



Secretariat of the Pacific Regional Environment Programme

TWENTY-FIRST SPREP MEETING

Madang, Papua New Guinea
6 – 10 September 2010

Agenda Item 9.2.5: Waste Reduction and Pollution Prevention

Purpose

1. To seek approval of the SPREP Meeting to conduct a one-year regional campaign addressing waste reduction and pollution prevention, in 2012.

Background and Progress

Pacific Regional Solid Waste Management Strategy 2010-2015

2. The 20th SPREP Meeting adopted the Pacific Regional Solid Waste Management Strategy 2010-2015. It is the regional guiding document for solid waste management which identifies priority strategic actions to achieve the goal that Pacific Island Countries and Territories will adopt cost-effective and self-sustaining solid waste management systems to protect the environment, in order to promote a healthy population and encourage economic growth.
3. Awareness, communication and education are thematic priorities, and the intended outcome is “an informed and aware population who support and participate in waste management activities”. Developing a campaign to promote better management of waste in 2012 is identified as a key strategic action to achieve this outcome.
4. Additional information on the progress of regional waste management strategies funded by France (AFD), Japan (JICA) and the GEF (UNEP project) is provided in Information Paper 2.

Pacific Oceans Pollution Prevention Programme (PACPOL) 2010-2014

5. The PACPOL 2010-2014 approval process was endorsed at the 20th SPREP Meeting. The Secretariat was to circulate the draft Strategy for the PACPOL for comments by way of a circular by the end of 2009 giving members four weeks to provide comments.
6. Prevention of marine pollution by promoting awareness is one of the five (5) pillars in the Revised PACPOL 2010-2014 Strategy. Raising awareness amongst the general public, in particular school age children, on the sources of and issues involved in marine pollution, and to develop a life-long respect for the need to protect our coastal and marine environmental heritage through a campaign against pollution, is a key strategic action to achieve this outcome in 2012.



One Year Campaign for Waste Reduction and Pollution Prevention

7. The proposed campaign would focus on raising awareness in the region of simple but effective waste reduction techniques such as composting.
8. The proposed objectives of the campaign are to :
 - Change local behaviour and attitudes to waste and hazardous chemical management;
 - Promote local action for waste reduction, pollution prevention, and hazardous chemicals management;
 - Promote the achievements of the AFD, GEF-PAS and JICA projects;
 - Improve awareness of the sources of and issues involved in marine pollution; and
 - Highlight the importance of good waste management and pollution prevention to other processes such as climate change resilience, biodiversity conservation, fisheries, health, tourism and water quality.
9. The proposed outcomes are:
 - Individuals and communities adopt simple waste reduction measures which reduce the amount of waste that must be managed;
 - Reduced pressures on solid waste management collection systems and dumpsites/landfills through local 3R initiatives (reduction, reuse, recycling);
 - The general public, especially school children, are more aware of the need to protect coastal and marine environmental heritage; and
 - Government and industries are better able to prevent and deal with hazardous chemical site contamination.
10. The anticipated outputs from the one-year campaign would include:
 - Posters, t-shirts, short films, art and other promotional materials which encourage behaviour based on the theme of the campaign; and
 - Small-scale, community-based, practical projects for pollution prevention, waste and hazardous chemical management implemented by schools, churches, community groups, etc.

Conclusion

11. The Meeting is invited to:
 - **endorse** the Secretariat's proposal for a Waste Reduction and Pollution Prevention Campaign in 2012; and
 - **encourage** members to fully participate in the planning and delivery of activities and nominate a contact point for the campaign.