



# PLASTIC PROGRAM NEWS

Issue 6 - Q4/2021





## PROJECT “MITIGATING MARINE PLASTIC DEBRIS IN VIET NAM” (BMU)

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# COMMUNICATIONS

(BMU)

# A national campaign on plastic reduction

Funding source: BMU



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Between October and November 2021, a nationwide communication campaign launched to raise awareness and encourage behavior change towards plastic reduction. It uses Vietnamese folklore to approach with new generation and conventional of consumers across the country.

The key message was: Reducing plastic waste is an urgent task that each of us must pursue for the sake of our own health, the health of our loved ones, and a clean environment. Everything is in our hands! Additionally, a new approach was used to convey the messages through features folklore material, such as: Sharing innovative content via traditional poster designs to promote consumers'

creativity and proactiveness in tackling plastic issues; Creating funny quotes based on folk verses and proverbs to encourage the reduction of daily plastic consumption; Making a viral rap song from folk verses and proverbs created by young consumers; Rewriting lyrics for Cai Luong, Bai Choi songs and singing with plastic reduction message relevant to the consumers. This campaign was run on the Project's social media channels as well as local partner's websites and portals with millions of reaches and interactions. It was also covered in 30 articles and many TV broadcasters. In addition, 3 MVs of campaign songs got over 1.4 million views on Youtube channel of WWF-Viet Nam and the Project's website.

# An awareness-raising campaign on marine plastic debris in the fisheries sector

Funding source: BMU

The Project collaborated with the Directorate of Fisheries (Ministry of Agriculture and Rural Development) to develop and implement a communication campaign to raise awareness and change public attitudes towards marine plastic pollution. “Stop Ghost Gear” – a WWF report viewing discarded and lost fishing gear at sea as the most deadly form of plastic debris that impacts the marine ecosystem - was circulated widely among units in the fisheries sector. The Project carried out some direct dissemination activities in the communities of fishermen and aquaculturists in Phu Yen Province and Da Nang City from October to December 2021. The main message of the campaign was “Mitigating marine plastic debris - for better Life and Livelihood!” The campaign achieved some outstanding results, namely 16 thematic articles, 8 news on Viet Nam Agriculture newspaper whose readers are farmers, fishermen and aquaculturists; 4 radio programs broadcasted at fishing ports including Tho Quang (Da Nang City) and Phu Lac, Dong Tac, Dan Phuoc and Tien Chau (Phu Yen Province) from November 27<sup>th</sup> to December 2<sup>nd</sup> ; 4 news broadcasted on Agriculture Television Bulletin; 12 dissemination posters at the entrance, public areas at fishing ports; direct communication activities and distribution of communication handbook to more than 200 fishermen operating at fishing ports.



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## Press award in mitigating marine plastic debris

Funding source: BMU

The press award competition was launched from October 9<sup>th</sup> to November 9<sup>th</sup>, 2021. This award was created to honour reporters and journalists for their outstanding achievements and contributions to marine environmental protection, particularly marine plastic debris reduction, as well as promoting the press's role as a significant mainstream social media platform.

The award attracted nearly 300 entries, including 21 works from Phu Tho Secondary School in An Giang Province. 13 best works were honored and awarded



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at the ceremony on December 10<sup>th</sup>, 2021 in Hanoi. The launching and awards ceremony as well as information about the competition were covered on TV channels, newspapers, and social networks, receiving millions of views across the country.

## Developing an educational scheme on plastic waste management at university level

Funding source: BMU

The educational scheme was developed with the following objectives: to evaluate the feasibility of integrating the Marine Plastics Debris Management (MRDM) course into the bachelor's and master's degree programs of some universities; to develop a MRDM course for universities in big cities and the Project areas. Some activities were delivered, including: Surveying the current status and training needs related to the environment and marine plastic debris at domestic academic institutions; Reviewing bachelor's and master's degree

programs related to "Marine plastic debris management" of universities around the world; Doing researches on international and domestic experiences in integrating plastic waste management course into curriculums. In addition, the summary workshop on survey findings and research topics held on December 17, 2021 also attracted the attention of many lecturers.



## Communication activities on Viet Nam’s participation in the process of developing a global agreement on marine plastic debris

Funding source: BMU

The Project collaborated with media to propagate awareness about the impact of plastic waste pollution and Viet Nam’s involvement in the process of developing a global agreement on marine plastic debris. The main contents were emphasized, including: to report on the state of plastic pollution in oceans and the severe consequences for the environment and human health; to emphasize the pivotal role of the press in marine environmental protection and plastic

reduction; to urge management agencies to take intense action to eliminate marine plastic debris and protect habitats, thereby contributing to the development of a circular economy with an effective plastic management system; and to summarize identified challenges. Simultaneously, the Party’s policies and guidelines, as well as the State’s policies and laws on plastic waste prevention, were covered in the mass media and grassroots channels dedicated to plastic waste prevention.

## Communication campaign on Tan An City’s inception and continuation of the model for waste separation at source in Long An Province

Funding source: BMU



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In early December, the Project coordinated with Long An Province’s DONRE to implement the “Waste separation for humanity” communication campaign with many new, meaningful and exciting activities. The goal was to raise public awareness on waste separation at source. The campaign utilized folklore materials to deliver its novel-yet-familiar messages to the locals. For example, traditional posters with creative content were displayed to pique people’s interest in waste sorting.

