



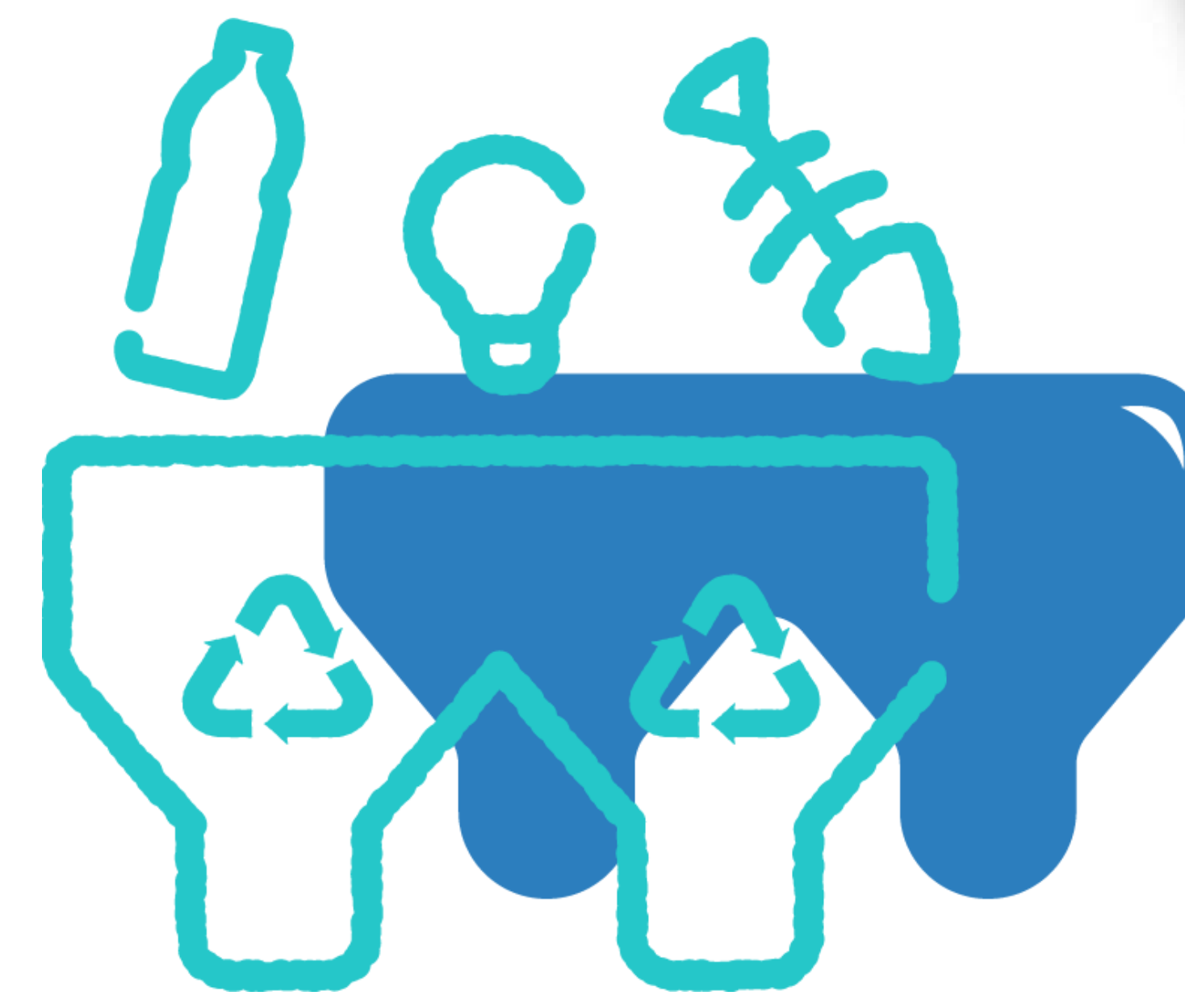
# 3RproMar Cambodia



3RproMar Cambodia works closely with the Ministry of Environment (MoE) to sensitise the public to the negative consequences of inadequate waste management and to promote circular economy approaches.

## National Component

The team has been actively involving key stakeholders to adopt a comprehensive approach to solid waste management. Through partnerships with the Ministry of Environment, development partners, and the private sector, significant progresses are achieved to enhance the solid waste management practices within the nation.



