

SEA_{of} Solutions

18 - 20 September 2024



Delivering Actions
to End Plastic Pollution

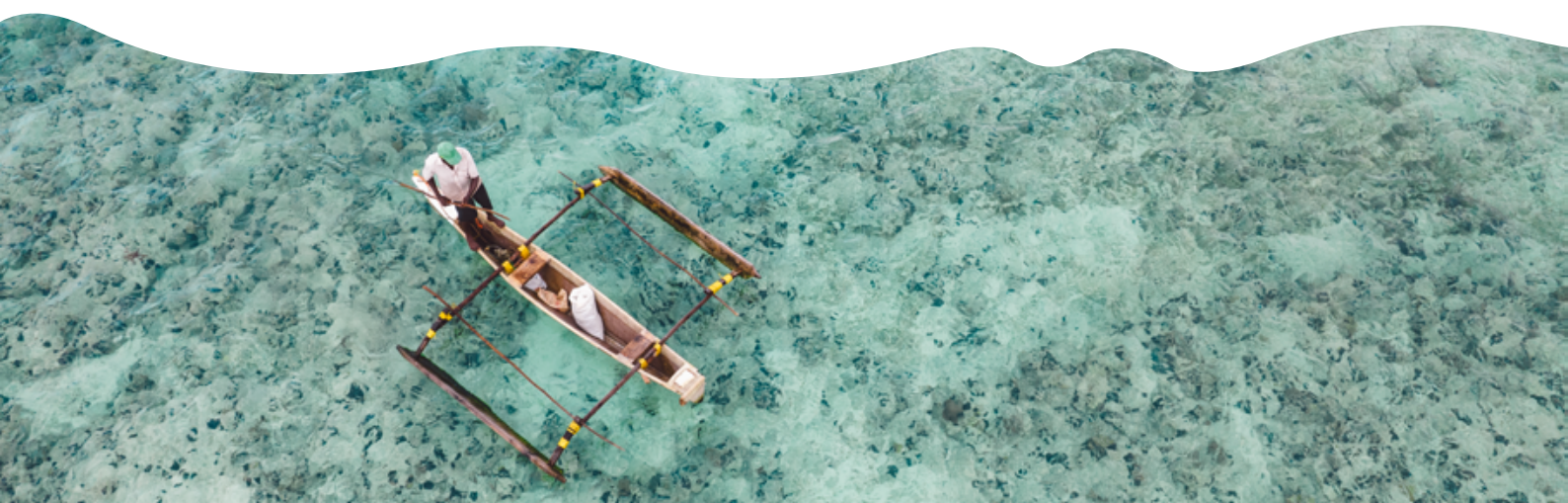


OUTCOME REPORT



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SEA OF SOLUTIONS 2024



INTRODUCTION

SEA of Solutions (SoS) is the annual partnership event dedicated to tackling plastic pollution at source, led by SEA circular, an initiative of the United Nations Environment Programme (UNEP) and the Coordinating Body on the Seas of East Asia (COBSEA), with support from the Government of Sweden.

Since 2019, SoS has served as a platform, which fosters sharing of information, best practices, meaningful dialogue, collaboration and partnership opportunities in promoting circularity in the plastic value chain among stakeholders in Southeast Asia.

Held on 18-20 September 2024, in Bangkok, Thailand, SEA of Solutions 2024 convened leaders and innovators from various sectors under the theme “Delivering Actions to End Plastic Pollution.” Participants from across the globe—including intergovernmental bodies, bilateral and multilateral organizations, civil society, policymakers, and research sectors—came together to explore recent advancements, reinforce partnerships, and identify strategies to scale up solutions. Sessions focused on science-based action, policy development, financing, circularity, and community engagement.

AT A GLANCE



OUTCOME SUMMARY

The insights, expertise and experiences exchanged over two days of engaging discussions resonate beyond the event. It has become clear that transforming the plastic value chain is not just a goal but a necessity—requiring collective action, innovative solutions, and strategic financing. The diverse stakeholders who came together have laid a strong foundation for partnerships that will continue to drive change. The knowledge and strategies shared could inspire global, regional, and local efforts to accelerate the shift towards a circular economy.

- 1. Circularity in the Plastic Value Chain:** The event underscored the need to shift from a linear production model to circular systems. Plenary sessions emphasized the need for policies and incentive schemes to promote innovative designs, reusable systems and life cycle approaches as critical pathways for closing the loop. Collaborative efforts between private sector and policymakers will be vital in scaling circular business models and solutions across Southeast Asia.
- 2. Community Engagement for Behaviour Change:** Several sessions emphasized the importance of social inclusion, particularly among youth and vulnerable communities like the informal waste sector. Behavioural shifts were highlighted as critical to reducing plastic use and enhancing waste management practices. Knowledge sessions discussed the role of local leaders and civil society organizations in driving behavioural change and engaging communities in sustainable plastic management strategies.
- 3. Policy and Regulatory Measures:** The importance of enabling policies was highlighted, especially for addressing gaps in waste management and recycling systems, as well as in boosting finance and circularity. Participants explored various EPR approaches across Southeast Asia, stressing the need for robust policy frameworks, global standards, and alignment with environmental goals. Strengthening local and regional policies to support circular systems was seen as essential for advancing sustainability in the plastic value chain.
- 4. Finance Mechanisms:** Financing emerged as a key theme, with discussions on de-risking investments, supporting informal waste workers, and creating flexible financing models. Participants called for collaboration between development finance institutions, governments, and the private sector to redirect capital toward circular systems and provide inclusive access to financial resources, particularly for women and the informal sector.
- 5. Science and Evidence-Based Action:** Throughout the sessions, the importance of harmonized monitoring systems and data-driven approaches was repeatedly stressed. Innovations in digital technologies and artificial intelligence (AI) were showcased as transformative tools for monitoring marine litter, optimizing recycling processes, and guiding policymaking. Evidence-based action, driven by robust data and international cooperation, was seen as critical for design-

Watch the Outcome Video



SoS WEEK

In recent years, addressing plastic pollution has been a key topic of discussion with the international community coming together in negotiating for an international legally binding instrument on plastic pollution. Combatting the plastic pollution crisis requires a multi-faceted approach and a multi-stakeholder dimension, through a life cycle lens.

Against this backdrop, SEA of Solutions 2024 offered a space for decision makers to connect with stakeholders from plastic value chains, research and science, youth, civil society, industry, and governments across Southeast Asia and the wider Asia Pacific region to exchange valuable knowledge and build partnerships that will allow for meaningful participation ahead of the fifth session of the Intergovernmental Negotiating Committee (INC-5).

A series of regional knowledge-sharing and capacity building events took place during the week. Within the margins of the SEA Solutions 2024, the following side-events took place:

1 Regional Training on Marine Litter Monitoring: Advancing Data Analysis

 15 - 17 September  Bangkok, Thailand

The Coordinating Body on the Seas of East Asia (COBSEA) and the Commonwealth Scientific and Industrial Research Organisation (CSIRO) organized a marine litter training focused on enhancing data analysis. The training was aimed at building the capacity of participants from eight countries in the East Asian Seas region to process raw data, identify hotspots, present statistics and develop informed policies to reduce plastic pollution and marine litter. The training also highlighted challenges on data management, national efforts, and promoted harmonization efforts.

2 Dialogue on Life-Cycle Approach to Addressing Plastic Pollution

 17 September 2024  Bangkok, Thailand

Together with Thailand's National Science and Technology Development Agency (NSTDA), UNEP's Life Cycle Initiative held a dialogue to enhance national capacity for managing plastic pollution through a comprehensive life-cycle approach. About 30-40 government and industry representatives participated in the dialogue, which aimed not only at equipping participants with knowledge and tools, but more importantly to catalyze a cohesive response at the national level.

