



PROJECT BULLETIN “THE PLASTIC PROGRAM”

No. 4 - Q2/2021

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COMMUNICATIONS

Support the Earth Hour 2021's implementation

Funding source: BMU

5,174,350 reaches
217,902 engagements
17+ media partners
150+ locations to turn off lights during Earth Hour



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The Project 'Mitigating marine plastic debris in Vietnam' (referred to as the Project) contributed financial and technical resources to co-develop and implement **Earth Hour 2021** in the first half of 2021. One of the primary goals of Earth Hour 2021 in Viet Nam was to mobilize a collective effort toward the goal of No Plastic in Nature. The program completed a number of key activities resulting in some impressive outcomes, including the following:

- The Earth Hour 2021 conference broadcasted on Viet Nam National Television drew huge attention from the nationwide audiences.
- Mass media campaign was implemented via digital channels of WWF-Viet Nam, Ministry of Natural Resources and Environment (MONRE), Ministry of Industry and Trade (MOIT) with a total of **5,174,350** reaches and **217,902** engagements.
- Other media campaigns were implemented via channels of more than **17** media partners; capturing over **150** locations to turn off lights during Earth Hour
- Earth Hour 2021 news and messages were featured in **48** articles, **30** news bulletins and programs on VTV1, VTV2, local television networks, and guidance documents of **63** cities and provinces. **More than 17** KOLs spoke up and showed their commitment by posting and sending video clips to the organizers. See more [here](#).

Promote the prevention of plastic pollution via Viet Nam Television and newspapers

Funding source: BMU

“...the Project calls for more engagement and commitment from businesses, authorities, and citizens.”

The Project collaborated with the Viet Nam National Television to conduct a reportage on the risk of plastic waste pollution amid the Covid-19 outbreak in honor of **World Environment Day** (June 5th) and **World Oceans Day** (June 8th). During the interview, Representatives and the Management Board of the Project provided professional opinions on how to reduce single-use plastic, lower the risk of plastic pollution, and improve the health of the community and ecosystem.

Furthermore, the Project was presented at the Viet Nam National Television Thuc tinh (Awakening) panel discussion on plastic debris pollution in Viet Nam, in which the **Plastic Smart City** program was introduced to the national audience as a sustainable waste management model in cities and municipalities. In order to address the problem of plastic pollution in Viet Nam, the Project calls for more engagement and commitment from businesses, authorities, and citizens.

In addition, during Viet Nam Seas and Islands Week from June 1st to June 8th, the Project coordinated with the Communication Center of the Ministry of Natural Resources and Environment to promote awareness on the importance of the environment in general and the ocean in particular to life, the health of ecosystems and human livelihoods.

Reportages and seminars were conducted:

- The “Awakening” seminar ([watch](#))
- Phóng sự “Tương lai xanh” ([watch](#))



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Facilitate stakeholders in developing and implementing a communication strategy

Funding source: BMU



In the second quarter of 2021, the Project, in collaboration with the MONRE's Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE), designed creative and encouraging communication video, targeting consumers in urban areas, to raise awareness and promote the reduction of single-use plastic bags when shopping. This video will be shown first in big and small supermarket clusters in Hanoi, allowing the efficacy to be evaluated and the communication scale to be expanded countrywide.

Furthermore, the Project has collaborated with and supports the Dong Hoi Women's Union (WU) in developing a strategy to minimize plastic bags at Dong Hoi market via associated media products such as pictures, panels, loudspeaker content, paper bag design, etc. These creative, innovative and culture-specific

media products are intended for small traders and customers to minimize the consumption of single-use plastic bags.

In addition, the Project has initiated the **"Plastic Reduction Tourism"** campaign intended to raise awareness about plastic pollution in the island district and promote responsible tourism behavior among visitors to Con Dao. The campaign's slogan **"Come without plastic - Leave with love"** has been developed together with key visuals, social media material and pictures, a guidebook, a plastic reduction travel guide, and other media items.

Activities supporting Dong Hoi Women's Union and developing the campaign **"Plastic Reduction Tourism"** are still under way and have been significantly delayed owing to the impact of the 4th Covid-19 outbreak in Viet Nam.



