

## Proceedings

# National Policy Workshop Webinar Series on “Countermeasures for Riverine and Marine Plastic Litter in India”

14 May 2020 | 14:30 – 17:00 hrs



## WEBINAR 2

# Community Perceptions and Behavioural Aspects for Plastic Management and Promotion of Countermeasures to address (Riverine and Marine) Plastic Litter

## WEBINAR 2

### Proceeding

# Community Perceptions and Behavioural Aspects for Plastic Management and Promotion of Countermeasures to address (Riverine and Marine) Plastic Litter

14 May 2020 | 14:30 - 17:30 hrs

#### Moderator

**Mr. SP Chandak,**

*Former Deputy Director, UNEP & Professor Emeritus, BIMTECH*

#### Coordinator

**Ms. Nikita,**

*Assistant Director, NPC*

## INTRODUCTION

India generates approximately 9.4 million tonnes of plastic waste every year, and out of this approximately 60 percent of plastic waste is recycled and rest 40 percent is left uncollected or littered (source: Ministry of Housing and Urban Affairs, March 2019), which often ends up in open areas or drains and eventually in the river bodies. There is an urgent need to curb the plastics ending up in the Ganga and other rivers by providing alternatives to plastics, improved management of plastic waste, promoting awareness amongst locals and tourists / visitors. In order to achieve this, there is a need to understand the perception of various stakeholders in the city on plastic waste – its source, impact, major contributors, their current actions and overall willingness to prevent it from going into the river.

The objective is towards exploring and reflecting upon awareness levels regarding plastic consumption and disposal implications, and approaches to enabling behaviour change in society. Highlighting case examples from 4 cities (including tourist and pilgrimage sites) and engagement of various stakeholders in the process.

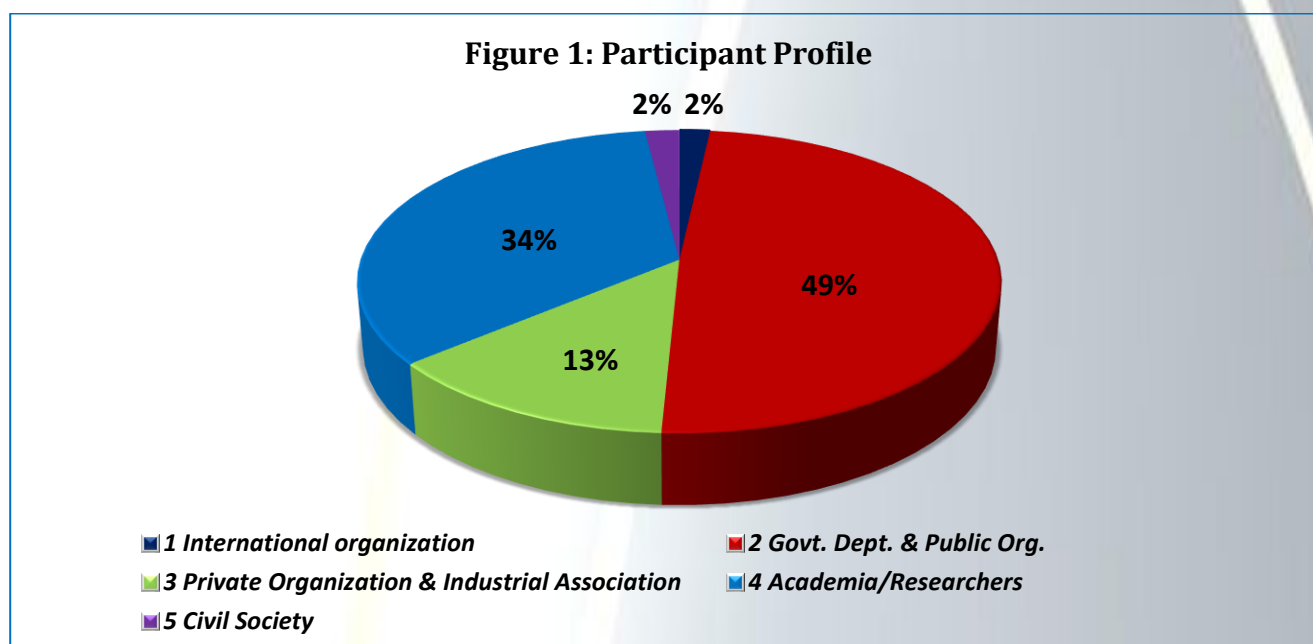
## WEBINAR 2 AGENDA

Time (hrs)	Theme/Topic	Speaker
14:30 – 14:35	Introduction of the Session	Ms. Nikita, Asstt. Director, NPC
14:35- 14: 50	Case Study of Perception Survey for Agra City	Ms. Chitra Mukherjee, CHINTAN
14:50- 15:05	Case study of Perception survey for Mumbai City	Mr. Manish Asodekar, TERI

