Global Assessment of Marine Litter and Plastic Pollution.

➤ Circular Economy Solutions

To tackle the global plastic waste challenge, joint efforts are needed for a circular economy. The European Union (EU) presented the Plastic Strategy and Circular Economy Action Plan, as well as issued the Single-use Plastic Directive, aiming to reduce marine

litter. Vietnam has also released a policy framework to promote circular economy as well as plastic management along the whole value chain and reduce plastic leakage into the environment.



Circular Economy Action Plan



Single-use Plastic Directive

Source: European Commission



Rui LUDOVINO | First Counsellor, Climate Action, Environment, Employment and Social Policies, Delegation of the European Union to Vietnam

Moving towards a circular economy, in which resources are used and managed in a more efficient and sustainable manner through the principles of "Reduce, Reuse and Recycle" is a cornerstone of EU policies in the spirit of the European Green Deal. It is at the same time a global endeavour. We are delighted to cooperate with MoNRE and all stakeholders to take steps towards a circular economy in Vietnam to reduce marine plastic litter.

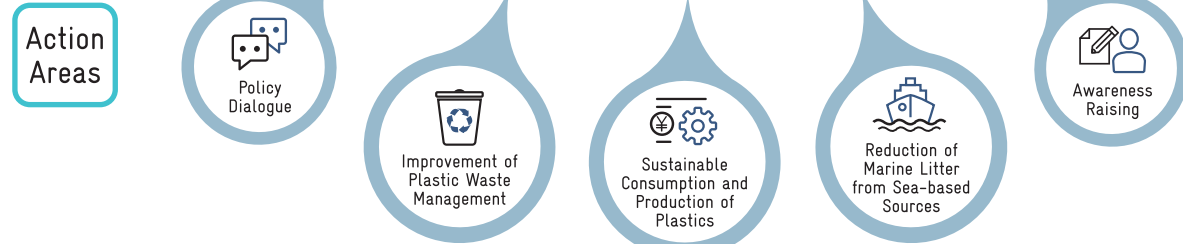


➤ Project Information

Rethinking Plastics – Circular Economy Solutions to Marine Litter

Contracting Authority	European Union (EU), German Federal Ministry for Economic Cooperation and Development (BMZ)
Implementation Organization	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Expertise France (EF)
Partner Countries	China, Indonesia, Philippines, Thailand, Vietnam, Singapore and Japan
Implementation Period	May 2019 to October 2022

Objectives The project supports the transition towards a circular economy for plastics in East and Southeast Asia to reduce plastic waste leakage into the sea and thus marine litter.



Rethinking Plastics in Vietnam:

With policy advice, dialogues, knowledge sharing and through pilot projects on packaging collection, sorting and recycling, ship waste management, fishing for litter and with retailers and supermarkets, the project supports Vietnam on the way towards a circular economy for plastics. The activities and pilots aim to encourage sustainable consumption and production of plastics, to better understand the plastic value chain to find recommendations for the EPR scheme implementation in Vietnam and to better manage plastic waste from sea-based and land-based sources to reduce environmental leakage.



For more information: <https://rethinkingplastics.eu/>

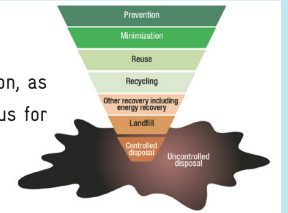
➤ Key Concepts



Waste Hierarchy

The hierarchy provides a generalised priority order for waste reduction and management: Prevention, as well as the 3R principle (Reduce, Reuse and Recycle) are on top and should be promoted. The focus for the remaining waste is to phase out uncontrolled disposal (e.g. open dumping and burning).

Source: UNEP (2015), Global Waste Management Outlook.



Circular Economy

In a circular economy, resources are used and managed in a more efficient and sustainable way through the principles of "Reduce, Reuse, Recycle".



Extended Producer Responsibility (EPR)

EPR is an environmental policy approach in which a producer's responsibility for a product is extended to the waste stage of that product's life cycle, including collection, sorting, recycling or final disposal.

Source: Basel Convention (2019): Practical Manual on EPR.



Deposit-Refund System (DRS)

In a Deposit-Refund System, the packaging is given an economic value by requiring consumers to pay a deposit at the point of sale. When the empty packaging is returned, the deposit is refunded.



Sustainable Consumption and Production

Sustainable consumption and production encourages circular economy development, in which the reduction of single-use plastic products, reuse and recycling are promoted. Products can for example be designed in a way, that they use less packaging or that they can be reused and recycled. Consumers can choose more sustainable or reusable alternatives, refuse over-packaging, or bring their own bag, cup or cutlery.



Awareness Raising

Awareness raising is an important approach on environmental topics that aims to inform and engage people regarding more environment-friendly and sustainable attitudes and behaviors. The target groups cover decision makers on policy level and in businesses, youth and consumers etc.





➤ Extended Producer Responsibility (EPR)

Partner Legal Affairs Department of the Ministry of Natural Resource and Environment (MONRE)

Problem Worldwide, about 25-40% of plastic consumption serve for single-use packaging and about 60-90% of marine litter consists of plastics. Which schemes can support plastic reduction and additional financing for waste management?

Contribution of Rethinking Plastics Project

Contribution to the elaboration of the Legal framework on EPR

+

Study and findings integrating the Informal sector

+

Capacity building

Solutions EPR for packaging can contribute to increase the collection and recycling rates of packaging waste (plastics, paper and cardboard, glass, metals). Vietnam adopted the Law on Environmental Protection in 2020 and the Decree 08/2022/ND-CP as a basis for EPR development and implementation in Vietnam. Rethinking Plastics contributed to this process.