“Re-use” of folk verses and proverbs encouraged daily waste segregation,

namely “Caring for the environment starts from caring for our streets – Segregate waste for a better Tan An” or “With proper classification, organic and recyclable waste is the new gold. With collective actions, our children will be all born with golden spoons.” In addition, a rap song

called “Segregation for the population”, based on the folk mentioned above verses and proverbs, was composed to promote waste separation practices of young consumers via its youthful energy and catchy melody.



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## A practical guide on plastic reduction for consumers

Funding source: BMU

The plastic waste crisis serves as a wake-up call to everyone about the impact of human activity on the environment. This requires both behavioural changes in consumption habits and timely actions and solutions to reduce plastic waste, thereby protecting habitats, ecosystems, and our health. To address this complex issue, all stakeholders, including manufacturers, local governments, international organizations, and, most importantly, every consumer, must work cooperatively.

The practical guide on plastic reduction for consumers was compiled within the framework of the Mitigating marine plastic debris project in Viet Nam. The objective is to provide concise and scientific information about plastic material, its applications in daily life and how to use it more sustainably. Plus, there are some suggestions to help readers reduce plastic consumption and waste generation as well as ways to treat waste at source. The guidebook consists



of 4 chapters: Chapter 1: Understanding plastic; Chapter 2: Environmental impact of plastic; Chapter 3: Using plastic safely; Chapter 4: Participating in mitigating plastic pollution.



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## Project’s communication activities in the press

**Funding source: BMU**

In Q4 2021, the Project continued to leverage the press to disseminate information about plastic pollution and its activities and results. This included reports on the national TV with the topic of “Responsibility for the collection and treatment of discarded products”, “Mitigating marine plastic debris – Shore-

based solutions”, or “The war against plastic waste during COVID-19”; articles on management policy and the promotion of Extended Producer Responsibility (EPR) on Natural resources and Environment newspapers/magazine, VOV,... and information and findings from studies and surveys carried out by the Project.

## Communication campaign on raising awareness and behavior change among hospitality businesses

**Funding source: BMU**

From November 2021 to February 2022, the communication campaign focuses on “raising awareness and changing the behaviors of F&B service businesses.” The aim is to foster behavior change in plastic consumption at business level, thereby enhancing their role and responsibility in this matter. The first step was carried out to find potential businesses who have the possibility to change. Additionally, the

communication plans, ideas and products were prepared. The campaign highlights “the collective effort in raising awareness, changing attitudes and behaviors toward single-use plastic, which not only serves as CSR and branding activities, but also caters to the customers’ needs and new consumption trends.”

## Project Annual Seminar

Funding source: BMU

The 2021 Annual Seminar of Mitigating marine plastic debris in Viet Nam Project was held in Hanoi on December 21, 2021, with over 30 delegates in person and dozens of local delegates joined online. The seminar was an opportunity for the project participants to review the project activities, as well as update and report on the results of implemented activities in 2021. Besides, the Project's partners also discussed and proposed solutions to accelerate the implementation of the



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Project, agreed on the direction in 2022, recommended measures to improve the efficiency and adapt to the new COVID-19 situation.

## Enhance to build capacity for journalists

Funding source: BMU

On October 9, 2021, the Project, in cooperation with Viet Nam Administration of Seas and Islands (VASI) and MONRE, organized an online training on “strengthening media capacity on plastic waste management”. The training received the attention of many central and local reporters and journalists, along with nearly 3,000 viewers via online channels such as Zoom, Youtube, VTVNEWS, Facebook. Many topics were covered in the agenda, including current plastic pollution situation in Viet Nam and around the world, overview of the Extended Producer Responsibility (EPR) for packaging waste via WWF studies, the Government’s directions and policies, etc. The objective was to provide reporters

and journalists with up-to-date, accurate information as well as collect contacts for further information. Communication skills and critical content were also presented during the training to ensure that the information was fully communicated to the public, particularly regarding the issuance and implementation of the upcoming EPR policy – a new provision in Viet Nam’s Law on Environmental Protection 2020 – which is currently attracting widespread community attention.

On December 10, 2021, the second training was held with focusing on “Business responsibility in building a circular economy and marine plastic reduction.” Many topics were presented



at the training, such as International cooperation - Global agreement on plastic pollution; the benefits of EPR as driving force for a circular economy model and the implementation roadmap for businesses; Communications and press activities to

promote the development of circular economy by encouraging businesses' creativity and contributions to plastic waste reduction; and the Viet Nam Plastics Association's strategy for promoting circular economy development.

## Assistance in developing information and data platform on plastic waste pollution in Viet Nam

Funding source: BMU

Many activities is being developed under the auspices of the Viet Nam Administration of Seas and Islands to collect information and data on plastic waste (PW) pollution in Vietnam, including: 1. Building a data pool model and a set of data interoperability between domestic and foreign systems to support the efforts in marine plastic waste reduction; 2. Building supporting tools for collecting, storing, processing,

aggregating and analyzing information and data; 3. Building a governance system to support the efforts in marine plastic waste reduction.

The initial studies and surveys were completed in November 2021. On December 7, 2021, a consultancy workshop on research and survey results was also held to complete the technical solutions.

## Survey on "Communication effectiveness of the Project "Mitigating marine plastic debris in Viet Nam 2021"

Funding source: BMU

This survey was conducted in December 2021 using Google Form. The purpose of this study was to determine the level of awareness, understanding, and interest toward the project campaign on plastic waste reduction and its key messages as well as its effectiveness and approach for future messages. About 300 respondents were randomly selected, categorized into

two main age groups (15-23 and from 23 to 45, with account 35,4% and 35% respectively). Regarding the survey on the level of recognition for three distinct images and communication messages on marine plastic debris reduction, the results indicated that most respondents recognized the Project's images and communication messages (79.19%

answered Yes). This also demonstrated that the message emphasizing consumers' role and power was effective. While there are still some limitations in terms of representativeness, the survey findings somehow demonstrated the Project's communication effectiveness in 2021. It's toward the goal of enhancing the role and power of plastic consumers.