3 Regional Training on Operationalizing Extended Producer Responsibility (EPR) for Packaging

 17 September 2024  Bangkok, Thailand

A capacity-building session was held with 39 participants from 14 countries, including representatives from Producer Responsibility Organizations (PROs), government officials, and the informal sector. The session explored key areas such as Extended Producer Responsibility policy development, the role of PROs, and just transition for informal waste workers. By focusing on practical strategies for managing packaging waste, this initiative strengthens the region's efforts to reduce plastic pollution and promote sustainability.

4 GPAP Community Breakfast: Leading the Change – Collaborating towards Ending Plastic Pollution in Asia

 19 September 2024  Bangkok, Thailand

The Global Plastic Action Partnership (GPAP), in collaboration with the SEA Circular Project, hosted a Community Breakfast and Meeting to bring together government officials, private sector leaders, and key stakeholders. The event focused on enhancing regional collaboration under the theme "Leading the Change: Collaborating Towards Ending Plastic Pollution in Asia." Such collaboration aligns with a global momentum towards a legally binding instrument to end plastic pollution, while highlighting regional cooperation in tackling plastic pollution at source.

MULTI-STAKEHOLDER PARTNERSHIPS

A call for continued and stronger multi-stakeholder collaboration was reiterated as a crucial element to scale efforts in ending plastic pollution. SoS 2024 offered unique opportunities for establishing, leveraging and enhancing partnerships for scaling initiatives and impacts.



“ Partnerships is very important, especially at the grassroots level, for example by identifying Champions who can effectively engage communities to encourage circular economy at the community level. Partnerships at the global level is also key. Indonesia is one of the first countries to launch the National Plastic Action Partnership through the Global Plastic Action Partnership platform, which can facilitate knowledge-sharing and investments.

Rofi Alhanif - Assistant Deputy for Waste Management, Coordinating Ministry for Maritime Affairs and Investment (CMMAI), Indonesia

”

“

SEA of Solutions is more than just a gathering. It is a movement of dedicated individuals and organizations working together to tackle one of the most pressing environmental challenges of our time. I myself have been impacted in the most meaningful way through SEA of Solutions. [We have met] some of our strongest partners that have driven us forward to help us meet our goals here at the SEA of Solutions.

Antoinette Taus - Founder, Communities Organized for Resource Allocation

”



“

In the last 20 years, UNEP through the Life Cycle Initiative, we have been promoting life cycle thinking – bringing these concepts to policymakers and decision-makers in businesses.

Llorenç Milà i Canals - Life Cycle Initiative, United Nations Environment Programme

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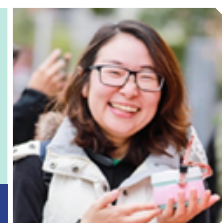


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Voluntary action can do a lot, but we have bigger challenges ahead of us, which require systematic change and commitment of every actor in the value chain, including governments and financial institutions, to work together in a more coordinated manner through effective policies.

Molly Jia - Plastic Initiative Project Manager, Ellen MacArthur Foundation

”



“

The private sector is not a single entity. It consists of different actors in the supply chain. Success can be limited due to fragmentation of projects. We need to consolidate impact to demonstrate effective strategies to the government and approach the challenge from a holistic view.

Patinya Silsupadol - Board Member, Thailand Institute of Packaging and Recycling Management for Sustainable Environment

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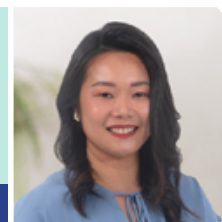


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Longer partnerships and appropriate capital can help address complex problems and can provide ample time to transition to circularity, while improving technical expertise and stress-testing circular business models.

Sing Suen Soon - Program Manager, SecondMuse

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Up to 60% of the population live in Asia with over a billion of them under 18. However, children and young people may often feel neglected as media and governments tend to prioritize experts. There needs to be children and young people's constituency represented in policy discussions.

Taskin Rahman - Head of Advocacy Campaigns – Asia, Save the Children

”



PROGRAMME

The SEA of Solutions 2024 featured immersive sessions and activities, designed to generate insights and inspire actions across sectors

18 September		19 September	
 Schedule (UTC +07:00)		 Schedule (UTC +07:00)	
09:00 – 09:30	High-level opening session: Delivering actions to end plastic pollution	09:00 – 09:30	Plenary session 5: Redirecting financing for plastic pollution solutions
09:30 – 10:00	Plenary session 1: Transforming plastic value chains	09:30 – 10:30	Plenary session 6: <i>See, solutions!</i> Leveraging partnerships and resources
10:00 – 10:30	Coffee and tea break	10:30 – 11:00	Coffee and tea break
10:30 – 11:30	Plenary session 2: Life cycle approaches to sustainability	11:00 – 12:00	Knowledge session 3: Understanding Extended Producer Responsibility
11:30 – 12:30	Plenary session 3: Unlocking circular business models		Knowledge session 4: Inclusive access to finance resources
12:30 – 14:00	Lunch break	12:30 – 13:30	Lunch break
14:00 – 15:00	Knowledge session 1: Re-designing for a circular plastics economy	13:30 – 14:00	Plenary session 7: Driving change locally and globally
	Knowledge session 2: Scaling reuse and refill: Strategies for success	14:00 – 15:00	Knowledge session 5: Measuring marine litter as a way to design and implement actions that work
15:00 – 15:30	Coffee and tea break		Knowledge session 6: Youth and media as change agents
15:30 – 16:50	Plenary session 4: Sound waste management for circular goals	15:00 – 15:30	Coffee and tea break
16:50 – 17:00	Day 1 highlights	15:30 – 16:30	Knowledge session 7: Preventing plastic leakage through cities
17:30 – 20:00	Networking reception		Knowledge session 8: Harnessing innovation, digitalization & the power of AI
		16:30 – 17:00	Closing session

20 September					
 Schedule (UTC +07:00)					
Innovative packaging in partnership with Huhtamaki		Plastic waste monitoring in Chao Phraya River		Waste prevention and collection in waterways	
09:30 – 10:00	Welcome and introduction	09:00 – 09:30	Introduction of The Ocean Cleanup's Interceptor 019	09:00 – 09:15	Opening ceremony and introduction
10:00 – 10:45	Tour of flexible packaging manufacturing facility	09:30 – 10:30	Group 1: Take a boat for Interceptor visit; Group 2: pLitter CCTV by GIC-AIT Q&A sections	09:15 – 10:30	Get on tour boats and collect waste from the canal trap
10:45 – 11:30	Exhibit of blueloop products and innovation Q&A sections	10:30 – 11:30	Group 1: pLitter CCTV by GIC-AIT; Group 2: Take a boat for Interceptor visit Q&A sections	10:30 – 11:30	Return to the MRC/sorting yard Q&A session and closing

Wijarn Simachaya - *President, Thailand Environment Institute*



“ The persistent and transboundary nature of plastic pollution underscores the need for even stronger cooperation and action at the global level. Regionally, ASEAN has developed an effective strategy that reflects both regional priority and identity. The Bangkok Declaration on Combatting Marine Plastic Debris that was initiated by the Ministry of Natural Resources and Environment of Thailand and endorsed by the ASEAN Summit reaffirmed the commitment of ASEAN Member States to protect the marine environment and enhance regional cooperation. ”

Marlene Nilsson - *Marlene Nilsson, Deputy Regional Director, United Nations Environment Programme Regional Office for Asia and the Pacific*