POLICY AND EXTENDED PRODUCER RESPONSIBILITY

Contribution to the creation of the substance of the Draft EPR Provision

Funding source: BMU

On June 15th, 2021, the Draft Decree, clarifying a number of articles of the Law on Environmental Protection, was officially posted on the web portal of the Government and the Ministry of Natural Resources and Environment, for public consultation (according to the development and promulgation process of Vietnamese legal documents). Chapter VII, in particular, delves into Articles 54 and 55, which deal with Extended producer responsibility (EPR).

In the first half of 2021, with the assistance of consultants, the Project collaborated with the Legal Department and MONRE to complete the substance of the Decree on

EPR after thorough research and reviews of international practices, existing legal documents in Viet Nam, and policy proposals from relevant organizations and agencies, including WWF. Later in June, the Legal Department, with the support of the Viet Nam Chamber of Commerce and Industry (VCCI) organized a consultation workshop on the Decree's draft content with representatives of businesses in many industries within the scope of regulation. After the public consultation stage, the Draft is anticipated to be amended, finalized, and presented to the Prime Minister for approval in September 2021.

Support Viet Nam's participation in international and regional seminars on transboundary issues on Marine Litter and Plastic Pollution

Funding source: BMU

The Viet Nam Administration of Seas and Islands (VASI) completed and presented to the Prime Minister for approval of the Proposal of Viet Nam active engagement in negotiation and establishment of a Global Treaty on Plastic Pollution at the end of June 2021. The Project actively collaborated with VASI on development and consultation with appropriate Ministries and organizations,

particularly offering expertise and providing direct comments on the Draft.

In addition, the Project has accompanied Viet Nam in supporting the **Ocean Day Plastic Pollution Declaration**, which calls on all governments to quickly establish an Intergovernmental Negotiating Committee to begin negotiations on a new Treaty on Plastic Pollution at the fifth session of the

UN Environment Assembly, scheduled for February 2022.

In May and June 2021, the Project assisted Viet Nam in preparing to attend two preliminary sessions for the Ministerial Conference on Marine Litter and Plastic Pollution, to be hosted by Ecuador,

Ghana, Germany and Viet Nam on 1–2 September this year. During the above two meetings, Viet Nam actively contributed to discussions on the Agreement's elements including objectives, monitoring and reporting mechanism, technical and financial support mechanism, etc.



PLASTIC SMART CITIES

Recycle waste materials - Making bags from old banners

Funding source: BMU, NORAD

With the view that “waste is also a resource”, My Lam School for Disabled Children and the social enterprise Vong tay Tu Te in Rach Gia city have partnered to make a wide array of attractive handmade items from old plastic tarpaulins to help decrease plastic waste discharged into the environment.

Thanks to the meticulousness of My Lam students, these items are durable, convenient, and attractive for daily consumption.

In addition to restricting the printing of new banners and backdrop, the development of high-quality, reusable products helps to extend the life cycles for plastic waste while also creating more jobs for the community's underprivileged groups.



© Vong Tay Tu Te

Deployment to eliminate waste hotspots in the city of Rach Gia

Funding source: BMU



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On June 19th, 2021, the Project collaborated with the Department of Natural Resources and Environment (DONRE) and the Rach Gia City People's

Committee to perform a cleanup operation at canal N3, Vinh Quang ward. This is a location where a huge amount of garbage, particularly plastic waste, has clogged up the whole canal, obstructing the flow, contaminating the environment, and harming the canals' beauty and citizens' health. The cleaned canal area is approximately 500m long, with an anticipated waste collection volume of up to 15 tons in 4 days. After being cleaned up, this site was handed over to the residents and local authorities for management and maintenance.

Phu Yen province issues Implementation Plan on plastic waste management in the area in 2021

Funding source: BMU



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Following the publication of the Action Plan on Plastic Waste Management and Reduction with a vision to 2030, Phu Yen Provincial People's Committee continued to release the Implementation Plan in 2021, which included numerous detailed actions and responsibilities, focusing on raising awareness about the detrimental impacts of plastic waste in order to minimize the behavior of single-use plastic consumption by the end of 2021; implementing the paradigm of waste segregation at source; advocating initiatives/models for reducing the usage and generation of plastic waste in particular, as well as solid waste in



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general; eliminating waste hotspots and preventing arising waste hotspots; incorporating the **"School without Plastic Waste"** initiative into the school's instructional curriculum; and developing a waste segregation strategy at the market.

