



Circular Economy Solutions Preventing Marine Litter in Ecosystems (CES) - Tamil Nadu

Partner states	Kerala, Tamil Nadu, Uttar Pradesh
Commissioned by	German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)
Lead Executing Agency	Ministry of Environment, Forest and Climate Change (MoEFCC)
Lead Implementing Agency	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
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The Plastic Predicament

About 80% of marine plastic enters the ocean from various land-based sources due to littering and improper waste management. For oceans, which host a substantial biodiversity and sustain nearly half of the global primary production, the colossal presence of plastic is a huge threat.

Challenges which impede effective plastic waste management include, variable quantity and quality of plastics, recycling low value plastics, poor implementation of policies such as segregation at source, inadequate knowledge on true costs of plastics waste management, lack of inclusive plastic value chains, inadequate public knowledge on true cost of plastic waste management regulations, designing plastics for circularity, among others.

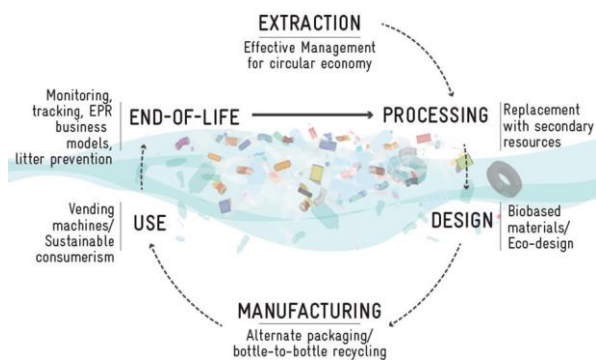
Business Case for Circular Economy

Of the 183-billion-dollar plastic packaging market, only 50 billion dollars value is recovered. The enormous loss of 133 billion is due to insufficient collection or recycling (Source: Strategies for Sustainable Plastic Packaging in India, FICCI, 2020). However, this loss also creates opportunities to collect plastic waste in an inclusive value chain. Creation of an enabling circular economy model requires closing the loop of plastic production, reduction in consumption, robust collection and recycling operations for creating a win-win situation for the economy and environment.

Need for Collaborative Action

Plastics are a considerable accelerator of climate change. This necessitates urgent action from multiple stakeholders to reduce plastic waste, its consumption along the entire value chain and foster Circular Economy Solutions. In February 2022, the Extended Producer Responsibility (EPR) notification called for circular economy systemic transition by mandating targets for reuse, recycled content and improved recycling.

In July 2022, the Government of India announced a country-wide ban on single-use plastics. Some of the country's largest fast-moving consumer goods private companies have indicated their intention to launch packaging waste management entities to step up recycling and innovative design for reuse.



Tackling the issue, a joint project has been initiated by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) in partnership with the Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India, implemented by GIZ India.

Overall, the project is being implemented in selected sites in the states of Kerala, Tamil Nadu and Uttar Pradesh.



Circular Economy Solutions

In Tamil Nadu, the CES project is supporting the prevention of plastic waste from leaking into marine or riverine ecosystems and enabling effective implementation of Extended Producer Responsibility (EPR). It is doing so by:

- Demonstrating technological solutions in river and marine ecosystems to close material cycles of marine litter.
- Using resource efficient and circular economy approaches in collaboration with civil society, public and private partners.
- Supporting EPR implementation through digital tracking and monitoring of plastic recycling.
- Establishing a business case for innovative recycling technologies.
- Targeting plastic waste reduction at source.
- Facilitating support for alternative packaging materials to avoid single-use plastics.

State Partners

- Department of Environment, Climate Change and Forest, Government of Tamil Nadu (DoECCF)
- Tamil Nadu Pollution Control Board (TNPCB)
- Tamil Nadu Green Climate Company (TNGCC)
- Private sector, including industrial associations, innovators, recyclers and civil society

Pilot locations: Koyambedu market, Koyambedu bus terminus, Pattinampakkam and selected beaches.

Highlights of Implementation Support in Tamil Nadu

State Action Plan on Single-use Plastics (SUPs) Ban

- GIZ India supported DoECCF in developing the State Action Plan on phasing out SUPs.
- GIZ India is supporting the [Meendum Manjappai Campaign](#) by the Government of Tamil Nadu, including installation of *Manjappai* cloth bag dispensing machines at public places for easy access.

Support for Extended Producer Responsibility (EPR)

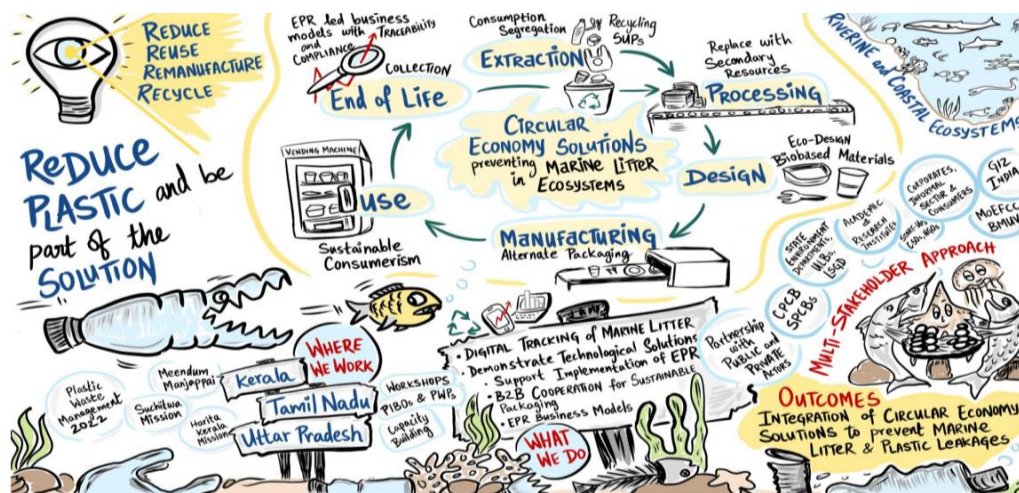
- Till date, two workshops have been organised on EPR for plastic packaging to facilitate information and knowledge exchange with stakeholders in the plastic value chain. GIZ is supporting TNPCB for better EPR compliance by Producers, Importers and Brand Owners and Plastic Waste Processors in the state.

National Expo on Eco-Alternatives to SUPs

- GIZ India supported the Ministry of Environment, Forest and Climate Change, DoECCF, TNPCB in organising a two-day exhibition on eco-alternatives on 26-27 September 2022. The National Expo on Alternatives to SUPs and Start-up Conference 2022 witnessed 170 stalls by start-ups and innovators from India, displaying eco-alternative products for SUPs and machineries for manufacturing eco-friendly products.

Technical Interventions on Microplastics

- The CES Project is facilitating technical interventions on microplastics (supported by scientific evidences) to tackle marine litter in Chennai; it is also supporting the development of a decision-making tool kit in collaboration with National Centre for Sustainable Coastal Management.



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Registered offices
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**Circular Economy Solutions Preventing Marine Litter (CES)
in Ecosystems**
A2/18, Safdarjung Enclave, New Delhi
T +91 49495353
F +91 49495391
www.giz.de/india

Responsible: Dr Rachna Arora, Team Lead, CES Project
rachna.arora@giz.de

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