Although the methods and sampling were significantly different from the initial results of the Project from the Research report on plastic consumption behaviors in the Project areas (Activity No.1), the results this time indicated that consumers' attitudes toward their individual role in plastic waste reduction shifted in a more positive direction.





# PLASTIC SMART CITIES

(BMU)

## Ha Tinh City committed to participating in the Plastic Smart Cities (PSC) program

Funding source: BMU



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The Project collaborated with the Ha Tinh City People's Committee (PC) to organize a workshop to announce the results of a plastic waste survey and to celebrate the event of Ha Tinh becoming the 8<sup>th</sup> city signing commitment to become a PSC on

19/11/2021. PSC is a global initiative of WWF with the goal of no plastic in nature by 2030. This demonstrated the authorities' commitment to improving waste collection and treatment activities in the city, particularly their efforts to identify and engage stakeholders in order to develop and implement an action plan with specific goals, timelines, and resources. In Q1 2022, Ha Tinh PC with technical assistance from the Project will develop and issue a plastic waste management action plan aimed at reducing 30% plastic waste leakage into the environment by 2025.

## Turning a hotspot into flower growing area

Funding source: BMU

In November 2021, A Luoi District's Youth Union, in cooperation with the Project, launched the "Green collection point" to eliminate a hotspot at the three-way junction of Kim Dong and A Don streets. Nearly 100 union members and locals helped effectively collected and transported all littered waste at this hotspot to the dumping site (approximately 72 cubic meter) in Hong Thuong Commune. At the same time, a tyre garden was made as replacement on the sidewalks in the hotspot area, where



© A Luoi Youth Union

2 cameras were installed for monitoring and penalizing illegal waste dumping and gathering, adding more trash bins to avoid being overloaded... Youth union



members in A Luoi Town, A Luoi District (Thua Thien Hue) turned a hotspot, which caused environmental pollution, into an airy, clean and beautiful space with bougainvillea. The good inception of the hotspot elimination model created a ripple effect for ongoing activities on mitigating environmental pollution. With the goal of improving the aesthetics and cleanliness of A Luoi and contributing to

the implementation of the Plastic Waste Management Action Plan for the period 2021-2025, with a vision to 2030, the A Luoi District Youth Union and the Project are conducting additional plastic waste reduction activities, such as the model of reducing plastic bags and single-use plastic products in A Luoi and Bot Do markets, and the green movement "Say no to single-use plastic products."

## Cooperative marine groups in Bao Ninh Commune, Dong Hoi City to bring marine debris ashore

**Funding source: BMU**

The Project kicked off the model of bringing marine debris ashore in Bao Ninh Commune, Dong Hoi, on October 18, 2021, with the following key activities: Organizing awareness raising training workshop for coastal fishing households about impacts of plastic waste and environmental protection; Training 25 women from the Marine cooperative group about the technique of making garbage and shopping bags from used/damaged nets. 100 boats were provided garbage bags one each. Meanwhile, women were provided the shopping bags to reduce plastic bags. There will be activity to leverage boat owners' commitment to bring garbage ashore and to post a notice of garbage collection and classification on board, in order to remind themselves and their crew members of the importance of bringing trash ashore and protecting the



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marine environment in January 2022. The model will be deployed from October 2021 to March 2022, then following up by an evaluation and consultation about replicating opportunities.

## Piloting a model of sorting household waste and making compost from organic waste in Ha Huy Tap Ward - Ha Tinh City

Funding source: BMU

From late October through December 2021, the Project partnered with the Women's Union (WU) of Ha Huy Tap Ward, Ha Tinh City, to implement the model of "classifying household waste and composting organic waste." WU has collaborated with local authorities and residential groups to identify 60 households that meet the model's eligibility criteria. The following activities were included in the model: Training in household waste classification (organic waste, recyclable waste and residual waste) and composting techniques. Each participant was provided two 6-liter trash containers and one 140-liter compost container. Following the training, each household was instructed again about waste separation and composting techniques by a technical advisor. Throughout the first week, the households' waste separation is monitored by WU representatives and the technical advisor



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so that the quality of organic compost could be ensured. Additionally, there were regular monitor and evaluation (MnE) by the technical advisor on households' organic composting techniques. After nearly three months of implementation, initial results show that households are actively participating and utilizing the organic waste to fertilize their gardens. WU will continue to MnE the model's results in the coming time for further potential replication.

## Youth union members of Thanh Khe District join hands to reduce plastic waste

Funding source: BMU

On December 9 and 10, 2021, ONRE of Thanh Khe District (Da Nang), in coordination with the District Youth Union and the Project, organized a training course on knowledge and communication skills on plastic waste and environmental

protection for its union members. The training helped to improve knowledge and raise the awareness of core members of District Youth Union, nearly 50 people from 10 wards in Thanh Khe District, on plastic waste and its harmful impacts on



the natural environment, especially the marine biodiversity, as well as human's health and other living species. Capacity building activities were also carried out to strengthen the communication, planning and implementation skills of the core communicators. The participants jointly developed a Community communication plan for each ward with various topics, namely single-use plastic reduction, waste segregation, recycling and reuse enhancement, etc. Going forward, the



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District Youth Union will proactively implement these plans via popular communication models.

