



STRATEGIC COMMUNICATION TO ADDRESS PLASTIC POLLUTION

Single-use plastic reduction Program within the framework
of The New Plastics Economy Global Commitment

The City of Buenos Aires



3,000,000 inhabitants
and it is estimated that
another 3,000,000
people enter daily
from towns around



7,500 tons of
garbage are
generated daily



12.60% are plastics.
945 tons per day
arrive at a sanitary
landfill



**The City of Buenos Aires assumed the Global
Commitment in June 2019**

Environmental Protection Agency (APrA - GCBA)

- APrA was created in 2007.
- Its purpose is to protect environmental quality through the planning, programming and execution of the necessary actions to comply with the environmental policy.



Commitments assumed

We are committed to working on:

- a. Stimulating the elimination of problematic or unnecessary plastic packaging and/or products.
- d. Increasing collection, sorting, and recycling rates, and facilitating the establishment of the necessary infrastructure and related funding mechanisms



- f. Supporting social and behavior change through strategic communication to address plastic pollution and other additional.



Communication strategies



Elimination



Reuse and recycle



Innovation

Sensitization to citizens through the following messages:

- 1) plastic problem
- 2) citizen action and environmental policies of the GCBA, for the reduction and recycling
- 3) alternatives to the use of plastics

Types of communication campaigns:

- a) Social Networks, Official GCBA Websites, Television Advertising
- b) Intervention on public roads
- c) Talks in schools and companies, with "Mobile Green Point" (Punto Verde Móvil)

A. Social Networks, Official GCBA Websites, Television Advertising

Active presence informing the neighbors about the problems associated with the SUP and data of interest.

Instagram



511 publicaciones

20.5K seguidores

342 seguidos

BA Ambiente



1,020 publicaciones

76.2K seguidores

134 seguidos

Ciudad Verde



A. Social Networks, Official GCBA Websites, Television Advertising

#JulioSinPlástico 

emprendimientos que rechazan los plásticos de un solo uso.

IG LIVE con @qeroecovasos y @ceromarketargentina

Juan José Bartolomé,
cofundador de Cero Market.
Esteban Bancalari,
cofundador de Qero Ecovasos.

miércoles 14 a las 17 h,
desde el IG de @baambiente

Un mes para tomar conciencia sobre el uso indiscriminado del plástico

Cada día el consumo de plástico crece más hasta llegar a millones de toneladas. Son muchos los que desconocen la cantidad de años que tarda en descomponerse.



2017:

prohibición de entrega de bolsas tipo camiseta en hipermercados, supermercados y autoservicios.



EN NOVIEMBRE 2019

prohibimos la entrega y uso de sorbetes plásticos.





 

Buenos Aires / Espacio Público e Higiene Urbana / El Gobierno porteño prohíbe la entrega de sorbetes

El Gobierno porteño prohíbe la entrega de sorbetes

Es para evitar la contaminación ambiental. La medida alcanza a locales gastronómicos, quioscos, hoteles y boliches. Desde este miércoles, sólo los darán si el cliente los pide. Y dentro de seis meses ya no podrán entregarlos en ningún caso.



Jueves 21 de noviembre de 2019



en el cual confeccionamos y diseñamos carteras y riñoneras

Cepillo de dientes de bambú VS Cepillo de dientes de plástico



Cómo limpiar los plásticos que meto en mi botella de amor?



B. Intervention on public roads

"I recycle. Separate me": Educational initiative that puts recyclable elements first, seeking that all neighbors separate at source and preventing them from ending up in a sanitary landfill.



B. Intervention on public roads



“The Río de la Plata starts here”:
Intervention of more than 100 sewers in the City to raise awareness about the plastic pollution that reaches the bodies of water and above all, to show the neighbors that what they throw in the City, ends up in the ocean.

C. Talks in schools and companies, with "Mobile Green Point" (Punto Verde Móvil)

Puntos Verdes Móviles are a space for receiving special waste (electronic waste, batteries, lamps, used vegetable oil, "Botellas de Amor") and for learning and interaction with the neighbor. They are attended by trainers who educate and explain the environmentally correct disposal of each waste and its associated problems.

They teach awareness through playful experiences.



Thank you!

Environmental Policy and Strategy Direction
Lic. Carolina Theler



www.buenosaires.gob.ar/ambiente



@BAambiente