Policy brief on EPR for packaging waste in Vietnam



Prepared by the "Rethinking Plastics" project and MONRE's Department of Legal Affairs with input by the French CITEO (published in June 2020) Outlines key elements and options for introducing EPR for packaging in Vietnam based on its current situation

- Recommend recycling rates for products & packaging
- Propose recycling standard specifications for packaging
- Propose levels of contribution (& other PRO questions)



EPR Toolbox and capacity building on EPR

The project provided a translation and adaptation of the EPR toolbox developed by the PREVENT Waste Alliance with internationally relevant knowledge on the topic of EPR.

The Academy of Managers for Construction and Cities (AMC) organised 4 Training of Trainer courses in Hanoi, HCMC and Danang on the EPR toolbox application and background in Vietnam with 75 participants.

- Generation of knowledge on a national level with information and knowledge transfer
- Apply the EPR topic on a local level, the development of capacity building via training course to apply the knowledge on dissemination of the EPR toolbox in the Vietnamese context

BỘ CÔNG CHỨC EPR (Kính nghiệm triển khai thí điểm EPR (Trách nhiệm mở rộng của nhà sản xuất) đối với bao bì sản xuất)

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TỔNG QUAN VỀ CƠ CHẾ EPR ĐỐI VỚI BAO BÌ

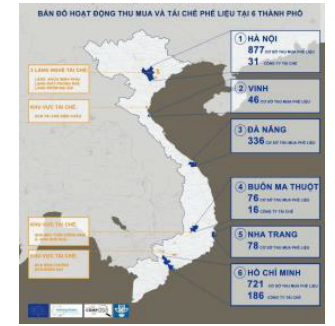
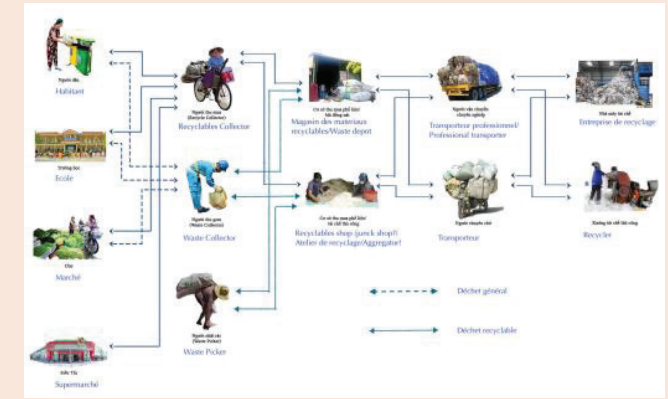
MÔ ĐUN 2
THU GOM VÀ PHÂN LOẠI CHẤT THẢI BAO BÌ

MÔ ĐUN 3
TÁI CHẾ CHẤT THẢI BAO BÌ

Findings Inclusion of waste value chain stakeholders in Vietnam

- A study has been conducted in 6 cities (Hanoi, HCMC, Da Nang, Nha Trang, Buon Me Thuot, Vinh) to:
- Analyze of the existing packaging waste value chains (with a focus on plastic packaging waste), including the roles of informal and formal stakeholders.
 - Describe the potential connection between an EPR scheme and existing formal public local waste collection and sorting companies of municipalities and/or private collection.
 - Identify options how informal stakeholders could report on the volumes of packaging waste they collect and sort.

The informal sector is a complex, hybrid and diverse sector.



Công ty thu mua phế liệu chuyên loại
Recyclable waste purchasing company



Xưởng tái chế thủ công
Manual recycling workshop



Làng nghề tái chế
Recycling trade village



Nhà máy tái chế
Recycling factory

Suggestions

Recognize the roles, and include the voices of informal waste workers (IWWs) in waste management policies
Formulate an appropriate, flexible, and open scheme for aggregators/ collection points to register their business licenses and/or to register as employees in the aggregators which is necessary to enable them to become an integrated part of the upcoming EPR system.

Improve the IWWs' working conditions to accelerate efficiency
Adequate working space, dedicated facilities for waste segregation and collection, and authorization of gathering points to store temporarily waste with minimized and suitable environmental requirement.

Accelerate multi-stakeholder collaboration to support the IWWs' network
The creation of a sustainable livelihood for the collectors requires the mobilization and coordination of different stakeholders at various levels.



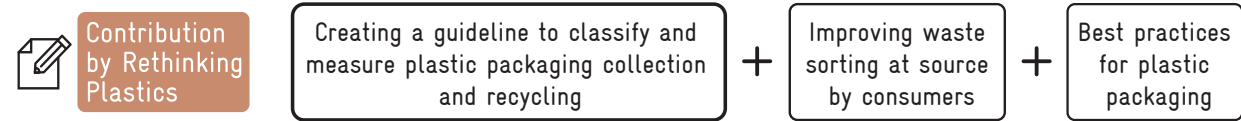


Ho Chi Minh City

Enhancing the plastic packaging collection, sorting and recycling

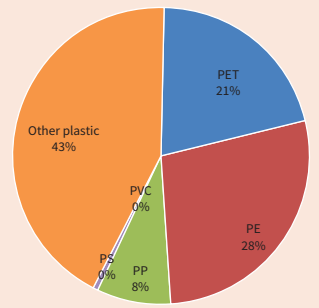
Partner Institut de Recherche pour le Développement (IRD) and Hanoi Architectural University (HAU)

Problem How much and what kind of plastic is collected, how and by whom is it transferred and processed and when does it leak into the environment? These are important questions to be answered as a contribution to the national EPR scheme implementation. They also give insights for options to integrate the informal sector.



Findings Description of the Post-Consumers Plastic Packaging Value Chains in a Rural District of Ho Chi Minh City

PLASTIC PACKAGING POLYMER IDENTIFIED BY HOUSEHOLDS % IN MASS



57% of the plastic mass wasted by the households has a potential for recycling. Knowing that PE, PET, PP, PS, PVC are the most interesting plastic for recycling.