## Launching Plastic Smart Han market

**Funding source: BMU**

**D**a Nang City's DOIT and the Project held a workshop to kick off the plan to deploy the Plastic Smart Han market model in the 2021-2025 period on the afternoon of December 8<sup>th</sup>. Within the framework of Plastic Smart Cities project financially supported by the Norwegian Agency for Development Cooperation (NORAD) and "Mitigating marine plastic debris" sponsored by Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMU) via WWF-Viet Nam, Da Nang was selected as pilot area to implement PSC. In particular, the "Plastic Smart Market" was the selected pilot model for commercial activities in densely populated areas. The objective is to reduce the total amount of plastic waste generated from the Han market; reduce the amount of plastic bags and single-use plastic products; strengthen waste separation and recovery of recyclable materials;



Campaign poster at Han market (draft version)  
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while promoting initiatives and models to recover plastic bags from consumers and stimulate green consumption. The model is deployed in 2 phases, in which phase 1 is from 2021-2023 and phase 2 is from 2023-2025.

# Phu Yen launches training course for local task-force on communication for plastic reduction and waste separation at source

Funding source: BMU

On November 25-26, 2021, in collaboration with the Project, Phu Yen Women's Union co-organized a training course on "Communication skills and waste separation for the key members." This session was attended by 50 Women's Union who are officers and standing members from nine districts/towns and cities, having potential capacity regarding communication and actively participating in environmental protection activities in Phu Yen province.

The trainees were provided information about waste and plastic waste issues in general, as well as the concept and importance of communication in terms of changing community behavior. Additionally, they were shared about effective communication skills, channel selection, and the design and operation of an effective communication model and so on by experts.

For better learning result, the trainees have had a chance to visit Tho Vuc landfill and treatment facility to observe the process of domestic waste collection and treatment in Tho Vuc Village, Hoa Kien Commune, Tuy Hoa City. Additionally, they also visited a model of women recycling organic waste into biological washing liquids in Ngoc Phuoc 2 Village, Binh Ngoc Commune, Tuy Hoa City to learn about



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the process of making organic waste into biological washing liquids.

Following the training, the trainees took on the role of active propagandists, educating members, women, and community about plastic waste pollution and the critical role of plastic waste reduction to human health as well as promoting green consumption and behavior change toward single-use plastic reduction.

Tuy Hoa City Women's Union, in particular, has developed a waste separation communication plan and guidelines for Ward 7 market residents and market traders under the collaboration with the Project to implement the waste separation model at the Ward 7 market in the coming time.



## Rach Gia City removes waste hotspots

Funding source: NORAD

The Rach Gia City People's Committee (PC), in collaboration with the Vinh Quang, Rach Soi, An Binh, and Vinh Thanh PC wards, removed four plastic waste hotspots in 2021, utilizing resources from the BMU's "Mitigating Marine Plastic Debris in Viet Nam" project and the NORAD's "Plastic Smart Cities" project.

For years, these hotspots were clogged with plastic waste, causing extremely polluted environment, endangering human life and health. Waste collected from the four hotspots listed above totaled more than 700m<sup>3</sup>. Additionally,



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the Project enhanced the area's scenery by planting more trees and installing surveillance cameras and handled to local PC for better monitoring and sanctioning illegal dumping at the removed hotspots.

## Rach Gia City builds up and replicates the green waste collection points

Funding source: NORAD



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In order to improve the environment as well as the worsened urban aesthetics caused by scattered garbage trolleys, Rach Gia City PC has collaborated with the Project to establish two green waste collection points. One was on Ngo Thi Tap Street in Vinh Thanh Ward, and the other in Vinh Thanh Van Ward's Nguyen Thoi Hau park.

The wards PC were in charge of the waste collection points management and operation. The PC will request the waste collection unit's to gather all the trash bins inside the collection points as well as regularly clean and wash them to ensure hygiene and minimize bad odor.

These are the city's first two models. The Project will continue to collaborate with other wards to expand and replicate this model with the aim of strengthening the local waste management system, enhancement of urban aesthetics, and raising awareness of residents about the importance of maintaining and protecting their own living environment in 2022.

## Piloting activity of picking trash manually by boat at estuaries in Rach Gia City

**Funding source: BMU**

In order to help prevent waste leakage into the ocean, a model of picking trash manually by boat at river and coastal areas were piloted in Rach Gia City under the collaboration between the city PC and the Project.

It is aiming at analyzing the effectiveness of picking trash activities, quantifying the amount of plastic waste collected, and determining the most effective solution/ collection method, and then proposing this kind of activity as a city service.

There were four piloting times conducted in December 2021, collected 4 tons of plastic waste. Mr. Nguyen Van Hon, the Chairman of the City PC has a field trip to inspect the process and quality of this activity.

The Chairman expressed his appreciation for these hands-on activities, which contributed significantly to the city's efforts to reduce plastic waste pollution and the amount of plastic waste leakage into the environment.

## Schools implemented the Plastic Waste Free School model, beginning with the publication of a plastic waste management action plan

**Funding source: NORAD + BMU**

One of the project's key activities is enhancing the environmental education and plastic reduction for students through the Plastic Waste Free Schools model.

This model is implemented in 29 schools in 6 localities in the academic calendar year 2021-2022 (3 schools in Thanh Khe; 3 in Rach Gia; 5 in Phu Yen; 7 in Dong Hoi; 6 in Ha Tinh; and 5 in A Luoi).

