The role of businesses

Single-use plastic initiatives in ASEM member countries

Asia-Europe Environment Forum (ENVforum) Webinar
Single-Use Plastic (Never)Ending Story
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Characterising single-use plastic waste reduction initiatives across ASEM, including:

Aims
Management set-up
Scale and size
Project activities
Types of innovations
Research approach

Scope:
• Single-use plastic waste initiatives in ASEM
  • bottom-up initiatives
  • self-sustainable
  • operational for at least one year

Methodology:
• Desk research and survey

Data collection:
• 51 ASEM partner countries
• Between November 2019 and January 2020
Asia-Europe Meeting Partner Countries
Findings from the review
Project objectives of the studied initiatives and projects

Refuse or Reduce
Reuse
Recycle
Recover
Dispose

Less preferred

Reduction of use
Reuse
Material recycling
Collection
Recovery

0% 20% 40% 60%

Total  Europe  Asia

ASIA-EUROPE FOUNDATION

ASIA-EUROPE ENVIRONMENT FORUM

Diversity Creates www.ASEF.org
Size and scale of the identified projects: *prevalence of medium-sized organizations with local or national scope of activities*

![Size vs Scope Graph](image)

- **Size**:
  - Less than 5
  - 5-50
  - 50-500
  - 500-5000
  - Above 5000

- **Scope**:
  - Institutional
  - City
  - Regional
  - National
  - International

Legend:
- Total ASEM
- Asia
- Europe
Managing organizations: the majority of identified projects were initiated by for-profit organizations

- Businesses: 66.04%
- NGO/CSO: 28.30%
- Other: 5.66%

Type of businesses:
- Recycling Company: 27%
- Retailer/Distributor: 24%
- Plastic Industry Company: 21%
- Social enterprise: 16%
- Other businesses: 11%
Activities: projects initiated by businesses are more likely to focus on recycling and collection

Objectives
- Reduction of use
- Reuse
- Material recycling
- Collection
- Recovery

Activities
- Eliminates plastics
- Awareness-raising
- Trainings
- Change in product design
- Improves plastic waste collection
- Improves plastic waste recycling
- Clean-up/remediation
Activities:

*projects initiated by businesses are more likely to focus on recycling and collection*
Innovations delivered by the studied projects:

**Technological innovations were mostly delivered by for-profit organizations**

<table>
<thead>
<tr>
<th>Technological innovation</th>
<th>Product</th>
<th>Process</th>
<th>Infrastructural</th>
<th>Management</th>
<th>Economic</th>
<th>Cultural</th>
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<tbody>
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<td>Asia</td>
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## Examples of product innovations

### Products from recycled plastics:
- Valvert Nestle Belgium: 100% recycled plastic bottles
- New Movements (Norway): shoes from recycled materials
- Replas (Australia) outdoor furniture

### Products from plastic alternatives:
- BMJC (Bangladesh): plastic-like bags made from jute
- BambooLao (Lao PDR): bamboo straws

### New type of raw bio-materials:
- Crafting plastics studio (Slovakia): NUATAN, a new generation of bioplastic
- Sulapac (Finland): biodegradable, plastic-like material for mass-production
- Waste2wear (China): innovative fashion fabrics from recycled materials
Examples of process and infrastructural innovations

Improving waste collection and recycling processes:

• Redgroup (Australia): “RedCycle” collection program

Advancing recycling technologies:

• Elegro (Estonia): patented recycling technology for mixed household plastics

Upgrading or renewing the collection/recycling infrastructures:

• Tomra (Norway): innovative collection and sorting recycling systems
• Bangladesh Petrochemical Company: the first Bottle to Bottle PET recycling plant in Bangladesh
Take-aways
Businesses in ASEM for addressing SUP

- Mainly small and medium-sized organizations, with local or national-level focus
- Mostly focusing on collection and recycling
- High potential to deliver product, process and infrastructural innovations

- Business across ASEM has a crucial role in taking forward innovations to reduce SUP
- Policies are needed to support scaling-up their activities
Thank you for the attention!