

# PLASTIC WASTE FREE ISLANDS



## About the project

In 2019, with support from the Norwegian Agency for Development Cooperation (Norad), IUCN launched the Plastic Waste Free Islands (PWFI) project, as part of its global *Close the Plastic Tap* Programme. Implemented in Fiji, Vanuatu and Samoa in Oceania and Antigua and Barbuda, Saint Lucia and Grenada in the Caribbean, the project seeks to promote island circular economy and to demonstrate effective, quantifiable solutions to addressing plastic leakage from Small Island Developing States (SIDS).

Key stakeholders from governments, private sector and civil society, united in a vibrant learning and leadership network, will co-generate and demonstrate demand-responsive solutions to plastic waste incorporating policy, business operations, and citizen behavior changes.

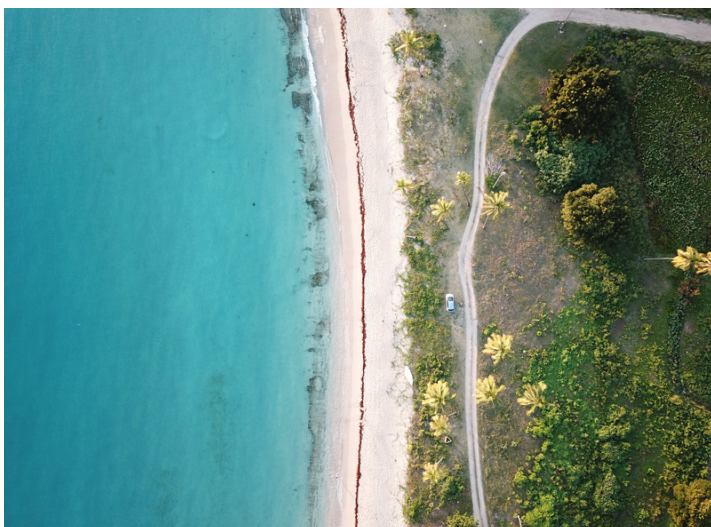


Photo: Joao Sousa

## 2020 OVERVIEW

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Launch in the  
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*February 2020*

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to cope with COVID-19

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Jan-Feb 2020

# Launch in the Caribbean & Oceania

The beginning of 2020 marked the launch of the Plastic Waste Free Islands (PWFI) project in Oceania and the Caribbean. In total, six launch events took place in the two regions, hosted by IUCN in cooperation with the Norwegian Agency for Development Cooperation (Norad) and the Governments of the six countries.

In efforts to assist Pacific countries in reducing plastic waste generation and leakage from islands, inception workshops were hosted with the Fiji Ministry of Waterways and Environment, Vanuatu Department of Environmental Protection and Conservation, Samoa Ministry of Natural Resources and Environment. Stakeholders from other government ministries, NGOs and private sector organizations were also present.

Read the article [here](#)



Photo: Joao Sousa

IUCN Oceania  
23 February · 🌐

Plastic pollution is a serious problem.

About 100,000 marine mammals and turtles and 1 million sea birds are killed by marine plastic pollution annually.

Gathered in Apia, Samoa last week to launch the Plastic Waste-Free Islands (PWFI) inception workshop were the team from IUCN Oceania and the Global Marine and Polar Programme. Participants present included relevant business partners and government stakeholders.

Supported by the Norwegian Agency for Development Cooperation (NORAD), the PWFI is a three year initiative that will be implemented in Fiji, Samoa and Vanuatu.

#BeatPlasticPollution #IUCNPlastics #PWFI #Samoa

Images courtesy of Varea Romanu/IUCN Oceania



Facebook post by IUCN Oceania. Photo: Varea Romanu

In the Caribbean Region, the project is being executed by IUCN's Regional Office for Mexico, Central America and the Caribbean (IUCN ORMACC), alongside the Organisation of Eastern Caribbean States (OECS), who is acting as regional implementing partner. Recognizing the challenges, but also the opportunities and efforts taken place in the Caribbean region to tackle the problematic of plastic pollution and marine litter, IUCN held three launch events in Antigua and Barbuda, Saint Lucia and Grenada. These events gathered government representatives, civil society, academic institutions and local communities from the Caribbean region.