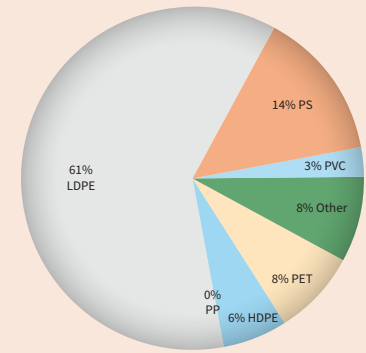
Recommendation

- **Training** to present the EPR concept, the decree and the role of DSW (Domestic Solid Waste) is mandatory to achieve a successful EPR implementation
- The EPR scheme should fund **sorting at source campaign** to raise the awareness of the waste generators
- The EPR scheme should discuss and propose **clear categorization** of recyclable waste based on **recycling criteria** defined by **Recyclers**
- The boundary between the recyclable waste system and the remaining waste system and their role in the EPR scheme should be addressed to assure waste traceability

Findings Expectations and constraints of recyclers in plastic packaging waste management under an EPR scheme

- Better understand the operations of Vietnamese recyclers and their needs related to the EPR decree
- Evidence the gaps and constraints faced by recyclers due to the EPR implementation.

% of household's plastic waste



Among plastic waste, **plastic bags and packaging (LDPE) accounted for the largest proportion, with 61%**. Single-use plastic (PS) made up the second largest part, with **14%** of the total amount of plastic waste, followed by PET **8%**, HDPE **6%**, PVC **3%**, and other plastics **8%**.

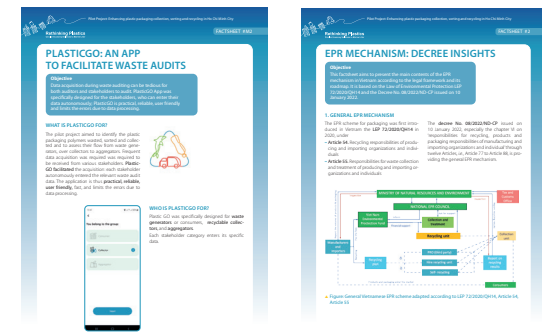
Recommendation

To achieve the recycling goals defined by the EPR Vietnam Office, sorted and clean plastics are key.

Solutions

PlasticGO, an app to facilitate waste audits

Data acquisition during waste auditing can be tedious for both auditors and stakeholders to audit. The PlasticGO App was specifically designed for the stakeholders, who can enter their data autonomously (Plastic type, Purchase price, Export waste, etc.). PlasticGO is practical, reliable, user friendly and limits the errors due to data processing.



Emilie STRADY | Researcher Institut de Recherche pour le Développement (IRD)

A better cooperation between all stakeholders will enhance the understanding of the plastic value chain and related data. The pilot project can contribute knowledge about suitable options for a legal framework for Extended Producer Responsibility (EPR) for packaging.



Ho Chi Minh City

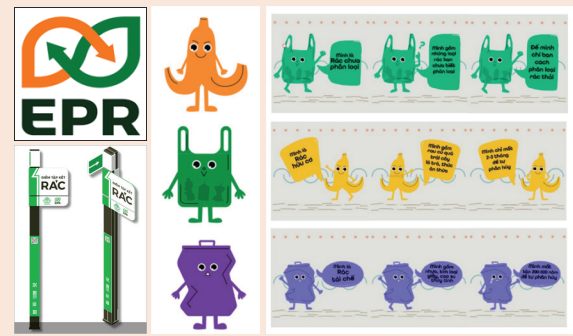
Enhancing the plastic packaging collection, sorting and recycling

Suggestions

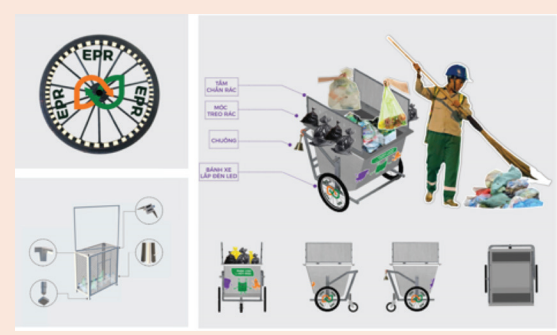
Students of Hanoi Architectural University evaluated and assessed the current waste collection in Hanoi during field studies in November 2021. Their suggestions include:

Create attractive design to promote the visibility of the EPR scheme

- Raise people's awareness on environmental protection via attractive design of a logo, mascots and signboard boosts with EPR visuals.

