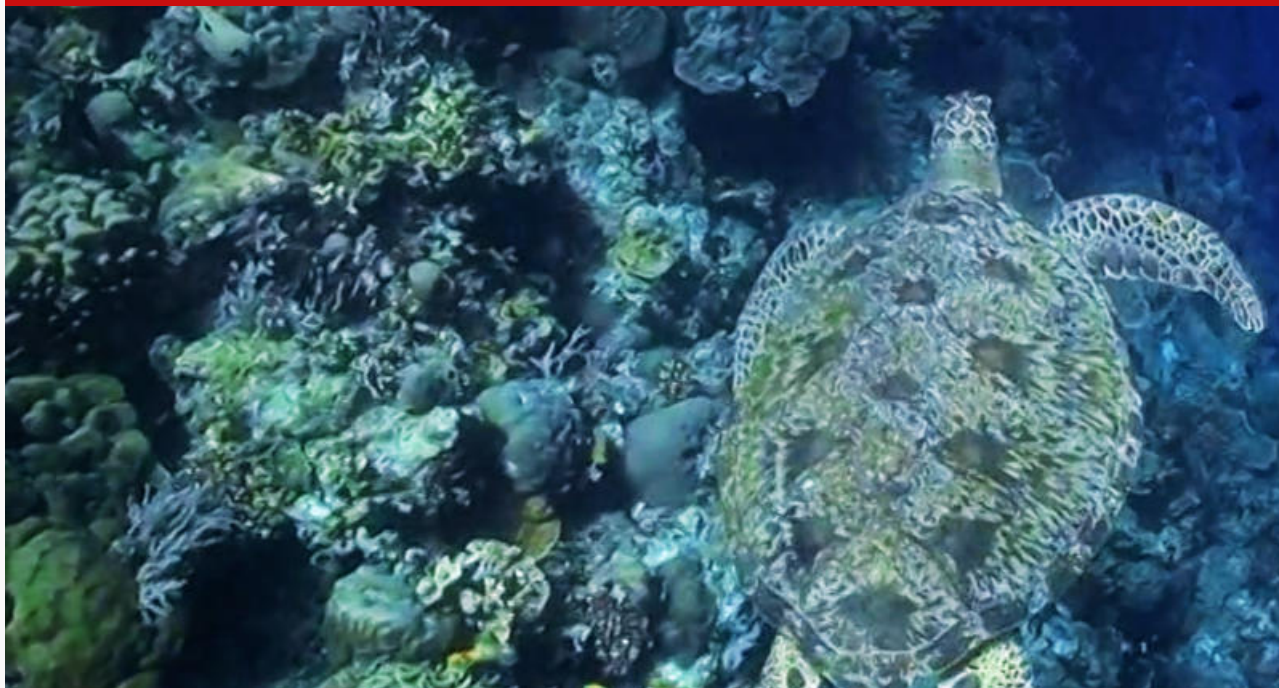




Issue No. 8 | June 2025

## 3RproMar and AMUSE Newsletter



### Updates on combatting marine debris within ASEAN

A service by GIZ project 3RproMar – Reduce, Reuse, Recycle – protect marine environment and coral reefs and GIZ project AMUSE – ASEAN Municipal Solid Waste Management Enhancement

Dear Readers,



Oliver Hoppe  
Counsellor for Development Cooperation,  
German Embassy Jakarta

Welcome to the 8th Edition of 3RproMar and AMUSE Newsletter! This edition coincides with the closing of 3RproMar project in end of June, as well as the celebration of World Environment Day on 5 June.

Plastic pollution in the ASEAN region is a significant environmental challenge, with over 31 million tonnes of plastic waste generated annually across six ASEAN Member States. This mismanaged waste contributes to marine debris, with plastic accounting for approximately 80% of all marine debris in the oceans. As we mark World Environment Day 2025, we are reminded that the call to “End Plastic Pollution” is not merely a theme—it is a collective challenge, a regional responsibility, and an opportunity for impactful cooperation. Across ASEAN, plastic pollution continues to

threaten marine ecosystems, livelihoods, and public health.

Yet, this crisis also unites us with a common purpose: to transition toward a circular, inclusive, and sustainable future.

Germany has long been a committed partner in supporting ASEAN's efforts to improve waste management systems, combat marine debris, and advance circular economy solutions. Through initiatives such as the ASEAN-German project 3RproMar and AMUSE, we have witnessed how collaborative, locally grounded, and regionally aligned actions can lead to real change—from strengthening policy frameworks and piloting innovative waste solutions, to empowering communities and building regional momentum.

In this newsletter, you will read stories on updates and activities from the two projects, ranging from activities in local, national, and regional level. There will also be an article on 4th 3RproMar Regional Workshop, which also served as the closing event of the project. Although the 3RproMar project comes to an end, the newsletter will continue to give information to all of you. Other projects will take the baton, and the newsletter will transition from a project-based format to a topic-based approach—giving you broader and interesting articles on waste management, circular economy, and protecting the ocean from unmanaged waste.

I hope the newsletter can inspire you to do more efforts for our environment in the occasion of World Environment Day. Together, we can protect our oceans, safeguard biodiversity, and ensure a healthier, more resilient future for the people of Southeast Asia and generations to come.

Enjoy your reading.

**Warm regards,**

**Oliver Hoppe**

**Counsellor for Development Cooperation, German Embassy Jakarta**

**Dear Readers,**



Dr. Phirun Saiyasitpanich  
Director-General, Department of Climate  
Change and Environment

I am delighted and honored to welcome you to the 8th edition of AMUSE and 3RproMar Newsletter to showcase the latest milestones and activity highlights from participating countries.

The publication comes just in time for the World Environment Day, held annually on June 5th. This year's theme focuses on tackling plastic pollution, which is closely connected to the objectives of both projects to promote integrated waste management and Circular Economy solutions. This occasion offers us an opportunity not only to reflect on the environmental challenges we face but also to celebrate the collective efforts within our communities to address them.

Two months from this World Environment Day, the Intergovernmental Negotiating Committee (INC) on Plastic Pollution will resume the negotiation on a global treaty to end plastic pollution. The second part of the fifth session (INC-5.2) will be organized on August 5th – 14th, 2025, in Geneva, Switzerland.

Recognizing our roles in overcoming the urgent challenges of our time, Thailand is stepping up its

commitments to battle plastic pollution. To achieve “Net Zero 2065” targets, we are joining hands with businesses, retailers, and cafés to cut down on single-use plastics, promote eco-friendly packaging, and keep resources in the recycling loop to reduce greenhouse gas emissions along the way. Guided by the National Plastic Roadmap, Thailand aims at significant single-use plastic reduction and improved recycling rates by 2027. Last but not least, the country is drafting an Extended Producer Responsibility (EPR) law to ensure shared accountability across the packaging supply chain for a fairer and more sustainable system, reinforcing our shift toward a circular economy.

In this special edition, we share success stories from our partners, spotlight initiatives making a difference, and invite you to be part of the global movement towards a more sustainable, resilient future.