Read the article [here](#)



***"IUCN is committed to support the efforts of Caribbean countries in particular to protect its Biodiversity, Natural Resources and the Health and Development of its people. We are very excited and optimistic to start this new initiative in partnership with governments, key civil society organizations, private sector, and regional partners such as the OECS."***

Ms. Viviana Sánchez,  
IUCN-ORMACC Acting Regional Director



February 2020

# National plastics quantification and material flow analysis

Starting in February 2020, IUCN contracted Asia Pacific Waste Consultants (APWC), who are undertaking a plastics quantification within the Caribbean and Pacific regions to identify the life cycle of seven plastic types within three sectors: tourism, fisheries and waste management. Still ongoing in some islands, the study investigates plastics production, imports and exports, plastic processing and end-of-life solid waste management systems.



Photo: Martina De Marcos

## CARIBBEAN

IUCN and APWC collaborated with the Antiguan Solid Waste Management Authority of the Ministry of Health, Wellness and the Environment and engaged local volunteers from the NGO Zero Waste Antigua and Barbuda to complete more than 288 households and commercial premises interviews while collecting and sorting their waste. In addition to households and commercial premises, samples from yachts, cruise ships, fishing vessels and aircraft were also collected across the country to provide a moment in time snapshot. In-depth interviews were conducted with project stakeholders, including waste management representatives, customs staff, recyclers and private businesses. The data collected through this survey will be used to design interventions to effectively address plastic waste generation and leakage into the environment and in doing so help to drive the circular-economy agenda forward.

Read the article [here](#)

## OCEANIA

Notwithstanding the challenges faced during the early stages of the pandemic and consequent restrictions in the Pacific region, IUCN and APWC managed to kick off quantification work in Samoa in April 2020. In collaboration with the Ministry of Natural Resources and Environment of Samoa as well as the Samoa Travel Association, the team of around 13 well-trained local and regional staff worked both in the main islands of Upolu and Savaii. Data was successfully gathered and fieldwork completed in July covering the three sectors of waste management, fisheries and tourism. Sampling work as well as interviews coverage included more than 200 households, 10 domestic vessels, around 20 bottling companies as well as a handful of recycling companies.

June 2020

# Promotional video launch

*Up to 12 million tons of plastic debris enter the ocean every year. This has adverse impacts on the health of ocean ecosystems, the integrity of food supplies and people's livelihoods. IUCN is increasing its efforts to help Caribbean countries tackle this problem, this short three-minute production tells you how.*



San José, Costa Rica, 26 June 2020 – The International Union for Conservation of Nature launched a promotional video that introduces viewers to Plastic Waste Free Islands.

The introductory video was disseminated among regional media and other key national stakeholders. It is also available on the [IUCN's](#) and [OECS' website](#) and social media sites.

Aug-Dec 2020

# Alternative methodology to cope with COVID-19

*The global COVID-19 pandemic has forced the world to find new ways to operate to prevent a massive dissemination of the virus. Plastic Waste Free Islands is no exception; the project has developed an online working methodology to continue its work in the different islands.*



Facing the need to find an alternative solution to conduct the flow analysis of plastics in the two regions, IUCN partner Asia Pacific Waste Consultants (APWC) developed online training sessions to train in-country teams to carry out fieldwork activities and gather in-country data on their behalf.

The local teams were trained virtually over several online sessions in order to conduct field data collection, waste management audits and waste characterizations in the solid waste management, fisheries and tourism sectors. APWC also collaborated continually with Searious Business, the consultancy team that was working in parallel on the qualification component of the project.

Following this, fieldwork successfully began or continued in the two regions. Find out more about the advancements of the work in Grenada and Saint Lucia [here](#) and in Vanuatu, Fiji and Samoa [here](#). Click on the photos to read the updates from APWC!