A range of activities including online surveys, group discussions, and consultations with teachers, students, and school board representatives were

conducted with the support of the technical consulting teams from local CSOs/NGOs such as the Center for Adaptive Capacity Building Research - CAB, the Centre for Supporting Green Development (GreenHub), Kind Arms Company Limited, Centre for Sustainable environment and Economic development studies (SEEDS), and Ha Tinh Center for Community Development (HCCD). These activities aims to support schools in developing and promulgating a Plastic Waste Free Schools Action Plan (AP).

Due to the fact that students were unable to return to school as a result of Covid-19,

the waste audit and other direct activities and events were rescheduled.

The APs will be completed, officially issued and implemented concurrently in the near future, owing to the Project's technical and financial support, as well as the determination of school administrators

and the active participation of teachers and students.

These results will form a basis for replicating the model in order to reach the target of 100 schools implementing extracurricular activities to reduce plastic waste by 2023.

## Workshop on summarizing urban waste separation model at source (Ward 3, Tan An City, Long An)

Funding source: BMU



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On December 24, 2021, the Project organized a workshop with Long An province's People's Committee and Department of Natural Resources and Environment to summarize the pilot model of waste separation at the source in Ward 3, Tan An City, Long An.

The workshop was held at the Long An People's Committee Hall and joined nearly 60 participants, including the Vice Chairman of the Provincial People's Committee, WWF Viet Nam representatives, Department of Natural Resources and Environment, People's Committee of Tan An City, People's Committees of districts and towns; solid

waste collection and transportation unit (Tan An Urban Joint Stock Company); and the solid waste treatment unit (Tam Sinh Nghia Investment Development Joint Stock Company), Youth Union, Women Union, Long An news, Long An television and broadcast and local community who implemented pilot model.

The workshop focused on the model's implementation results and discussed the challenges, issues, and directions for implementing waste separation at the source in Tan An City in particular and Long An province in general, in accordance with the Environmental Protection Law's provisions.

The Vice Chairman of the Provincial People's Committee urged the Department of Natural Resources and Environment to collaborate with specialized units and communities to develop an action plan and strategies for replicating the model for waste separation at the source across the province.





# POLICY AND EXTENDED PRODUCER RESPONSIBILITY

(BMU)

# Support to finalize the draft National Strategy on Environment Protection to 2030, with a vision to 2050

Funding source: BMU

The activity of “finalizing the Draft National Strategy on Environment Protection to 2030, with a vision to 2050” was undertaken to assist the Project’s partner - the Institute of Strategy and Policy on Natural Resources and the Environment (ISPONRE) - in assessing the Strategy’s suitability with the provisions of the Draft Decree guiding the implementation of the Law on Environmental Protection 2020 and newly issued Decisions. Thus, the ISPONRE completes the Draft Strategy in compliance with newly enacted and soon-to-be-enacted legal regulations.

The findings indicate that the Draft Strategy is generally consistent with the contents of the Draft Decree and other plastic waste policies.

In order to ensure the consistency of the roadmap and solutions between the Strategy and other relevant legal documents and policies, a number of contents are proposed to be revised in the Tasks and Solutions for Strategy Implementation, including contents related to the roadmap to limit plastic waste (elimination of single-use plastic products, plastic bags, and non-biodegradable plastic packages at commercial centers, supermarkets, hotels, tourist areas by 2025; elimination

of those in other fields by 2030) and the circular economy implementation roadmap.

Additionally, new documents promulgated by the Government should be incorporated into the Draft Strategy, including Prime Minister’s Decision No. 1316/Q-TTg dated July 22,, 2021 on approving the Proposal on Strengthening Plastic Waste Management in Viet Nam; and Decision No. 1407/QD-TTg dated August 16, 2021 on approving the Proposal on Vietnam actively prepares for and participates in the formulation of a global agreement on marine plastic pollution.

It is expected that following the promulgation and effective date of the Decree guiding the implementation of the Law on Environmental Protection 2020 in the first quarter of 2022, the strategy will be issued.

## Support the development of the Draft Decree guiding the implementation of the Law on Environmental Protection 2020

Funding source: BMU

During the completion process of the Draft Decree guiding the implementation of the Law on Environmental Protection 2020, the Project worked closely with Project Partners including Viet Nam Environment Administration (VEA), Department of Legal Affairs (DLA), and Institute of Strategy and Policy on Natural Resources and Environment (ISPONRE) to provide technical assistance and professional advice during the legislative drafting. As part of the cooperation with VEA, the Project provided assistance to review and assess the impact of a number of Draft Decree provisions, including environmental zoning; domestic solid waste management; a roadmap to restrict the production and import of single-use plastic products, non-biodegradable plastic packaging and products; microplastic-containing products; preferential tax policy, fees and charges for environmental protection; and environmental monitoring. This helped ensure that the Law on Environmental Protection would be implemented promptly, consistently and effectively beginning on January 1, 2022. Collaborated with National Plastic Action Partnership (NPAP), the Project also worked with ISPONRE to research, provide insights and give advice on the criteria and roadmap for circular economy development in Viet

Nam. The Project also conducted a study on evaluation of the roles and capabilities of the informal sector in domestic solid waste management and piloted waste separation at source in Long An province. It aimed to provide information to local and state regulators, help with legislative drafting, and paint a broad picture of the reality and prospects of domestic solid waste management. Last December, the Project partnered with the Department of Legal Affairs to provide expert assistance and advice on the drafting of provisions in the Draft Decree addressing the responsibility of organizations and individuals for recycling and handling discarded products and packaging during production and import.

This activity contributed to the Project's purposes of ensuring effective implementation of the EPR specified in the Law on Environmental Protection and Draft Decree, and acted as a springboard for the Project and WWF's future efforts in promoting EPR in Viet Nam. The new Decree guiding the implementation of the Law on Environmental Protection 2020 will be issued by the Prime Minister and will take effect in January 2022.