**Warm regards,**

**Dr. Phirun Saiyasitpanich**

**Director-General**

**Department of Climate Change and Environment (DCCE)**

**Ministry of Natural Resources and Environment, Thailand**

#### **REGIONAL ACTIVITIES**

- » 3RproMar Convened its Closing Workshop
- » From Knowledge to Action: Unlocking the Behavioural Change Toolbox Methodology for ASEAN
- » Strengthening Regional Knowledge Infrastructure in ASEAN

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- » Cambodia Launches Net Bags in Supermarkets to Further Cut Down Plastic Waste
- » Refill is Greener, Better, and Cheaper

#### **INDONESIA**

- » 3RproMar Manado Convened Pilot Site Closing Event
- » 3RproMar Joins Forces with Indonesia's Ministry of Environment to Promote Zero-Waste Lifestyle

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- » Lao PDR celebrates World Environment Day in Savannakhet Province
- » Dissemination Workshop on Plastic-Free Meeting and Cross-Sector Discussion on Waste Management in the Tourism Sector
- » 5th PIU-PMU Meeting for the AMUSE Project Held in Vang Vieng
- » AMUSE outcome 3 project closing ceremony: celebrating sustainable waste management success in Vang Vieng

#### **PHILIPPINES**

- » Highlighting Initiatives, Achievements and Challenges at the Local Level
- » Continuing Community Efforts in Addressing Plastic Pollution
- » Reflecting the Efforts of 3RproMar Phase 1
- » Upcycling: From Plastic Waste to Useable Plastic Products

#### **THAILAND**

- » Thailand's waste and tourism sectors exchange implementation progress and results
- » From Source to Disposal: Strengthening Waste Management in Thai Tourism

#### **VIET NAM**

- » Strengthening EPR and Plastic Waste Management in Aquaculture
- » Promoting behavior of change in municipal solid waste management in theoretical framework and its application

#### **UPCOMING EVENTS**

#### **USEFUL LINKS**

## **Regional Activities**

### **3RproMar Convened its Closing Workshop**

Five years of protecting the marine environment and coral reefs in ASEAN

Wrapping up the journey, the ASEAN-German cooperation project 3RproMar (Reduce, Reuse, Recycle to Protect the Marine Environment and Coral Reefs), convened its 4th Regional Workshop

in a hybrid format, with in-person sessions held in Jakarta, Phnom Penh, and Quezon City, alongside online participation via Microsoft Teams on 6 May 2025. Attended by more than 200 participants, the workshop highlighted the theme "Sustaining Impact: Results and Lessons from 3RproMar Implementation."

This workshop was both a culmination of the current phase of 3RproMar and a bridge to its second phase. With 3 sessions highlighting its implementation at the local, national, and regional levels, the workshop also showed key achievements and results from the past five years and reflected on lessons learned. Organised in a hybrid mode, the workshop was conducted simultaneously in Jakarta, Indonesia, Phnom Penh, Cambodia; Quezon City, Philippines, and online in Viet Nam.



Oliver Hoppe, Counsellor for Development Cooperation, German Embassy Jakarta; Mr. Piyush Dhawan, Commission Manager of 3RproMar; Ms. Ellen Kramer, Director Asia 1, GIZ; H.E. Ina Lepel, Ambassador of the Federal Republic of Germany to Indonesia, ASEAN, and Timor Leste; and Dr. Vong Sok, Assistant Director and Head of Environment Division, ASEAN Secretariat

"3RproMar project stands out as a strong example of what we can achieve through meaningful collaboration. It reflects our joint priorities under the ASEAN-German practical cooperation areas, particularly in advancing the circular economy, strengthening waste management systems and protecting marine ecosystems," said H.E. Ina Lepel, German Ambassador to Indonesia, ASEAN & Timor-Leste, in her opening remarks.

H.E. San Lwin, Deputy-Secretary General of ASEAN for ASEAN Socio-Cultural Community (ASCC), represented by Dr. Vong Sok, Assistant Director and Head of Environment Division, ASEAN Secretariat said that "3RproMar has played a critical role in working with ASEAN Member States, turning the regional aspiration into concrete action from strengthening policy framework, pilot innovative solution, in hand capacity and fostering meaningful multi stakeholder collaboration across the region."





The 4th regional workshop outlined the achievement of 3RproMar in multi-level action for marine litter prevention. 3RproMar has advanced integrated actions at local, national, and regional levels through technical assistance, policy support, knowledge sharing and capacity development. 3RproMar has also effectively demonstrated the pilot projects that can potentially be replicated and tailored to relevant ASEAN contexts for broader impact.

The 3RproMar initiative has established a solid groundwork to support ongoing efforts in marine litter prevention and the transition toward a circular economy in the ASEAN region. This aligns with the ASEAN Regional Action Plan on Marine Debris, broader ASEAN strategies, the post-2025 agenda, and global initiatives like the forthcoming International Legally Binding Instrument (ILBI) on plastic pollution. For Phase II, key priorities include maintaining the regional knowledge partnerships and expert networks, expanding the use of digital knowledge tools, reinforcing knowledge-sharing mechanisms, replicating proven pilot models, and strengthening capacity-building activities.



Participants of the 4th Regional Workshop in Jakarta, Indonesia

Piyush Dhawan, Principal Advisor of 3RproMar closed the event with a heartwarming note. “With the theme ‘Sustaining Impact,’ this Workshop is a reminder that impact is not just measured in outputs delivered or activities completed, but also in knowledge gained, systems put in place, and momentum sustained. Let this not be the end of a project, but the beginning of a longer, stronger movement toward a waste-free, resilient, and healthy ASEAN region.”

Read more about the [achievements of 3RproMar](#).

## From Knowledge to Action: Unlocking the Behavioural Change Toolbox Methodology for ASEAN

3RproMar hosted the dissemination webinar for Behavioural Change Toolbox

Marine debris is a transboundary crisis that requires coordinated efforts to address its root causes. Recognizing this urgency, ASEAN adopted the Framework of Action on Marine Debris, followed by the ASEAN Regional Action Plan on Marine Debris, which identifies key strategies to reduce plastic consumption, improve waste management, and mitigate marine pollution.

In 2023, GIZ 3RproMar conducted an initial assessment of behavioural change campaigns in the ASEAN region which coverage the shift from Behaviour Change Communication (BCC)—which primarily focuses on awareness-raising—toward a more structured Behaviour Change Design (BCD) approach that integrates Behavioural science and intervention strategies. The Behavioural Change Toolbox Methodology builds on insights from behavioural change theories, case studies, and pilot interventions within the ASEAN region.

**1. Why Behavior Change Campaigns Matter**

**Mini Poll**

*Which of these strategies do you use most in your campaigns?*

Social Influences	Information
Rules & Regulations	Emotional Appeals
Material Incentives	Choice Architecture

Source: RARE

MAKING OCEANS PLASTIC FREE

The slide also features illustrations of marine debris (plastic bottles, bags) and a map of Southeast Asia. On the right side of the slide, there are three video thumbnails showing participants: a man, a woman, and a group of people.

GIZ 3RproMar, in collaboration with Economic Research Institute for ASEAN and East Asia (ERIA), hosted the dissemination webinar for this Behavioural Change Toolbox titled “From Knowledge to Action: Unlocking the Behavioural Change Toolbox Methodology for ASEAN” on Wednesday, 30 April 2025.

The webinar was attended by more than 100 participants, from national Focal Points of AWGCME, AWGESC, AWGCW, AWGEE, national and local government representatives, the private sector, academia, NGOs, and ASEAN Dialogue/Development Partner.