Port Vila, Vanuatu



Grenada



Lautoka, Fiji



Photos: Asia Pacific Waste Consultants (APWC)



# Preliminary solutions

IUCN partner Searious Business worked on identifying nine potential solutions and alternative value chains for preventing plastic waste generation and leakage in the project countries.

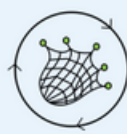
By understanding volumes of plastic waste, Plastic Waste Free Islands seeks to provide practical solutions based on local knowledge and best practices. Through the work of IUCN partner Searious Business, preliminary solutions have been identified, focusing on addressing plastic at the source whilst ensuring financial returns to the tourism, fisheries and waste management sectors.

Following the identification of potential solutions, six national Selection Committee Meetings were organized, including representatives of the sector authorities. The idea of the meetings was to determine the socialization and prioritization of two concept solutions per country. Working groups were then established for each concept solution for posterior socialization and agreements for implementation.

More information will be provided on these solutions as they are being prototyped.



1. Bottle to bottle recycling



4. Fishery solutions: Net to net recycling



7. Non-food Dispensing system



2. Reusable PET water bottles from bottling company 25x reuses



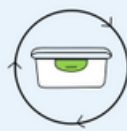
5. Fishery solutions: Reusable fish packaging



8. Waste 2 product



3. Reusable water bottles at hotel



6. Reusable food containers



9. Circular B2B logistics

*“Think of tourists receiving only one bottle during their stay, with easy ways to refill it. Another approach might be replacing the mini bottles of shampoo in hotels and spas with dispensers. In this way, we intend to reduce plastic waste by 80 per cent.”*

December 2020



# Public service announcements

December marked the implementation of public service announcements with the support of Plastic Waste Free Islands for the Ministry of Health, Wellness and Environment's Anti-Litter Campaign in Antigua and Barbuda.

Photo: screenshot from Plastic Waste Free Islands video

The Anti-Litter Campaign is a national educational campaign established throughout the country's phasing out process of single use plastic bags. It is in line with the Government's priority to encourage the population to report littering or illegal dumping.

With PWFI support, a short 20-second video has started being rolled out on two digital billboards in strategic areas of Antigua for a period of 8 months. A 1-minute video is also running for a period of 6 months on screens of one of Antigua's main cinema chains (Caribbean Cinemas). The PWFI team joined the Government in the celebration and is helping provide an additional push to the promotion of the video.

In Grenada, in an effort to support existing national interventions and policies that seek to reduce plastic waste generation and leakage, the Plastic Waste Free Islands introductory video went live on the Grenada Broadcasting Network television station for a period of one month. A voice version has also been aired on the radio.

 **Ministry of Health & The Environment, Antigua and Barbuda** ...  
December 8, 2020 · 🌐

The Ministry of Health, Wellness and the Environment Plastic Free Waste Island Project in Antigua and Barbuda. Through International Union for Conservation of Nature, Regional Office for Mexico, Central America, and the Caribbean (IUCN-ORMACC), with support from the Norwegian Agency for Development Cooperation (NORAD) to provide, enhance and co-generate sector specific action plans.

# help us reduce plastic waste  
# if you see it report it  
# Cleaner Antigua and Barbuda



This message was funded by the Norwegian Agency for Development Cooperation (NORAD) through the Plastic Waste-Free Islands (PWFI) project, executed by IUCN in collaboration with the Ministry of Health, Wellness, and the Environment



1:10 / 1:15

8 2 Comments 8 Shares

Facebook post by the Ministry of Health & The Environment, Antigua and Barbuda

# Meet our new colleagues!

## Meet Michelle

### MICHELLE HEADLEY

Michelle holds a Bachelor of Arts Degree in Tourism Studies and is a private consultant with vast experience in Destination Management. As the National Project Assistant with the PWF I project, Michelle is responsible for providing assistance to the National Project Focal Point and IUCN to ensure the effective implementation of the project's work plan and relevant activities related to waste reduction efforts in Saint Lucia. Additionally, she offers support in arranging relevant workshops, trainings and national meetings for the project. Michelle really enjoys meeting and interacting with people and as such this was her driving force in starting up her very own Destination Management Company!