15:05 – 15:20	Case Study of Perception Survey for Prayagraj and Haridwar Cities	Ms. Aakriti Uttam & Ms. Kavya Arora, Development Alternatives
15:20 – 15:35	Promoting Youth Education and Advocacy for Mitigating Plastic Pollution-Case Study of UNEP'sTide Turners Plastic Challenge	Ms. Gayatri Raghwa, UNEP's Tide Turners plastic Challenge
15:35 – 15:50	Opportunities and Challenges in Engaging Faith Based Organizations in Abating Marine Pollution	Ms. Subhi Dhupar, United Religions Initiative(URI)
15:50 – 16:05	Single use Plastic - Seas at Risk	Ms. Priti Mahesh, Toxics Link
16:05 – 17:00	Panel Discussion: Recommendations for enhancing community participation by instilling behaviour change leading to sustainability of countermeasures to prevent plastic littering  Questions / Answers	Additional Panel Members: Ms. Nalini Shekar, Hasiru Dala Mr. Swapan Ray, ICPE, Ms. Saloni Goel, UNEP Mr. Amit Jain, IRG System South Asia Mr. K D Bhardwaj, NPC

### WEBINAR PARTICIPATION

The webinar was attended by 450 plus participants. The participants were from across various sectors (public / private organizations, civil society, academia, and from across a range of national and multilateral institutions). The Webinar has been highly appreciated by participants and is attracting attention from a wide range of stakeholders. The participant profile details are depicted in **Figure 1**.

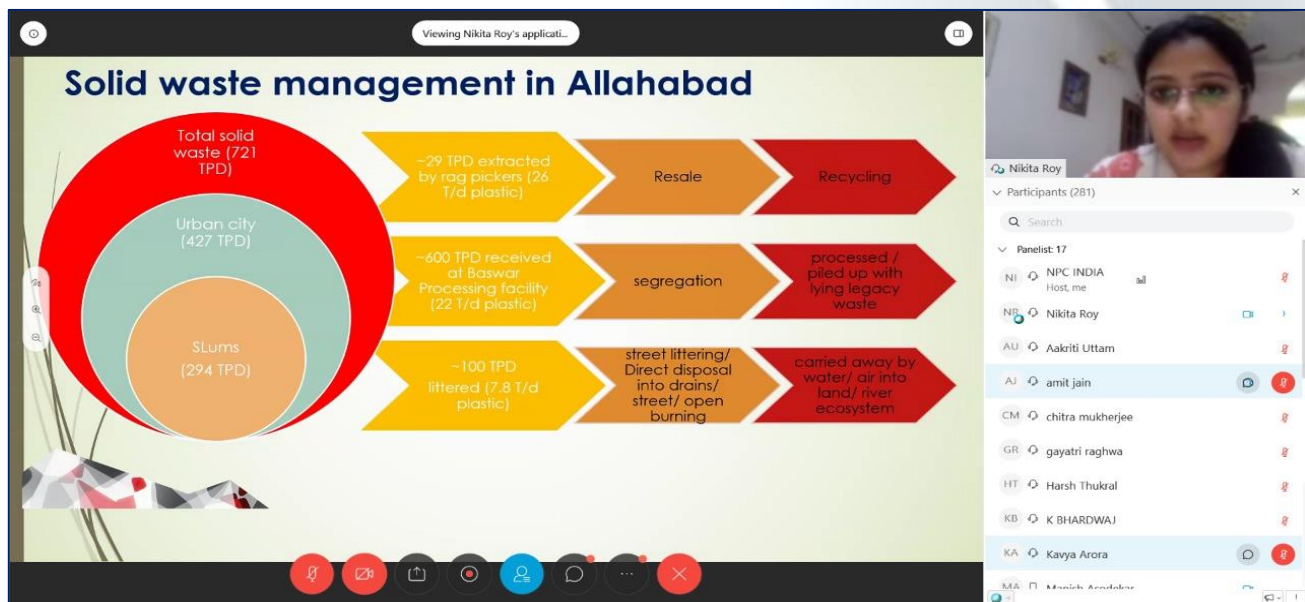


## OPENING REMARKS

All the speakers, panelists and attendees were welcomed by the moderator of the session, Mr. S.P. Chandak, Former Deputy Director, UNEP & Professor Emeritus, BIMTECH. Mr. Chandak briefed the audience about the first webinar session held on 12 May 2020 and sought the speakers to initiate presentations and to highlight essence in more detail.