The webinar presented and demonstrated the Behavioral Change Toolbox Methodology for the audience to use in their campaign. It also showcased the Behavioral Change intervention findings from GIZ 3RproMar’s pilot implementation in Indonesia and the Philippines.

**Upcoming "Behavioural Lab"**

Regional Knowledge Centre for Marine Plastic Debris

**ERIA IGES**

**"Behavioural Lab and Partnership for Plastic Waste Reduction in ASEAN"**

or **Behavioural Lab** for short

**Structural set up**

Operated by ERIA and IGES, the Behavioural Lab aims to establish a regional coalition of organisations working in the field of Behavioural Change in ASEAN countries, with an emphasis on plastics.

**Objectives and goal**

The ultimate objective of the Behavioural Lab is to become a one-stop-hub which offers a space for important BC actors in the region to jointly develop knowledge and discuss the merit of behavioural change as one of the effective policy instruments to address plastic pollution.

Decayne Appling (IGES)

Hanan, Rika Amelia GIZ ID

GF +81

As joint webinar with ERIA, this webinar has also provided an introduction of a regional initiative platform for Behavioural Lab by Economic Research Institute for ASEAN and East Asia (ERIA) and Institute for Global Environmental Strategies (IGES).

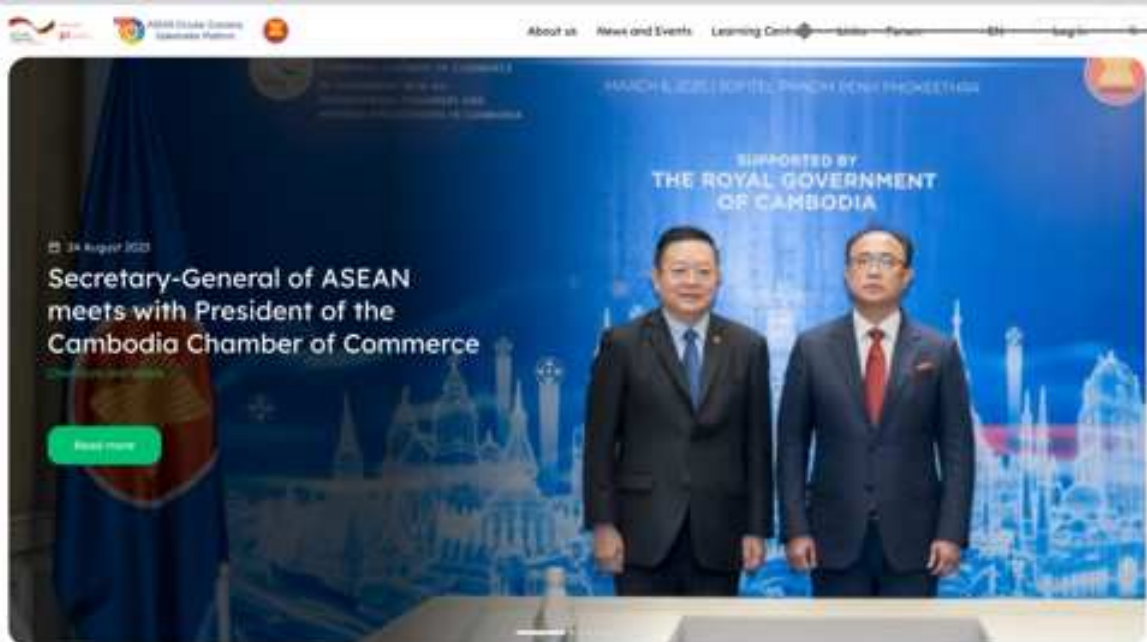
Read the [Behaviour Change Toolbox Methodology: 3RproMar Project Support for ASEAN Regional Action Plan on Combatting Marine Debris](#).

## Strengthening Regional Knowledge Infrastructure in ASEAN

Drawing lessons from 3RproMar and looking ahead to AMUSE's knowledge platform

In Southeast Asia, where environmental issues are complex and often cross borders, sharing knowledge with the right people at the right time can mean the difference between isolated efforts and real, scalable impact. Over the past years, regional collaboration on waste management and marine litter prevention has increasingly highlighted the value of coordinated knowledge efforts, where experiences, lessons, and ideas can move more freely across countries, institutions, and sectors. A regional knowledge platform, in this context, becomes much more than a digital repository. It represents an opportunity to improve access to relevant information, support peer learning, and foster a culture of cooperation that supports informed decision-making.





## Thematic Areas



The 1st preview of the keyscreen on the AMUSE's Knowledge Platform

The sister project of AMUSE, the 3RproMar project (Reduce, Reuse, Recycle to Protect the Marine Environment and Coral Reefs) and its flagship 3RproMar Regional Knowledge Partnership, reflected how cross-institutional collaboration can help surface and organise valuable knowledge across the region. Joint activities such as workshops, deep dives, and the curated catalogues of national best practices and lessons learnt have demonstrated that when knowledge is structured around shared priorities, it becomes easier for different actors to find common ground and to bring national experiences to the regional level.

Building on that foundation, AMUSE is currently developing a regional knowledge platform on sustainable waste management and circular approaches in tourism across small and medium-sized cities. This effort is being carried out together with the ASEAN Secretariat and in cooperation with key sectoral bodies and the relevant ASEAN Working Groups. The platform will serve AMS and is envisioned as a practical tool to support knowledge exchange, capacity development, and collaboration across sectors.

Rather than duplicating existing efforts, the platform is intended to complement the ASEAN Environment Knowledge Hub by offering a tailored Learning Centre. It will bring together a mix of knowledge products, training modules and implementation tools in a variety of topics, aimed at promoting practical learning as well as supporting local governments and other stakeholders with actionable resources. It also aims to foster peer-to-peer learning and regional exchanges that go beyond knowledge sharing to finding solutions.



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The 2nd preview of the keyscreen on the AMUSE's Knowledge Platform

## Cambodia

### Cambodia Launches Net Bags in Supermarkets to Further Cut Down Plastic Waste

Ministry of Environment and supermarkets pioneer new habits for fruits and vegetables

On 21 May 2025, the Ministry of Environment officially launched the net bag initiative in collaboration with the GIZ-implemented 3RproMar project and key private and educational sector partners to tackle single-use plastic pollution. This marks the introduction of reuseable net bags for packaging fruits and vegetables in Cambodian supermarkets.

Presided over by H.E. Sabo Ojano, Secretary of State, Ministry of Environment, and H.E. Meas Meas Chanthya, Undersecretary of State, Ministry of Environment, the launch event featured strong support from government officials, youth representatives from the AUPP Liger Leadership Academy, development partners, and the private sector. A student-led digital quiz added an interactive touch, raising awareness on the environmental costs of plastic dependency.

The initiative expands the national "Today, I Don't Use Plastic Bag" campaign and serves as a practical next step: introducing durable, lightweight, and reusable net bags to reduce single-use plastic consumption at the source. Bayon Market and Khmer Organic Cooperative are the first markets to pilot this new approach, offering net bags to shoppers in their fresh produce sections.



Net bag dissemination workshop © Ministry of Environment of Cambodia

The campaign's momentum continued with the “Net Bag Video Challenge”, a youth-led outreach activity co-organized by “No Trash” and the 3R Youth Ambassadors, with support from the Ministry of Environment and GIZ Cambodia. On 8 June, 21 youth leaders were recognized for producing impactful social media content promoting net bags.

