

Working together  
to mitigate  
marine plastic  
debris



Supported by:

Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

based on a decision of the German Bundestag

PROJECT BULLETIN

# MITIGATING MARINE PLASTIC DEBRIS IN VIET NAM

Issue No. 1 - September 2020

## THE PROJECT WAS APPROVED ON 02/07/2020

After the preparation and consultation with stakeholders (Ministry of Natural Resources and Environment and its affiliates, other related ministries and provinces of Ha Tinh, Quang Binh, Thua Thien Hue, Da Nang, Quang Nam, Phu Yen, Ba Ria - Vung Tau, Long An, Kien Giang), the Ministry of Natural Resources and Environment has officially approved the project “Mitigating marine plastic debris in Viet Nam” under the Decision No. 1462 / QD- BTNMT dated July 2, 2020. According to this decision, the Viet Nam Administration of Seas and Islands is the project owner, the World Wide Fund for Nature (WWF-Viet Nam, hereinafter referred to as WWF) is a project sponsor and co-implementor. The project approval is an important legal basis for practical implementation of activities in Viet Nam to minimize the impact of plastic waste on marine ecosystems and marine economic sectors, especially tourism, aquaculture and capture fisheries, while contributing to building an image of Viet Nam as a responsible country in solving global problems.



The project is implemented in 04 years and 03 months with the overall goal of “contributing to the reduction of ocean plastic waste pollution in Viet Nam through supporting the development of guiding documents to implement the prioritized plastic waste-related policies, communication activities, capacity building, awareness-raising and behavior change towards plastic waste, on the ground activities to support the implementation of the National Action Plan for Ocean Plastic Waste Management to 2030”.

# COMMUNICATION

## Designing the project information package

### Activity Code 1.2.1

The project information package including the project description (pdf, in both English and Vietnamese) and project introduction presentations (in Vietnamese) has been developed and released with the aim of assisting project staff, the project management board, and project partners to share information and activities to other partners and stakeholders, which is the baseline for all parties to leverage relevant experiences, cooperate and reasonably support the project execution.

[Find out more](#)

1 Truyền thông 2 Chính sách quản lý rác thải nhựa & trách nhiệm mở rộng của NSX 3 Đồ thị giảm nhựa 4 Khu Bảo tồn biển

Thời gian **12/2019 - 12/2023**

Tài trợ **WWF-Đức** (nguồn từ Bộ Môi trường, Bảo tồn thiên nhiên và An toàn hạt nhân Cộng hòa Liên bang Đức)

Chủ dự án **Tổng cục Biển và Hải đảo Việt Nam**

Cơ quan chủ quản **Bộ Tài nguyên và Môi trường Việt Nam**

7 tỉnh/thành phố (quận/huyện)

**A Lưới, Đà Nẵng, Đồng Hới, Hà Tĩnh, Long An, Rạch Giá, Phú Yên**

3 Khu Bảo tồn biển

**Côn Đảo, Cù Lao Chàm, Phú Quốc**

## Building project communication channels

### Activity Code 1.2.2.1

A domain named [www.GiamRachhua.com](http://www.GiamRachhua.com) has been purchased and registered for the preparation and development of a knowledge portal under the scope of the project. The portal is expected to be a channel for sharing information about plastic waste, project activities, communication campaigns, business advocacy, education, media relations, etc.

Trang chủ Giới thiệu Về chúng tôi Hoạt động Tin tức Thành quả Đăng ký

**Chúng tay Giảm thiểu rác thải nhựa**

ĐAN CỎ BIẾT

## Quick survey on the impact caused by the Covid-19 pandemic on the usage of single-use plastic products in the Food & Beverage services in Ha Noi and Ho Chi Minh City

### Activity Code 1.1.8.3

The quick survey, involving 31 F&B businesses and 194 consumers in Hanoi and Ho Chi Minh City, was launched in May 2020. This survey has obtained positive initial results, plays as the premise of information, data and experiences for the project to continue the implementation of a communication program and follow-up interaction with F&B businesses. The next activity is expected to be implemented in the 4th quarter of 2020.