## Actions



### Capacity Building

- Skill assessment for the development of training programmes for stakeholders at national and sub-national level.
- Delivering training sessions on Waste Analysis and Waste Flow Diagram.



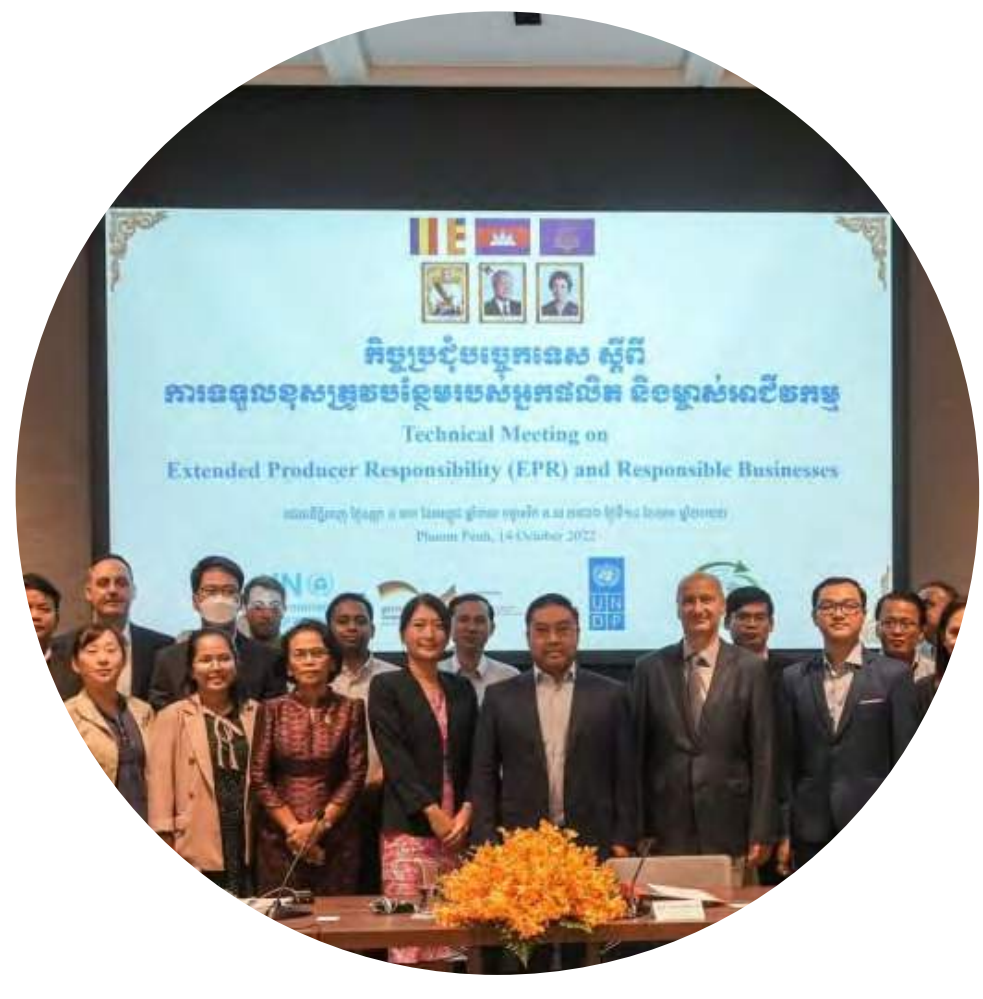
### National Stakeholders Forums

- An annual event designed to engage stakeholders, provide project updates, and foster potential collaboration.
- Past events successfully conducted in 2022 and 2023, with upcoming forums scheduled for May 2024 and June 2025.



