



Plastic Waste Minimization Project:

Enhancing the legislative framework in Jamaica to support the development and implementation of a national sustainable consumption and production programme to reduce marine litter from plastics generated from land-based activities

Overview

Implementing agency	NEPA
Executing partners	UN Environment (Caribbean Sub-Regional Office, IETC, Global Programme of Action (GPA) for the Protection of the Marine Environment from Land-based Activities (Marine Litter)
Project duration	3 years (2018-2021)
Funding Agency	Global Environment Facility
Project Budget	US\$700,000
Project Implementing Partners	Government of Jamaica - National Environment and Planning Agency (NEPA)
Area of intervention	Kingston Metropolitan Area

Objective:

The overall objective of the project is to enhance the capacity of the country to carry out waste management activities and strengthen the policy and legislative framework of Jamaica to reduce and manage plastic marine litter from land-based activities in an integrated and environmentally sound manner. The specific objectives of the project are to:

- a: Strengthen the capacity of policy makers to develop and implement strategies and action plans for the reduction of plastic waste and Styrofoam materials generated by land based activities as a major source for marine litter .
- b: Improved policy and legislative environment for a more integrated approach to waste management and more specifically for plastics materials
- c: Enhance the awareness of selected communities and private sector entities through various forms of engagement to understand and demonstrate the value of preventing, reusing and recycling plastic and Styrofoam and convert wastes to a usable resource within the appropriated standards

Project Components:

Component 1: Project Management

A project management unit will be established to manage the day to day activities under the project and be also responsible for the delivery of outputs and the monitoring. Under the project management component, the following activities will be completed:

- 1.2 Project staff for PMU to include:
 - a. Project Manager
 - b. Communications and Behaviour Change Specialist
 - c. Project Accountant

The governance of the project will be executed through the establishment of a Project Steering Committee (PSC)

Component 2: Policy Development

Under component 2 the capacity of the country will be strengthened to develop and implement strategies and action plans for the reduction of marine litter due to land-based activities, with particular focus on the reduction of plastic and Styrofoam materials.

The specific activities will be:

- 2.1 Conduct a Regulatory Impact Assessment (RIA) on plastics and their economic and social short, medium and long-term impacts on the terrestrial and marine environments in Jamaica
- 2.2 Review and update the National Plan for Land Based Sources/Activities of Pollution and the Impacts on the Marine Environment
- 2.3 Develop a green economy investment strategy to support sustainable consumption and production incorporating the recommendations of the Jamaican Green Economy Assessment Study 2016
- 2.4 Development of a National Strategy and Action Plan for integrated waste management in keeping with the target under the Vision 2030 National Development Plan.

Component 3: Advocacy, Awareness Raising, Capacity Building, Policy Dialogue and Knowledge Building

Under this component, the Government of Jamaica will work with UNEP to support the development and implementation of activities for knowledge building and capacity building for plastic waste management. This component will support the following strategic actions and initiatives:

- 3.1 Design, develop and implement a comprehensive national campaign to raise awareness and build understanding on the value of reducing, reusing and recycling plastic material, and converting wastes to resources in culturally appropriate ways
- 3.2 Implement a targeted campaign to support pilot programmes among target private sector entities and their umbrella organizations and through community engagement
- 3.3 Design and implement a national policy dialogue series on plastic waste as a major source of marine litter
- 3.4 Design, test and roll out a tool kit for knowledge building to support the effective execution of the project components
- 3.5 Design a Webpage for the project and associated social media platform with referral links to all major partners websites and social media accounts (UN Environment etc)

Component 4: Pilot or Demonstration Activities

Under this component demonstration activities will be undertaken to address some of the core issues. The activities will include:

- 4.1 Pilot project to reduce selected types of plastic material including Styrofoam, PET bottles and plastic bags in at least 5 selected private sector organizations enabling their participation in the Green Business Jamaica (GBJ) Certification Programme to achieve sustainable development and reducing the impact of plastic on the oceans and the environment
- 4.2 Pilot an innovative approach using the 4-R's programme methodology and the principles of the circular economy as well as to promote entrepreneurship/innovation in the sustainable use of categories of waste such as plastics materials at the community and industry level
- 4.3 Design and implement a programme to promote "Go Green" activities focused on plastics in 5 select government Ministries, Departments and Agencies (MDAs)

Project Outputs

- National Strategy and Action Plan for integrated waste management
- RIAS to assess the impact of waste generated from plastic packaging materials on the marine environment conducted, including hotspot assessment
- National Plan of Action on Land Based Sources of Pollution revised
- Awareness raising, policy dialogue series and knowledge transfer programme on plastic waste generation developed and implemented with associated capacity building
- Pilot SCP/Go Green programmes implemented with five (5) private sector, five (5) Ministries, Departments and Agencies, and one community including the Green Business Certification programme implemented in selected sectors and companies
- Sustainability Plan and Lessons Learnt document
- Green Economy Investment Strategy prepared
- Pilot projects are implemented to achieve reduced plastic marine litter from land-based activities in Jamaica, within targeted areas
- Tool Kit designed, tested and rolled out nationally
- Webpage for the project designed and utilised to support project knowledge sharing and building
- Memorandum of Understanding and partnership agreements signed with relevant stakeholders