“ Reducing and eventually ending plastic pollution will require addressing the full lifecycle of plastics. This means changing the design of products, so they are designed for circularity. It means reducing our dependence on single-use and short-lived plastic products. It means using, re-using and recycling resources more effectively. And it means ensuring a just transition for the millions of informal waste workers around the world. ”

Armida Salsiah Alisjahbana - *Under-Secretary-General and Executive Secretary, United Nations Economic and Social Commission for Asia and the Pacific*



“ The adoption of Resolution 5/14 at the fifth session of the United Nations Environment Assembly (UNEA-5.2) in 2022 demonstrated the determination of member States to end the plastic pollution crisis. We are confident that the Intergovernmental Negotiating Committee (INC) on Plastic Pollution will continue to make progress on the draft text and, hopefully, will finalize the draft legal instrument by the end of this year. ESCAP is mandated by its Member States to strengthen regional cooperation on regional ocean governance, ocean data and statistics, the sustainable use of the ocean, the protection of marine ecosystems and ocean-based climate action in Asia and the Pacific. ”



PLENARY SESSIONS



>> Plenary Session 1: Transforming Plastic Value Chains

 18 September 2024  09:30-10:00  Conference Room 3

 **Moderator:** Rico Hizon, *Presenter and Former News Anchor, CNBC Asia, BBC World News, and CNN Philippines*

 **Speaker:** Apoorva Arya, *Chief Executive Officer, Circular Innovation Lab*

Shifting from a 'throw-away' culture towards a closed loop system requires a multi-faceted approach, and will include commitments and actions from different stakeholders. The first plenary session highlighted the value of a circular economy for plastics, including key drivers, benefits for people and the planet, as well as multi-stakeholder initiatives and scaling strategies.



Keynote Speaker, **Apoorva Arya**, emphasized the exponential growth of plastic consumption, and its associated risks – including harmful effects to public health. While plastics offer multiple benefits, the current systems of production, use and disposal present wide-ranging negative impacts on marine ecosystems, human health, the economy and climate change. Addressing such challenges will necessitate a circular economy approach, including re-designing plastic production, promoting resource efficiency and improving waste management infrastructures. Upstream solutions will play a key role in driving a shift toward circularity for plastic value chains. In her speech, Apoorva Arya underscored how an international legally binding instrument can bring together key players and stakeholders to accelerate the transition to a circular economy for plastics with an emphasis on life cycle approaches.



KEY TAKEAWAYS

- Governments can create an enabling environment for circular economy through strategic policy instruments and regulatory frameworks, including incentives and investments that support innovations for circularity
- Consumer awareness can drive lifestyle changes that can shape market shifts towards sustainability
- Businesses need to continuously engage with governments and consumers in ensuring compliance with regulations while meeting consumer needs to keep plastics in the economy and out of the environment
- Civil society organizations play a vital role in raising public awareness and mobilizing communities to catalyze change at policy and community levels



Plenary Session 2:

Life Cycle Approaches to Sustainability



18 September 2024



10:30-11:30



Conference Room 3



Moderator: Jessica Cheam, *Founder and Managing Director, Eco-Business*



Speakers:

- Llorenç Milà i Canals, *Head of Secretariat, Life Cycle Initiative, United Nations Environment Programme*
- Pongsak Padungkarn, *Vice President, Huhtamaki Flexible Packaging SEA0*
- Jitti Mungkalasiri, *CEO and Senior Researcher, Technology and Information Institute for Sustainable Development*

Life cycle approaches to sustainability are crucial in addressing the plastic pollution crisis, as highlighted in UN Environment Resolutions 4/9 and 5/14. A broader understanding of plastic's potential environmental, economic and social impacts in every stage of its life cycle, from raw materials through production to consumption and until it becomes waste, is needed for effective and lasting solutions. By evaluating these factors, stakeholders can identify critical intervention points, promote sustainable production and consumption patterns, and implement tailored strategies to mitigate plastic pollution.

The session highlighted the importance of Life Cycle Thinking (LCT) in mitigating detrimental impacts of plastic products throughout their life cycle. Speakers underscored how Life Cycle Assessment (LCA) can inform national policies to promote sustainability across the entire plastic life cycle. Enabling conditions to effectively apply life cycle approaches in policies and industry were discussed, including the need for capacity building and enhanced access to data, and collaboration across value chains was underscored to achieve comprehensive system-wide transformation.



KEY TAKEAWAYS

- Waste is a result of poor design and over-production – life cycle is key in addressing plastic waste and pollution as it moves away the focus on production and manufacturing alone, to include all stages of a product's life
- Life cycle thinking needs to be integrated in policies, hence policymakers must be aware of the importance of life cycle perspective, including tools and data for systems change
- Product innovations require collaboration both at upstream and downstream stages to close the loop

Plenary Session 3: Unlocking Circular Business Models

18 September 2024 09:30-10:00 Conference Room 3

Moderator: Pedro São Simão, *National Plastic Action Partnerships Lead, Global Plastic Action Partnership*

Speakers:

- Bintang Ekananda, *Co-Founder and CEO, Alner*
- Harsha Reddy, *Vice President and Global Head of Sustainability Development, Indorama Ventures*
- Le Ngoc Tuan, *Director General, International Cooperation Department, Ministry of Natural Resources & Environment, Viet Nam*
- Ujang Solihin Sidik, *Deputy Director for Producer Governance, Ministry of Environment and Forestry, Indonesia*
- Regula Schegg, *Founding Partner and Chief Financial and Operating Officer, Circulate Capital*

Innovative circular industry solutions across the plastics value chain and across regions are showing the way to enable a circular plastics economy. These solutions to tackle plastic pollution prove to be critical, as global plastic waste generation has more than doubled from 156 million tonnes in 2000 to 353 million tonnes in 2019 (OECD 2022a). Understanding how industry players have built these solutions, which incentives, enabling policy tools better support implementation, and what helps innovators and innovations scale were unpacked. Discussions highlighted how circular economy business models that address plastic pollution can contribute to a cleaner environment while creating economic opportunities.



This session offered valuable insights into innovative circular industry solutions. With global plastic waste doubling in the past two decades, the session examined how businesses can transition to circular, economically viable models. Participants explored the key enablers for business transformation, such as policies, financing, and multi-stakeholder collaboration. An example of which is the Global Plastic Action Partnership (GPAP), a multi-stakeholder platform hosted by the World Economic Forum, which aims to shape a more sustainable and inclusive world through the eradication of plastic pollution.



Some of the gaps identified include inadequate policy support and financing to enable circular business models to thrive. Although policies exist in countries, they tend to be fragmented. The international legally binding instrument may aid in harmonizing policies and standards. Finance and investments were also identified as a gap. Due to a lack of harmonized standards, definitions and policies, investors are mindful to provide the necessary investments. Incentive mechanisms, latest technologies and consumer engagement and public-private partnerships will be beneficial for adoption of circular economy business models.



KEY TAKEAWAYS

- Solutions exist, but need to be scaled and accelerated with targeted policy approaches, financing, and stakeholder consultation and collaboration.
- Downstream approaches are not enough, policies should support and enable upstream solutions, however, enforcement of policy measures remain a challenge for many countries.
- Regulatory frameworks will be crucial in attracting more investments, and this is where an international legally binding instrument may help in harmonizing approaches and create predictability for investors.