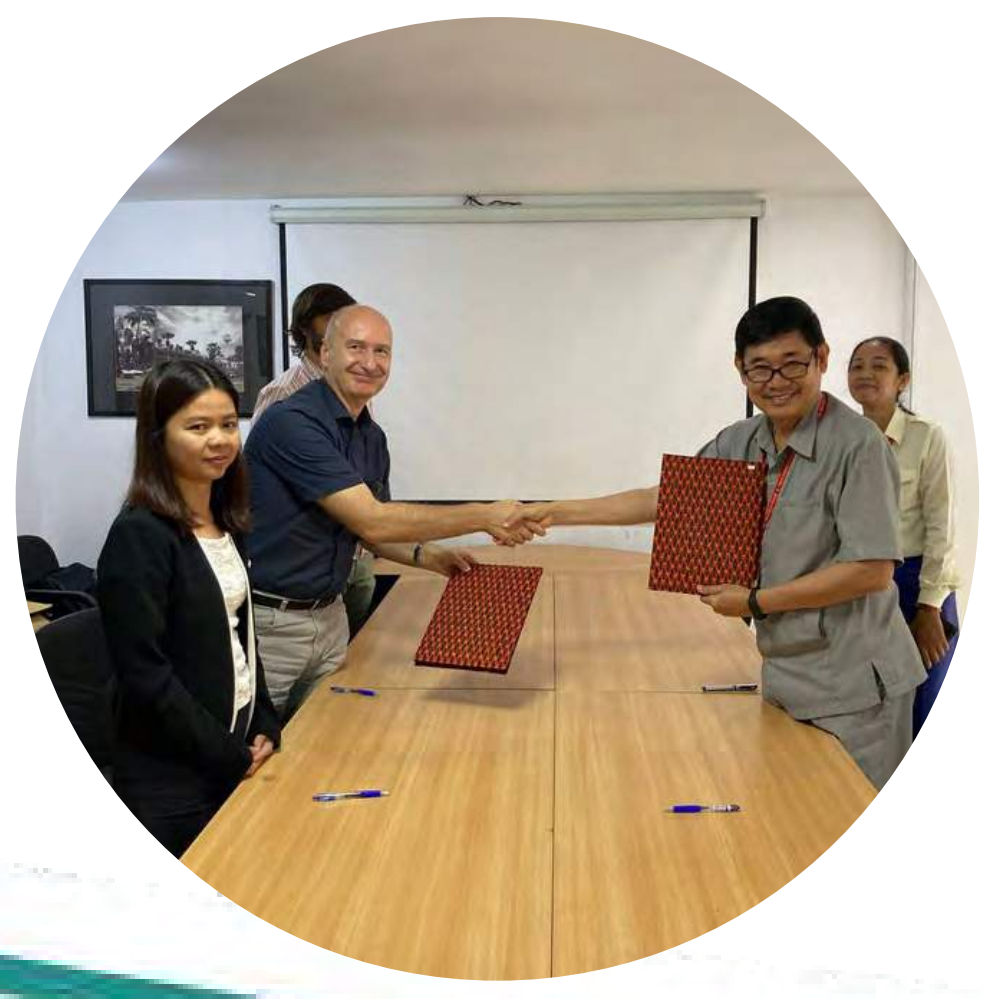
### Private Sector Engagement

- Establish synergies and collaborations with private sector entities engaged in recycling.
- Joint organization of annual Waste Summit.



### EPR

- Development of a draft concept note to establish a voluntary EPR scheme and the formation of a Packaging Recycling Organization (PRO) in Cambodia.



### Youth Participation

- Establishing a partnership with New Generation School.
- Training youth ambassadors to lead awareness campaigns and engage in community outreach efforts.