## PRESENTATION 1:

### Assessment of plastic pollution by NPC in 4 cities by Ms. Nikita, Assistant Director, NPC



In the first presentation of Webinar 2 Ms. Nikita acknowledged the efforts and support of the of the partner agencies in the project, especially carrying out the perception survey studies and outreach activities in the four cities, namely Prayagraj, Mumbai, Agra and Haridwar. To set the stage for discussing the outcomes of the perception surveys undertaken under the project, she presented the key findings of assessment of plastic pollution & plastic leakage scenario carried out by NPC in the 4 cities, as part of the deliverables under the counter measures project.

She explained about the three steps methodology adopted to assess the plastic leakage in the cities including a combination of analysis of secondary data, primary data and preparation of mass balance of waste generated, collected, treated and disposed.

She shared the summary of quantity of plastic leakage, prominent plastic categories and their sources as assessed by NPC. The presentation was supported by several images depicting the scenario of plastic litter at several hot spots in the cities.

The pathways of plastic leakage into the riverine system via the means of drains, water channels, direct disposal etc., were reflected upon and various photographs and plates as captured during the course of the project enabled a visual overview of the project activities as undertaken.

## PRESENTATION 2:

### Development and Dissemination of a tailor-made set of Outreach Activities to Sensitize and Engage Communities and Stakeholders at Agra by Ms. Chitra Mukherjee, CHINTAN



The screenshot shows a webinar presentation slide on the left and a video call interface on the right. The slide features the UN Environment Programme logo, the National Policy Council logo, and the Counter Measure for Plastic Free Rivers logo. The main text on the slide reads: "National Policy Workshop Webinar Series On Countermeasures for Riverine and Marine Plastic Litter in India 12 -22 May 2020". Below this, a red banner contains the text: "Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address". A green arrow points to the title of the presentation: "Development and Dissemination of a tailor-made set of Outreach Activities to Sensitize and Engage Communities and Stakeholders at Agra". The presenter is identified as "Presented by: Chitra Mukherjee, Head-Advocacy and Policy, Chintan". The video call interface shows a participant named "chitra mukherjee" and a list of other participants including Oinam Samuel Me, NPC INDIA Host, Aakriti Uttam, amit jain, gayatri raghwa, and Harsh Thakral. The interface also includes a search bar, a Q&A section, and a Microsoft Office Excel 2007 watermark.

In the second presentation made by Ms Chitra Mukherjee, of M/s CHINTAN, the insights on overall strategy and approach adopted for the outreach activities to Sensitize and Engage Communities and Stakeholders at Agra were detailed. She elaborated on the methods and tools of engagement and about scenario on Perception and Behaviour for Riverine Plastic Litter in Agra. Further, regarding the use of stratified random sampling the selection of survey and outreach participants were made. The perception survey identified the key users of plastic and the plastic waste generators, i.e. households, offices, commercial establishments, shops and institutions/schools.

She presented the snapshots of outreach activities carried out in Agra and specifically detailed about the Plastic Free Taj Mahotsav Event done at Agra. She further spoke about the behavioural change and shift aspect at Agra where the students, communities and volunteers they had engaged adopted practices like Switching from plastic bottles to sustainable steel glasses and tiffin boxes; Substituting Plastic shopping bags with cloth bags; Composting, Paper bin liners and Cloth bags; Women adapting composting pit in society; engaging in Plastic Clean up drives etc.

She showcased the key responses from the stakeholder meetings, where the stakeholders highlighted that they are aware that burning plastic is dangerous and harms environment by choking drains, death to animals by ingesting plastic etc. The positive features of plastics which ironically are also a problem considering plastic items are economical to procure, are durable and easy to use as opposed to alternatives have been highlighted as well.

Her key recommendations included need for plugging the loopholes- eg. Ban on Non woven bags; promoting Green Procurement by Government, including state and municipality to limit plastic usage; Inclusive Recycling to ensure smooth plastic recycling and Building Capacity to use the Legal Provisions.