Plenary Session 4: Sound Waste Management for Circular Goals

18 September 2024 15:30-16:50 Conference Room 3

Moderator: Rico Hizon, *Presenter and Former News Anchor, CNBC Asia, BBC World News, and CNN Philippines*

Keynote Speaker: Yan Xia, *Youth Representative, Blue Circle*
Speakers:

- Antoinette Taus, *Goodwill Ambassador, United Nations Environment Programme*
- Bhen Aguihon, *Research and Policy Officer, UN-Habitat Philippines*
- Rofi Alhanif, *Assistant Deputy for Waste Management, Coordinating Ministry for Maritime Affairs & Investment, Indonesia*
- Susan Wingfield, *Programme Management Officer, United Nations Environment Programme*
- Yasuhiko Hotta, *Programme Director of Sustainable Consumption & Production, Institute for Global Environmental Strategies*

Every year, more than two billion tonnes of municipal solid waste (MSW) is generated globally (UNEP 2024). Due to rapid urbanization, The World Bank estimates a significant increase from 2.01 billion tonnes in 2016 to 3.40 billion tonnes in 2050 (Kaza, Yao, Bhada-Tata, and Van Woerden 2019). Without urgent action, detrimental effects of pollution will increase direct costs to society – further hindering the transition to a circular economy.

International and regional instruments and local initiatives exist to protect the environment and prevent pollution. This session provided an overview of cooperation at the global and regional levels through legal frameworks, and implementation at the country and community levels through national action plans and community engagement in ensuring environmentally sound waste management. However, some key challenges remain, particularly gaps in data and political support, required at both national and local levels. Knowledge sharing and strengthening capacities at the local level for local authorities and communities may help break silos and increase impact. Experts presented best practices and tools for managing plastic waste effectively and preventing plastic pollution, including marine litter.

Community and youth engagement was underscored in light of empowering frontline communities through implementation of innovative technologies and inclusive

business models. Overall, the session emphasized the importance of global and regional cooperation, alignment of national action plans, and community engagement in achieving zero-waste societies.



KEY TAKEAWAYS

- Plastic waste leakage in rural areas is catching up with urban areas; with less capacity and resources, rural areas need attention and support to prevent plastic leakage into the environment
- Data must be available and shared from local to national governments to provide the necessary support and enhance collaboration
- Multi-sectoral approach, such as coordination between private sectors, central and local governments, can be instrumental in implementing actions, particularly in effective waste management
- Multilateral agreements provide solid foundations for policy development, technical guidance and best practices
- Communities, including the youth and informal sector, are at the frontlines of the plastic pollution problem, they are part of the solution and can positively contribute through increased awareness, citizen science and improved livelihoods



Plenary Session 5: Redirecting Financing for Plastic Pollution Solutions

19 September 2024 09:00-09:30 Conference Room 3

Moderator: Sharanjit Leyl, *Senior Broadcast Journalist and Presenter*

Speakers:
• Regula Schegg, *Founding Partner and Chief Financial and Operating Officer, Circulate Capital*

The plastic pollution crisis and its detrimental impacts to the environment, health and economies persists, as the unprecedented growth in production and consumption has yet to be met with necessary investments proportionate to the extent of the issue. While directing financial flows to activities in a business-as-usual scenario is often considered less risky, doing so hinders a transition to a just and safe plastics circular economy (UNEP 2023).



This session highlighted the urgent need to shift financial flows from linear production to circular systems. Keynote Speaker, Regula Schegg, emphasized the role of private capital and institutional investors. Currently, there is a substantial funding gap to reduce mismanaged waste. Key challenges include the lack of sufficient private capital flow, especially in emerging markets, and the reliance on the informal sector for waste management. Implementing global rules and frameworks to reduce plastic waste and promote circularity, while showcasing successful investment models can help address the gap. Collaboration between private capital and development finance institutions was also highlighted to de-risk investments and attract more funding into plastic pollution solutions.



KEY TAKEAWAYS

- The cost of tackling plastic pollution is higher in emerging markets than it is developed markets, adding a strain on developing countries
- Plastic pollution prevention is considered a high-risk investment, often mostly needed in countries with unclear regulatory frameworks, preventing investments to flow towards those who need it, such as the informal waste sector
- Harmonized regulatory frameworks will be fundamental and critical to allow institutional capital, especially in providing level-playing field and in potentially de-risking investments to support entire supply chains

Plenary Session 6: See, Solutions! Leveraging Partnerships and Resources

19 September 2024 09:30-10:30 Conference Room 3

Moderator: Sharanjit Leyl, *Senior Broadcast Journalist and Presenter*

Speakers:

- Alvaro Zurita, *Head of Project, MA-RE-DESIGN, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)*
- Christina Jäger, *Co-Founder and Managing Director, Yunus Environmental Hub*
- Kate Philp, *Task Team Leader, Southeast Asia Regional Program on Combatting Marine Plastics (SEA-MaP), World Bank*
- Patinya Silsupadol, *Board Member, Thailand Institute of Packaging & Recycling Management for Sustainable Environment*
- Reo Kawamura, *Head of Environment Unit and Regional Knowledge Centre for Marine Plastic Debris, ERIA*

Plastic pollution has become a pervasive environmental issue, affecting every corner of the planet. This is particularly evident in the Southeast Asia (SEA) region, where inadequate waste management lead to rampant plastic leakage into the ocean. Efforts to tackle plastic pollution have gained significant momentum, especially following the historic endorsement by Member States at the 2022 UN Environment Assembly. This endorsement initiated the process to end plastic pollution through the establishment of the Intergovernmental Negotiating Committee (INC) and the negotiation of a global plastic treaty.



Addressing plastic pollution effectively requires leveraging partnerships and resources to enhance knowledge, capacity, and skills. Some of the barriers identified include having fragmented waste management systems, insufficient upstream financing, and insufficient equitable solutions to include vulnerable communities.

This session showcased successful multi-stakeholder collaborations and highlighted the importance of tailored inclusive policies, linking the issue of plastic pollution to

broader topics such as climate change and gender. Participants emphasized the need for resources and infrastructure to support regional action plans – and increased support for upstream initiatives to enable circularity. The session concluded with commitments to enhance collaboration, strengthen knowledge sharing, and transform accumulated insights into concrete actions, reinforcing the urgency of addressing plastic pollution effectively.



KEY TAKEAWAYS

- Resources, capacities and infrastructures remain as main challenges in preventing and managing the plastic pollution crisis
- Policy development must be inclusive and collaborative to leverage resources (including financial and non-financial) through partnerships among different stakeholders
- Private sector support and involvement is important; however, private sector actions can at times be fragmented, which can minimize a potential wider sector impact
- Regional roadmaps, in the context of global ambition and agreements, can support national-level actions all the way to local level initiatives to facilitate just transition to circular economy for plastic

Plenary Session 7: Driving Change Locally and Globally

19 September 2024 13:30-14:00 Conference Room 3

Recorded message: Josefina Belmonte, Mayor, Quezon City, Philippines

Plastics is widely used in modern society and is found in most aspects of a person's daily life, including clothing, packaging, electronics and automotive. Due to its unparalleled versatility, plastic has become a popular product across industries and communities. However, disposal of plastic materials contributes to increasing municipal waste, posing environmental, social, and economic challenges at local levels of governance.

Local policies and leadership therefore play a crucial role, with cities being at the frontlines of the growing global plastic crisis. In recent years, cities around the world are taking a more active role in leading the fight against plastic pollution, by implementing local policies and regulations aimed at promoting behaviour changes among businesses and consumers.

Through inclusive leadership and innovative tools in promoting circular approach, this session highlighted how positive impacts from cities level contribute to achieving a collective global goal of ending plastic pollution. The experience of



Quezon City in the Philippines was featured, under the leadership of Mayor Josefina “Joy” Belmonte. Home to around 3 million Filipinos, Quezon City is taking the lead in the holistic approach of a circular economy and sustainable practices for a plastic-free city. The practices include banning the use of disposable material, single-use plastic cutlery, and containers in the hotels, restaurants, and government offices in the city and establishment of the “Sari-Sari” community centres and Tarpaulin Upcycling programme. Local policies need to understand stakeholder needs, studying the behaviour of people, involving the industries, and working together with communities. Communicating environmental benefits and potential long-term benefits will also be crucial to moving towards the plastic pollution-free city.



