



Deutsche Investitions-und Entwicklungsgesellschaft (DEG)

DEG, a member of the KfW Bankengruppe (KfW banking group), finances investments of private companies in developing and transition countries. As one of Europe's largest development finance institutions, it promotes private business structures to contribute to sustainable economic growth and improved living conditions.



BASF

BASF has had an association with Sri Lanka for almost 75 years now. With 56 employees, an agrochemicals processing unit and a state-of-the-art warehousing complex at Sapugaskande, BASF registered sales of €20 million to customers in Sri Lanka in 2012. BASF in Sri Lanka also contributes to the local community with initiatives that support relief and rehabilitation efforts.



Asia Society for Social Improvement and Sustainable Transformation (ASSIST)

ASSIST is a non-stock, non-profit international capacity building organization with its headquarters in the Philippines. It aims to achieve and witness meaningful change to and for our planet and the people living on it. Since 2003, ASSIST has implemented over 30 projects funded by multi-lateral donors such as European Union, USAID, UNEP, UNIDO, DEG, GIZ, etc.

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REPLACE

REstoring the environment by
promoting biodegradable
PLAstic resourCE



CO-FINANCED BY

KFW DEG

IMPLEMENTING PARTNERS



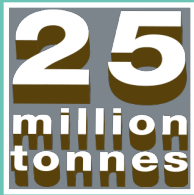
PROJECT DESCRIPTION

Plastic Bags



are like Diamonds forever creating significant environmental impacts leading to economic burdens. Using plastic bags are like contributing irreversible effects capable of reaching out to generations to come.

About



of plastic have been produced in 2010 being 15 million the previous

years. Srilanka being an island, Oceanic pollution is more prominent. 90% of the trash floating in the ocean are plastics which is 46,000 pieces every square mile. Over 100,000 marine mammals and one million sea birds die each year due to plastics.

Refuse



Reduce their usage, Replace them are the successful way to Restore our environment. Biodegradable bags prevent the deleterious effects of plastic on ocean environment and offer a

suitable alternative to traditional plastic. Although the size of the plastic reduces with time, it do not disappear. The problem can be minimized by replacing polyethylene by biodegradable compounds.

The objective of this project "REPLACE" co-financed by DEG and implemented by BASF Lanka in association with ASSIST is to demonstrate the possible switch to the use of bio-degradable materials ecovio®/ecoflex® for plastic production combined with an increase of awareness among the government policy makers, major stakeholders and users on the environmental harmful and health damaging non-degradable plastics.

METHODOLOGY

CREATE AWARENESS



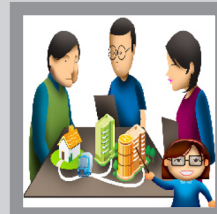
- ~ Project Launch
- ~ Set up of Mobile Awareness Stations
- ~ Display of Short Videos

ENGAGE PARTNERS



- ~ Establish Partnerships with Plastic Bags Manufacturers
- ~ Install Waste Bins
- ~ Set-up of Pilot Composting Plant

EDUCATE STAKEHOLDERS



- ~ Information Seminars
- ~ Training of Government Officers
- ~ Road Shows

ACHIEVE SUSTAINABILITY



- ~ Project Closing Ceremony
- ~ Policy Dialogue Session

PROJECT ACTIVITIES / DELIVERABLES



PROJECT LAUNCH

Three sessions of project launch will be arranged in the city of Colombo to create awareness among the major stakeholders on the harmful effects of non-degradable plastics and the need to switch to usage of bio-degradable compostable plastics.



PUBLIC AWARENESS

Mobile awareness stations will be established at 5 prominent locations in the city of Colombo to create necessary awareness among the public on the hazards associated with the use of non-degradable plastics. Short video clips on the subject will also be screened to promote awareness.



PARTNERSHIPS

Partnerships will be established with selected plastic bag producers to start producing bio-degradable plastics and a demand is created in the market for bio-degradable plastics by identifying potential large users of the same & linking them with the producers.



COMPOSTING SET-UP

Waste bins are installed in the city of Colombo and waste collected is taken to the composting plant managed by Colombo municipal council where it is converted to manure. The manure will be utilized by the agricultural community and organic farming will be promoted.



INFORMATION & EDUCATIONAL SEMINARS

Information seminars will be arranged for residential users, school children & industrial zones to educate them on the harmful effects of non-degradable plastics. Further government officers will be educated through awareness trainings & a tour to the composting plant.



ROAD SHOWS

Road shows will be arranged in & around Colombo to educate public on the benefits of bio-degradable plastics & information flyers shall be distributed & informative videos will be screened during these road shows.



CLOSING CEREMONY

Closing ceremony will be arranged at the end of the project inviting all major stakeholders & project success story will be published during this ceremony. This event shall further promote the concept among all relevant stakeholders.



POLICY DIALOGUE SESSION

Government agencies, NGOs and Project Partners will meet together to discuss the lessons learnt from the project & inputs for policy makers on plastic consumption & production shall be provided for possible inclusion/ changes to the existing policies.

BENEFITS

This project is a public private partnership with a developmental agenda of influencing major stakeholders to switch to use of bio-degradable plastics. The project will:



- Create awareness among all major stakeholders on the harmful effects of non-degradable plastics and benefits of bio-degradable plastics.



- Creation of local market for bio-degradable plastics and capacity building of local plastic manufacturers.



- Reduction of waste by segregating organic waste which contributes to environment protection as well as reduces the cost of residual waste disposal.



- Demonstration of a local composting plant to convert organic waste to manure & promotion of organic farming to agricultural community through usage of compost.



- Influence policy makers to enhance policies for minimization of usage of non-degradable plastics.