## Meet Kenisha

### KENISHA CANNING

Having worked on a number of environmental projects in Grenada, Kenisha has recently joined the project as the National Project Assistant for the island. Working along with the National Project Coordinator and the various international consultants, her main duties include data collection, meeting coordination, dissemination of material, drafting of material and various other tasks.

Interestingly, Kenisha has initially set of to further her education with the aim of becoming a medical doctor. However, after an internship with the Environment Division working on various projects, she developed a passion for the preservation of the environment. She has already learnt a lot and knows there is still so much more to learn!



Welcome to the  
Plastic Waste Free Islands team!



The Plastic Waste Free Islands team would like to take this opportunity to thank all of the stakeholders working on the project and special thanks to the Norwegian Agency for Development Cooperation (Norad) for making this project possible.

## #CloseThePlasticTap

*Plastic Waste Free Islands is a project managed by IUCN and supported by the Norwegian Agency for Development Cooperation*



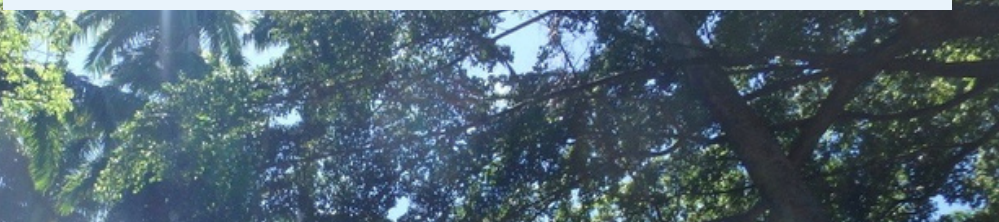
IUCN\_Plastics



plastics@iucn.org



<https://www.iucn.org/theme/marine-and-polar/our-work/close-plastic-tap-programme/plastic-waste-free-islands>



***A big thank you to all those that are playing a role, great or small, in the implementation of the project:***

Norwegian Agency for Development Cooperation (Norad)  
Fiji Ministry of Waterways and Environment (DOE)  
South Pacific Tourism Organisation  
Ministry of Economy of Fiji  
Samoa Ministry of Natural Resources and Environment (MNRE)  
Samoa Tourism Authority  
Samoa Tourism Operators Association  
Samoa Recycling Waste Management Association  
Ministry of Agriculture and Fisheries of Samoa  
Secretariat of the Pacific Regional Environment Programme (SPREP)  
Apia Export Fish Packers Ltd  
Vanuatu Department of Environmental Protection and Conservation (DEPC)  
Vanuatu Fisheries Department  
Department of Tourism Vanuatu  
Vanuatu Environmental Science Society  
World Vision Vanuatu  
Vanuatu Recycling and Waste Management Association / Recycle Corp  
Vanuatu Department of Customs and Inland Revenue  
Vanuatu Department of Local Authorities  
Japan International Cooperation Agency (JICA), Vanuatu  
Ministry of Health, Wellness and the Environment of Antigua and Barbuda  
Zero Waste Antigua and Barbuda  
Ministry of Tourism, Civil Aviation, Climate Resilience and the Environment of Grenada  
Environment Division of Grenada  
Ministry of Education, Innovation, Gender Relations and Sustainable Development of Saint Lucia  
Department of Sustainable Development of Saint Lucia  
Organisation of Eastern Caribbean States (OECS)  
UN Environment  
KfW  
Caribbean Biodiversity Fund  
Asia Pacific Waste Consultants (APWC)  
Searious Business  
Richard Beadle  
Jua Kali LTD  
Kenisha Canning  
Michelle Headley

***and all the IUCN team***