Mayor Josefina Belmonte of Quezon City Philippines was honoured in the Policy Leadership category of UNEP's 2023 Champions of the Earth



KEY TAKEAWAYS

- Local governments are closest to people, and is therefore best positioned to understand the needs of its communities and employ measures that can create immediate impacts
- The burden of plastic pollution weighs the heaviest on vulnerable communities; their needs must be integrated into local policy approaches and governance frameworks
- Tackling plastic pollution needs a unified response – all stakeholders need to come together to align efforts



KNOWLEDGE SESSIONS



>> Knowledge Session 1: Re-designing for a Circular Plastics Economy

18 September 2024 14:00-15:00 Conference Room 3

Moderator: Llorenç Milà i Canals, *Head of Secretariat, Life Cycle Initiative, United Nations Environment Programme*

Speakers:

- Elisa Lai, *Co-Founder, Nyl-One*
- Molly Jia, *Plastic Initiative Project Manager, Ellen MacArthur Foundation*
- Norma Schönherr, *Manager Partnerships for Sustainability, Commerical Nonwovens, Lenzing Group*
- Vasimon Ruanglek, *Climate Impact and Circularity Senior Alliances Manager, Global Strategic Partnership, SCG Chemicals*

While single-use plastic bans and beach clean-up campaigns have created waves of consumer awareness and action, tackling plastic pollution requires rethinking the entire plastics economy from product design to trade, consumption and end-of-life. Addressing the entire system of the current plastics economy strengthens its economic viability while reducing plastic pollution at its source. According to the Ellen MacArthur Foundation (2002), the design of the product is estimated to influence up to 80% of its environmental impact throughout its life cycle.

Building on discussions from Plenary Session 3 “Unlocking Circular Business Models”, this session provided perspectives on accelerating the transition to a circular plastics economy. The discussions highlighted the essential elements and stakeholders required to re-design the plastics system from producers, to policymakers and research. The discussions also focused on a necessary system change, including policy support and incentive mechanisms, to facilitate adoption and scaling not only of innovative designs across different product types, but a wider system that takes into account material value throughout the product life cycle. While demand already exists, policy and incentives need to be enhanced. Collaboration among value chain actors at the onset of design stage is critical for success, as well as ensuring policies that provide a level playing field.





Knowledge Session 2:

Scaling Reuse and Refill: Strategies for Success



18 September 2024



14:00-15:00



Conference Room 4



Moderator: Dagny Tucker, Co-Founder, Perpetual; Founder and CEO, Vessel



Speakers:

- Darina Maulana, Circular Economist, Enviu Zero Waste Lab Program, Indonesia Lead
- Kasia Weina, Director and Founding Partner, Evergreen Labs
- Sing Suen Soon, Program Manager, SecondMuse

Reuse systems have the potential to drastically reduce plastic waste and pollution, enabling government, business and consumers with alternative packaging formats and a means to take action towards circularity and promote sustainable lifestyles. To realise their many potential benefits, however, reuse programs must be significantly scaled. Recognizing this need, SEA circular has partnered with Perpetual to develop a technical guidance on locally relevant reuse and refill systems and their potential to avoid or slow the generation of plastic waste in the region. The technical guidance aims to include actionable regional recommendations to promote reuse and refill systems.

The session highlighted the critical role of reuse and refill systems in reducing plastic waste in Southeast Asia. Key challenges discussed included overcoming consumer resistance to behavioral change, the need for businesses to operationalize refill models, and the prevalence of greenwashing. Key recommendations emphasized the importance of co-developing standards with stakeholders, fostering long-term partnerships with adequate capital for capacity building, and aligning products with global sustainability trends. Notable examples, such as decentralized refill system, presented effective strategies for scaling reuse initiatives. The session underscored the collaborative efforts necessary to drive meaningful change toward sustainable packaging solutions in the region.



>> Knowledge Session 3: Understanding Extended Producer Responsibility (EPR)

19 September 2024 11:00-12:00 Conference Room 3

Moderator: Francesca Montevercchi, *Plastic Technical Expert Consultant, United Nations Environment Programme*

Opening remarks: Kamala Ernest, *Coordinator, SEA circular Project, United Nations Environment Programme*

Speakers:

- Athalie Reyes, *Extended Producer Responsibility and Consulting Manager, PCX Solutions*
- Krishna Ayyakanna, *Waste Picker Entrepreneur and Vice President, Thyajya Shramika Sangha*
- Nattinee Netraumpai, *Board of Director and Head of Corporate Affairs, Unilever Thailand*
- Steve Hardman, *Chief Executive Officer, Plastic Collective*

ASEAN countries are experiencing significant economic growth and urbanization, leading to increased consumption and subsequent waste generation. However, many nations struggle with inadequate waste management infrastructure, fragmented regulatory frameworks, and limited public awareness. The Extended Producer Responsibility (EPR) could be a pivotal policy approach that assigns producers the responsibility for the entire lifecycle of their products, particularly focusing on their end-of-life disposal. In the dynamic and rapidly developing ASEAN region, the implementation of EPR is crucial for fostering sustainable growth and environmental stewardship.



This session aimed at identifying and addressing gaps in implementation by equipping policymakers, businesses, and community leaders with the necessary knowledge and skills to effectively implement EPR. Discussions delved into the status of EPR implementation in the ASEAN region, notable best practices, and practical guidance on policy formulation and enforcement. The session was aimed at fostering a collaborative environment where experiences and strategies could be shared, leading to the development of harmonized EPR policies across the ASEAN region. By doing so, cross-border cooperation can be enhanced, and ultimately, environmental impact reduced.

An upcoming UNEP report on EPR and the informal sector was noted. Participants stressed the need for EPR systems to incentivize and enable solutions that work further upstream.





Knowledge Session 4: Inclusive Access to Financial Resources



19 September 2024



11:00-12:00



Conference Room 4

**Moderator:** Jessica Cheam, *Founder and Managing Director, Eco-Business***Speakers:**

- Angelita Aguilos, *Manager, Women in Waste's Economic Empowerment (WWEE) Activity, EcoWaste Coalition*
- Christina Jäger, *Co-Founder and Managing Director, Yunus Environmental Hub*
- Dominic Thomson, *Deputy Director and Project Manager – Environmental Justice Foundation*
- Le Ngoc Tuan, *Director General, International Cooperation Department, Ministry of Natural Resources & Environment, Viet Nam*
- Parimita Mohanty, *Programme Management Officer, United Nations Environment Programme*

Plastic pollution is a global crisis which disproportionately affects the poorest and most vulnerable communities, constituting an environmental injustice. According to the OECD, the annual production of plastics has soared from 234 million tonnes to 460 million tonnes between 2000 to 2019 (OECD 2022b). An estimated 25% of which leak into the environment, mainly through disposal in uncontrolled dumpsites. Asia is a major producer and consumer of plastics and plastic pollution in the region threatens not only the right to a healthy environment, but the right to life, health and livelihood, particularly for communities who live near the areas with waste management infrastructures.

This session examined how financial mechanisms can support vulnerable communities, focusing on the informal sector and women impacted by plastic pollution. The session emphasized stakeholder collaboration and addressed challenges like limited financial literacy, lack of collateral, and gender biases. Solutions such as micro-credit, flexible financing, and community-based models in Thailand were discussed, highlighting the importance of linking investors with local communities. The session called for shifts in government and private sector mindsets, behavior changes in plastic consumption, and strong financial mechanisms in the global plastic treaty, including EPR and polluter fees.