## Accompanying Viet Nam in actively preparation for and engagement in the formulation of a Global Treaty on Plastic Pollution

Funding source: BMU

Following Decision No. 1407/QĐ-TTg dated August 16, 2021 by the Prime Minister approving the Proposal on Viet Nam actively prepares for and participates in the formulation of a Global Agreement on Marine Plastic Pollution, the Project continued to work with the Viet Nam Administration of Seas and Islands (VASI) to develop a plan for implementing the Decision, and carry out critical tasks promoting Viet Nam's effective engagement in the establishment of the new global treaty. The Project identified several potential activities, including facilitating an intersectoral & interministerial coordination mechanism to review and evaluate current domestic policies and strengthen representatives'

negotiation capacity. The Project also joined forces with experts, regulators and businesses in the plastic industry to develop a plan for implementing Decision No. 1407/QĐ-TTg dated August 16, 2021 by the Prime Minister during the series of VASI's seminars. Recently, the Project has been working with MONRE's departments to analyse the domestic policies on management and minimisation of plastic pollution, and assess the feasibility of incorporating domestic policies into global agreements. The Project also helps assess negotiation capacity and develop negotiation scenarios for Viet Nam in advance of the global treaty's discussion in late February 2022.



# FISHERIES AND MARINE PROTECTED AREA

(BMU)

## “Trash for Gifts” activity replication at Phu Quoc City

Funding source: BMU



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To raise awareness about waste and change behavior of local people toward environmental protection and plastic reduction, the Project organized the “Trash for Gifts” program at all levels of women’s unions. Youth unions, young people, and residents responded positively to the activity, encouraging community-wide participation. Beginning in December 2021, residents of Phu Quoc city will be able to exchange plastic waste (such as plastic bags, plastic bottles, and

discarded plastic products) for gifts made up primarily of necessities on the first Saturday of each month. This activity aims to encourage residents of Phu Quoc to rethink their daily plastic consumption and promote responsible and safe plastic consumption. Residents are expected to develop a habit of using biodegradable and environmentally friendly products, refraining from littering, and abstaining from activities that pollute the natural and living environments. This activity will contribute to reversing the rise in environmental pollution and establishing a “zero plastic waste” city on a larger scale. In December 2021, Bai Thom, Ganh Dau and An Thoi communes/wards agreed to pilot this activity in 03 hamlets/ neighborhoods. The total items of received plastic waste were 387.3 kg, 112.2kg of recyclable.

## Green collection point at waste hotspots

Funding source: BMU

The intersection of the former airport and Tran Phu street in Duong Dong ward was considered one of Phu Quoc’s **WASTE HOTSPOTS**, where waste from households and smallholders is often gathered. On Phu Quoc Environment Day in November and December 2021, Phu Quoc Youth Union mobilized the participation of 60 union members and employees from the Public Works



Management Board to clean up the area and collect approximately 8 TONS of waste, 300kg of which was PLASTIC WASTE. Following the disappearance



of a hotspot, Phu Quoc Youth Union decided to transform this area into a GREEN COLLECTION POINT by using environmental protection pictures emphasizing the reduction of plastic bags and single-use plastic usage, as well as by installing large-capacity trash bins to ensure people discharge waste at the right places. Phu Quoc Youth Union also organized “HAPPY HOUR – TRASH FOR GIFTS” with many special gifts.

Its aims to educate residents on waste classification, how to differentiate between easy-to-recycle and difficult-to-recycle plastic waste, how to treat each



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type of waste, hence reducing waste collection and reduction efforts. After 03 sessions, the program “HAPPY HOUR – TRASH FOR GIFTS” attracted 145 residents with 282.6 kg of various plastic waste, 180 kg of which was recyclable.

Watch more [here](#).

## Beach Waste Monitoring (2<sup>nd</sup>)

Funding source: BMU



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National Parks and MPAs under the BMU Project continued the 3-day

of Beach Waste Monitoring in 2021 in Phu Quoc (November 22-24), Con Dao (November 10-12) and Cu Lao Cham (November 2-4). The figures showed a decrease in waste on Con Dao and Cu Lao Cham’s monitored beaches, and a slight increase on that of Phu Quoc compared to the 1st in 2021. The total amount of plastic waste collected from monitoring activities at 03 MPAs was 161.12 kg.

## Coral reefs cleaning in MPAs (2<sup>nd</sup>)

Funding source: BMU

In Q4 2021, 3 Marine Protected Areas (MPA) organized many activities to collect marine debris and clean coral reefs and

seagrass beds. Phu Quoc, Con Dao and Cu Lao Cham gathered a total of 336.9 kg, 2340.5 kg and 223.7 kg of plastics,

respectively. In addition to marine debris collection, Cu Lao Cham Marine Protected Area and Con Dao National Park also tried to get rid of crown-of-thorns starfish that prey on coral. In 2021, Cu Lao Cham killed a total number of 15 crown-of-thorns starfish, and Con Dao 509. Up until now, Phu Quoc MPA has not found any trace of crown-of-thorns starfish, indicating that Con Dao's coral ecosystem is the most vulnerable one of the 3 MPAs. Con Dao National Park must prioritize and increase the frequency of crown-of-thorns starfish monitoring and eradication in 2022 to preserve natural coral reefs.