Elimination of environmental hotspots in Thanh Khê District

Funding source: BMU

In an effort to eliminate at least one waste hotspot in 2021, the Project has coordinated with Thanh Khe District

People's Committee to clean up a temporary gathering site for waste handcarts in An Khe ward in June. Due to

illegal dumping of construction materials and large-sized waste at night, the area has turned into a plastic waste hotspot, affecting Tan An market operation across the street and people in the neighborhood. After the renovation, this place is now a waste collection point with proper trash bins and lively murals at the back, improving the aesthetics and helping promote litter prevention and urban hygiene. Plus, 2 newly-installed security cameras are in place to facilitate relevant agencies in the management and handling of violations and illegal dumping. Going forward, the District will come up with further activities to ensure



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that people and small traders at Tan An market take out trash in the right place and at the right time, while encouraging their involvement in assisting local authority in monitoring, detecting and handling violations.

Thanh Khe District's communication activities on waste segregation and reduction of single-use plastic products

Funding source: NORAD



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After the promulgation of Action Plan 2021, Thanh Khe District implemented a community awareness program, whose initial step is to promote

communication on household waste separation, and call on people to reduce the use of single-use plastic. Aiming to drive the behavioral change, the Project coordinated with Thanh Khe district to design panels highlighting the benefits of waste segregation, instructions on hazardous waste collection and the plastic waste limitation. These panels are scattered around 10 wards, and placed at the headquarters of the District People's Committee, which is also the used battery collection point for further treatment.

Promotion of waste collection and segregation at source in Thanh Khe district

Funding source: BMU

According to the Action Plan 2021, one of the key tasks necessitates implementation in Thanh Khe District is to promote the segregation of household solid waste at source in 10 wards. Moving towards a better collection system across the district, proper post-segregation transportation, higher collection rate of recyclable waste, with 70% of households participating in waste segregation and collection as regulated, the Project provides **District 10 with handcarts** that are designed for collection, transportation, and dissemination. In the near future, the Project and Thanh Khe District will



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continue to promote the waste collection and segregation in the area as well as pilot some models of post-segregation treatment.

Cooperation with A Luoi District on the development of the 5-year Action Plan and Strategy to 2030 on Plastic Waste

Funding source: BMU



Nguyen Ngoc Toan / WWF-Viet Nam

The Project signed a contract with a technical consultant to develop a 5-year Action Plan and a Strategy to 2030 on Plastic Waste Management in A Luoi District from April 10th to June 30th in 2021. During the implementation

process, the Project worked closely with A Luoi District People's Committee to facilitate the coordination between Consultant and relevant local units (including Office of Natural Resources and Environment (ONRE), Office of Economy & Infrastructure, Public Works and Services Board, WU, District Youth Union, District Health Center, etc.) to conduct interviews, collect information and feedback to complete the plan. Later, the 5-year Action Plan 2021-2025 and the Strategy to 2030 on Plastic Waste Management in A Luoi District were approved by the District People's Committee on June 30th, 2021.

ToT training on communication skills for ward and commune communicators in the project area

Funding source: BMU



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The Project coordinated with A Luoi District's ONRE to organize a ToT training course on communication

skills, under the topic of plastic waste reduction through behavioral change, for local officials from April 27th to 28th, 2021. Among 31 participants, of which 21 were females and 10 males, some of them are from the District's Culture and Communication Center, ONRE, WU, Youth Union, while the other are commune communicators in A Luoi District. After 2-day training, trainees are equipped with content development skills across various media such as posters, picture movies, radio broadcasts; event organizing skills and campaign planning skills.