The initiative directly supports Cambodia’s Circular Strategy on Environment 2023–2028, combining policy leadership with behavioral change. It also illustrates how the 3RproMar project continues to integrate youth engagement, digital outreach, and national policy implementation to advance sustainable consumption across ASEAN.



Net Bag Video Challenge © 3RproMar Cambodia

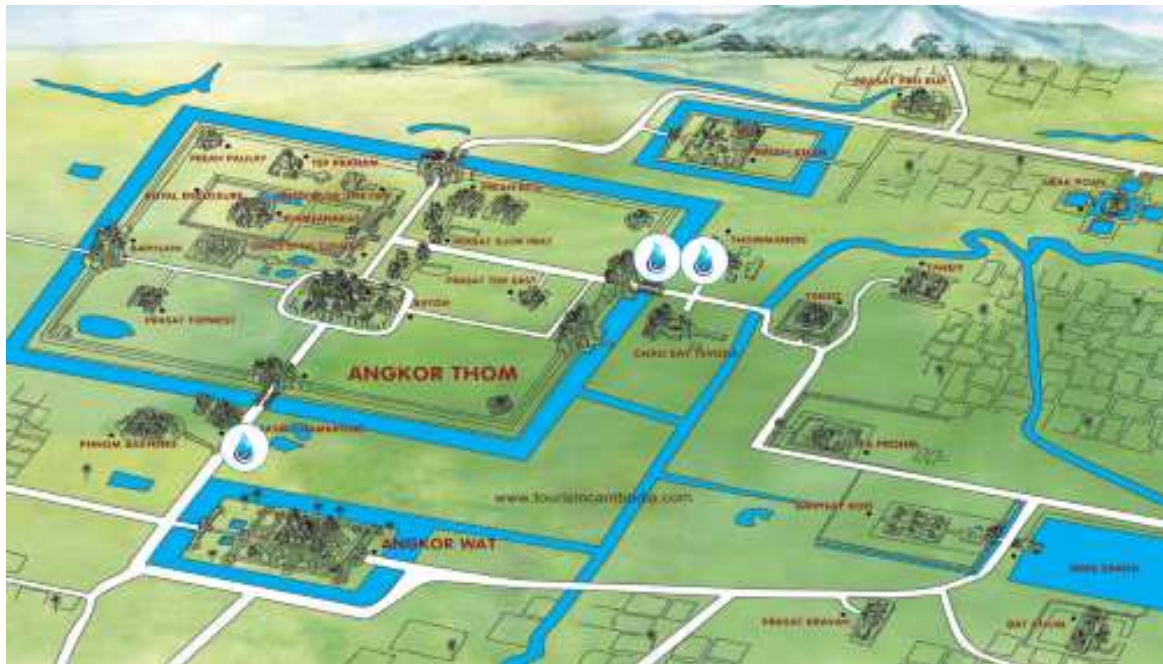
## Refill is Greener, Better, and Cheaper

AMUSE promotes water refill to reduce single-use plastic bottle for sustainable tourism in Angkor Park

In a joint effort to promote sustainable tourism, the APSARA National Authority, Angkor Enterprise,



and the GIZ AMUSE project are launching the first-ever water refill initiative in Angkor Archaeological Park. Three refill stations have been installed at key locations—Victory Gate and Phnom Bakeng—to provide clean, accessible drinking water for both locals and tourists. This project aims to reduce the use of single-use plastic bottles and support environmentally friendly travel practices in one of Cambodia's most visited heritage sites.



A map showing 3 refill stations in Angkor Park, June 2025 © GIZ

To ensure high standards of safety and quality, the filtered water will be tested according to WHO drinking water standards, with regular quality checks conducted by Water for Cambodia (WFC). APSARA will maintain the stations after receiving proper training, and visual displays of water test results will be made available to users. This initiative not only helps preserve the park's environment but also enhances Cambodia's image as a responsible, green tourism destination. Refill is not just sustainable—it's smarter, safer, and more affordable.



Water for Cambodia (WFC) collecting water sample to conduct quality check, 02 June 2025 © GIZ



## 3RproMar Manado Convened Pilot Site Closing Event

Final Reflections and Future Outlook: 3RproMar Project Wraps Up in Manado

The 3RproMar project, which has been piloted in Manado, held its official closing and reflection event on 29 April 2025. This occasion marked the culmination of the project's implementation in the city and served as a platform to review achievements, share lessons learned, and celebrate collaborative efforts.

Since 2022, the 3RproMar initiative has been a joint undertaking between the Manado City Government, the Indonesian Ministry of Environment and Forestry (KLH), and GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit). The project, running through April 2025, aimed to protect marine environments through improved waste management and recycling practices.



Participants of the 3RproMar Project Closing in Manado © GIZ

In his remarks, Piyush Dhawan, Principal Advisor of 3RproMar, highlighted the broader impact of the initiative. “Although the results we’ve achieved so far are impressive, this is just the beginning. Our work in Manado now serves as a model that can be replicated in other cities across Indonesia and throughout the ASEAN region. With continued collaboration and ongoing innovation, we believe we can further protect marine environments, create sustainable livelihoods, and inspire a cultural shift toward sustainability,” he said.

The event also included an interactive discussion featuring representatives from the Sumompo Sejahtera Waste Picker Cooperative. One of the key interventions under 3RproMar has been the formalization and support of this cooperative, which consists of informal waste workers at the Sumompo landfill.



Ratna Taasuwi, the Chair of the Sumompo Sejahtera Waste Picker Cooperative © GIZ

Starting January 2025, waste pickers at Sumompo began selling recyclable plastic materials collectively and directly to wholesalers. This shift from individual to group sales has allowed them to secure better prices and improve their working conditions—an important step toward economic empowerment and sustainability.

The event not only reflected on the project's success but also reaffirmed a shared commitment to environmental protection and inclusive development. Through continued partnership and knowledge exchange, the legacy of 3RproMar is expected to inspire ongoing change well beyond Manado.

Read [3RproMar Manado Factsheet](#).

Watch [3RproMar Manado Closing Video](#).

## 3RproMar Joins Forces with Indonesia's Ministry of Environment to Promote Zero-Waste Lifestyle

Five animated videos were launched to commemorate World Environment Day

To commemorate World Environment Day, 3RproMar collaborated with Indonesia's Ministry of Environment to launch five animated videos promoting a zero-waste lifestyle. These videos provide valuable information, including the volume of plastic waste entering the ocean, practical ways to reduce it, and how these efforts contribute to more efficient waste management.

The videos aim to raise public awareness and concern about waste issues while encouraging greater participation in adopting zero-waste practices. This initiative also represents a collective effort to reinforce the government's role and commitment in public education and communication to drive environmental awareness.

Watch the [animated videos](#).





## Lao PDR

### Lao PDR celebrates World Environment Day in Savannakhet Province

Promoting the reduction of plastic use for a clean and bright environment

On 7 June 2025, the Ministry of Natural Resources and Environment organized a ceremony to celebrate the 52nd anniversary of World Environment Day and the 26th anniversary of National Environment Day, commemorated every 5 June. The event convened under the slogan "Reduce the use of plastic for a clean and bright environment" or in short, "Beat Plastic Pollution " at Phathat Ing Hang Square, That Ing Hang Village, Kaysone Phomvihane District, Savannakhet Province.