**1 GIỚI THIỆU CHUNG VỀ NGHIÊN CỨU**

## Deliver communication content to the targeted audience at national level and targeted cities

### Activity Code 1.2.3

- A summary of WWF’s key communication guidelines and tools has been developed and released internally to ensure essential communication requirements are met during implementation..
- A material bank has been established and will be continuously supplemented with more and updated information.
- Developing and producing communication tools to support on-site activities, including the Propaganda boards on reducing plastic and not littering the sea for Phu Quoc fishermen.
- Developing teaching tools/materials to support teachers in implementing extracurricular activities on plastic waste reduction in schools
- Optimizing extracurricular activities training materials for teachers - inheriting from a project previously undertaken by WWF - targeting seniors, middle school students, for use in project activities.

[Find out more](#)



## Provide technical support for volunteer groups in targeted cities/districts to conduct activities on raising public awareness and action on addressing plastic pollution issues.

### Activity Code 1.1.8

- Deploying the message to reduce plastic waste in the campaign “Earth Hour” through messages on social networks (reaching more than 2.6 million people) and a talk show on the VTV1 television station. “Denying and minimizing disposable plastic products” is one of Earth Hour 2020’s three key messages (other messages include: “No illegal consumption of wildlife” and “Savings and use energy efficiently and promote the use of renewable energy”). The campaign has received the support and participation of the Minister of Natural Resources and Environment, Deputy Minister of Industry and Trade, and 19 famous figures in the fields of state management, scientific research and community interaction. The campaign was communicated on WWF’s website and Facebook.
- Participating in interviews on the programs “Today’s Problem”, “Good Morning”, “Green Future” as well as a series of plastic waste reports on VTV1 television station.

[Find out more](#)



# POLICY AND EXTENDED PRODUCER RESPONSIBILITY

## Conducting a study on “Assessing the implementation of an Extended Producer Responsibility (EPR) scheme for packaging waste in Viet Nam”

Activity Code 2.1.1

The study of the Extended Producer Responsibility (EPR) scheme for packaging waste in Viet Nam has been implemented by WWF since the first quarter of 2020. The study is expected to provide 4 key results: The current status of the waste management system and the plastic packaging waste recycling market in Viet Nam; Recommended EPR options for Viet Nam; Cost-benefit analysis for the proposed EPR scheme for Viet Nam; Implementation plan for the proposed EPR scheme. Initial findings were shared and counselled via an online seminar held on July 16, 2020, with the participation of more than 40 delegates who are specialized in EPR at the Ministry of Natural Resources and Environment, international organizations in Viet Nam, and experts in solid waste and plastic waste management. The information obtained from the workshop is useful in improving and supporting the study in its next phase. Additionally, vigorous discussions during the workshop showed that EPR is receiving considerable attention in Viet Nam. It is expected that a bigger workshop with the participation of more stakeholders will be organized once the study findings are finalised.

## Promoting the establishment and participation in activities of “Consulting Working Group to promote the implementation of extended responsibility of manufacturers and importers towards products and packaging”

Activity Code 2.2.1

The Working Group was established according to Decision No. 1216/QĐ-BTNMT dated June 01, 2020 of the Minister of Natural Resources and Environment. WWF is one of the members of the Working Group, along with other members including Rethinking Plastics, IUCN, Packaging Recycling Organisation (PRO) Vietnam, Unilever, etc. The Working Group will assist MONRE with: (01) researching and consulting policies and solutions to promote the implementation of extended responsibility by producers and importers in environmental protection; (02) developing a long-term strategy and plan for the implementation of the EPR program; (03) implementing or supporting the implementation of EPR program projects and activities; (04) summarizing and communicating the results of the annual implementation of environmental protection by producers and importers. WWF has been actively participating in the activities of the Working Group in the past, as well as discussed and consulted on EPR activities and plans with the Working Group. Through the project’s resources, WWF has also supported the Working Group in the development of “Organisational and operational regulation of the Consulting Working Group to promote the implementation of extended responsibility of producers and importers towards products and packaging”. It is expected that the regulation will be approved by the Working Group in the next regular meeting.