Contest on "Green - Clean - Beautiful Environment"

Funding source: BMU

On April 25th, 2021, the Project coordinated with the Ward 3 People's Committee in Tan An City to organize a Contest on 'Green - Clean - Beautiful Environment', focusing on waste segregation, plastic waste reduction and environmental protection. The contest attracted 14 teams coming from different groups and organizations, including 9 teams from 9 neighborhoods in ward 3, Tan An high school, Nguyen Trung Truc primary school, International Kindergarten, Ward 3 Veterans Association, WU.



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These participants are those who actively engage in local environmental protection, and also act as the bridges to promote waste segregation and plastic waste reduction.



FISHERIES AND MARINE PROTECTED AREA

Season 1 of 2021 Marine Debris Monitoring at Marine Protected Areas

Funding source: BMU



The Project has assisted 03 National Parks (NP) and Marine Protected Areas (MPA) in Marine Debris Monitoring (MDM) activities to build a dataset on marine debris for the National MPA network since 2020.

In an effort to improve monitoring techniques and data analysis in Con Dao NP, the Project has collaborated with GreenHub to organize an on-site training for technical staff and volunteers joining 2021 MDM. However, due to the 4th wave of Covid-19 since the end of April, the training was conducted online on June 18th, yet ensure a sounding result partly thanks to the active engagement of 10 rangers in Con Dao NP, volunteers from Trash2Art group, and especially staff members of Department of MPA and Wetlands. Q&A session followed up with

questions about the MDM techniques as well as the objective of data collection.

In parallel with technical training, the NPs and MPAs under the BMU Project continues to deploy the season 1 of 2021 MDM – a 3-day program - in Phu Quoc National Park (May 5th to 7th); Con Dao National Park (June 23rd to 25th); and Cu Lao Cham Nature Reserve (July 1st to 3rd). According to the data, the amount of marine debris was increasing compared to the same period of previous years. The total amount of plastic waste collected from monitoring activities at the beaches of 3 protected areas is 188.97kg.

Reports of each NP and MPA continue to be sent to GreenHub and IUCN for analysis and update on marine debris in the National MPA network. Watch more [here](#).

Marine debris collection on coral reefs in Phu Quoc Marine Protected Area

Funding source: BMU



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A routine marine debris collection on coral reefs took place in Phu Quoc NP from April 22th to 28th, 2021, with the participation of 5 technical staff from the Department of MPA and Wetlands, 3 volunteers from the National Park Youth Union, and 10 volunteers from the Clean and Green Phu Quoc Group.

After 5 days at reef sites belonging to 03 small islands - Hon Thom, Hon Gam Ghi, and Hon Roi, the total amount of plastic debris collection was 560.8kg, of which plastic waste accounted for 80% (448.64kg). The composition analysis showed that ropes and small nets took up 83-93% of total volume, while the rest such as hard plastic, sacks and plastic bags is inconsiderable.

According to the report on periodic reefs cleanup, marine debris collection and composition, it points out that ghost gear is the main cause of the aggregation of marine debris in these areas, highlighting the urgency of the more stringent management of plastic waste in fisheries activities in the conservation of marine biodiversity.

Watch more [here](#).

Maintenance of coral nurseries and restoration planting for degraded reefs in Phu Quoc Marine Protected Area

Funding source: BMU

Along with coral reef cleanup, Phu Quoc NP also conducts biannual maintenance of 2 hard coral nurseries, home to *Acropora formosa* (Dana, 1846), *A. anthocercis* (Brook, 1893) and *A. acuminata* (Verrill, 1864), with a view to raising broodstock coral colonies for the restoration of degraded reefs in the MPA.

