

3RproMar in Manado: Protecting the marine environment and coral reefs

Background

The regional project "Reduce, Reuse, Recycle to Protect the Marine Environment and Coral Reefs" (3RproMar), funded by the German Government and in collaboration with ASEAN, aims to support the efforts of ASEAN Member States in reducing the leakage of plastic waste from land into the sea.

This project has national components implemented in Cambodia, Indonesia, Philippines, and Viet Nam. In Indonesia, the city of Manado has been chosen as the pilot site.



Manado, located in North Sulawesi, is uniquely surrounded by beautiful seas and oceans. With a population of around 430,000 people, Manado is not just a vibrant city but also a gateway to one of Indonesia's most precious marine environments. Situated near Bunaken National Park, the heart of the Coral Triangle, the area is home to extraordinary biodiversity, with vibrant coral reefs teeming with marine life. The park's rich ecosystem is vital not only for global marine health but also for the livelihoods of local fishermen and fishing communities, who depend on the ocean's resources for sustenance and income. Protecting this delicate environment ensures the survival of both its wildlife and the communities that rely on its abundance.

The 4 Work Packages of Pilot Activities in Manado

1

Integrated waste and plastic waste management, which addressed challenges in waste management and develop household waste services or similar efforts in line with sustainable development.

2

Patterns of plastic production and consumption and strategies for change to promote a circular economy related to plastic, considering potential options involving stakeholders.

3

Collection and recycling processing with the participation of the informal sector aimed at increasing the capacity for the collection, recovery, and processing of recyclable materials involving the informal sector.

4

Behavior change strategies aimed not only at changing the perception and behavior of residents regarding waste but also consumption patterns that have short and long-term positive impacts on plastic pollution.

More about 3RproMar



3RproMar
Factsheet



3RproMar Manado
Factsheet



3RproMar Manado
Pilot Video



3RproMar Manado
Closing Video



Strategi Perubahan Perilaku dan Aksi
Pengurangan Plastik Kota Manado

Publication

Results

Through close cooperation and coordination with the Government of Manado City and the Office of Environment of Manado City, since the implementation in 2023, 3RproMar has:



There are several things that we learn from 3RproMar, including knowledge about circular economy and how waste can also be transformed into resources. We also learn about integrated waste management, which can begin at the community level, to all lines in Manado. Additionally, it includes a community education initiative through the formation of a dedicated educator team—an effort we hope will create a positive impact and serve as a model for surrounding areas. The program also promotes campaigns encouraging the use of reusable bags and utensils, discouraging littering, supporting the payment of waste management fees, and optimizing the role of TPS3R facilities.

Esther Lunita Mamarimbing

Secretary of Environmental Service of Manado City Government, Waste Management Task Force for Manado City

Through the Cooperative, that 3RproMar supported, all the members and I have learned a lot about how to work together for our common good and we have received recognition being in an official organization. Starting in January 2025, we started selling recyclable plastic materials together and directly to wholesalers, no longer individually, and what is encouraging is that members have started saving through Cooperative which was never possible before. Through this cooperative organization, other members and I changed our way of thinking from personal interests to common interests.

Ratna Taasuwi, a waste picker at Sumompo landfill and the Chair of the Sumompo Sejahtera Waste Picker Cooperative

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