The celebration aimed to raise awareness about the growing threat of plastic waste and its impact on the environment, both nationally and locally in Savannakhet. Through exhibitions, educational booths, and community engagement activities, participants were encouraged to take action by reducing the use of single-use plastics in their daily lives.



Participants gather for a group photo at the ribbon-cutting event © MONRE



The event also showcased innovative alternatives to plastic, promoted sustainable practices among individuals and businesses, and called on all stakeholders to take part in protecting the environment. Local authorities, students, businesses, and members of the public joined together in a strong show of support for cleaner, greener communities.

The ceremony was attended by over 400 participants, including H.E. Ms. Bounkham Vorachit, Minister of Natural Resources and Environment; H.E. Mr. Bounchom Ubonpaseuth, Governor of Savannakhet Province; senior officials from various ministries and provinces; Mr. Bakhodir Burkhanov, United Nations Representative to the Lao PDR; local government leaders; representatives from international and civil society organizations; and local residents from Savannakhet province.

This ceremony marks the first time the Ministry of Natural Resources and Environment has hosted the event in a province, following 25 years of commemorating World Environment Day in Vientiane Capital. To promote shared responsibility and nationwide engagement, the Ministry has established a rotational system in which each province will take turns hosting the World Environment Day and National Environment Day celebrations. As part of this new initiative, the hosting flag was ceremonially handed over by Mr. Sensak Phimvongsa, Head of the Savannakhet Provincial Office of National Resource and Environment (right), to Mr. Sengphet HOUNGDUANGCHAN, Deputy Head of the Luang Prabang Provincial Office of National Resource and Environment (left), who will lead next year's celebration.



In this regard, the AMUSE Project supported by providing communication materials, including two awareness-raising posters focused on reducing plastic use and one video aimed at combating plastic pollution. The posters were printed and displayed at the Department of Environment's exhibition booth during the event.

## Dissemination Workshop on Plastic-Free Meeting and Cross-Sector Discussion on Waste Management in the Tourism Sector

On 9 May 2025, the Department of Environment (DOE), through its Division of Environmental Promotion (DOEP), led a dissemination workshop focusing on promoting plastic-free meetings and fostering cross-sector dialogue on waste management in the tourism sector. The objective was to

raise awareness and share best practices while fostering meaningful cross-sector collaboration to advance sustainable waste management solutions in tourism.



Group photo before kick-off the meeting © GIZ Laos

The workshop was chaired by Mr. Vilaphon Nouansengsy, Deputy Director General of the Department of Environment, and co-chaired by Mr. Keochai Phommy, Deputy Director of the Vientiane Provincial Office of Natural Resources and Environment, who delivered the opening remarks and welcome address.

Ms. Panda Oundouengphachane, representing the GIZ Laos AMUSE LA team, delivered the keynote speech highlighting Germany's engagement in Lao PDR for building a climate-friendly, resource-efficient waste management system and circular economy.

The workshop commenced with a presentation on the new National Plastic Action Plan (NPAP) 2024–2030, approved by the Minister of Natural Resources and Environment in August 2024. The session highlighted the critical plastic waste challenges facing Laos and the necessity of a comprehensive action plan. The NPAP outlines four key objectives:

1. Strengthening national legal frameworks and regulations on plastic waste
2. Raising awareness among local authorities and businesses on waste segregation and plastic reduction
3. Promoting the 3Rs (Reduce, Reuse, Recycle) and eco-friendly alternatives, and
4. Establishing systems for management, inspection, monitoring, and evaluation of implementation efforts.

The Department of Environment Protection (DOEP) presented the Plastic-Free Meeting Manual, developed in collaboration with Econox Laos and supported by UNDP in 2021. The session highlighted the manual's objectives and successful outcomes, emphasizing strategies to reduce plastic waste in office and meeting environments. Pilot initiatives showed promising results — especially meeting rooms hold considerable potential for waste reduction, as they are a major contributor to plastic waste in office settings.

One standout presentation came from the Luang Prabang Provincial Office of Natural Resources and Environment, which showcased their Plastic-Free Meeting Pilot Project. Supported by the UK Embassy in Laos and implemented over two months, the project involved nine model offices and achieved significant reductions in single-use plastics by introducing natural, eco-friendly alternatives.





LCG presented Baseline study on Public and Private Cooperation © GIZ Laos

Moreover, Lao Consulting Group (LCG) shared findings from AMUSE's baseline study on public-private cooperation in the tourism sector. Their research revealed ongoing challenges in collaboration on waste management, highlighting the need for improved dialogue between sectors. Strengthening cooperation can lead to more effective solid waste management, increased support for SMEs in recycling, and improved performance of Urban Development Authorities.

The afternoon featured a lively panel discussion on the theme: "The Future of Waste Management in Tourism: What Role Should the Public and Private Sectors Play?" Moderated by the AMUSE Lao PDR team, panelists from the Department of Tourism Development, Vientiane and Luang Prabang PONRE, and hotel and restaurant associations explored ways to tackle current waste challenges. The session emphasized policy support and stronger private sector involvement in sustainable practices.

The workshop welcomed around 50 participants from both public and private sectors, including representatives from Vientiane Provincial Office of Natural Resources and Environment (PONRE), Vangvieng district office of Natural Resources and Environment (DONRE), Urban Development Authority Administration of Vangvieng District (UDAA), tourism businesses, hotel and restaurant associations, and international organizations such as GGGI Lao PDR.

## 5th PIU-PMU Meeting for the AMUSE Project Held in Vang Vieng

The 5th Project Implementation Unit (PIU) and Project Management Unit (PMU) meeting for the ASEAN Municipal Solid Waste Management Enhancement (AMUSE) project was conducted on 25 March 2025, at the Amari Vang Vieng Hotel in Vang Vieng District, Vientiane Province.

The event brought together 21 attendees from significant organizations such as the Global Green Growth Institute (GGGI), national and provincial government agencies, local governments. This meeting focused on reviewing accomplishments, resolving issues, and supporting policy recommendations to improve municipal solid waste management using a circular economy strategy in Vang Vieng, a popular tourist destination in Laos.



5th PIU-PMU Meeting for the AMUSE Project in Vang Vieng © GIZ

Key highlights were information on the Waste Recycling Bank (WRB), which stated an 80% rate of adoption among businesses and produced 26 million LAK in recycling revenue. Furthermore, 13 of



16 businesses passed the Green, Clean, and Beautiful (GCB) certification examination, indicating increased private sector involvement in sustainable practices. Technical presentations were given on organic waste processing techniques, as well as a pre-feasibility assessment for a sustainable solid waste management system in Vang Vieng. Policy recommendations underlined the need of regulatory frameworks, technical solutions like composting and biogas, and capacity-building programs. Stakeholders also considered financial sustainability, infrastructural requirements, and the value of multi-donor financing methods for long-term implementation.

Participants provided excellent feedback on how to improve coordination, raise community awareness, implement mobile-based payment methods for waste services, and improve logistics with dedicated collection vehicles. The Mayor of Vang Vieng highlighted the significance of preserving cleanliness to boost tourism, while top authorities expressed agreement with the suggested solutions and emphasized the need for ongoing monitoring and scaling-up activities. Overall, the meeting demonstrated a shared commitment to developing Vang Vieng into a regional model for sustainable waste management, with project activities aligned with both national environmental goals and local development targets through the AMUSE program.