## Milestones

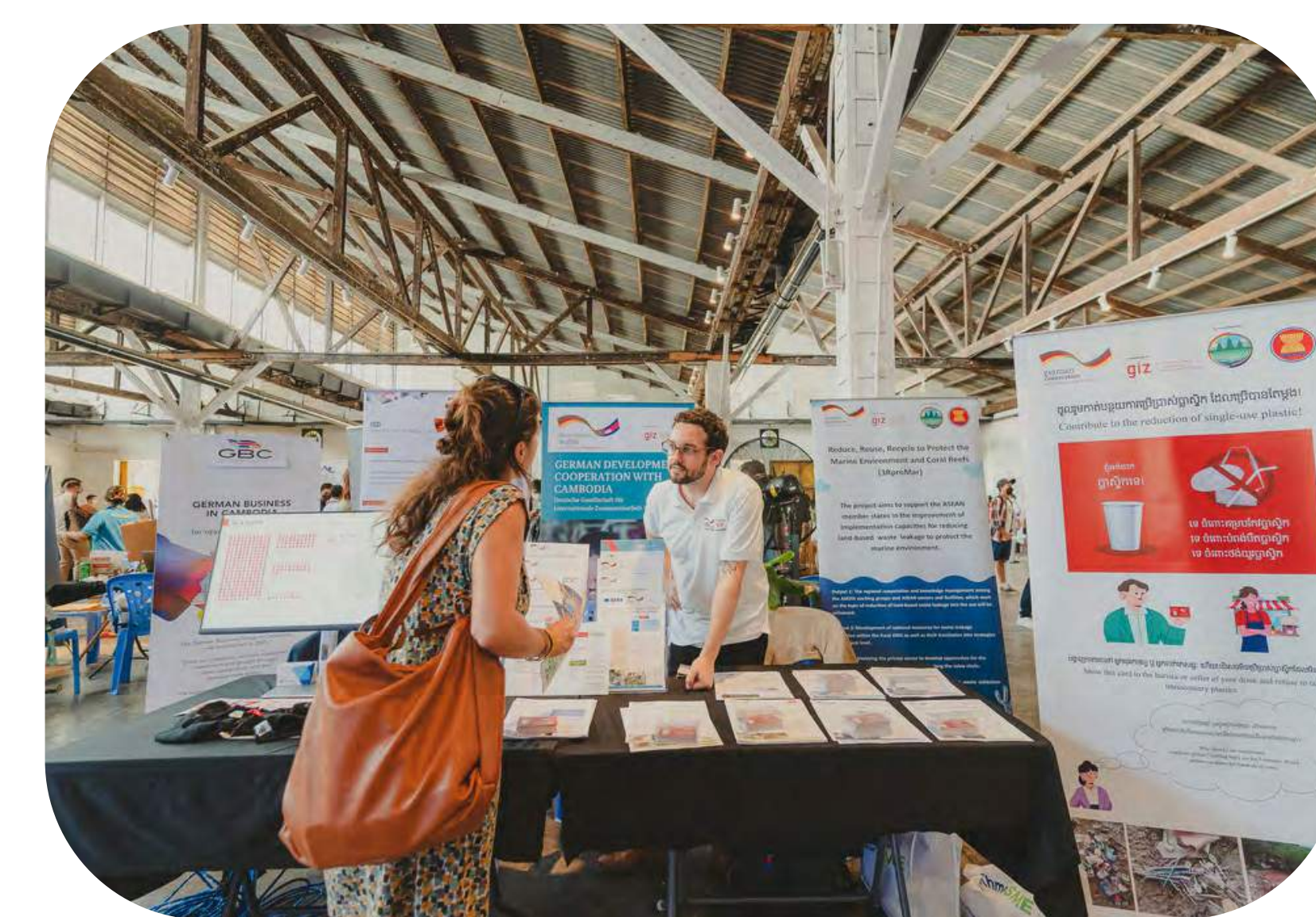
1

**National Plastic Forum: "COMBATTING PLASTIC POLLUTION IN CAMBODIA":** The forum brought together more than 250 people from the government, development partners and NGOs, the private sector and academia. The main purposes were to share Cambodia's efforts to combat plastic pollution, to feature creative awareness-raising initiatives, and to introduce innovative circular businesses for tackling plastic pollution.



2

**Waste Summit:** Waste Summit Cambodia is an annual summit that gathers relevant stakeholders in the waste industry, ranging from the government to NGOs and private businesses, and advocates to discuss about creative waste management solutions.



3

**Grassroot approach:** Everyone is essential for disseminating the message within the community. Youth, in particular, can significantly contribute by raising awareness among their families and communities. It is imperative for every community to adopt a proactive stance towards waste management, emphasizing the principles of reduce, reuse, and recycle.