### PRESENTATION 3:

#### Case study of Mumbai-Perception And Behaviour Towards Use Of Plastic And Its Management by Mr. Manish Asodekar, Research Associate, TERI

The image shows a Zoom webinar interface. The main slide is titled "National Policy Workshop Webinar Series On Countermeasures for Riverine and Marine Plastic Litter in India 12 -22 May 2020". It is part of "Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address Perception And Behaviour Towards Use Of Plastic And Its Management Mumbai Story". The slide includes logos for UN Environment Programme, National Policy Council, and Counter Measure for Plastic Free Rivers. It also mentions "Implemented by teri" and "Presented by: Mr. Manish B. Asodekar, Research Associate, TERI Date: 14th May 2020". The project time frame is "October 2019- March 2020". On the right, a video feed shows Mr. Manish Asodekar speaking. Below the video is a participant list with 18 names, including Oinam Samuel, NPC INDIA (Host), Aakriti Uttam, amit jain, chitra mukherjee, gayatri raghwa, and Harch Thukral. A Q&A section is also visible at the bottom right.

The third presentation was delivered by Mr. Manish Asodekar, TERI. He highlighted the campaign “RETHINK PLASTIC” – A UNEP-TERI joint initiative in Mumbai region, under which several outreach activities were carried out. The stakeholders covered under the outreach activities comprised of academia, research institutes, industries/corporates, grass root organizations, government, NGOs/Foundations, media as well as differently abled communities.

He discussed about the strategies and tools of engagement of the stakeholders. He presented a case study of outreach conducted at the Gateway of India and Elephanta Island where volunteers

from K.C College of Mumbai were engaged to seek response from more than 100 tourists regarding the establishment of waste management system at the island.

Talking about the perception of people in Mumbai with respect to plastic usage, he highlighted that the respondents shared that they cannot completely avoid plastic usage and that even manufacturing of plastic alternatives would require huge resources such as wood, bamboo, metal etc. He highlighted that there is a huge opportunity for bringing behavioural change among the people and the possible actions in this direction could be by creating awareness, capacity building, practicing segregation from school level and by imposing heavy penalty on usage of single use plastics. He further discussed about the cleanup drives which were carried out to understand the behaviour of stakeholders with regard to plastic waste . The first hand reaction of Volunteers after participating in cleanup drives was a sense of outrage, and by seeing the actual ground reality; they took a pledge to not use single use plastic , committed self to engage in such activities regularly and promised to share their experience with other stakeholders.

He also shared the findings of the stakeholder consultations, where it was identified that it is required to focus on sustainability and environmental impact of plastics. From the policy dimension, it was recommended to identify hotspots, incentivize plastic recycling, prompt implementation of bans and laws and make state wide action plan and road map.

#### PRESENTATION 4:

**Sustaining the countermeasures initiative - Learning from behaviour change communication in Haridwar and Prayagraj by Ms. Kavya Arora and Ms. Aakriti Uttam from Development Alternatives.**

The screenshot displays a Zoom webinar interface. The main content area features a slide with the following text:

**UN environment programme** (logo)  
**National Productivity Council** (logo)  
**Counter MEASURE FOR PLASTIC FREE RIVERS** (logo)

**National Policy Workshop Webinar Series**  
**On**  
**Countermeasures for Riverine and Marine Plastic Litter in India**  
**12 -22 May 2020**

**Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address**

Sustaining the countermeasures initiative - Learning from behaviour change communication in Haridwar and Prayagraj

**Development Alternatives** (logo)

The right-hand side of the interface shows a video feed of the speaker, Aakriti Uttam, and a list of participants (337). The participant list includes:

- OS Oinam Samuel Me
- NI NPC INDIA Host
- KA Kavya Arora
- AU Aakriti Uttam
- AJ amit jain
- CM chitra mukherjee
- GR navatri ranhwa

At the bottom, there are icons for mute, video, chat, and other Zoom controls.