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## “Plastic-fighting fishing fleet” model launched in Phu Quoc City

**Funding source: BMU**

To encourage fishermen and fishery businesses to collect and reduce plastic waste generated during the fishing and production processes, the Project partnered with the Phu Quoc City Economic Department to launch a “plastic-fighting fishing fleet” model comprised of 26 fishing vessels owned by Khai Hoan Seafood Private Enterprise. On October 29, 2021, the launching ceremony at Khai Hoan’s traditional fish sauce shop. A short film was screened to educate the ceremony’s 30 captains and crew members on how to implement the model. They were then provided with communication posters and net bags for collecting waste on board the vessels, which they deposited in designated trash bins. This model was a watershed moment for public-private collaboration



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on plastic waste management in the fisheries industry.

Watch more [here](#).

## Phu Quoc City increases the number of trash bins

Funding source: BMU



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**R**educing waste leakage by increasing the waste collection capacity of the Public Works Management Board is one

of the prioritized interventions of the “Mitigating Marine Plastic Debris in Viet Nam” project, “Fisheries and Marine Conservation in Phu Quoc City” section. In Q4 2021, the project worked with Public Works Management Board to list the areas with no collection system, requiring more trash bins and new collection routes. 257 x 240L bins, 26 x 660L bins, and 50 x 80L bins were handed over to authorities in 9 communes/wards. 2 new collection routes were opened in Tho Chau commune, helping reduce the waste burden from 330 households living in this area.

## Plastic waste survey (PWS) on fishing boats in Cu Lao Cham, and program encouraging fishermen to sort their waste and return it to shore

Funding source: BMU

**I**n September 2021, the Management Board of the Cu Lao Cham Marine Protected Area surveyed 170 fishermen in Tan Hiep Commune, Hoi An City to better understand boat waste generation. As they mostly fish nearshore, each fishing trip in Cu Lao Cham lasts about 3 – 4 hours. Some key takeaways from the survey include:

- Waste produced on board includes leftover food and drink (42%); cans, boxes and plastic bottles (34%); single-use plastic items (12%) and others (12%). 55% of fishermen brought the waste back to

shore, 36% dumped waste to sea, and 9% reported generating no waste.

- In terms of fishing gear loss, 76% of fishermen surveyed confirmed that they did lose their fishing gear; most of them lost their equipment twice a year (38,2%); some lost once a year (32,8%), three times a year (22,1%) or even 4-5 times a year.
- In terms of marine debris, 52,1% of fishermen came across trash in the sea on a very frequent or frequent basis. Several of them observed that strong winds frequently blew floating marine litter near the boats and obstructed fishing. The most



frequently observed marine litter consists of food packages, cans, plastic boxes and bottles, single-use plastic items, fishing gear, and trash generated by scuba diving. Only 16% of fishermen frequently collected and returned waste to shore upon encounters, 69% had no intention to make it their business, and 15% said they did not have enough time and only collected waste stuck in the fishing net.

- In terms of trash bin placement, 156 fishermen (92,3%) said they had no trash bins/trash baskets on board. Even if the boats were equipped with waste containers, 93,8% of the fishermen working on these boats reported not sorting their waste. This suggests that fishermen do not even think of placing trash bins on their boats. Some of them even might find trash bins too big for a small boat, causing uncalled-for inconvenience. As long as fishermen refuse to use trash bins or sort waste, they will continue to discard waste into the sea rather than collecting or recycling it.
- According to the survey, 99,4% of fishermen (168/170) agree to practice waste sorting, and 94% would bring the waste back to shore.



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Along with the survey, the Management Board collaborated with the Tan Hiep Commune People’s Committee and marine environmental activist groups to develop commitment forms and waste collection equipment for 220 boats in Cu Lao Cham. Fishermen’s waste will be collected at MRF Bai Ong or in dock-side trash bins. Operators of MRFs will specify the waste volume.

## Cu Lao Cham experiments with green services

**Funding source: BMU**

To encourage residents and tourists to reconsider single-use plastic consumption and to reduce waste leakage into the ocean, the Cu Lao Cham Marine Protected Area’s Management

Board developed a pilot study of green service at homestays, coffee shops, and other establishments. The Cu Lao Cham Management Board organized a variety of activities, including the following:



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1. Held a meeting with 70 household business (including restaurants, coffee shops, homestays) in Tan Hiep commune to discuss the impact of plastic waste on the environment and local economy, benefits and challenges of local plastic management programs, as well as suggestions and commitments;
2. Gave feedback about the green service pilot model, helped businesses find the right plastic alternatives, and communicated how communities could benefit from green services;
3. Helped service providers sign a commitment to reduce plastic waste and achieve the target of no single-use plastic consumption during 2021-2025;

4. Subsidized plastic alternatives to businesses; 5. Conducted feedback survey to get an overall picture of business status before and after the pilot implementation, then find (possible) solutions.

After nearly two months of observing how businesses reduced their consumption of single-use plastic products, the task force chose 18 businesses to participate in the survey, then provided guidelines and expanded on potential benefits. 17/18 businesses have agreed to apply the green service model. Three food and beverage establishments and four coffee shops demonstrated active engagement after one week, and customers endorsed the changes as well. The homestays were unable to implement the model due to inclement weather and a lack of guests. At the end of December, the task force intended to conduct interviews and assess businesses' current state prior to and following implementation in order to identify the optimal solutions.

