

# The Global Commitment

**Communication Workshop  
for Government signatories**

**15<sup>th</sup> September 2022**





<https://www.unep.org/new-plastics-economy-global-commitment>





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# Government Workshop Series 2022-2023

<https://www.unep.org/new-plastics-economy-global-commitment> (click the “events” tab for registration links)

We encourage governments to share your experience, best practices, lesson learned and challenges.



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## New Plastics Economy Global Commitment

### Government Workshop Series 2022-2023

#### Communication

Supporting social and behavioural change through communication and awareness raising is critical to addressing plastic pollution. What are the ways we can do this more successfully?

**When:** 15<sup>th</sup> September 2022  
**Time:** 14:00 CEST

**Register:** <https://bit.ly/GlobalCommitmentPart1>

#### Reuse

What is reuse? How can we increase reuse rates and infrastructure? What are key drivers behind reuse systems? How can different actors drive faster progress?

**When:** 3<sup>rd</sup> November 2022  
**Time:** 14:00 CET

**Register:** <https://bit.ly/GlobalCommitmentPart2>

#### End of life

What are the choices when a product is no longer wanted for its original purpose? What are some of the measures that policymakers are using to achieve plastic circularity?

**When:** 9<sup>th</sup> February 2023  
**Time:** 14:00 CET

**Register:** <https://bit.ly/GlobalCommitmentPart3>

#### EPR

Extended producer responsibility – what are the different approaches being implemented? What are the challenges? And why is EPR important?

**When:** 4<sup>th</sup> April 2023  
**Time:** 14:00 CEST

**Register:** <https://bit.ly/GlobalCommitmentPart4>

This series brings together Government Signatories of the Global Commitment to share experiences and learn tips for best practice design and implementation of circular plastic economy approaches. Each session will draw on concrete examples by Members Governments and latest research to illustrate practical steps to reduce plastic pollution.

[Read more](#)

<https://www.unep.org/new-plastics-economy-global-commitment>



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## Key messages to support transforming awareness into behaviour change at the Multistakeholder Dialogue during OEWG, 29 May- 1 June 2022

- **Making good behaviour the social norm** (e.g. shown in media or by influencers); **positive communication and emotions**, e.g. telling what people should be doing rather than what they should not be doing; etc.
- **Behaviour change on its own is not enough**: it needs to exist within the necessary structures and policy context. We need options and solutions that are available and affordable: **legislative drivers required** to provide incentives and enablers for the good behaviours.

Watch the recording of the session from <https://www.unep.org/events/unep-event/multi-stakeholder-dialogues-part-open-ended-working-group-oewg> (click the “May 31” tab)



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# Agenda

|               |  |
|---------------|--|
| 14:00-14:08   | Opening by UNEP (Llorenç Milà i Canals)  |
| 14:08- 14:15  | Presentation by UNEP (Ran Xie) <ul style="list-style-type: none"><li>- examples from GC governments on communication</li><li>- UNEP Resources to support governments on Communication</li></ul>  |
| 14:15- 14: 25 | Presentation by EMF (Iulia Strat and Camilla) <ul style="list-style-type: none"><li>- successful examples/learnings on communication efforts to address plastic pollution, based on EMF's experience</li></ul>   |
| 14:25- 14: 40 | Presentation by Ellie Moss, Founder and Principal of Moss & Mollusk Consulting <ul style="list-style-type: none"><li>- how governments could use communication-related activities/instruments to help address plastic pollution</li><li>- what challenges governments might have and recommendations</li></ul> |
| 14:40- 14:50  | Q&A  |
| 14:50- 15:20  | Sharing from Buenos Aires (Jimena Rodríguez and Jaqueline Schell Delon)<br><br>Open discussion   |
| 15:20- 15:30  | Closing remarks by UNEP (Llorenç Milà i Canals)  |



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## Examples from governments in the 2022 reporting cycle (not exhaustive)

- In **UK**, the Welsh Government's campaign to support the introduction of legislation to ban or restrict several single use plastic items.
- **Scotland:** campaign 'It's Time to Get Recycling Sorted' promoting the new 'Recycling Sorter' digital tool
- **Austin:** Austin Reuse Directory+ a large marketing campaign to not bag recyclables and keep plastic film out of single stream recycling bins.
- **Chile:** campaign targeting fishermen
- **Copenhagen:** Sustainable Choice CPH Initiative with tourist organisations, informing tourists of waste management and refill options
- **Buenos Aires...**



# UNEP Resources to support governments on Communication (<https://www.unep.org/beatpollution/resources-global-commitment-governments>)

## **Suggested instruments/ options**

- Join [Clean Seas](#) campaign and adapt it to local context
- Set up specific communication products / campaigns to promote desired behaviour changes

## **Resources to support governments**

- [Clean Seas](#) campaign materials
- Report "[Can I Recycle This? A Global Mapping and Assessment of Standards, Labels and Claims on Plastic Packaging](#)"
- Report "[Reducing Plastic Pollution: Campaigns That Work](#)"
- Report "[Next Steps: Tackling Plastic Litter - A Nudging Strategy for Reducing Consumption of Single-Use Disposable Cups](#)"
- Guide to help the sports community address plastic pollution: [Plastic Game Plan for Sport](#)





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## Guiding questions for the open discussion

- Could you please share your progress, experiences, challenges and lessons learned on communication efforts to address plastic pollution? What specific communication tools are you using?
- Is there any attempt from your government to measure the behavioural change triggered by your communication efforts?
- What support do you need in terms of delivering awareness raising campaigns to address plastic pollution?

# The Global Commitment

**Thank you!**

<https://www.unep.org/new-plastics-economy-global-commitment>