## Contributing to the development of legal documents and organization of dissemination and consultation workshops at national and provincial levels

Activity Code 2.1.5

Within the scope of the project, WWF-Viet Nam and the global WWF network have participated in many activities to contribute ideas to the development of legal documents and national plans led by MONRE, and action plans at the provincial/city level in the target local sites of the project. The legal documents at central level include the draft “Law on Environmental Protection” and the draft “National strategy for environmental protection to 2030 with vision to 2040”. The project also supported MONRE to organize consultation workshops in the North, Central, and South of Viet Nam, towards the completion of these documents. Nearly 500 delegates, including representatives of central and local state management agencies, experts, scientists, production and business units, were supported by the project to attend these seminars, in order to improve the effectiveness of interaction and to widely share information across multiple related authority levels and sectors. These forms of cooperation and support are one of the demonstrations of WWF’s commitment to MONRE in accordance with the Memorandum of Understanding previously signed between the two parties in November 2019.



# PLASTIC SMART CITIES

## Workshop to share results of WWF’s national research on solid waste and plastic waste

Activity Code 1.2

On December 26, 2019, the workshop was organized within the framework of the Project “Plastic Smart Cities” sponsored by the Norwegian Development Cooperation Organisation (NORAD), with the participation of 60 representatives of departments and agencies from 31 provinces/cities across the country. At the workshop, WWF shared the assessment results of solid waste management at central and local levels; Based on the results of the research on the current situation of generation and waste management, WWF and experts have supported different provinces to define policies on reducing plastic waste, and awareness-raising and education activities suitable for local conditions, and resources of relevant stakeholders, including WWF.



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## Rach Gia City, Phu Yen Province and Thanh Khe District (Da Nang City) signed a commitment to join the Plastic Smart Cities Program with WWF

Activity Code 1.1

Following Phu Quoc Island District, 04 localities, including Phu Yen province, Thanh Khe district (DA Nang city), Tan A city, and Rach Gia city have signed commitments to participate in the program “Plastic Smart Cities” from June to August 2020.

With support from WWF, localities will develop and advocate for the promulgation of action plans to reduce plastic waste as well as effectively manage waste locally, aiming to reduce 30% of the total plastic waste leaking into the environment after two years of commitment, and no more plastic waste in nature by 2030.

[Find out more](#)



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## Communication campaign “Invasion of Trash”

Activity Code 4.1

To raise public awareness about the overload pollution situation of landfill which are becoming increasingly urgent, the “Invasion of Trash” campaign was launched in May and June 2020 with the key message “Where will the waste be dumped once almost all of the landfills have been overloaded and set an alarm about serious environmental pollution. Stop discharging plastic now!”

With the collaboration of the Department of Natural Resources and Environment (DONRE) of 03 provinces/cities of Da Nang, Rach Gia and Phu Yen, the campaign wants to further promote individual awareness and responsibility towards the environment. The campaign launched key visual sets and scientific information about waste risks and situations, sharing articles, inspirational stories and calls to action through the multimedia channels/products, including teasers, LED advertisements, social networks and websites. All these help deliver messages to 1.5 million people and engage about 200,000 people. Besides that, the campaign also got support from 09 KOLs who have positive influence in the community such as MC Phan Anh, MC Quang Bao, singer Van Mai Huong, singer Only C, Fashionista Chau Bui... to convey the campaign’s message through the Facebook page to inspire their followers and to broadly engage the online community to the campaign.



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## Support for pilot expansion of waste management project in Long An province

Activity Code 1.1.8.3

Training for all key members of Wards, Quarters, residential groups and mass organizations, schools, shops,... in the area of the Ward 3 - Tan An city was delivered. After being trained, those key members have been visiting houses to distribute leaflets and guide people to practice waste separation following the regulations.

On August 01, 2020, the Launching Ceremony for the pilot model took place in Binh Dong 2 quarter with 425 households. After 02 months, this pilot model will be multiplied to the whole ward with 4800 households. The project cooperated very closely with the Department of Natural Resources and Environment, the People’s Committee of Tan An City, the Ward People’s Committee and other stakeholders. During the first week of implementing the waste separation at source, people were still confused, the separation was not good. However, after 03 weeks of implementing the model, the percentage of households, who separated waste well, increased significantly, reaching more than 90%. This is indeed the initial success of the project and a good premise for replication to the whole Ward in early October.