>> Knowledge Session 5: Measuring Marine Litter as a Way to Design and Implement Actions

19 September 2024 14:00-15:00 Conference Room 3

Moderator: Ana Maria Kumarasamy, Associate Programme Officer in Plastic Pollution and Marine Litter, COBSEA

Speakers:

- Kate Philp, Task Team Leader, Southeast Asia Regional Program on Combatting Marine Plastics (SEA-MaP), World Bank
- Kathy Willis, Postdoctoral Researcher, CSIRO
- Luu Anh-Duc, Deputy Director, Department of Science, Technology and International Cooperation, Viet Nam Administration of Seas and Islands, Ministry of Natural Resources & Environment, Viet Nam
- Nao Takeuchi, Programme Management Officer, United Nations Environment Programme

Pollution of the world's oceans by plastic and other anthropogenic solid waste is a growing and transboundary problem. As a result, measuring and quantifying the extent of mismanaged plastic becomes ever more critical to inform policymakers on how to effectively identify and prevent pollution in the marine environment. Yet, a myriad of monitoring methodologies and technologies are preventing the regional harmonisation of data and further obstacles exist regarding data sharing on marine litter to avoid duplication. Overcoming these challenges is critical to solving the plastic pollution crisis.

This session highlighted the need for harmonized monitoring to create effective marine plastic pollution policies. The session showcased the GPML digital platform for data and technical guidance, discussed the SEA-MaP project's role in standardizing data across ASEAN, and covered Viet Nam's plastic waste challenges, emphasizing the need for international cooperation and improved infrastructure.





Knowledge Session 6:

Youth and Media as Change Agents



19 September 2024



14:00-15:00



Conference Room 4



Moderator: Gerald Wong, *Executive Director, EB Impact*



Speakers:

- Alexander Rendell, *Goodwill Ambassador, United Nations Environment Programme*
- Eiren Buenviaje, *Regional Coordinator, Youth Advocates for Climate Action Philippines*
- Taskin Rahman, *Head of Advocacy and Campaigns Asia, Save the Children*
- Wan Chi Lam, *Youth Climate Ambassador, Save the Children*

The role of youth in tackling the plastic crisis is unequivocal. Youth continue to be both part of the solution and the generation that will disproportionately suffer from the effects of climate change. The use of media has allowed youths to tap into its functions to mobilize populations for education and action. Crucially, while media has provided many transformative opportunities, it is the creativity and resilience within our youths that are fundamental to these creative and effective solutions.

Among the panellists, there is a consensus that more resources, time, and attention are needed to be directed to support the development of capacity among youths and to position youth empowerment as critical in the development of environmental policies. The path ahead for greater representation and involvement of youths on the global stage remains challenging, and it would be crucial for youths to cultivate patience and resilience.





Knowledge Session 7:

Preventing Plastic Leakage through Cities



19 September 2024



15:30-16:30



Conference Room 3



Moderator: Bhen Aguihon, *Research and Policy Officer, UN-Habitat*



Speakers:

- Boonchanit Wongprapinkul, *Project Manager, Plastic Smart Cities, WWF-Thailand*
- Evelyn Villar Sagun, *Capacity Development and Governance Manager, USAID Clean Cities, Blue Ocean Program;*
- Rahyang Nusantara, *Deputy Director, Dietplastik Indonesia*
- Ted Guayco, *Business Development manager, Plastic Bank Philippines*

The world produces 400 million tonnes of plastic waste each year – with only less than 10 per cent going through recycling, a significant amount of waste is lost to the environment, which make their way to the ocean through rivers, lakes and municipal waterways (UNEP 2021).

The discussions stressed the importance of effectively managing plastic waste by first focusing on reduction and prevention strategies. Initiatives must be inclusive, and tailored to specific stakeholders and communities, to allow wider participation and enhance impact. Social enterprise models may help facilitate community engagement, by providing capacity-building efforts and incentives.

Addressing the plastic pollution crisis requires localized strategies, with cities at the forefront of tackling waste. This session highlighted effective tools, strategies and the environmental, social and economic benefits of addressing plastic pollution at the municipal and cities level, linking local actions to global discussions on circularity, financing and marine litter.



>> Knowledge Session 8: Harnessing Innovation, Digitalization, and the Power of AI

19 September 2024 15:30-16:30 Conference Room 4

Moderator: Nao Takeuchi, Programme Management Officer, United Nations Environment Programme

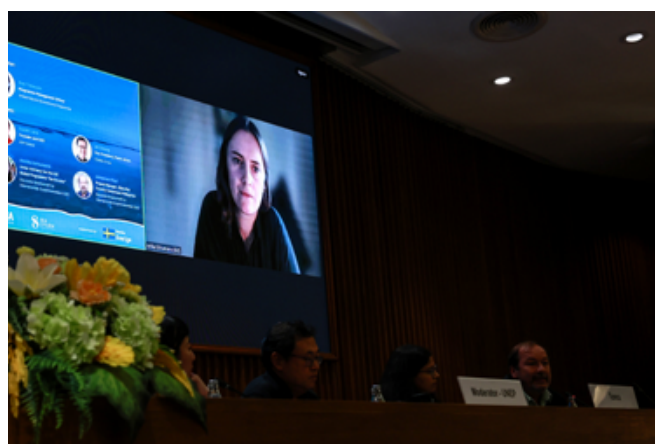
Speakers:

- Annika Schumann, Junior Advisor for the GIZ Global Programme "Go Circular", GIZ
- Jet Chang, Vice President, Public Affairs, TOMRA China
- Johannes Paul, Project Manager, 3RproMar Country Component Philippines, GIZ
- Surbhi Jore, Founder and CEO, ASM Global

The rapid development of digitalization and artificial intelligence (AI) has opened new frontiers in the fight against plastic pollution. These technological advancements offer unprecedented opportunities for innovation, enabling more efficient monitoring, data analysis, and decision-making processes.

Digital tools offer critical insights for governments, industries, and stakeholders, helping them understand problems and define solutions. City-level data can inform national policies, aiding in the reduction of plastic leakage and prevention of pollution. When designed thoughtfully, digital tools can advance agendas such as a just transition and higher recycling rates. However, the affordability and purpose-fit of these technologies remain key considerations. Three main challenges hinder the transition to a circular economy: lack of data accountability across the value chain, outdated technology for sorting food-grade materials and achieving closed-loop recycling, and limited understanding of plastic leakage in developing countries. Decision-makers often struggle to access reliable, science-based data to guide future strategies.

Among the solutions that were mentioned, digitalization is a key enabler of the circular economy. AI technologies may help improve material identification, enhance sorting accuracy for food and food-grade materials, supporting closed-loop recycling, among others. Tools for cities to map waste flows, baseline, benchmark, and scale national assessments were also discussed, as well as digital platforms to enhance supply chain transparency, providing traceability of materials from origin to reintegration into the circular economy.





INTERACTIVE LEARNING SESSIONS



Enhancing the collaborative experience, three interactive learning sessions were organized, which featured various stages of plastic life cycle, from production to waste collection. The field trips were organized as a half-day event on 20 September 2024, together with Huhtamaki, Bangkok Metropolitan Administration (BMA), Asian Institute of Technology – Geoinformatics Center (AIT-GIC), and TerraCycle. Each session was designed to encourage open discussion and idea-sharing among participants throughout the visit, fostering an engaging and interactive learning opportunity.

>> Interactive Learning Session 1: Innovative packaging in partnership with Huhtamaki

With over 100 years of history, Huhtamaki operates in 37 countries, providing packaging solutions for consumers around the world. The company's global network of manufacturing and sales units offer solutions in protecting food, people and the planet.

