



# Collaborative Action for Single-Use Plastic Prevention in Southeast Asia



## Background

Existing production and consumption patterns in Southeast Asian countries are mostly based on a linear raw materials economy in which plastic materials are poorly managed and disposed of as waste after a short period of use. The widespread use of single-use plastic (SUP) contributes significantly to the pollution of water and seas. Low raw material prices, counterproductive incentive systems, a lack of awareness and viable alternatives are the main reasons for the rapidly growing amount of disposable plastic. Thai and Malaysian policy makers have recognised that the introduction of circular economy principles in production and trade along the waste hierarchy (i.e. reduce, reuse, recycle) can be an essential solution, although the focus on prevention strategies has only recently become a political focus.

The project responds to Malaysia's Plastics Sustainability Roadmap (2021-2030), Thailand's Plastic Roadmap (2018-2030), which aims at reducing or banning SUP products by replacing these with durable, repairable, and more environmentally friendly alternatives, and Indonesia's National Action Plan on Marine Plastic Debris (2017 – 2025).

## Our Goal

The aim of the project is to reduce single-use plastic waste with a clear focus on upstream strategies of prevention and promotion of re-use approaches. To this end, the project employs a blended approach, consisting of policy advice on circular economy and



extended producer responsibility (EPR) approaches (Malaysia only), capacity development for key stakeholders, local government pilot activities and support for innovative re-use business models. The project contributes directly to the Sustainable Development Goal to ensure sustainable production and consumption patterns (SDG 12), especially Target 12.5

“By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse”.

## What we do

- **Institutional Framework:** We advise and support our local partners and other key players in the development of recycling markets and implementation of systems for EPR (in Malaysia). Furthermore, we provide advice on product related environmental protection such as the development of eco-designs, recycled content targets, recyclability guidelines and material efficiency criteria. These can then be certified with eco-labels and supported through sustainable public procurement.
- **New Business Solutions:** We support Thai, Malaysian, Indonesian and other international partners in the development of innovative and sustainable reuse business models such as reusable food container systems for food delivery and refill applications for (household) cleaning products.

- **Pilot Projects:** We design and implement pilot projects aiming at SUP reduction with local municipalities and businesses.
- **Knowledge Management:** We analyse and collect lessons learnt and disseminate best practices to relevant institutions.

## Key results

- Enabling knowledge transfer and exchange through Institutionalization of multi-stakeholder working groups on EPR (Malaysia only), Eco Design for Recycling and local pilot projects in Thailand and Malaysia
- Development of a comprehensive policy recommendation paper on upstream measures for single-use plastic and packaging reduction in Thailand which is undergoing stakeholder consultation
- Publication of background studies with Öko Institut e.V. on upstream SUP policy options which aims to disseminate knowledge and good practices (Design for Recycling, Biobased and Biodegradable Plastics, Material Choices for environment-friendly packaging design, Recycled Content in Packaging Applications, Considerations for Packaging Classification)
- Transfer and exchange of knowledge on all topics covered in the project during 7 dialogue exchange events with international experts and stakeholders from South-East Asia.
- Capacity building through 6 in-depth training programmes on key policy instruments and tools for upstream SUP prevention.
- Dissemination of reuse solutions by setting up 2 reuse start-ups with our partner ENVIU, which were launched in the Malaysian market (Tapauware: a reusable food container for food delivery, FlexiFill: a refill solution for household cleaning products).
- Designing and implementing pilot projects aimed at SUP reduction together with local municipalities in Thailand (Phuket), Malaysia (Shah Alam) and Indonesia (Jakarta). Based on baseline assessments and stakeholder engagements with restaurants and hotels, an MoU was signed with partners.

## Imprint

Published by  
Deutsche Gesellschaft für  
Internationale Zusammenarbeit (GIZ) GmbH

Global Project  
“Support of the Export Initiative Environmental Protection” (BMUV)  
project duration 2019 to 2023

Köthener Str. 2  
10963 Berlin / Germany  
T +49 (0) 30 338 424 646  
E markus.luecke@giz.de  
I www.giz.de

More information  
<https://www.giz.de/en/worldwide/78869.html>

Edited by  
Markus Lücke  
Dr. Vanesa Rodriguez Osuna  
Thilanka Seneviratne

Design  
Crolla Lowis GmbH, Aachen / Germany

Printed by  
Braun & Sohn, Maintal, Germany  
Printed on FSC-certified paper

## Project partners

### Thailand:

National Metal and Material Technology Center/ National Science and Technology Agency • The Office of National Higher Education Science Research and Innovation Policy Council • Thai Environmental Institute • Pollution Control Department • Thai Business Council on Sustainable Development • Thai Industrial Standards Institute • Plastic Industry Club/ Federation of Thai Industries • Plastic Institute of Thailand • Department of Environmental Promotion • Food and Drug Administration • ÖKO Institut e.V.

### Malaysia:

Economic Planning Unit, Prime Minister Department • Ministry of Environment and Water • Ministry of Housing and Local Government • Malaysian Green Technology and Climate Change Centre • Standard and Industrial Research Institute of Malaysia • ÖKO Institut e.V. • ENVIU • cyclos GmbH

### Indonesia:

Coordinating Ministry of Maritime Affairs and Investment • Provincial Government of DKI Jakarta • National Plastic Action Partnership • ÖKO Institut e.V. • ALAS by ENVIU • Indonesia Plastic Diet Movement (Gerakan Indonesia Diet Kantong Plastik)



Photo credits  
© GIZ, Napat Wesshasartar & Unsplash

As at  
June 2022

GIZ is responsible for the content of this publication.

On behalf of  
Federal Ministry for the Environment,  
Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)

Stresemannstraße 128 - 130,  
10117 Berlin / Germany  
I www.exportinitiative-umweltschutz.de

On behalf of:



Federal Ministry  
for the Environment, Nature Conservation,  
Nuclear Safety and Consumer Protection

of the Federal Republic of Germany