



## REDUCING PLASTIC WASTE ON LAND TO STOP OCEAN PLASTIC POLLUTION

The Philippines ranks as the third largest contributor globally of ocean plastic pollution. Much of its solid waste ends up in open dumping sites, allowing leakage into waterways connected to the marine environment. Ineffective solid waste management (SWM) systems do not include segregation at source, contributing to the mismanagement of plastic waste. Up to 750,000 metric tons of the country's plastic waste materials enter the oceans every year,<sup>1</sup> including into sensitive marine areas that house delicate coral reef ecosystems around the island of Negros.

USAID's Municipal Waste Recycling Program stimulated market interest in "zero-waste" products and packaging in Negros coastal communities. The Philippine Reef and Rainforest Conservation Foundation Inc. (PRRCFI), under the Sea Waste Education to Eradicate Plastic project, created innovative educational, business, and policy approaches. PRRCFI produced playful, effective, science-based materials to share solutions that help reduce ocean plastic pollution. Eight municipal governments worked with PRRCFI to improve SWM regulations. Stakeholders devised market-based strategies to reduce, reuse, and recycle plastic waste.

### ZERO-WASTE CONVENIENCE STORES SHOWCASE A NEW MODEL

PRRCFI prototyped zero-waste convenience stores as social enterprises, demonstrating that market solutions can reduce plastic waste on the consumer side. Convenience stores, ubiquitous in every community, have become a major source of plastic waste nationwide in the Philippines and elsewhere. Under this new zero-waste business model, consumers buy essential household products, supplied in bulk by Nestlé and other brands, at a reduced price as incentive for using inexpensive, reusable containers. The stores offer reusable containers for sale but customers are encouraged to bring their own.

### MOBILE MUSEUM ENGAGES CONSUMERS, MUNICIPALITIES ACT ON PLASTIC WASTE

PRRCFI introduced Fishbolan, an interactive mobile museum as a "bottom-up" public outreach campaign. Designed to look like a real fish food cart decorated with recycled plastic (pictured in the banner above), the Fishbolan museum featured games, interactive models, and informational products that outlined action steps for dozens of communities to help reduce ocean plastic pollution. PRRCFI also worked with eight municipalities using a "top-down" approach to develop Municipal Action Plans on Plastic Waste to enable more effective SWM and to enact legislation to reduce single-use plastic waste.

**PROJECT:** Sea Waste Education to Eradicate Plastic (SWEEP) | **DURATION:** March 31, 2018 – March 31, 2020

**IMPLEMENTER:** Philippine Reef & Rainforest Conservation Foundation, Inc. (PRRCFI) | **LOCATION:** Southern Negros Island Marine Key Biodiversity Area and Bacolod City, Philippines | **BUDGET:** \$221,994

<sup>1</sup>Jambeck, J.R. et al. (2015). Plastic waste inputs from land into the ocean. *Science* 347(6223), 768-771. doi: 10.1126/science.1260352



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### HIGHLIGHTS TO DATE

- **Eight municipalities** in the Southern Negros Marine Key Biodiversity Area now have **stronger Municipal Action Plans on Plastic Waste**.
- PRRCFI opened eight **zero-waste convenience stores**, called Wala Usik, or "Nothing Wasted," featuring **plastic-free products** and items **without plastic packaging**.
- The interactive **Fishbolan mobile museum** stopped at government offices, schools, and public locations to **provide 44,615 hours of education** to help curb ocean plastic pollution.
- PRRCFI engaged local media, civic groups, universities, and businesses. Efforts reached **6,140 women and 12,000 youth**.