## Plastic Innovation Contest

Activity Code 2.2 & 4.2

In April 2020, Plastic Innovation Contest by WWF was officially launched nationwide with the aim of finding and supporting 3T (Reduce, Reuse and Recycle) initiatives in 3 provinces and cities of Da Nang, Rach Gia, and Phu Yen; and solutions to upcycling low-value plastic waste in Phu Quoc island. After 3 months of launching, 12 teams with the most unique and meaningful initiatives were selected to the final round out of 44 competitive applications were received from all over Vietnam. The finalists underwent 3 weeks of intensive virtual training with the experts in the field of entrepreneurship, incubation, and sustainability. 12 teams had the opportunity to supplement the initial applications and practice skills including teamwork, presentations, etc. This is also a time for all teams to learn and exchange new knowledge, expand their networks, and gain more experiences and valuable lessons. On September 15th and 16th, the final round of the contest took place where the finalists thrived competitively with the very convincing, thrilling, emotional presentations. The contest ended with 4 first prizes worth up to 100 million VND each and 2 second prizes worth up to 50 million VND each awarded by WWF to the best teams to implement practical models in the field. Moreover, the Packaging Recycling Organization Viet Nam (PRO Viet Nam) - the strategic partner of the contest - awarded 2 sub-prizes with a total value of 150 million VND to two teams that performed best in the final round and through the contest. In addition to the total prize value that will be received, each winning team will also join an accelerator program by WWF over the next year to implement and replicate the initiatives in 4 sites to contribute to reducing plastic waste in the environment.



## Training, fostering and disseminating knowledge about environment in Rach Gia city

### Activity Code 4.2

With the companionship of the Department of Natural Resources and Environment and the Department of Education and Training of Kien Giang Province, the program “Training, fostering and disseminating knowledge about environment” was held on June 04 and June 05 in the city with the participation of more than 100 local officials and teachers. In addition, the staff and teachers learned more about the Plastic Smart Cities model as well as the local waste management situation and had the opportunity to visit the waste treatment plant.

The program hopes to not only raise awareness in the entire society - especially students - about about the situation of marine pollution, but also contribute to strengthening and enhancing the capacity of teachers and local government staff on environmental protection policies and regulations, as well as propose initiatives and proposals to implement practical activities in protecting the environment and reducing plastic waste in the education environment.



## Roundtable discussion among businesses in Kien Giang province to reduce plastic waste

### Activity Code 2.1

With the aim of supporting Rach Gia city to build a business network to reduce plastic waste as well as strengthen corporate responsibility, roundtable discussion “Linking businesses to the urban plastic reduction project” was held on July 09, 2020 in Rach Gia city, providing 90 attendees that were representatives from local businesses and authorities a more comprehensive view of the situation of plastic waste in Viet Nam and the efforts and solutions being implemented to reduce the amount of waste.

Participants shared information about cooperation programs and projects on plastic waste reduction, analyzed and discussed priority areas of activities, and proposed opportunities and potential cooperation plans, mechanisms for information sharing, learning opportunities and increased stakeholder engagement.



# MARINE PROTECTED AREAS (MPA)

## Phu Quoc signed a commitment to join the Plastic Smart Cities Program with WWF

Activity Code 4.2

On November 19, 2019, Phu Quoc Island District was among the first three localities in the region to sign a commitment to participate at the launch of the program “Plastic Smart Cities in Southeast Asia” in Singapore.

With support from WWF, localities will develop and advocate for the promulgation of action plans to reduce plastic waste as well as effectively manage waste locally, aiming to reduce 30% of the total plastic waste leaking into the environment after two years of commitment, and no more plastic waste in nature by 2030.



## Phu Quoc promulgates the Ocean Plastic Waste Management Action Plan until 2025

Activity Code 4.2

The People’s Committee of Phu Quoc District has issued the “Marine plastic waste management action plan” in Phu Quoc district, Kien Giang province until 2025 according to the Decision No. 545/KH-UBND dated 22/11/2019.

The action plan aims to “manage marine plastic litter from land and ocean in circular economy approach, making Phu Quoc a domestic pioneer in ocean plastic waste mitigation; creating a breakthrough and a fundamental change in awareness, responses and behaviors of the entire community in the production, consumption, disposal and treatment of plastic products and waste, and creating common acknowledgment of the people in the implementation”.