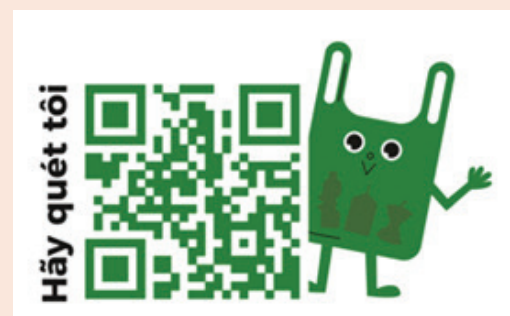


Improve equipment and tools



Create a digital map of waste collection and disposal points

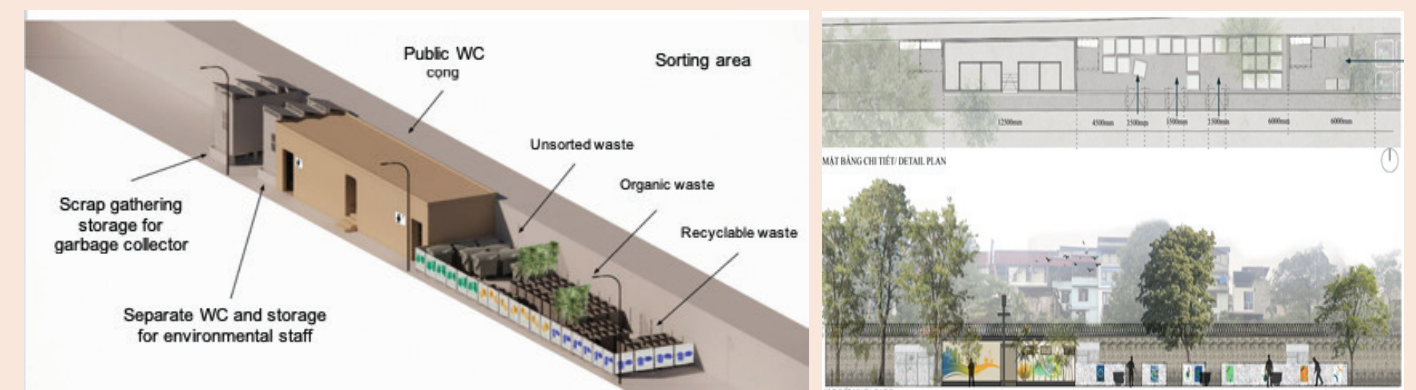
- Provide information about the collection time, price and instructions how to sort waste



Suggestions

Renovation of the architectural space and landscape

- Increase the storage capacity and better use the space available.



Recommendation

Inclusion of Informal Waste Workers (IWWs) in the transition to sustainable waste management

- Recognize the roles, and include the voices of IWWs in waste management policies
- Improve the IWWs' working conditions to accelerate efficiency
- The creation of a sustainable livelihood for the collectors requires the mobilization and coordination of different stakeholders at various levels to support the IWWs network.



NGUYEN Thi | Legal Affairs Department
Ministry of Natural Resources and Environment

EPR means that companies that put packaged products on the market will have to be responsible for the packaging waste collection and recycling. Enhancing financial flows and multi-stakeholder partnerships is important to boost the collection and recycling rates of plastics. To progress further our efforts, we need to identify practical ways to work with the business sector, and to jointly prepare a clear orientation.



NGUYEN Thai Huyen | Lecturer
Hanoi Architectural University

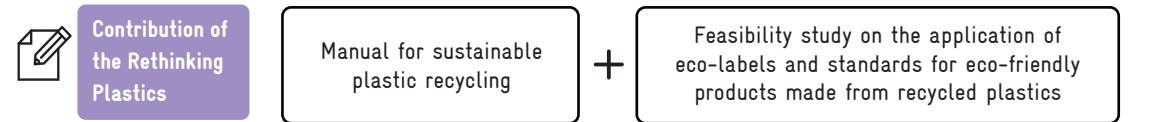
Waste workers provide an efficient service in terms of recyclable waste collection. Their mobility, agility and capacity to access narrow alleys and isolated areas to collect waste demonstrate the ability to cover areas following the urbanization and industrialization process.



➤ Sustainable Consumption and Production

Partner Ministry of Industry and Trade (MOIT) and Natural Resources and Environment Consulting Center (NREC) and VINASTAQ

Problem There is a huge shortage of recycling capacity to achieve the goal of collecting, reusing, recycling, and treating 85% of plastic waste generated by 2025, equivalent to more than 3.3 tons. How can the capacities be enhanced?



Solutions Support the recycling enterprises to improve their capacity and promote the development and application of standards and eco-labels for recycled plastic products to manage plastic waste

Support the the Ministry of Industry and Trade (MOIT) with regards to sustainable development of recycling plastics - Decision 889/QĐ-TTg dated June 24, 2020 promoting the plastic sustainable production and consumption.

Findings

- Economic barriers**
- Characteristics of Plastic Waste
 - High cost of investment in recycling equipment line
 - The source of plastic waste for recycling is not stable
 - Limited resilience of the sector to market shock
 - Lack of differentiated demand for recycled plastics
 - Poor data on the structure and performance of the sector



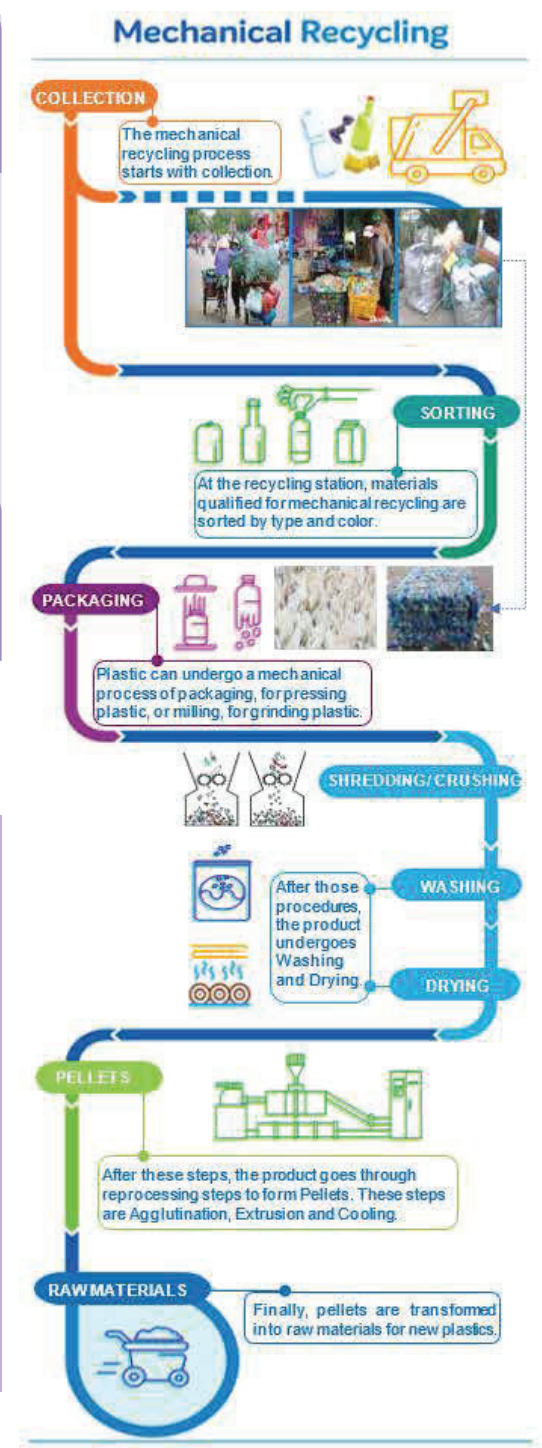
- Environmental barriers**
- Hazardous additives.
 - Competition between recycling and energy from waste
 - Plastic is dirty and contains many impurities
 - Gas emission
 - Wastewater
 - Illegal trade plastic waste