**UN environment programme**

**Counter MEASURE FOR PLASTIC FREE RIVERS**

**National Policy Workshop Webinar Series**  
**On**  
**Countermeasures for Riverine and Marine Plastic Litter in India**  
**12 -22 May 2020**

**Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address**

Sustaining the countermeasures initiative - Learning from behaviour change communication in Haridwar and Prayagraj

**Development Alternatives**

Speaking: Kavya Arora

Participants (335)

Panelist: 18

- OS Oinam Samuel Me
- NI NPC INDIA Host
- KA Kavya Arora
- AU Aakriti Uttam
- AJ amit jain
- CM chitra mukherjee
- GR navatri ranhwa

Q&A

In this presentation the findings of perception surveys undertaken at Prayagraj and Haridwar were highlighted. It was indicated that plastic cans are one of the major plastic item used by the visitors; clothes and plastic sheets are found in river waste; primary reason for use of the plastic is its low cost and wide availability; and that inadequate or lack of bins on streets was leading to plastic litter.

They collated the key factors that led to plastic litter in these two cities of religious significance amongst behavioral, infrastructural and systemic issues. The achievements of the outreach activities carried out were reflected via connect and engagement with stakeholders, through awareness by IEC (Information, education & communication) tools, and related material & via social media and reflected on the **Mega Event – Humara Sankalp Plastic Mukta Ganga**, organised at major location – Sangam and Har Ki Paudi which was attended by city administration, Civil Society, Faith leaders, academia and more than 2000 people in both the cities.

She further discussed about the approach and strategy adopted during the study. In the end she elaborated on the aspects of communication carried out for behavioral change in both cities and also showcased the key gaps identified in plastic waste management.

Some of the key recommendations included:

- Continuous capacity building and awareness generation programs
- Municipality+CSO led promotion of alternatives
- Working extensively with faith based leaders, and seeking their contribution to spread the message
- Basic infrastructure upgrade – dustbins installed at a 50m distance on prime locations
- Informal waste collectors to be included in the system to recover maximum resources during collection



- Slums to be included on the collection map
- Pilot demonstration of some waste recycling/ co-processing solutions
- Govt schemes such as SBM, Namami Gange to be synergized with Municipal level waste management system and initiatives such as UNEP countermeasures.

#### PRESENTATION 5:

#### Promoting Youth Education and advocacy for mitigating plastic pollution'- Case Study of UNEP Tide Turners Plastic Badge by Ms. Gayatri Raghwa, UNEP's Tide turner plastic Challenge



The screenshot shows a Zoom webinar interface. The main slide on the left features the UN Environment Programme logo, the National Productivity Council logo, and the 'Counter MEASURE FOR PLASTIC FREE RIVERS' logo. The text on the slide reads: 'National Policy Workshop Webinar Series On Countermeasures for Riverine and Marine Plastic Litter in India 12 -22 May 2020'. Below this, it specifies 'Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address Promoting Youth Education and advocacy for mitigating plastic pollution'- Case Study of UNEP Tide Turners Plastic Badge'. The right side of the screenshot shows a Zoom meeting control panel with a video feed of Ms. Gayatri Raghwa, a search bar, and a list of 18 panelists including Oinam Samuel Me, NPC INDIA Host, and others.

The fifth presentation was made by Ms. Gayatri Raghwa, of UNEP's Tide Turner Plastic Challenge. She focused on UN Environment's Clean Seas Campaign to educate young people about plastic pollution and to encourage them to play a part in resolving pressing environmental issues. She explained that this initiative engages youth across the country, seeks to educate young individuals on single use plastics and aims to motivate youth to alter behaviour and norms around plastic usage at both individual and community levels. The target audience of this initiative is from formal as well as non formal education centres and hence includes middle & secondary school students, young college students and scouts & guides.

She detailed out the approach and methodology and emphasised on the process of acquiring knowledge leading to transformation. The importance of gamifying learning and structuring different levels of learning, participant capacity and application into appropriate activities through basic, leadership and Champion levels was especially emphasised. She shared 3-4 stories of tide turners, where actions had been taken at individual and community to combat plastic pollution.

Apart from India, she also talked about this initiative in other African, Asian and Caribbean countries.

She concluded with her recommendations, a few of which are:

- Lack of sound knowledge is a driver at the same time is also the best response mechanism to address most environmental concerns
- Any policy on Single use plastic ban should get the necessary buy in from all the stakeholders, only that can secure its successful implementation
- Integrating emerging issues such as the impact of single use plastic into education curriculum is essential.
- While ensuring a strong component on education and training, one should also ensure resource allocation for it.
- Behavioral change in the community comes with knowledge, skills, attitude and participation .