Huhtamaki's Thailand facility, a cornerstone of its flexible packaging operations, has served local and international markets for decades, consistently expanding and innovating. Huhtamaki's sustainable packaging solutions focus on material efficiency, recyclability, circularity and digital traceability. This session and site visit demonstrated how the upstream value chain can actively contribute to controlling plastic pollution through innovative design and manufacturing with a life-cycle perspective.

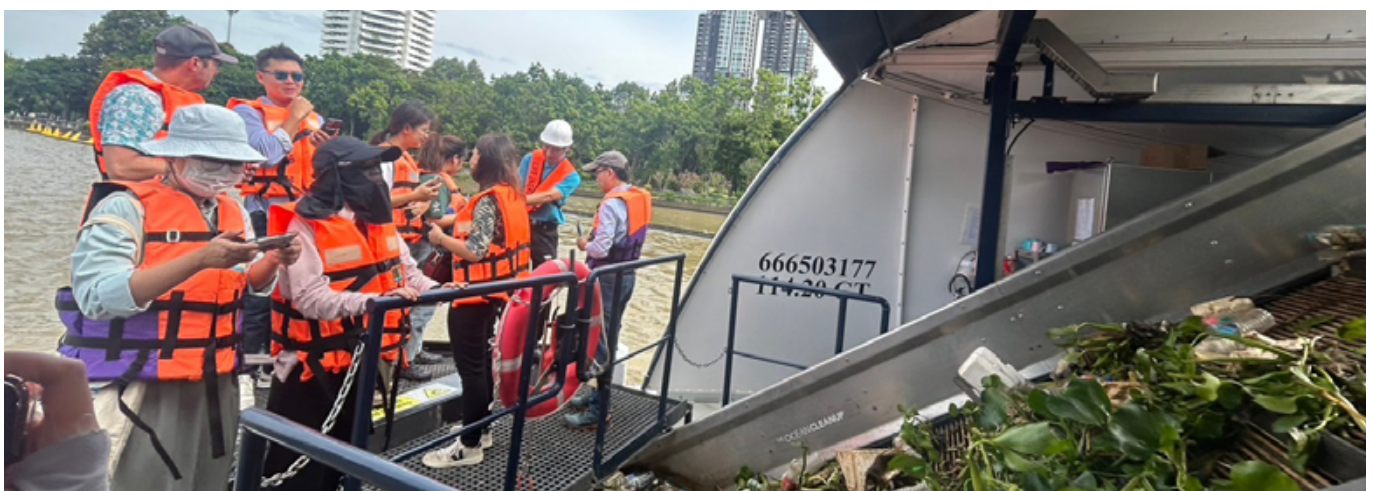


Interactive Learning Session 2: Plastic waste monitoring in Chao Phraya River

The Chao Phraya River is a major river in Thailand, flowing through Bangkok and into the Gulf Thailand. It is considered a major transportation artery with networks of river buses, cross-river ferries and water taxis. As part of the country's efforts to tackle plastic pollution in one of the world's busiest rivers, the Ministry of Natural Resources and Environment, the Department of Marine and Coastal Resources and Bangkok Metropolitan Administration together with The Ocean Cleanup and other key partners deployed the Interceptor 019 in March 2024.

The Ocean Cleanup's Interceptor 019 is a solar-powered, autonomous trash collection system, strategically located in an area where numerous canals converge and contribute to plastic debris in the river. It not only collects waste but also gathers data on plastic pollution for further research and solutions. This deployment marks a significant step in Thailand's fight against plastic pollution and the global effort to protect the marine environment.

The Chao Phraya's distributaries are interconnected by canals ("khlong"), which contribute to irrigation and transportation systems of Bangkok and surrounding areas. Plastic waste in these waterways poses a serious threat to ecosystems. Effective monitoring and collection are therefore crucial to preventing pollution from causing more harm to local communities and wider environment. Technological solutions, such as AI-powered image analysis and the pLitter CCTV system, are installed to identify and track plastic debris in rivers. These tools aim to improve waste management and prevent marine plastic pollution. With the support of the United Nations Environment Programme (UNEP), the Asian Institute of Technology's Geoinformatics Center and Mahidol University partnered to implement and train stakeholders on these technologies, fostering partnerships with local governments and communities in addressing plastic pollution.





Interactive Learning Session 3:

Waste prevention and collection in waterways together with communities

Working closely with local communities in regions with polluted waterways, the TerraCycle Foundation aims to reduce plastic waste through recycling and reuse solutions. In Thailand, TerraCycle is actively working with waste collectors in the Khlong Lat Phrao district. The group employs strategies such as river plastic capture traps to intercept waste before it reaches the ocean and engage in plastic collection and recycling projects. Additionally, they focus on engaging the community to promote responsible waste disposal practices.





CONCLUSION



Southeast Asia remains a major hotspot in the global plastic pollution crisis, driven by rapid urbanization, a rising middle class, and limited waste management systems. These issues have intensified economic, environmental, and social challenges across the region. Therefore, a unified vision and collective actions toward plastic waste-free communities and economies are essential to drive a transition to a circular plastic economy. Robust policies at the national and local levels, cross-sector partnerships, innovative solutions, and strengthened regional cooperation will be key enablers in this journey.

SEA of Solutions 2024 brought together diverse voices and reaffirmed a shared commitment to hope, collaboration,

and actionable steps. Each stakeholder plays a vital role in advancing a sustainable future—whether by promoting life-cycle approaches, fostering innovative financing, crafting impactful policies, or supporting a just transition to a circular economy that leaves no one behind.

As the SEA of Solutions continued to unite and build a community of experts and stakeholders, the event has become a vital platform for highlighting transformative innovations and enabling policies across governance levels. The dialogues and commitments that emerged will resonate further, catalyzing coordinated action and amplifying efforts toward a circular economy throughout Southeast Asia.

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ASM Global	Evergreen Labs	Sci Drones
Basel Action Network	GAIA	SecondMuse
Blue Circle	Global Plastic Action Partnership	Secretariat of the BRS Conventions
Buyo	Green Worms Waste Management	Technology and Information Institute for Sustainable Development
Circular Innovation Lab	Huhtamaki	TerraCycle
Circulate Capital	Indorama Ventures	Thailand Environment Institute
Commonwealth Scientific and Industrial Research Organisation (CSIRO)	INSEE Ecocycle	Thailand Institute of Packaging and Recycling Management for Sustainable Environment
Communities Organized for Resource Allocation (CORA)	Institute for Global Environmental Strategies (IGES)	Thyajya Shramika Sangha
Coordinating Body on the Seas of East Asia (COBSEA)	Lenzing Group	Tomra
Coordinating Ministry of Maritime Affairs and Investment, Indonesia	Ministry of Environment and Forestry, Indonesia	UN-Habitat
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Eco-Business	Perpetual	World Bank
Eco Waste Coalition	Philippine National Waste Workers Alliance	WWF Thailand
Economic Research Institute for ASEAN and East Asia (ERIA)	Plastic Bank Philippines	Youth Advocates for Climate Action Philippines

ANNEXES

Annex 1. Previous editions

SEA of Solutions has been held 4 times since 2019. During its launch, the first event, focused on informing, inspiring, and activating stakeholders on issues such as plastic waste trade, circular economy, and marine pollution solutions. In 2020, discussions revolved around managing the unprecedented increase in plastic waste as a result of COVID-19 pandemic and the opportunities to rethink plastic production and consumption. The 2021 event aimed at accelerating solutions through policy exploration, innovative technologies, and financing mechanisms. While in 2022, the SEA of Solutions spotlighted effective strategies to address the plastic pollution crisis, emphasizing plastic avoidance and alternative solutions design, expanding the lifecycle and use of plastics through product design and, consumption avoidance.