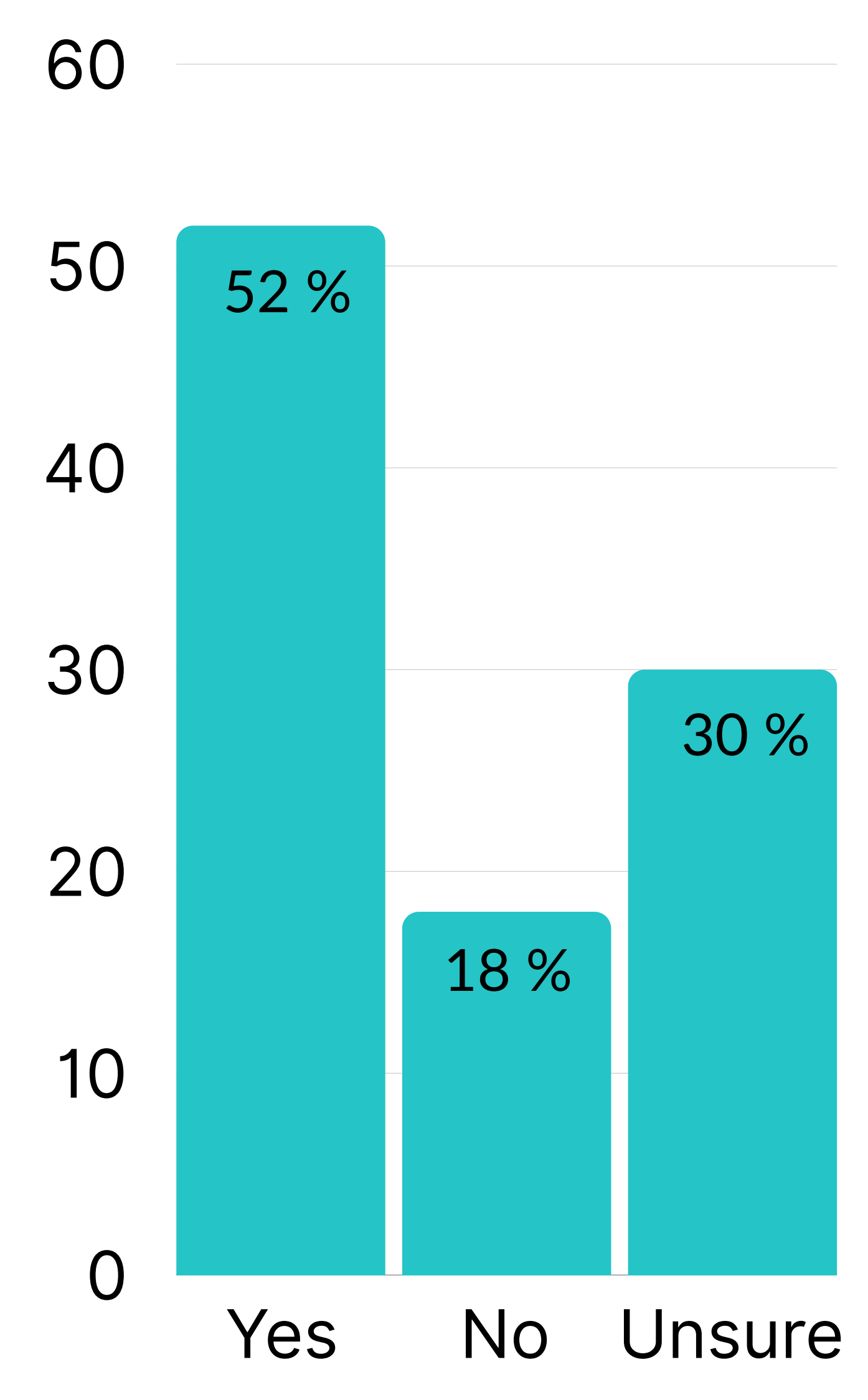


Kratie Municipality, Kratie Province

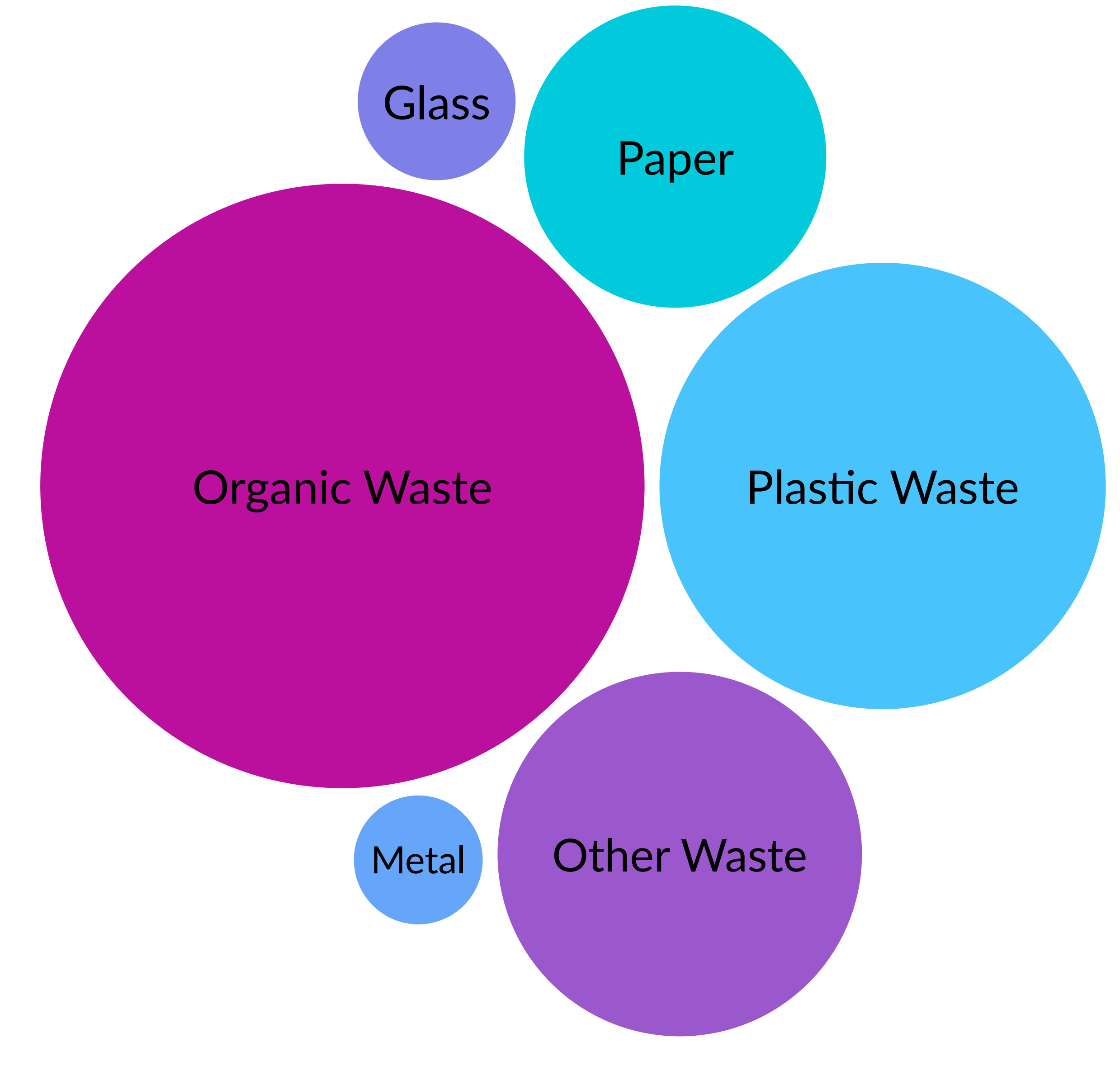


# Kratie Municipality

The 3RproMar Kratie Pilot, funded by BMZ and implemented by The Asia Foundation (TAF) on behalf of GIZ, is focused on improving waste management in Kratie Municipality with the aim of reducing plastic leakage into the marine environment.



% of households that see waste management and 3R as a challenge



The majority of waste consists of plastic waste and organic waste. In Kratie, the waste exhibits a pattern that is typical of many developing countries. A significant proportion is plastic waste, which requires targeted measures to minimise its impact on the environment.

## Behavior Change Strategy

Promoting a proactive approach to effective waste management is showcased through the placement of eight (8) billboards positioned in key city locations. Complementary activities include the distribution of comic books, videos, and printed ads on tuk tuks. The message must reach everyone through a variety of perception channels.



**“គ្មានសំរាម ផ្ដើមចេញពីអ្នក”**  
**“No more waste...It starts with you.”**  
*- Behavior Change Communication in Kratie*

## Waste Collection System in Koh Trung

Segregating waste at its source is an intervention to prevent dumping. This practice is encouraged via waste collection system, enabling recycling initiatives and enlightening individuals about the waste valorization. Collection points are strategically placed in schools, markets, pagodas, beach areas and a waste collection service has been introduced.



## Road Ahead

- Awareness raising - door-to-door training to 1,200 households in two Sangkats (out of five) on the mainland was completed. Training to business owners will follow in the upcoming months.
- Testing Behavior Change Communication in two Sangkats was completed and will be rolled out to other Sangkats in 2024.
- Greater participation and involvement of the community to increase waste collection fees.
- Regular cleanup and awareness raising in the schools.
- Zero Waste Concept in Koh Trung island: improve segregation from the source, collect all recyclable waste and increase home composting activities to more households.