



*Reducing Marine Litter by Addressing the Management of the Plastic Value Chain in
South-East Asia – SEA Circular*

**Stakeholder Consultation on Penang's Green Initiatives:
Solving Plastic Pollution at Source**
To Strengthen Multi-Stakeholder Partnerships by Applying a People Centric
Approach in Managing the Plastic Value Chain in Malaysia

Organised by:

Ministry of Energy, Science, Technology, Environment, and Climate Change (MESTECC)
&
Penang Green Council

Date:

27 February 2020

Time:

9.00am – 2.00pm

Venue:

**PAPER + TOAST Powered By Think City,
Bangunan UAB, Gat Lebuh China, Georgetown**

Co-organiser:



Partner:



Supporting Partner:



1. Background

SEA circular is an initiative of the United Nations Environment Programme (UN Environment) and the Coordinating Body on the Seas of East Asia (COBSEA), supported by the Swedish Government. MESTECC is the country focal point for this project; which aims to reduce the adverse impact of plastic pollution on the marine environment, by transforming plastic management and preventing waste leakage with a focus on the value chain stages of (i) Production of plastic products, (ii) Plastic use, and (iii) Collection / sorting / recycling. Taking a people-centred value chain approach, activities engage national and local government partners; businesses, producers, retailers, and associations in the packaging, consumer and institutional products industry; international development partners and (sub) regional organizations; academia and research institutions; civil society, consumers, and disadvantaged groups impacted by plastic pollution such as informal waste workers and coastal communities. Target countries include Malaysia, Thailand, Cambodia, Viet Nam, Indonesia, and the Philippines.

The project has four components:

Output 1: Identify and develop market-based solutions to reduce single-use and hard-to-recycle plastics, promote recycling and increase recovery of plastic.

Output 2: Strengthen the evidence base for informed decision making to address marine litter by building national capacities to monitor plastic material flows and assess waste leakage hotspots in line with global best practice.

Output 3: Create widespread outreach to promote behavioural change among consumers and the plastics industry and an enabling space for policy development, building on existing campaigns (e.g. #CleanSeas).

Output 4: Targeted technical support to develop regionally coherent national marine litter planning and promote harmonized methodologies, indicator frameworks and reporting processes/systems in line with the COBSEA Regional Action Plan on Marine Litter (RAP MALI) and Association of Southeast Asian Nations (ASEAN) efforts.

2. Objectives

The objectives of the consultation with stakeholders are:

- a) To discuss a collaboration to document a case study on a current 3R pilot project initiative on Penang Island in cooperation with local government to demonstrate good practice of 3R (reduce, reuse, recycle) interventions and implementation of circular economy solutions from 2020 onwards
- b) To receive updates on Penang's current initiatives (community and commercial sectors) after implementation of the Waste Segregation at Source (WSAS) policy
- c) To nominate the project's implementation partners and stakeholders in Penang, and
- d) To explore opportunities for collaboration among other initiatives and partners.

3. Participants

Participants will include national and local governmental representatives, private sector representatives, members of the academia, scientists, associations, non-profits organisation, non-governmental and civil society organizations, UN agencies and other inter-governmental agencies based in Malaysia, as well as implementation partners of the SEA circular project.

4. Stakeholder Consultation Agenda

27 February 2020 - Thursday	
Time	Itinerary
08.30	Registration and arrival of participants
09:00	Arrival of VVIP
09:10 – 09:20	Welcome Address by YB Phee Boon Poh, Penang State Exco for Environment, Welfare and Caring Society cum Vice Chairman of Penang Green Council
09:20 – 9:45	Group photo session and light refreshment
9:45- 10:00	Overview of the SEA Circular Project Presenter: Jacqueline Chang, National Consultant, SEA Circular Project: Solving Plastic Pollution at Source, UN Environment Programme at MESTECC
10:00-10:15	Updates on Waste Segregation at Source (WSAS) Policy and Future Plans Presenter: Solid Waste Management Unit, Local Government Division
10:15-10:30	Penang Plastic Journey Presenter: Ms Siti Najihah Che Saad (Penang Green Council)
10:30 – 10:45	Bioplastic Presenter: Prof K. Sudesh Kumar FASc (School of Biological Sciences, USM)
10:45 – 11:00	Single-use Plastic and the Marine Environment (TBC) Presenter: Dr Woo Sau Pinn, Centre for Marine and Coastal Studies (CEMACS)
11:00 – 11:15	Malaysia Plastics Recyclers Association (MPRA) Presenter: Dato' Johnson Yoon, Secretary General, Malaysia Plastics Recyclers Association (MPRA)
11:15 – 11:30	Eco-bricks Program Presenter: Mr Faisal Abdur Rani, Program Director, Impact Revolution Enterprise
11:30 – 12:30	Introduction to Green Initiatives in Penang to Demonstrate Best Waste Management Practices and Implementation of Circular Economy Solutions: Case Studies and Videos Presenter: 1. Mr Xavier Sebastian, Penang Island City Council (MBPP) – 20 mins 2. Mr Ahmad Zabri Mohamed Sarajudin, Seberang Perai City Council (MBSP) – 20 mins
12:30 – 13:30	Stakeholders to deliberate on the terms of reference, provide inputs and way

	<p>forward on collaboration</p> <p><u>Objective:</u> Experts will share how they conducted inclusive stakeholder consultations, field visits, and interviews to gather information on challenges, activities, success factors and lessons learned in pilot locations. Experts will also disclose how they have documented cases of plastic re-use, recycle, reduction and elimination of single-use plastics and hard-to-recycle plastic packaging in pilot locations.</p> <p><u>Timelines & Budget:</u> Provide inputs on timeframe and deliverables</p> <p><u>Conclusion:</u> Final location to document as case study selected and finalised</p> <p>Moderator: Penang Green Council</p> <p>Panel:</p> <ol style="list-style-type: none"> 1. YB Phee Boon Poh (Penang State Exco for Environment, Welfare and Caring Society) 2. Dato' Johnson Yoon, Secretary General, Malaysia Plastics Recyclers Association (MPRA) 3. Prof K. Sudesh Kumar FASc (School of Biological Sciences, USM) 4. Dr Woo Sau Pinn, Centre for Marine and Coastal Studies (CEMACS) 5. Mr Faisal Abdur Rani, Program Director (Impact Revolution Enterprise)
13:30 – 13:40	Certificate of Appreciation to panel speakers
13:40 – 14:30	Appreciation Lunch & Networking
14:30	Stakeholder Consultations End

5. Contact

For further information and to confirm your participation, kindly contact **Ms Najihah** (najihah@pgc.com.my) or **Ms Tan Thung** (tanthungpgc@gmail.com).

Any other enquiries, you can contact
husainisaidi@mestec.gov.my and **jacqueline@mestec.gov.my** (+60122070876)