- Technical barriers**
- The separation of plastic waste at source has not been done well
 - Manual plastic sorting
 - Information on plastic recycling is missing and poor
 - Waste plastics are often contaminated and mixed with other materials
 - Problematic additives
 - Biodegradable plastics with other plastics
 - Poor or no polymer marking
 - The traceability

Development of handbook detailing the plastic recycling production towards sustainability and circularity

- The manual presents:
1. concepts, classifications, and sources of plastic waste.
 2. requirements for classified plastic scrap, for recycled materials, biodegradable plastics, bio-based plastics
 3. specialized knowledge about technology and equipment in the plastic recycling industry, legal compliance guidelines and environmental protection measures in plastic waste recycling
 3. national policies (e.g. EPR) and international integration

A feasibility study on the application of eco-labels and standards to eco-friendly products made from recycled plastics in Vietnam



Carrier bags with recycled plastics

<p>Euro Sme, Malaysia: carrier bags</p>	<p>Plasbel Plasticos, Spain: carrier bag</p>	<p>OMM Kunststofftechnik, Germany: PE carrier bags</p>
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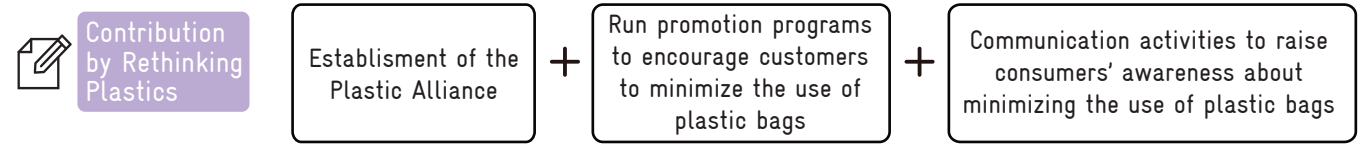


Hanoi

An innovative initiative to establish the Alliance of supermarkets to reduce the consumption of single-use plastic bags in Viet Nam (PLASTIC ALLIANCE PROJECT)

Partner Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE)

Problem Plastic consumption per capita in Viet Nam has increased sharply from 3.8kg per capita in 1990 to 41.3kg per capita in 2018. How can we reduce single-use plastic consumption?



Solutions **Types of plastic bags and containers used in different areas in supermarkets**
Retailers join forces and commit to reduce single-use plastic bags in their shops.



Findings **Stopping the free provision of single-use plastic carrier bags at cashiers would have a significant impact and help supermarkets save costs.**

About 70 to 2,800 single-use plastic bags are generated per day per supermarket in Ha Noi. Most of them go to landfills or leak into the environment.

On average, 1.6 single-use plastic bags are provided free of charge per bill in supermarkets. The consumption of single-use plastic bags in supermarkets: 30% at cashier area; 35% from suppliers; 35% from other areas at the supermarkets.



Let's go shopping without plastic bags!

Solutions The project supported the establishment of an Alliance of Retailers to reduce the consumption of single-use plastic bags of 16 retailers.

The retailers have agreed to implement the following activities:

- Replacing non-biodegradable plastic bags with environmentally friendly bags for customers.
- Carrying out promotion programmes to encourage customers to minimize the use of disposable plastic bags.
- Carrying out communication activities to raise consumers' awareness about minimizing the use of plastic bags and the generation of plastic waste.
- Do "No plastic-bags day" on one day of the month.
- Encourage suppliers to use eco-friendly packaging, e.g. recycled papers, to package products supplied to the retail chains.



Contribution

- The pilot project has supported Ha Noi to achieve the Plan No.232/KH-UBND on **prevention and control of plastic waste and plastic bags until 2020, vision to 2025** and the Plan No. 2632/KH-SCT on **prevention and reduction of plastic waste and degradable plastic bags in industrial production and consumption in Ha Noi in 2020.**
- The pilot project can be considered as best practices to implement the Roadmap for restricting production and import of single-use plastic products, non-biodegradable plastic packaging and products and goods containing microplastics (Article 64 of Decree 08/2022/NĐ-CP).

Suggestions

ISPONRE will continue to:

- Collaborate with Alliance retailers to continue the implementation of the Action Plan
- Collaborate with Alliance retailers and partners to implement communication activities
- Discuss with retailers on developing and implementing further plans to reduce plastic bags in retail corporations
- Expand the number of Alliance members and geographic area
- Organize workshops to share experiences among the retailers to share the best practices on reducing single-use plastic bags so that the good lessons can be replicated among Alliance members.



NGUYEN Trung Thang | Deputy Director General of ISPONRE

While Vietnam has set the target to switch completely to eco-friendly plastic bags in all retail units by 2025, implementation is lacking and industry-wide support would be essential to promote awareness.



TRAN Thi Phuong Lan | Deputy Director of the Hanoi Trade and Commerce Department

Hanoi is determined to be the leading city of Vietnam in prevention and reduction of plastic waste and single-use plastic bags, especially in the field of production and distribution of consumer goods.