## AMUSE outcome 3 project closing ceremony: celebrating sustainable waste management success in Vang Vieng

On 25 April 2025, the Global Green Growth Institute (GGGI) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH celebrated the successful wrapping up of the ASEAN Municipal Solid Waste Management Enhancement (AMUSE) project in Vang Vieng District, Vientiane Province.

The wrapping up ceremony celebrated two years of transformative effort to improve municipal solid waste management and promote circular economy principles in a district experiencing outstanding tourism growth. The event included 37 key stakeholders, including government officials, private sector partners, development organizations, community leaders, and representatives from 75 companies.

The AMUSE initiative achieved two primary objectives targeted at improving municipal solid waste management in Vang Vieng.

Outcome 1: The initiative installed 75 waste Recycling Banks (WRBs) in hotels, guesthouses, and restaurants, greatly enhancing waste separation and recycling efficiency. A total of 16 tourism businesses undertook waste audits, with 13 acquiring Green Clean Beautiful (GCB) certification, indicating their dedication to sustainable methods. Multiple awareness programs and training sessions were also held to encourage proper waste management in the tourism industry.

Outcome 2: The initiative improved the Urban Development and Administration Authority's (UDAA) ability to handle solid waste from municipalities more effectively. This includes establishing a Project Implementation Unit (PIU) and a field coordination office, conducting a Pre-feasibility Study on Circular Economy Development, and creating policy recommendations for sustainable solid waste management and organic waste processing options. The initiative also supported a South-South Knowledge Exchange Program in Singapore, which improved local knowledge by exposing it to global best practices. Additionally, informal waste pickers received occupational health and safety (OHS) training, as well as personal protective equipment (PPE).



Closing ceremony of AMUSE project in Vang Vieng © GIZ

During the closing ceremony, 13 Business Entities (BEs) received the GCB Certificate, recognizing their leadership in environmental sustainability. Of these, four got Level I Certification, while nine received the more advanced Level II Certification, indicating a stronger integration of green practices. These awards show Vang Vieng's growing commitment to environmentally friendly business practices.

The Vice Mayor of Vang Vieng District formally acknowledged the collaborative efforts of the GGGI and GIZ teams in ensuring the project's success, presenting appreciation certificates and noting that the AMUSE project's achievements will be documented in the historical records of Vang Vieng District. In a symbolic movement, office equipment such as laptops and A4 paper were provided to the UDAA and DONRE, bolstering institutional capacity for long-term environmental governance and administrative effectiveness.



Several events conducted in Vang Vieng © GIZ

### **Capturing AMUSE's Impact: a 5min-project impact story video**

To effectively communicate the significant achievements of the AMUSE LA O3 project, GGGI has developed a comprehensive 5-minute "AMUSE LA O3 Project Impact Story" video. This video showcases Vang Vieng's scenic landscape, highlights the challenges of waste management in the region, and demonstrates the AMUSE project's impactful interventions.

The video features the successful implementation of waste recycling banks within tourism businesses and illustrates the strong involvement of these businesses in sustainable practices. It also highlights the "Green Clean Beautiful" certification, a key initiative that will support Vang Vieng in its pursuit of the ASEAN Clean Tourist City Awards in the coming year.

Furthermore, the video includes interviews with key project champions, including representatives from central government, city government, business owners operating Waste Recycling Banks, and recycling shop owners, all sharing their perspectives on the project's lasting impact.

## Philippines

### Highlighting Initiatives, Achievements and Challenges at the Local Level

#### 3RproMar Handover Workshop and SaveME Research Conference in Guimaras

The 3RproMar project in the Philippines held its Handover Workshop in Guimaras on 17 March 2025, followed by site visits the next day. The event brought together representatives from national and local government agencies, project partners, and local stakeholders to review key achievements, challenges, and ways forward.

Dr. Johannes Paul, 3RproMar-Philippines Programme Manager, opened the workshop with a stark reminder for immediate action: only 9% of plastic waste is recycled globally, while 10% escapes into the environment. The Environmental Management Bureau (EMB) Region 6 commended the project for its support in advancing waste management in Guimaras—particularly in integrating Extended Producer Responsibility (EPR), providing technical advisory in the pre-feasibility study for the provincial sanitary landfill, mobilising a DENR-donated plastic recycling facility, and capacitating EMB personnel with training at the Asian Institute of Technology (AIT).

Findings from project implementation showed that 52% of plastic waste in Guimaras remains unmanaged, 23% is openly burnt, and 6% ends up in water systems—mostly from uncollected waste. The pilot effort in 11 barangays, equipped with blue motorcycles, increased the weekly segregated plastic waste collection from 20 kg to 400 kg. More tricycles are to be provided this year to expand the Sa Plastik Anay 'Ta campaign in all five municipalities. The greenhouse gas (GHG) study also presented during the workshop showed that sustaining and replicating the established collection efforts across the province could reduce emissions by nearly 50%.



Participants at the 3RproMar Handover Workshop in Guimaras © GIZ

Discussions emphasised the importance of sustaining these initiatives. Site visits showcased Guimaras' success in producing plastic lumber using donated recycling equipment—the only one to do so among the 90 units deployed by DENR nationally—and the role of sari-sari stores as collection points in the overall waste collection. In Brgy. Cabano, residents now associate megaphone music from blue tricycles with plastic collection and drop-off, showing behaviour change with just a simple action.



On March 19, Guimaras State University held the Save the Marine Ecosystem (SaveME) Research Conference which featured faculty and student research presentations focused on solid waste management and circular economy to protect marine ecosystems.



Left: Mang Albert, the driver of blue motorcycle in Brgy. Cabano, showing the team how he collects segregated plastic waste from each household @ GIZ



Right: Different plastic bars made by the plastic recycling facility--some of these are used in making bench, bike racks and pallets @ GIZ

Dr. Rhea Joy D. Flora, Project Manager of SaveME, highlighted the role of academic institutions in environmental sustainability, while Dr. Julius T. Vergara, GSU Vice President for Research, Extension, Training, and Innovation, stressed the importance of empowering local communities in marine conservation.

The conference successfully fostered collaboration, influenced policy discussions, and provided actionable insights for improving marine conservation efforts. Moving forward, research findings will guide stakeholders in implementing effective waste management strategies to safeguard marine ecosystems.



Students and faculty members presented their research studies at the SaveME Research Conference © GSU

## Continuing Community Efforts in Addressing Plastic Pollution

Sustainability Workshop for Aling Tindera Programme in Negros Occidental

Through the grant of 3RproMar, Friends of Hope, Inc. (HOPE) conducted a sustainability workshop for the Aling Tindera Plastic Waste-to-Cash Programme in Bacolod, Bago, Silay and Talisay Cities, Negros Occidental. The workshop held on 15th of May 2025, updated the partners on the

accomplishments of the project and developed sustainability action plans per Local Government Units. The workshop was attended by 28 participants from Aling Tindera, Friends of Hope, Subay Marketing, La Consolacion College, DENR EMB Region 6, Provincial Environmental and Management Office of Negros Occidental, and Environmental and Natural Resources Officers from the four LGUs.

