



Sweden  
Sverige

**Title:** Step-by-Step Approach to Launch Marine Litter Online Course in Malaysia, Overcoming Challenges and Solutions for Nationwide Buy-In at All Levels

**Objective:** How to effectively make it mandatory for government, private sector, academia, civil society and community based organisations to benefit from a free Massive Open Online Course on Marine Litter and to inspire them at all levels to execute and start a knowledge transfer chain effect.



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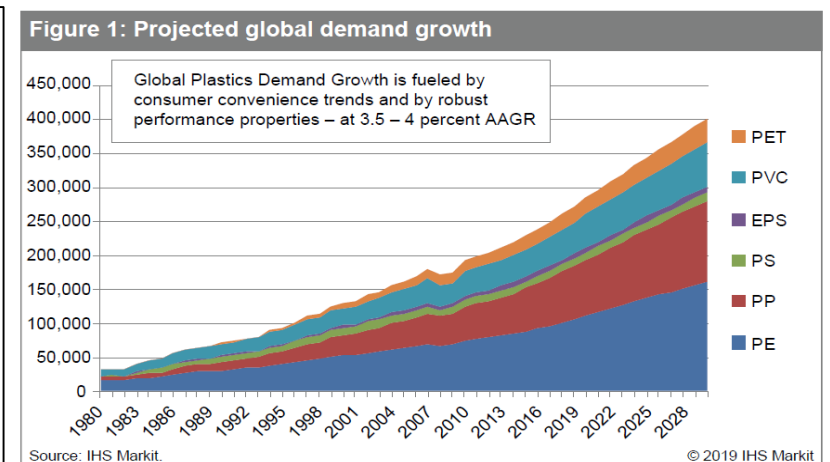
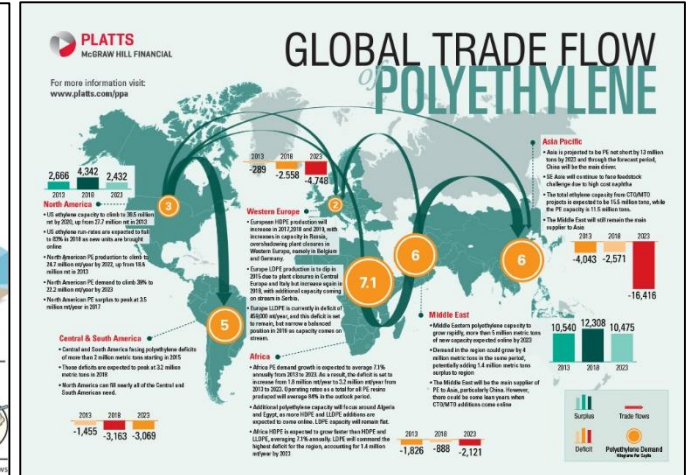
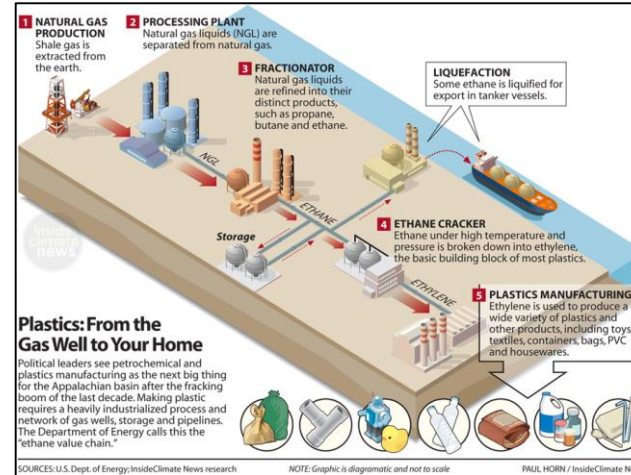
# REALITY CHECK FOR MARINE PLASTIC ISSUES; CHALLENGES AND SOLUTIONS

## Challenges;

- POLITICAL & BUSINESS DECISIONS
- IMBALANCE OF COMMERCIAL BENEFITS & ENVIRONMENTAL IMPACTS
- BIG INVESTMENTS FOR IMMEDIATE CHANGE