## Cleaning coral reef in Phu Quoc

Activity Code 4.5

The reef cleaning activity is part of a partnership agreement with Phu Quoc National Park (NP) with the goal of organizing two cleaning events per year for coral reefs in the core zone of Phu Quoc Marine Protected Area. This activity is hosted by Phu Quoc National Park, and also calls for volunteers who are professional divers to assist, and young people from the Phu Quoc Clean & Green team to participate in supporting the audit of collected garbage components.

Phase 01 was implemented from August 27-31, 2020. After 05 days of implementation, the amount of waste collected was about 500kg, 65% of which, or about 325kg was plastic waste of all kinds.



## Phu Quoc enterprises participated in the plastic waste reduction program

Activity Code 4.5

The project has mobilized 40 businesses in the tourism and F&B sector in Phu Quoc to sign commitments to start plastic reduction practices in business operations from 2019.

Results of the survey to assess the effects of this activity in 15/40 observable joining businesses show that the total plastic waste that these businesses have reduced in one year is about 9.5 tons; in addition, there are about 50 tons of recyclable waste separated and collected for recycling purposes.



## Piloting a model of sorting and collecting garbage in the community

### Activity Code 4.2

Since mid-September 2019, the project has piloted a model of sorting and collecting garbage in Da Chong hamlet, Bai Thom commune, Phu Quoc District. The objectives of the model are: 01. To support local communities to access the district’s domestic waste collection system; 02. To reduce the amount of plastic waste leaked to the marine environment in order to minimize the negative impacts of plastic waste on the seagrass ecosystems in the region; 03. To enhance knowledge of waste separation and treatment for local people through waste separation training and communication to promote disposable plastic minimization; 04. To pilot models of on-site organic waste treatment such as organic vegetable towers, household-scale organic composting of clean vegetables (with a waste mill).

There are about 30 households living along the shore participating in this model. Statistics in 9 months of monitoring show that the model has contributed to reducing about 10.6 tons of waste in the natural environment, of which about 3.1 tons were plastic waste.



## Integrating education and communication activities on plastic waste in schools in Phu Quoc

### Activity Code 1.2.3

During the 2019-2020 school year, the project implemented a training course for 63 teachers from 36 schools/schooling areas in Phu Quoc district on the current status and impact of plastic waste on biodiversity.

Following the training program, the project supported schools in implementing extra-curricular activities, provided sorting trash bins to Bai Thom and Bai Bon schools, and 50 recycling cages to strengthen sorting and garbage collection in schools, as well as supported the production of the comic book “Mystery on Big Island”, used as environmental education materials for students in schools in Phu Quoc.



## Leaders of the Ministry of Natural Resources and Environment (MONRE) visited and worked with Con Dao District People’s Committee and Con Dao National Park

### Activity Code 4.3

On July 27<sup>th</sup> and 28<sup>th</sup> 2020, Vietnam Administration of Seas and Islands (VASI) and WWF’s leaders discussed with the People’s Committee of Con Dao District and Con Dao NP, officially introducing the project “Mitigating marine plastic debris in Viet Nam”. Throughout two exchange sessions, the parties discussed the situation of plastic waste on the island, the solution to collect and treat the huge amount of plastic waste existing on the island and the potential to promote Con Dao to a high-class tourism island without plastic waste. The delegation visited Hon Bay Canh - an island with very important coral reefs and sea turtle nesting grounds that is under threat of marine plastic waste. At the end of the trip, WWF immediately discussed the cooperation plan until the end of 2020 with departments on the island.



## Marine plastic waste monitoring program in Marine Protected Areas (MPAs)

### Activity Code 4.5

With technical assistance from IUCN, WWF has signed a cooperation agreement with Phu Quoc National Park, Con Dao National Park and Cu Lao Cham MPA Management Board to deploy waste investigating and monitoring activity within 03 marine protected areas. Monitoring will be implemented twice a year to assess the ocean plastic waste situation in accordance with the monsoon season.

The first monitoring in 2020 was deployed and completed in May in Con Dao, June in Cu Lao Cham, and August in Phu Quoc.





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