Since its operations last June 2024, the Aling Tindera Programme has successfully diverted 63,841.50 kilograms of plastic from the environment. It has generated a total community revenue of Php159,603.75, engaged 270 households, and collaborated with eight aggregating partners. Each LGU showcased its own innovative strategies to enhance the collection of plastic waste through the Aling Tindera Programme, these included community engagement initiatives, improved collection methods, and intensive educational campaigns aimed at raising awareness about the importance of plastic waste management. The collaborative efforts among the LGUs highlighted their commitment to addressing plastic waste issues and fostering a sustainable environment in their respective areas.



Ms. Ma Fe Trespuentes (left) and Ms. Sandra Astaquina (right) © HOPE

Ms. Ma. Fe Trespuentes, OIC, Bacolod Environment and Natural Resources Office (BENRO) explained the importance of the informal waste sector as frontliners in the collection and consolidation of plastic waste. She highlighted the City's initiatives to formally organized the waste workers and valued the role of the Aling Tindera women who supported the City's waste management campaigns.

Several Aling Tindera representatives also participated in the workshop and shared their challenges and the positive impacts that the Aling Tindera Programme has had in their lives. One of the Aling Tindera representative was Ms. Sandra Astaquina, a 58-year old single mother of three from Barangay Felisa, Bacolod City. She has been a waste picker at the sanitary landfill for 14 years and started her role as Aling Tindera in October 2024. One of the biggest challenges she faces is reducing the size of plastic waste, particularly with large items like refrigerators and TVs, as these cannot be collected in their original size. Additionally, there is a lack of water available for washing the plastic waste, as only clean and dry plastics are accepted for collection. With support from the Aling Tindera Coordinator, Sandra has been able to overcome these challenges. Her income from her role as Aling Tindera helps support her youngest child's college education.

## Reflecting the Efforts of 3RproMar Phase 1

### 3RproMar Reflection Workshop in Quezon City

GIZ's Reduce, Reuse, Recycle to Protect the Marine Environment and Coral Reefs (3RproMar) held a reflection workshop on 10 June 2025. Phase 1 of the 3RproMar Project, which supports ASEAN Member States (AMS) in enhancing capacities to reduce land-based waste leakage and protect the marine environment, will conclude by the end of June 2025. As such, the reflection workshop debriefed project partners from the Department of Environment and Natural Resources (DENR) about relevant project accomplishments; reflected on outcomes and experiences from Phase 1 of the 3RproMar project; and discussed impacts and lessons learned as a basis for proposing

recommendations for the envisioned Phase 2 of the 3RproMar project in the Philippines.

The event was graced by DENR Foreign-Assisted and Special Projects Service (FASPS) Director Al Orolfo and Engr. Vizminda Osorio, Executive Director of the National Solid Waste Management Commission (NSWMC). A workshop consisting of two working groups discussed key takeaways, gaps, and lessons learned from Phase 1 of the project. Following this, the official handover of the project's outputs and knowledge products to the DENR commemorated the findings and accomplishments of 3RproMar, its partners, and benefactors.



Formal Handover of 3RproMar Phase 1 Knowledge Products to the Project Partners © GIZ

In her final remarks, Engr. Vizminda Osorio expressed her gratitude to GIZ and the 3RproMar team for the project's contribution in addressing the ongoing plastic waste and marine litter issue in the Philippines. Dr. Johannes Paul also expressed his gratitude to all the participants and partners for their commitment to assisting 3RproMar in achieving its objectives.

The 3RproMar reflection workshop highlighted the groundwork laid by Phase 1 while underscoring Phase 2's commitment to developing initiatives aimed at further addressing the pressing challenges the country faces in combating plastic waste and marine litter.

## Upcycling: From Plastic Waste to Useable Plastic Products

Field Visit to Plastic Upcycling Facilities in Malabon City and Valenzuela City

Following the 3RproMar reflection workshop, participants joined a field visit the next day to two companies that process plastic waste into usable materials. They toured the Sentinel Plastics Manufacturing Corp. in Malabon City, followed by Plastimer Industrial Corp. in Valenzuela City, both located within Metro Manila.





Field visit participants with trash bins made from recycled plastics from Sentinel Plastics Manufacturing Corp. © GIZ

At Sentinel Plastics, a workshop was held to demonstrate Sentinel's upcycling technologies. In particular, how the company creates furniture from recycled plastic materials. Similarly, at the Plastimer facility, Evergreen Labs Philippines, a social enterprise that focuses on developing and promoting sustainable initiatives, showcased how they create plastic boards made from recycled plastic waste using the facility's machinery. These plastic boards are used to create several durable products such as tables, chairs, benches, roof sheets, racks, trash bins, and more.

Through this field visit, 3RproMar reaffirmed its dedication to assisting the DENR-EMB in exploring plastic waste diversion initiatives that support the EPR Law. By visiting Sentinel Plastics Manufacturing Corp. and Plastimer Industrial Corp., participants were able to observe how these corporations recycle plastic waste into usable materials. This provided an opportunity for various sectors working along the plastic value chain to discuss potential solutions to the current plastic waste crisis in the Philippines and explore collaborative efforts and partnerships for phase 2 of the 3RproMar project.



Shredded flexible plastic wastes (left) used in producing benches and plant boxes (right). © GIZ

## Thailand

Thailand's waste and tourism sectors exchange implementation

## progress and results

Project Management Unit (PMU) was established to exchange ongoing initiatives of AMUSE Thailand between relevant government agencies in the country. Reaching the third year of implementation, all stakeholders gathered to provide and exchange feedback to finalize the draft curriculum, good Practices guideline, and gender-sensitivity instruments.

PMU is comprised of Pollution Control Department, Department of Climate Change and Environment, Department of Tourism and Department of Local Administration. The Unit was established under AMUSE Thailand's cooperation to steer, co-implement project activities, and to foster synergy between the waste and tourism sectors.

On 1 April 2025, the 6th PMU meeting was organized to present the activity highlights gather recommendations from PMU members to improve the draft curriculum, Good Practices guideline, and gender-sensitive instruments prepared by the expert teams from Sustainable Environment Research Institute of Chulalongkorn University as well as Thailand Development Research Institute. These tools are designed for capacity development among public and private sector actors working in waste management in the tourism sector, focusing on medium-sized tourist cities. All documents are expected to be finalized in August 2025 and further used among PMU members after AMUSE project concludes in December 2025.



PMU members exchanged feedback on the draft tools

## From Source to Disposal: Strengthening Waste Management in Thai Tourism

AMUSE Thailand is developing a comprehensive Training Curriculum and Guideline on Municipal Solid Waste Management for the Tourism Sector in Thailand to improve upstream, midstream, and downstream waste management process in the long run.

In Thailand, the municipal solid waste is increasing due to the expansion of the tourism sector. For better waste management, relevant stakeholders from both the waste and the tourism sectors need to integrate their knowledge and work together. As a result, a training course linking waste and tourism sectors is an effective solution to narrowing the capacity development gap of relevant stakeholders in the waste and tourism sector.

To enhance waste management practices in tourism sector in Thailand, the expert teams from the Sustainable Environment Research Institute, Chulalongkorn University (SERI) conducted a two-day onsite training test trial in Nan Province to implement the training curriculum and best practice guideline. The training was on 26-27 May 2025 in Bo Kluea District and Muang Nan District in Nan Province.