Ho Chi Minh City

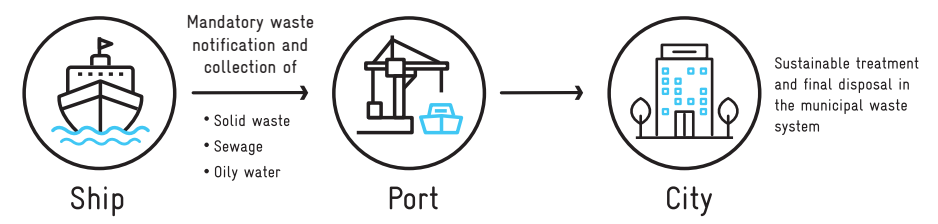
Ship Waste Management at Vietnamese Commercial Ports

Partner Vietnam Maritime Administration (Vinamarine) Policy recommendations to improve current ship waste management

Problem How to stop illegal ship waste discharges into the ocean?



Solutions Port reception facilities, waste notification systems and other mechanisms at a port support the ships to deliver their waste to the port.



Findings

Main challenges

- Lack of economic incentives to reduce waste discharge from ships into the sea
- Regulatory gaps and insufficient implementation of marine and land-based waste management
- Unclear, inconvenient, not mandatory and inconsistent ship waste notification procedures
- Ambiguity regarding responsibilities for Ship Waste Management in ports
- Insufficient monitoring and control of ships in ports regarding waste delivery
- Some differences between MARPOL and national regulations
- Different ports have different systems for ship waste handling, but the port holds overall responsibility for legal compliance.

Lessons learned from European ports

- Ports need efficient and digitalized procedures to the extent possible in order to develop into a modern, green and competitive port, such as online waste notification systems.
- Online waste notification before arrival facilitates port waste management and data collection.
- Ports need to implement incentivizing elements in the ship waste management system to increase waste deliveries from ships.
- Ports need a strategy and efficient ship waste handling. The processes can be summarised in a ship waste management manual.



Solutions

Cost Recovery System (CRS) - General principles:

- Port claims the fee from ships/agents and reimburses the waste operators (the port "controls" the money flow).
- Incentivizing waste delivery is best done through an indirect fee (payment regardless of delivery) for ship generated waste (oil, garbage, sewage).
- All ships will then contribute to financing waste management (lower waste fees). This makes the administration much easier for the port and ship agents.

Suggestions

- Vinamarine and Port Authorities consider to guide and disseminate the achieved results (web-based software, SWMM, CRS guidelines, etc.) to businesses across the country for a proper application.
- The procedures can be used also in other ports in Vietnam: e.g., informing shipping lines about the application of CRS, web-based software... to raise awareness and have cooperation from shipping lines.
- Update the regulations (Circular No. 41) to improve the effectiveness of approved management tools:
 - o In accordance with the 2020 Law on Environmental Protection, Decree 08/2022/ND-CP, Circular 02/2022/TT-BTNMT
 - o Completion in terms of waste terminology, forms in accordance with IMO Guidelines
 - o Regulations on official application (when appropriate): Mandatory waste notification, online waste notification and monitoring system



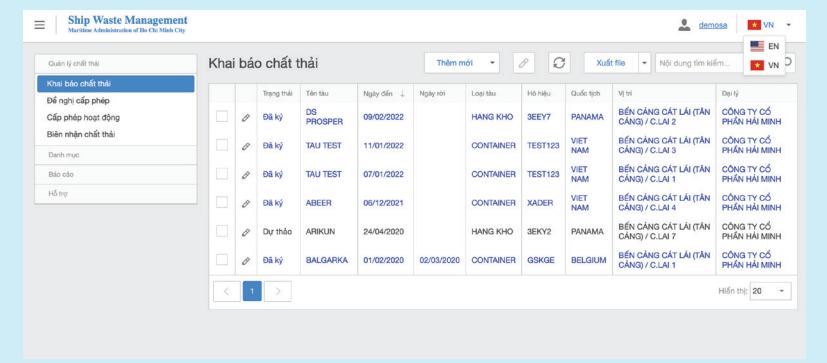
Mr. Nguyen HOANG | Deputy Administrator

The online waste notification system is now implemented at Vinamarine HCMC and described in the ship waste management manual for the information to stakeholders. With these improvements, the ports can in the future provide efficient waste handling services to ships and ease the administrative procedures for shipping agents. It is an important step towards more sustainability and contribution to reduce marine litter and Vinamarine will participate in replicating the results of the pilot project to other ports nationwide.



Mr. Jens Peter OEHLenschlaeger | Key expert on Ship Waste Management "Rethinking Plastics" Project

It is vital that the waste collected from ships is managed properly on land and to the extent possible merged into the municipal waste streams according to national regulations regarding further treatment and final disposal. All steps from the collection to treatment and final disposal have to be addressed efficiently. In Europe for example, the introduction of fully or partly indirect waste fees contributed to increasing delivery of waste to EU port reception facilities. We had valuable discussions in the past two years, whose results can now be disseminated to other ports in Vietnam and also contribute to strengthening regional cooperation on ship waste management.