## Solutions;

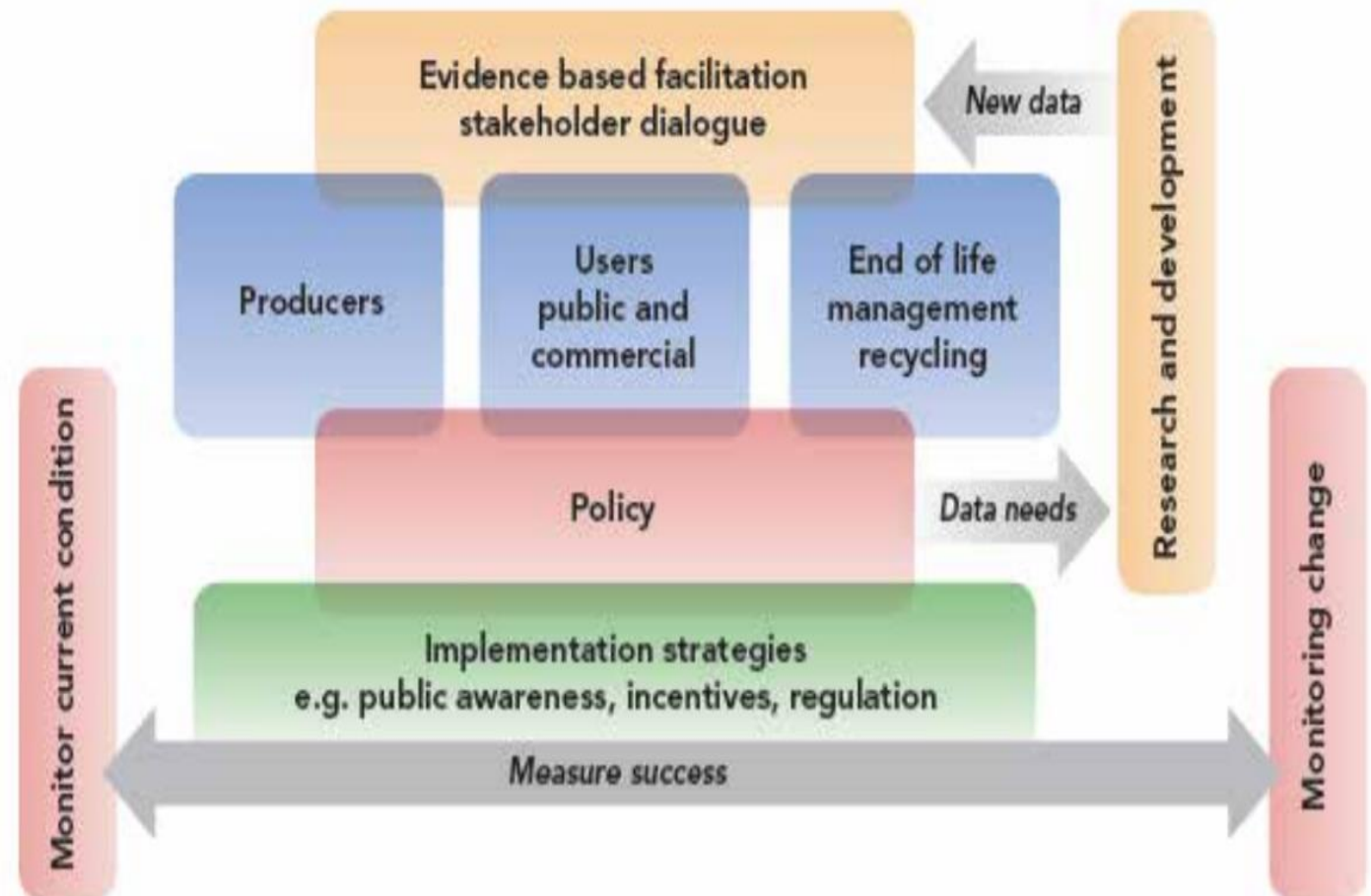
- INTENSIFY R&D FOR DESIGN SOLUTIONS
- NEED INTERNATIONAL PUSH FOR CHANGE FROM LINEAR TO CIRCULAR ECONOMY
- STRENGTHEN SUSTAINABLE PROCUREMENT WORLDWIDE





# STEP-BY-STEP EFFECTIVE APPROACH TO LAUNCH MARINE LITTER ONLINE COURSE IN MALAYSIA

- REGULATE RELEVANT MINISTRIES TO ADOPT MOOC TO THEIR STAKEHOLDERS
- INTRODUCE INCENTIVES TO GENERAL PUBLIC
- SET YEAR & PARTICIPANTS TARGET
- ORGANISE NATIONAL LAUNCHING
- USE SOCIAL MEDIA FOR PROMOTION & REGISTRATION
- MESTECC TO REPORT PROGRESS ON QUARTERLY BASIS





# BENEFITS OF AN EFFECTIVE KNOWLEDGE TRANSFER PLAN TO ALL STAKEHOLDERS

