Amidst calls for improved environmental performance, economies are faced with the environmental impacts of a linear approach (take, make, dispose) to production and consumption. Increasing prices of materials, overconsumption and subsequently, a higher volume of waste generated are typical characteristics of the linear economy’s path that most countries are taking. Circular economy (CE) focuses on maximizing the life cycle utility of resources. It is designed to efficiently recirculate the raw material in a closed-loop, through minimization of virgin material use and maximization of waste recovery as secondary raw materials and alternative energy sources. Circular economy gives a new perspective of looking at the plastics as a resource rather than waste. The implementation of circular economy approaches had resulted in societal, environmental and economic benefits across various parts of the world including China, Japan, Europe. The success stories have a stream of processes including top-down and bottom-up approach in their implementation. The “Top-down” approach involves policy intervention and “Bottom-up” approach involves capacity building, people’s participation, promotion and use of appropriate technologies and private sector participation. It is the combination of these two approaches and successful implementation of circular economic practices help in realising the vision of a circular economy come true in plastic waste management.

The webinar would elaborate on the two aspects:

1. The top-down approach of plastic waste management applying the principles of circular economy and successful implementation in different countries
2. The bottom-up approach focusing on capacity building, people’s participation, responsive private sector participation.

The two different approaches will give different views of looking at the problems of current plastic waste management holistically and will provide overall management of circular economy principles with case studies.

14.00-14.10 Opening and overall point of view
Dr. Mushtaq Memon
Regional Coordinator Resource Efficiency in Asia Pacific
United Nations Environment Programme (UNEP)

14.10-14.25 How the European regulation is shaping the recycling market – with a focus on RePET
Dr. Jerome Le Borgne
Project Development Director South East Asia Recycling and Recovery South East Asia Suez Services (Thailand) Ltd.

14.25-14.40 UNEP’s work on building circularity in plastics value chain
Dr. Feng Wang
Programme Officer
Coordinator on Circularity and Waste Economy Division UN Environment Programme

14.45-15.00 SCG’s Leadership in Promoting Plastic Waste in Downstream
Dr. Vasimon Ruanglek
Innovative Alliances Manager, SCG, Thailand

15.00-15.10 Creating Plastic Circular Economy through Developing Entrepreneurship
Dr. Atitaya Panuvatvanich
Managing Director
INC Square Co., Ltd., Thailand

15.10-15.20 Capacity Building Needs and Means to Promote CE in Plastic Waste Management
Prof. Chettiyappan Visvanathan
Professor, Environmental Engineering and Management Program, AIT

15.20-15.30 Q&A

15.30-15.35 Closing remarks
Dr. Mushtaq Memon