

# Phasing out Single-Use Plastic (SUP): Creating a New Default - a Pilot Project (Phuket, Thailand)

SEED Practitioner Labs Policy Prototyping – Thailand 2020



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<b>Focus:</b>	Sustainable consumption, climate change mitigation and adaptation
<b>Ecosystem Impact:</b>	Resource efficiency
<b>Lab Cycle:</b>	Policy, Thailand 2020
<b>Solution Developers:</b>	GIZ

- A lack of access to technology**, research and development support to design, test, develop and scale production and manufacturing; and
- A lack of access to funding or incentive mechanisms** enabling MSMEs to compete fairly in the market.

## Background

Thailand has been amassing two million tons of plastic waste per year over the last decade. To tackle the issue, the Thai government has issued a Roadmap on Plastic Waste Management 2018-2030 and an Action Plan on Plastic Waste Management 2018-2022 as the policy frameworks to deal with Thailand's plastic waste problem. The roadmap aims to reduce and stop the use of single-use plastics and replace it with environmentally friendly materials. It includes a ban on seven plastic products by 2022 and aims at transforming Thailand into a 100 percent reusable plastic society by 2027.

The Ministry of Natural Resources and Environment, which proposed the roadmap, expects that this policy framework will reduce the volume of plastic waste by 0.78 million tons a year and save 3.9 billion baht in waste management costs annually. The roadmap will also help reduce the emissions of greenhouse gases to 1.2 million tons of CO<sub>2</sub> equivalent per year.<sup>1</sup>

Meanwhile, there are a growing number of MSMEs and growing markets in alternative, environmentally friendly products as realistic alternatives to plastic. These innovations contribute to the existing Thai action plans, and these actors can benefit from related measures promoting eco-design and eco-product standards to find a ready market.

However, the capacity of these innovative MSMEs to fully contribute is currently limited due to:

- A lack of access to market** due to higher cost of plastic alternatives in comparison to traditional plastic products;

## Solution Overview

The CAP-SEA project aims to prevent SUP and prepare for plastic reuse. It supports the implementation of SUP prevention policies such as Thailand's Plastic Road Map and the Action Plan, by aiming for these five key results:

- Systematically strengthening the market for plastic recycling.
- Helping local governments and civil society actors gain knowledge to design better policy instruments which stimulate plastic recycling markets
- The design of more sustainable products by traditionally heavy plastic-consuming sectors leading to improved resource efficiency.
- Business models co-developed via replication of Thai and EU models for single use plastic prevention and/or reuse are developed and tested.
- Lessons & best practices are analysed and disseminated to relevant institutions (such as Thai Environmental Institute).<sup>2</sup>

GIZ and partners have developed a **roadmap and theory of change on effective cooperation** that emphasises the significance of collaboration between four actors: i) local government, ii) community organisations, iii) large corporations, and iv) the MSME community.<sup>3</sup>

<sup>1</sup> Foreign Office, The Government Public Relations, Department, Office of the Prime Minister 2019. Retrieved from [https://thailand.prd.go.th/1700/ewt/thailand/ewt\\_news.php?nid=7831&filename=index#:~:text=The%20Cabinet%20on%2017%20April,it%20with%20environmentally%20friendly%20materials](https://thailand.prd.go.th/1700/ewt/thailand/ewt_news.php?nid=7831&filename=index#:~:text=The%20Cabinet%20on%2017%20April,it%20with%20environmentally%20friendly%20materials).

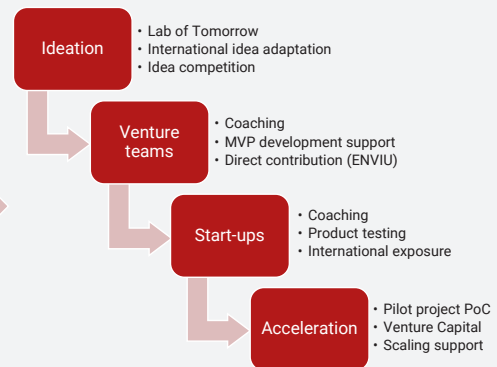
<sup>2</sup> GIZ CAP-SEA Project Brief

<sup>3</sup> Corporations refer to large companies and conglomerates, usually owned by stakeholders. Business community refers to smaller business entities and local SMEs.

## Pilot project set-up to create favorable conditions for SUP prevention Start-Ups



## Development of SUP prevention Start-Ups



A pilot project in Phuket is planned to test this comprehensive model at a local level, test SUP-reduced default standards in consumer goods and test ways in which SUP prevention can be (more) successful. It combines the innovative strength of small enterprises with the scaling power of larger corporates and local governments. Learnings from the pilot project will be replicated on a larger scale in other municipalities within and beyond Thailand.

The pilot project is expected to start in January 2021. Target activities include i) reduction of foams and plastics in local markets, food courts and streets; ii) reduction of SUP items in Jungceylon and Robinson malls; iii) SUP reduction in the accommodation sector; and iv) collaboration with GIZ's EU Marine Littering Project. MSMEs will be engaged in all activities as alternative solution providers. Incubation, business model development and matchmaking activities will be implemented as next steps.

### Benefits to Eco-inclusive Enterprises

This project benefits MSMEs in Thailand in several ways, including:

- Engaging MSMEs in all activities by involving them as alternative plastic solution providers
- Increasing demand for MSME products and driving them to scale their operations by having them supply plastic alternative products and services.

- Procuring additional resources for MSMEs through stakeholder commitments toward SUP elimination.

### Policy Benefits

The private sector can play an influential role in achieving Thailand's goals of phasing out SUP and actualising sustainable consumption and production in Thailand. The CAP-SEA project aims to reduce SUP by supporting governments to develop waste reduction policies, contributing to international knowledge exchange, replicating business innovations, developing environmental standards for SUP, and promoting SUP avoidance in the market. Mainstreaming SUP reduction will also expand markets for MSMEs offering plastic alternative products. Involving stakeholders such as the Thai Environment Institute, corporates (Unilever, Nestle, local malls), and eco-inclusive MSMEs like Fang Thai, the project is able to co-create policy solutions that are inclusive to the needs of the beneficiaries.

### Challenge Host Contacts

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### SEED Practitioner Labs Policy Prototyping

SEED Practitioner Labs Policy Prototyping work with policymakers and intermediaries over a multi-step collaborative process. Through this process, participants design policy instruments that increase access to and improve the quality of support mechanisms for socially inclusive and environmentally sustainable enterprises looking to scale their environmental, social and economic impacts.