#### PRESENTATION 6:

**Opportunities and challenges in engaging Faith Based Organizations (FBOs) in abetting riverine pollution by Ms. Subhi Dhupar, Regional Coordinator (United Religions Initiative, North India and Afghanistan)**

The image shows a Zoom webinar interface. On the left, a presentation slide is displayed with the following content:

- Logos for UN environment programme, National Productivity Council, and Counter MEASURE FOR PLASTIC FREE RIVERS.
- Title: **National Policy Workshop Webinar Series**
- Subtitle: **On Countermeasures for Riverine and Marine Plastic Litter in India**
- Date: **12 -22 May 2020**
- Session 2: **Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address**
- Topic: **Opportunities and challenges in engaging Faith Based Organizations (FBOs) in abetting riverine pollution**
- Presenter: **SUBHI DHUPAR**, Regional Coordinator (Uri North India and Afghanistan), [www.uri.org](http://www.uri.org)
- Logos for uri and UNITED RELIGIONS INITIATIVE.

On the right, a Zoom participant list is visible, showing 317 participants. The list includes:

- subhi dhupar (Host)
- Oinam Samuel Me
- NPC INDIA
- Aakriti Uttam
- amit jain
- chitra mukherjee
- navatri ranhwa

The sixth presentation has been by Ms. Subhi Dhupar of United Religions Initiative. She introduced United Religions Initiative, as a global grassroots interfaith network and one of the 10 most innovative and successful grassroots initiatives building culture of peace, justice and healing for all human beings and mother earth. It is spread across 109 countries & has over 1000+ member Cooperation Circles (CC) globally with 23 Regional Offices in India.

She emphasized how faith based organization can bring a difference in behavioral change among people as they have massive public following, they are a source of Spiritual values for individual behavior change in devotees, they are lifestyle influencers and drivers of cultural values and agents of advocacy and change. Further, that the faith based organizations inter-connect science and spiritual practices and create potential multiplier effect and mobilize local community. She highlighted the problem of plastic pandemic and the good practices adopted in Gurudwaras, mosques, temples and churches to mitigate plastic pollution. She also discussed about the physical components and governance features and importance of systematic plastic waste management.

She concluded by her recommendations to focus on:

- Education, empowerment and energizing
- Organizing more initiatives and convening of training platforms for FBOs
- Recognizing best practices in the field and supporting to improve efficiency.
- Undertaking survey to identify the knowledge gaps like amount of plastic production and consumption thereby making relevant policies for the same.
- Equipping FBOs with tools and resources for promoting change like declarations, toolbooks, manuals etc. - that nurtures the bond between religion and environmental sector.
- Recognizing the role of interfaith organizations
- Building bridges between communities, creating platforms and resources by linking grassroots experiences with existing policies.

## PRESENTATION 7:

### Single Use Plastic- Seas at Risk by Ms. Priti Mahesh, Toxics Link

The image shows a screenshot of a webinar presentation slide on the left and a video call interface on the right. The presentation slide features the logos of the UN Environment Programme, the National Productivity Council, and Counter Measure for Plastic Free Rivers. The text on the slide reads: "National Policy Workshop Webinar Series On Countermeasures for Riverine and Marine Plastic Litter in India 12 -22 May 2020". Below this, it says "Session 2: Community Perceptions and behavioral aspects for plastic management and promotion of countermeasures to address SINGLE USE PLASTIC- SEAS AT RISK Understanding consumer perspective". The Toxics Link logo is also present. The video call interface shows a participant named Priti Mahesh and a list of other participants including Oinam Samuel Me, NPC INDIA Host, Aakriti Uttam, amit jain, chitra mukherjee, and navatri ranhwa.

The final presentation of webinar 2 was delivered by Ms. Priti Mahesh, from Toxics Link. She began with highlighting the fact that “In total, half of all plastic produced is designed to be used only once- and then thrown away” and are one of the largest secondary sources of Microplastics in the ocean as they break up very easily under the action of sun and sea water.

She then moved towards presenting the aspects of consumer survey on “Single Use Plastic - Consumer Readiness for Change”. She shared the approach adopted for the survey through a structured questionnaire from target audience of upper middle class and semi structured interviews with Waste Collectors, Waste Segregators, Dealers of Plastic Waste etc. The main components of the survey included:

- Identifying single use plastic
- How often people use single use plastic
- What are the common usage of single use plastic by the stakeholders
- Customer choice with respect to usage of single use plastic;
- Awareness level amongst stakeholders
- Acceptance to ban of single use plastic by Govt.