## Cu Lao Cham holds contest to raise awareness about solid waste and biodiversity

**Funding source: BMU**

On November 8, 2021, the Management Board of the Cu Lao Cham Marine Protected Area partnered with Viet Nam Fatherland Front of Tan Hiep commune to host the "Golden Bell Challenge"-format

contest with the theme "Plastic waste and biodiversity". The contest provided a platform for Cu Lao Cham's residents to learn more about plastic waste and its impacts on the environment and

biodiversity, and change their minds about plastic usage. A change in mind might lead to a change in behavior, as a result, the residents might start to recognize their roles in preserving the environment and biodiversity. The contest was a part of a broader communication program designed to support WWF-Viet Nam’s No Plastic in Nature Initiative. 60 residents from Bai Lang, Bai Ong and Bai Huong contested in four rounds: safe round, challenge round, elimination round and final round. As contestants advanced to the next round, the questions became more difficult. The “Golden Bell” prop was also made out of recycled materials. Contestants sat on the stage according to their designated numbers and wrote their answers on a white board. The contest also featured a mini-game where the “rescue” team would help the “eliminated”



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contestants return to the contest. Seeing the “rescue” team get all hyped-up for the mini-game, the contestants therefore were more pumped up for the next round. The organizer awarded first, second and third prizes for individuals and one team prize. Bai Ong boasted excellence by winning both the individual first prize and the team prize.

## Consultation on an Action plan for plastic waste management in Con Dao district

**Funding source: BMU**

On December 21, 2021, the Con Dao district People’s Committee hosted a stakeholder consultation meeting to discuss the draft action plan for plastic waste management through 2025, focusing on 2030. (herein after referred to as the action plan). Technical assistance from the project “Mitigating Marine Plastic Debris in Vietnam” developed the draft action plan. The technical support team and the Department of Natural Resources and Environment will make



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appropriate amendments to the finalized action plan in January 2022 based on the outcomes of the consultation meeting. The plan, which is scheduled to be

launched in Q1 2022, establishes the technical and legal framework for Con Dao's participation in the WWF's Plastic Smart Cities Initiative.

## A pilot implementation model “waste management from ships” following the annex V of the MARPOL Convention

Funding source: BMU

With the funding from the Project, the Directorate of Fisheries worked hard to study the Annex V of the MARPOL Convention on waste management from ships and develop a pilot model. On December 23, the Directorate of Fisheries and the representatives of the Project partnered with the Management Board of Tho Quang Port & Lock (Da Nang City) launched a fishing fleet (with a length of >12m each vessel) to return waste to shore. The ceremony was held both online and offline, with 22 participants from coastal provinces. The fleet, including at least 25 ships, will return the non-biodegradable trash as well as ghost gear to shore, where they will be collected



© Directorate of Fisheries

and treated by specialized teams. The Directorate of Fisheries will consider replicating the model and enforcing regulations governing plastic waste management on fishing vessels and ports in light of the findings.



**PROJECT**  
**“HUE - A PLASTIC**  
**SMART CITY IN CENTRAL**  
**VIET NAM”**

**(TVA)**

# Hue City determines to cut plastic waste leakage by 30% by 2024

Funding source: TVA



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Reducing plastic waste leakage by 30% by 2024 was one of the key topics discussed at the launching ceremony of the project “Hue – Plastic Smart City in Central Viet Nam”. On the November 11, the ceremony was organized by the People’s Committee of Hue City and WWF-Viet Nam. At the ceremony, speakers and guests evaluated the solid waste management system in Hue City, and made recommendations for improvement. The project “Hue – Plastic Smart City in Central Viet Nam” was developed with funded of WWF-Norway (via WWF-Viet Nam) and received by the People’s Committee of Hue City. The Project aims to help Hue’s authorities to protect the rivers, as well as wetland and coastal environment from plastic waste

through a wide range of interventions and involvement of stakeholders (including public sector, private sector, civil organizations and local communities). Hue City has set the target of becoming a Plastic Smart City by 2024, with 70% of solid waste at the source being sorted, collected and treated, and recyclable waste from landfills being recovered. Key partners include Hue City Department of Natural Resources and Environment, Hue Urban Environment and Public Works Joint Stock Company (HEPCO). The Project’s timeline is four years (2021-2024) and is divided into two phases: the launch phase (2021) and the implementation phase (2022-2024). It lays the groundwork for Hue’s goal of becoming a plastic-free destination by 2030.

## Program “Waste separation at source” rolled out

Funding source: TVA



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The project “Hue – Plastic Smart City in Central Viet Nam” collaborated with the People’s Committee of Hue City to carry out the program “Waste separation at source” in the old city areas according to Plan 4512/KH-UBND-GT. After distributing 468 trash bins for 156 locations, the Project will move on to the next phase, which includes the organization of communication activities and training for core officers on waste segregation.

## Environmental Information Center established

Funding source: TVA

The project “Hue – Plastic Smart City in Central Viet Nam” began working with Hue Urban Environment and Public Works Joint Stock Company (HEPCO) in early December to construct the Environmental Information Center, which is scheduled to open in mid-March 2022. The Project commits to supporting the Environmental Information Center in organizing communication campaigns about plastic waste reduction and waste separation on an annual basis. Three major sections comprise the Environmental Information Center: i) Information Zone: providing information

on solid waste (recycled, hazardous and other wastes) and guidelines on waste separation according to Plan No. 1729 by the People’s Committee of Thua Thien Hue province; ii) Exhibition Zone: displaying photos, documents and videos on how to sort solid waste at source, initiatives for recycling plastic waste, posters and models (3D models, wall painting, information displays, products made from recycled materials, etc.); iii) Interaction Zone: helping visitors practice waste recycling, organizing outdoor games, etc.



An underwater scene with a large, crumpled, translucent plastic bag floating in the water. Several striped fish, likely Surge wrasse, are swimming around the bag. The background is a deep blue ocean with some smaller fish visible in the distance.

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