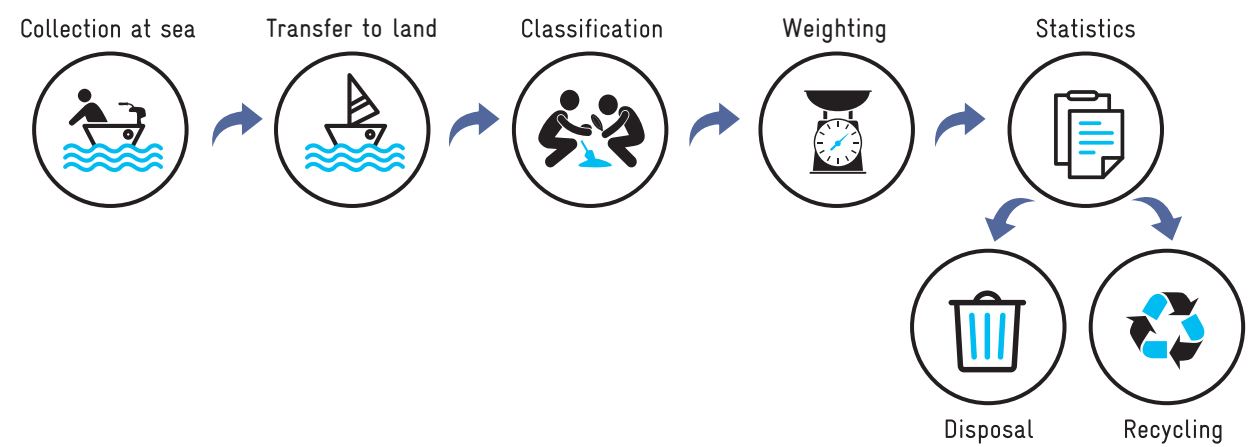
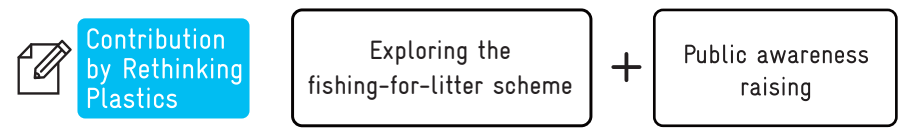




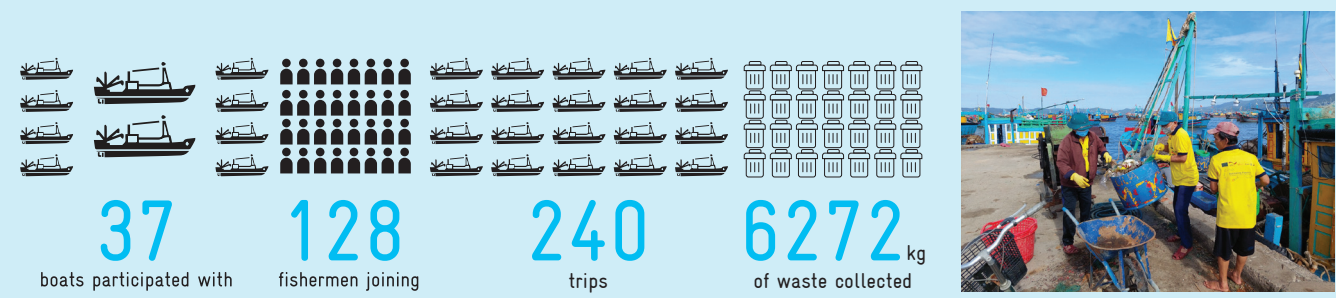
Phu Yen Province

Reducing Marine Litter through Fishing-for-Litter

- Partner** Vietnam Fisheries Association - VINAFIS
- Problem** How can fishermen be encouraged to collect waste from the ocean to reduce existing marine litter?



Solutions Fishing for Litter: Promote a scheme for the voluntary collection of plastics marine litter by fishing community



Findings Waste audit - Typology and prices of recyclable waste

Plastic debris	Can- 300 ⁰ /can	Green nets- 6.000d/kg	Dây bó, dây neo - 1.000d/kg	Nets - 4.000d/kg	Black mesh- 500d/kg
Plastic bottles	Clean plastic bottles- 6.000d/kg	Plastics (contaminated) 1.000d/kg	Plastics (clean)- 5.000d/kg	Hard black plastic- 500d/kg	Iron- 7.000d/kg
Fishing nets					

Results

- This "Fishing-for-Litter" pilot project is a pioneer initiative in Vietnam.
- The management of marine environment has been improved thanks to the elaboration of a methodology and procedure to collect, transport, audit and treat the wastes.
- Guidelines have been elaborated to define the characteristics plastic waste and hazardous waste (identification of waste: recyclable, non-recyclable waste), estimate the value of recyclable waste and develop an economic model of waste collection.

Suggestions

- The FfL pilot is a good case for social governance with multi-stakeholder involvement, and worth promoting nationwide and even worldwide.
- The environmental and social value of collecting marine litter needs to be further recognized by the society.
- A suggested next step is to explore an incentive system for the fishermen, promote the sustainable business model of FfL in a wider range and also strengthen the knowledge on the impacts of microplastics from aquaculture activities.



NGUYEN Thi Phuong Dung | Director, Department of Science, Technology and International Cooperation Vietnam Directorate of Fisheries, MARD

This pilot project contributes actively to the implementation of the Action Plan on marine plastic waste management for the fisheries sector, 2020-2030 period (QĐ 687/QĐ-BNN-TCTS) that aims to reduce plastic waste in fisheries production, gradually manage marine plastic waste from source to the sea, develop a circular and green economy; raise awareness and social responsibility of farming communities, fishermen, and plastic waste businesses. It's also contributes to the successful implementation of the National Strategy on integrated solid waste management.



HA Vien | Director, Phu Yen Management Committee of Fishing Ports Department of Agriculture and Rural Development of Phu Yen

Despite the Covid-19 epidemic, 37 ships have deployed 240 trips, and collected and delivered 6,272 kg of marine waste. The awareness of the local fishermen, especially the ones of Xuan Thanh ward about marine environmental protection has been significantly increased. Captains and crew members have changed their behavior, have actively collected and delivered waste. So far, we expect to replicate the approach and methodology in the three other ports of the province.



Ho Chi Minh City

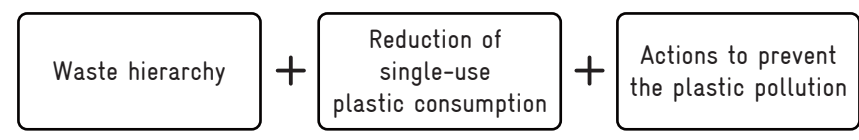
Raise awareness about sustainable consumption and production of plastic and impacts on the environment of littering.