She went on to highlight the different plastic waste categories which are recyclable or non recyclable, hence ending up at litter spots. The top 3 plastic waste identified which were not picked by any waste recycler were:

- Multi-layered packaging,
- Small plastic pouches used by many industries (FMCG, PCPP, Pharma etc.)
- FMCG packaging of noodles etc.

She concluded on the note that the biggest finding of their survey was that the consumer awareness and support existed to reduce / eliminate use of single use plastics.

## **SALIENT FEATURES OF THE WEBINAR 2**

The session and presentations highlighted the following aspects:

- Features of NPC and UNEP project towards Macroplastics assessment in four cities and key results regarding plastic leakage related estimates, dominant plastics categories identified and aspects on counter measures indicative to combat plastic leakage scenario in the context of field studies undertaken in key hotspots, primary data collected / analysed and secondary data assessed on the waste management situation in the cities of Agra, Haridwar, Prayagraj and Mumbai
- Reflections on how outreach activities were carried out and behavioural change process nudged via addressing knowledge and perception gaps amongst different stakeholders including a mass of youth, tour guides, waste workers, local government and ambassadors of

change with a key focus being Single Use Plastics. The indicative behavior changes being achieved included switching from SUPs to alternatives and reduction of SUPs usage, Plastic Free Taj Mahotsav etc.

- The tools utilized for outreach and behavior change facilitation included pledges, partnerships, hosting workshops and Focus Group Discussions, volunteering work, social media, IEC material etc., along with focus on and exploration of plastics disposal patterns, inclination to change, incentive issues
- The success factors identified include focus on targeted stakeholders, customised campaigns, persuasion and repeated messaging, data supported campaigns, focus on youth and women etc.
- The efforts on outreach also included developing plastic rethink mobile app, development of Braille book, touch and feel kits, online surveys via google forms, face to face interactions, mobile videography, strengthening efforts via Training of Trainers etc., and various activities supported by stakeholder mapping
- Explorations have included the reasons for preference for plastic products such as characteristics of plastics, propensity for reuse of plastic bags, tendency and / or forgetfulness in carrying own bags, acceptability of pricing for carry bags along with goods procured
- The significance of city choices made for the outreach efforts, key factors contributing to marine litter (Behavioural / Infrastructural and systemic). The stakeholder connect also included Faith Based Organisations, boatmen / navik community and more.
- The recommendations include need for continuous capacity building, municipality + CSO led promotion of alternatives etc.
- The UNEP led Tide Turner initiative was also deliberated that systematically engages and motivates youth (middle school, colleges and Scouts and Guides) and utilizes the concept of gamifying learning and raising potential from basic knowledge to leadership to championing levels and related efforts by the participants. Through partnerships, synergy and alignment successes are achieved and stories highlighted and efforts on Tide Turner Plastic Challenge Version 2 and reflections on plastics and connect to Covid 19 highlighted
- Further plastic pandemic was recognized by Faith based organizations along with the ideology of immortality of plastics (resulting either by oversight or the importance and convenience of plastic use due to its characteristics, and focus on business as usual orientation). The importance of FBOs in view of mass following, linkage to spiritual values and a scientific connect, influencing capacity on lifestyles, drivers of cultural values and social inclusion and trust from community etc and being advocates of change highlighted along with various initiatives by FBOs on the subject.
- The exploration of perceptions also highlighted the contextualized massive nature of the problem as indicative by a statement that ‘just a single plastic straw used and disposed amounted to 8 billion on a global scale’. The advantages aside the SUP quantum including in deep seas has grown as a concern and it is highlighted that amongst the top 10 litter items 8 have been plastic products. The insights on recognition of SUPs and its understanding

amongst a range of percentage of stakeholders for various types of SUPs has reflected the gaps as well and need and potential for more outreach work. Further continued usage of plastic bags and plastic products and behavior shifts occurring have been insightfully mapped, along with the indication on recognition of alternatives to plastic carry bags, plastic cutlery, straws etc. Further, the emphasis that PWM Rules need further awareness creation. Indications on plastic varieties collected or littered further emphasise the need for more work to be done in reaching out.

- The recognition of the need to address management of plastics better and valuing the role of plastics has been further emphasized and agreed upon in the panel discussion.

## ENCLOSURES

- **Press Release (s)**
- **Programme Agenda**
- **Session Flyer**
- **Concept Notes**
- **Presentation by each resource speaker**