SoS 2022

23 - 24 November 2022
Virtual Event



SoS 2021

16 - 18 November 2021
Virtual Event



SoS 2020

24 - 26 November 2020
Virtual Event



SoS 2019

11 - 14 November 2019
In-person Event

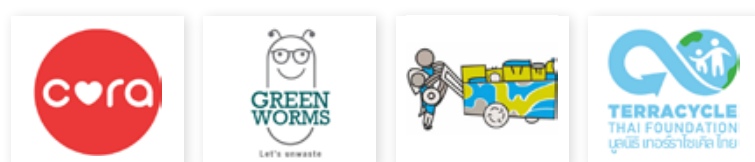
Annex 2. Exhibitors

Collective booths featured innovations and partnerships under the following thematic areas (click on the logos of exhibitors to explore their official websites):

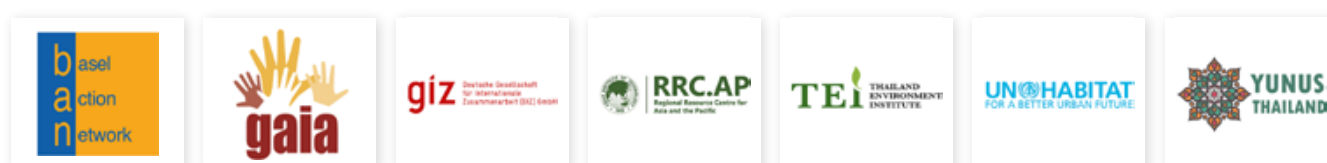
Circularity:



Community engagement:



Policy and regulatory measures:



Policy and regulatory measures:



Community engagement:



Annex 3. Communications outreach

During the SEA of Solutions (SoS) 2024, a communication outreach strategy was implemented to maximize visibility, engage stakeholders, and amplify the event's impact. To facilitate efficient information dissemination, the SEA circular team partnered with EB Impact and closely coordinated with the Division and Regional Communications teams.

Key activities and outcomes include:

A. Event Highlights and Daily Summaries

1. **SoS 2024 Summary Video:** A 2-minute summary video was published to provide an overarching recap of the event's achievements and activities.

Outcome video: <https://youtu.be/rl5jPWIPZbw?si=y1sLUY1uDw3n6RCg>

2. **Daily Highlights:** Short 60-second videos for Day 1 and Day 2 were published, respectively, capturing key moments and messages from each day.

Day 1 summary: <https://youtu.be/xxgynSxcv1U?si=1Sgj2-5HfCqPetZW>

Day 2 summary: <https://youtu.be/G0IRRIUSing?si=PM9UyJHCxj60m8Qq>

B. Content Distribution and Promotion

1. **Electronic Direct Mail (EDM) and social media campaign:** A targeted EDM campaign was executed to engage stakeholders, providing essential event updates, key messages, and links to additional resources.

- Emails Sent: 1,018
- Open Rate: 22.23%
- Click-Through Rate: 7.18%

2. **Social Media Statistics:** The pre-event campaign showcased significant engagement across various platforms, highlighting the effectiveness of our outreach efforts.

- **Post 1: SEA of Solutions 2024 introduction**

Instagram: [Views: 416](#) (Total watch time: 21 min 18 s)

Facebook: [Reach: 96](#) (Total watch time: 6 min 24 s)

LinkedIn: [Reach: 830, Engagement: 6.6%](#)

- **Post 2: Overview of 5 thematic areas**

Instagram: [Views: 219](#) (Total watch time: 11 min 48 s)

Facebook: [Reach: 89](#) (Total watch time: 4 min 21 s)

LinkedIn: [Reach: 325, Engagement: 4.6%](#)

- **Post 3: Featured plenary session**

Instagram: [Views: 303](#) (Total watch time: 17 min 57 s)

Facebook: [Reach: 90](#) (Total watch time: 7 min 29 s)

LinkedIn: [Reach: 246, Engagement: 4.0%](#)

- **Post 4: Overview of knowledge sessions**

Instagram: [Views: 193](#) (Total watch time: 7 min 57 s)

Facebook: [Reach: 85](#) (Total watch time: 7 min 6 s)

LinkedIn: [Reach: 266, Engagement: 2.3%](#)

3. **Social Media Posts:** The daily social media updates led by the UNEP ROAP Communication team took place on September 18, 19 and 20, with engaging posts designed to maintain a steady online presence and broaden reach. These updates likely included highlights, key sessions, and participant insights from events within this timeframe.

UNEP social media channels:

- Day 1 overview, 18 September: This post highlighted the key moments of Day 1, and showcased the active participation of stakeholders, particularly in discussions around life cycle, designs and circularity
See here: [LinkedIn post](#) | [X post](#) | [Facebook post](#)
- News coverage in Khmer Times, 18 September: Supplementing the news on the opening of the event is an article published in Khmer Times, which outlined the significance of the event in promoting collaboration and effective solutions to combat plastic pollution in the region
See here: [LinkedIn post](#) | [X post](#) | [Facebook post](#)
- Day 2 overview, 19 September: The post summarized the conclusions and action points from the second day, highlighting the role of producers, financing and youth as catalysts of change
See here: [LinkedIn post](#) | [X post](#) | [Facebook post](#)
- SoS 2024 Summary, 20 September: The summary video featured in this post served as the event outcome video with key messages from select speakers
See here: [LinkedIn post](#)

4. Banner Ads & Newsletter Features: Incorporating banner ads in partner newsletters significantly enhanced our outreach. By tapping into our partners' subscriber lists, we effectively targeted an audience interested in sustainability. These ads directed traffic to event highlights and key announcements while reinforcing our brand presence in the sustainability space, proving to be a valuable tool for engaging stakeholders

5. Featured Stories on Partner Channels: Articles and feature stories published on partner channels highlighted the event's key themes, outcomes, and impact.

- [GIZ co-hosts 'See Solutions!' to strengthen partnerships in combatting plastic pollution at the SEA of Solutions 2024](#)
- [The UN's Call to Combat Plastic Pollution Worldwide](#)

C. Onsite Branding and Knowledge Products Dissemination

1. SEA of Solutions Webpage: A dedicated webpage provided a central hub for daily updates, photos, videos, and other resources, keeping participants and stakeholders informed. [Read more](#)
2. Venue Branding: The event venue featured a photo backdrop, exhibition booth, and SEA circular branding, with posters, banners, and project videos displayed on TV screens. Knowledge products were readily accessible for attendees.

D. Media Engagement

1. Media Presence: Journalists from Southeast Asian countries, including Cambodia, Vietnam, the Philippines, and Indonesia, actively participated, publishing articles, reports, and social media posts. A comprehensive media pack was shared with journalists to support accurate and impactful coverage.
 - [SoS 2024 kicks off in Bangkok to tackle plastic pollution](#)
 - [Asian nations urged to increase recycling to cut plastic pollution](#)
 - [VTV News](#)

The communication outreach engaged a wide audience, with substantial media coverage from Southeast Asia-based journalists and strong social media engagement. The coordinated approach, incorporating multimedia content and real-time updates, reinforced event messages, boosted stakeholder engagement, and ensured that the event's key outcomes and calls to action reached a broad audience across the region.

SEA_{of} Solutions

Delivering Actions to End Plastic Pollution

18-20 September 2024



SEA
circular
solving plastic pollution at source

<https://digital.gpmarinelitter.org/project/1>



sea-circular@un.org