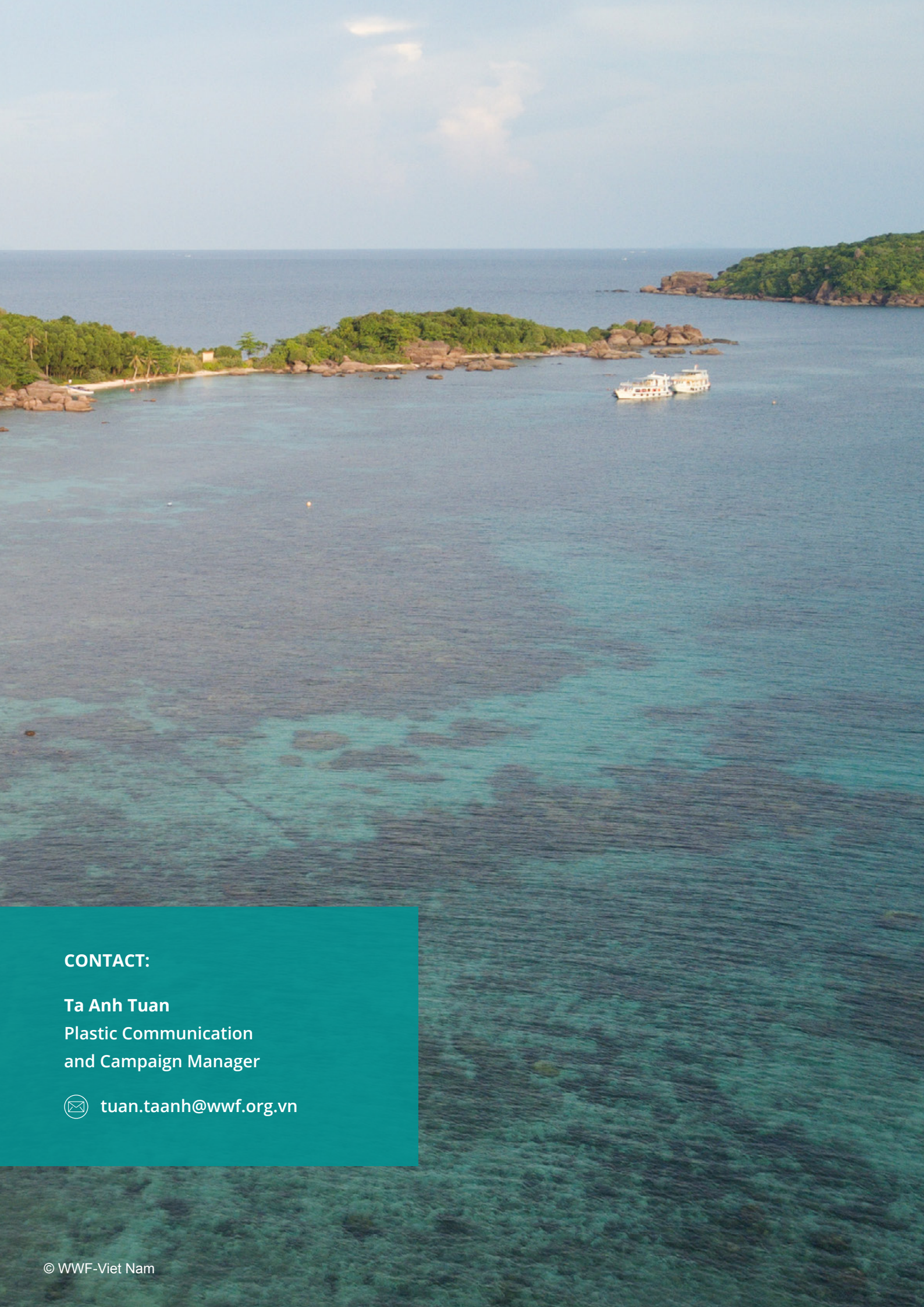
The first maintenance took place from June 2nd to 4th with the participation of 7 divers, including 5 technical staff of the Department of MPA and Wetlands, and 2 volunteers from diving service company. During the monitoring and maintenance of the nurseries, divers also collect waste and clean up surrounding reefs. The total volume of marine debris from this activity is 98.86kg, of which plastic waste is 71.43kg, accounting for 72%. Regarding the composition, ropes and small nets make up a disproportionate share of 77%, followed by hard plastic pieces (9%), plastic bags (6%), other containers (3%), fishing lines and hooks (2%), and other plastics such as sacks, drink bottles, and plastic utensils.

Additionally, the technical staff is responsible for replacing dead coral reefs at the nurseries and for restoration planting on Hon Xuong's degraded reefs. There are nearly 100 recovered coral reefs covering an area of 150m², of which another monitoring will be conducted in 3-6 months to determine growth rate, survival rate, and other related factors.

Watch more [here](#).



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