Several stakeholders related to the tourism sector participated in the training including representatives from the government agencies, private sector, entrepreneurs, community leaders,

and residents to provide some feedback and recommendations on the training course and guideline. The next step is to revise and finalize Training Curriculum and Guideline on Waste Management in Tourism Sector accordingly.



Participants used board game as tools and presented results of the training at the plenary

## Viet Nam

### Strengthening EPR and Plastic Waste Management in Aquaculture

Toward a Circular and Sustainable Shrimp Farming Sector

On 18 April 2025, in Ho Chi Minh City, the 3RproMar project hosted a technical meeting that gathered 40 participants from government agencies, private companies, recycling firms, and environmental experts to tackle the growing issue of plastic waste in aquaculture—especially shrimp farming.

The event served as a collaborative platform to explore the flow of plastic waste in shrimp farming operations in Soc Trang – 3RproMar’s pilot site in Viet Nam, share recent updates on Viet Nam’s Extended Producer Responsibility (EPR) policy, and exchange practical experiences on 3R initiatives. Stakeholders discussed challenges in EPR implementation, highlighted innovative packaging and recycling solutions led by industry, and proposed actionable ideas to strengthen producer responsibility and close the loop in the aquaculture sector.

Notably, the analysis of plastic waste streams and 3R potentials in the shrimp farming sector in Soc Trang Province were presented with actionable 3R strategies and solutions:

♻️ Minimize plastic use and leakage by introducing alternative materials that can replace conventional plastics in shrimp farming operations.

Enable responsible reuse of plastic waste from shrimp aquaculture by improving infrastructure for separation, recycling, and repurposing in key farming areas. This includes reducing damage during use, identifying on-farm collection points, and providing temporary storage for reusable items.

♻️ Promote recycling and responsible end-of-life disposal through solutions like converting old pond liners into new ones, reducing demand for virgin materials. Expanding EPR regulations to include packaging for feed, chemicals, and probiotics is essential.





Multi-stakeholder representatives actively participated in the technical meeting, engaging in in-depth discussions on advancing EPR and sustainable plastic waste management in the aquaculture sector ©GIZ / Nguyễn Thanh Sang

Following the technical meeting, a series of site visits were held from May 15 to 21, connecting stakeholders with recycling innovators and alternative packaging producers across Long An, Tay Ninh, and Soc Trang. The visits aimed to deepen engagement, foster partnerships, and co-develop practical circular economy solutions for the aquaculture sector. Activities included guided factory tours, interactive Q&A sessions, and in-depth discussions with local authorities and business leaders.

Together, the technical meeting and site visits generated strong interest and a clear commitment among participants to continue the dialogue and move toward more coordinated, on-the-ground actions.

## Promoting behavior of change in municipal solid waste management in theoretical framework and its application

Back in the 1970s through to the 1990s, Information, Education, and Communication (IEC) was the primary tool applied to influence people's behaviors. It was recognized that many flipcharts, flyers, brochures, training manuals, and even radio programs were conducted from the past to address the complex sustainability and development problems facing different communities.

Challenges include issues such as climate change, public health, waste management, biodiversity and conservation management, and social inequities. However, increasing knowledge, raising awareness, or even influencing attitudes without addressing other determinants of human behavior often failed to result in sustained, long-term action. Having certain knowledge is just one of many factors that influence people's ability and willingness to practice a given behavior. Thus, Social and Behavior Change emerged as a more strategic approach to cultivate insightful understanding of how individuals, communities, and organizations make decisions helps development actors identify the underlying motivations and barriers to change and incorporate these insights into their interventions.

Understanding that an effective strategy to design comprehensive and people-centered solutions to waste management challenges are needed, AMUSE GIZ Vietnam drives to the approach that blends insights from behavioral science and design thinking to build breakthrough solutions. Under the AMUSE project's Green School Initiative, GIZ Vietnam is currently designing a range of raising awareness activities on waste management for students and teachers at school establishments in Da Lat. RARE's behavior change framework is chosen as theoretical framework to apply for activity designation .

Behavioral Principles Rare uses six levers of behavior change that can be pulled individually or in combination to achieve different effects when designing interventions:

- Information: Providing information about what the desired behavior is, why it matters, and how to do it
- Rules and Regulations: Enacting rules that promote or restrict a behavior
- Emotional Appeals: Using emotional messages to drive behavior
- Material Incentives: Increasing or decreasing real or perceived costs, time, or effort for doing a behavior
- Social Influences: Leveraging the behavior, beliefs, and expectations of others
- Choice Architecture: Changing the context in which choices are made.



Together with the behavior principle as above mentioned the Rare's Behavior-Centered Design are applied to design the Green School Initiative Da Lat with following steps as below:



To commence the design of the Green School Initiative, a range of stakeholder engagement activities with local partners and educational environment practitioners are planned to outline the target behavior, identify the target actors, and describe their context.

The next step is to gain insights into the target actors and their behaviors, including their motivations and challenges. Following this, the information is mapped out to describe the linkages and influencing factors. From visual mapping, it is easier to generate, group and prioritize intervention ideas in step 4 - Ideate.

The following step is to select optimal intervention ideas and develop a prototype (small-scale version) that captures its essential features to test in the next step with target actor and revise based on the test's results. Launching only happens when the revisions of intervention activities in full-scale are made with its evaluation and impact metrics framework. Assessment is an indispensable step to investigate and assess the impact of the intervention and reflect on potential improvements.

It's believed that to deliver the change that lasts, motivations of individuals, communities and organizations are the key factors. AMUSE Vietnam component project is committed to bring technical supports on behaviors changes in sustainable waste management for young population who considered as agent of change in the environmental protection.

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## Upcoming Events

### ■ July 2025

16 July 2025: 3rd AMUSE Project Steering Committee (PSC) Meeting

17 July 2025: Open Session of the 23rd AWGESG Meeting

### ■ September 2025

2-3 September 2025: The 6th ASEAN Environmentally Sustainable Cities (ESC) Award and 5th Certificate of Recognition (COR)

23-24 September 2025: Reviewing and Improving the ASEAN Guidelines on Eco-Schools and Enhancement of ASEAN Eco-School Programmes through Partnership with ESCs

## Useful Links



» <https://www.giz.de/en/worldwide/129342.html>

#### **AMUSE Project Page:**

» <https://www.giz.de/en/worldwide/114732.html>

#### **ASEAN Environmental Hub:**

» <https://environment.asean.org/>

#### **kNOwWaste Knowledge Platform:**

» <https://knowwaste.net/>

#### **Regional Knowledge Centre for Marine Plastic Debris:**

» <https://rkcmpd-eria.org/>

#### **International Knowledge Hub Against Plastic Pollution:**

» <https://ikhapp.org/>

#### **ASEAN Circular Economy Stakeholder Platform:**

» <https://ce.acsdsd.org/>

#### **AMUSE's Knowledge Products:**

» <https://bit.ly/AMUSEKnowledgeProduct>

#### **AMUSE Regional Training Program Information:**

» <https://www.knowwaste.net/MarineDebris/News/1057>

#### **AMUSE Regional Training Program Registration:**

» [Webex Registration Link](#)

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