Partner CHANGE Vietnam

Problem How can we increase youth awareness about sustainable consumption and production of plastics and the impacts of littering on the environment?

Contribution of Rethinking Plastics

Communication campaign on:



The "Plastic Beast" campaign

Solutions



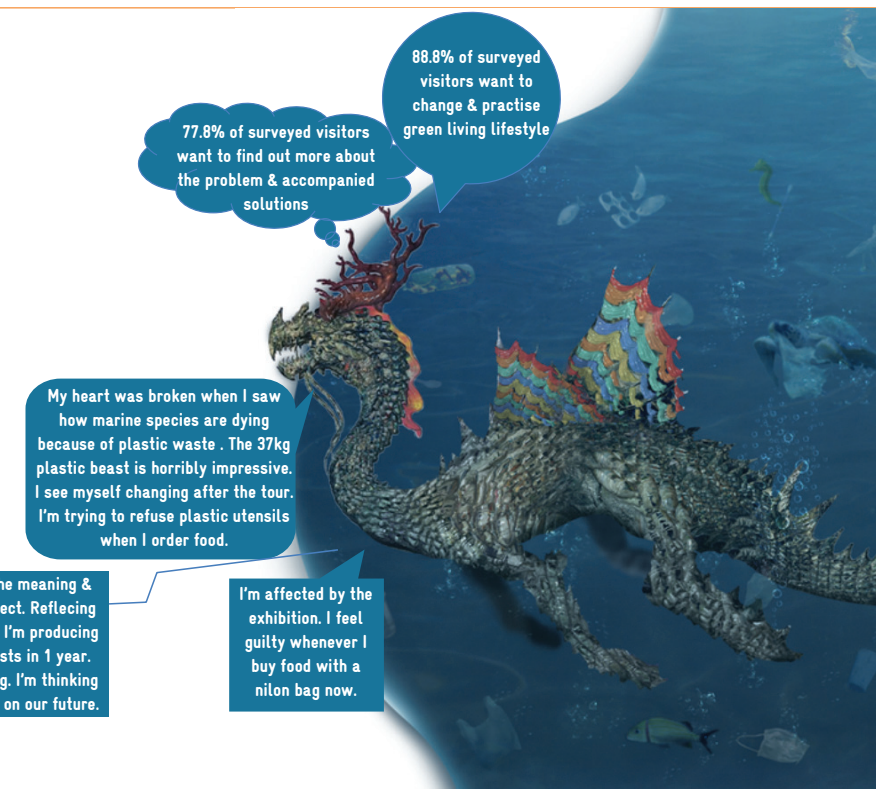
STOP CREATING "PLASTIC BEASTS"

Plastic Beasts were created out of single-used plastic we use in our daily life and appeared in shopping centers around HCMC and also online. The Plastic Beast model weighted 37kg, which is equivalent to the amount of plastic waste each Vietnamese throws out per year. The Plastic Beast was accompanied by an exhibition, games, social media activities, posters and videos to share more information about plastic pollution and actions against it.



Results

- Launch: 100 participants; 44 articles
- Exhibition: 8000+ visitors
- Social media: 4,555,569+ reach; 113,893+ engagements; 243,592 reactions; 2,821 comments; 1,892 shares (not incl. OOH numbers)
- Video clip: 2,481,641 views
- 34 brands on boards
- 470 posters displayed at 107 stores/restaurants
- 12 entities registered to exhibit the plastic beasts further to raise awareness of their communities.



77.8% of surveyed visitors want to find out more about the problem & accompanied solutions

88.8% of surveyed visitors want to change & practise green living lifestyle

My heart was broken when I saw how marine species are dying because of plastic waste. The 37kg plastic beast is horribly impressive. I see myself changing after the tour. I'm trying to refuse plastic utensils when I order food.

I'm impressed with the meaning & messages of this project. Reflecting myself, I can't believe I'm producing about 1.5 plastic beasts in 1 year. Thanks for the warning. I'm thinking hard about my impact on our future.

I'm affected by the exhibition. I feel guilty whenever I buy food with a nylon bag now.

Interesting activities were organised: Secret tour to explore plastics, Interactive Education Tour to provide knowledge about plastics, Real-life Challenge "An escape from the Plastic Beast", exchange garbage for gifts, experience how to recycle products, visit Eco booths from green businesses accompanying the campaign.



THOI Thi Chau Nhi | Managing Director
CHANGE Vietnam

The current plastic pollution is massive. No single organization can solve it. It will require us all to work together: government, businesses, scientists, and the community. We also have realized how challenging it is to turn from awareness to real behavior change. This Plastic Beast is a creative tool for us to spread out the message; it will take many other interventions and innovations, and especially policies, to actually reduce single-use plastics consumption. So I hope you all will join us in this challenging mission.



Rethinking Plastics
Circular Economy Solutions to Marine Litter

HỘI THẢO TỔNG KẾT DỰ ÁN
GIẢI PHÁP KINH TẾ TUẦN HOÀN CHO RÁC THẢI BIỂN
CHâu Âu - VIỆT NAM VỀ Ô NHUỄM NHỰA VÀ KINH TẾ TUẦN
HOÀN TRONG NGÀNH CÔNG NGHIỆP NHỰA VÀ CÔNG NGHIỆP
CHẾ BIẾN RÁC THẢI BIỂN

FORUM
CIRCULAR ECONOMY SOLUTIONS TO MARINE
LITTER POLLUTION AND CIRCULAR ECONOMY
INDUSTRY

TỰA NH-LENG

HỘI KIẾN AN MÀU TẠI NHỰA
Bãi rác số 9

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