



SPREP
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Environment Programme



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PacWastePlus Programme Model Regional Education and Awareness Plan

August 2021



Framework to support the development of regional and
country project education and awareness plans

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ROLLINGBALL
EST. 2009

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Our vision: A resilient Pacific environment sustaining our livelihoods and natural heritage in harmony with our cultures.

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The PacWastePlus Programme

The Pacific – European Union (EU) Waste Management Programme, PacWastePlus, is a 72-month programme funded by the EU and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP) to improve regional management of waste and pollution sustainably and cost-effectively.

About PacWastePlus

The impact of waste and pollution is taking its toll on the health of communities, degrading natural ecosystems, threatening food security, impeding resilience to climate change, and adversely impacting social and economic development of countries in the region. The PacWastePlus programme will generate improved economic, social, health, and environmental benefits by enhancing existing activities and building capacity and sustainability into waste management practices for all participating countries.

Countries participating in the PacWastePlus programme are: *Cook Islands, Democratic Republic of Timor-Leste, Federated States of Micronesia, Fiji, Kiribati, Nauru, Niue, Palau, Papua New Guinea, Republic of Marshall Islands, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu.*

KEY OBJECTIVES

Outcomes & Key Result Areas

The overall objective of PacWastePlus is “to generate improved economic, social, health and environmental benefits arising from stronger regional economic integration and the sustainable management of natural resources and the environment”.

The specific objective is “to ensure the safe and sustainable management of waste with due regard for the conservation of biodiversity, health and wellbeing of Pacific Island communities and climate change mitigation and adaptation requirements”.

Improved Data Collection

- **Improved data collection, information sharing, and education awareness**
- **Policy & Regulation** - Policies and regulatory frameworks developed and implemented.
- **Best Practices** - Enhanced private sector engagement and infrastructure development implemented
- **Human Capacity** - Enhanced human capacity

Learn more about the PacWastePlus programme by visiting



<https://pacwasteplus.org/>

Purpose of this document

This Model Regional Education and Awareness Plan (REAP) provides an overarching approach, that can be referenced in PacWastePlus country project National Education and Awareness Plans (NEAP) to support the implementation of the PacWastePlus programme throughout the region.

The model REAP is designed for anyone who leads, creates, or manages waste-oriented projects and programs to engage and communicate with a broad range of stakeholders in the Pacific Region.

This resource serves as a framework to support the implementation of PacWastePlus regional projects communication and associated national education and awareness plans, aligned to the seven identified waste streams of:

- Hazardous wastes: asbestos, e-waste, and healthcare waste
- Solid waste: recyclables, organic waste, bulky waste, and disaster waste

This model REAP outlines a sample delivery plan to assist users to develop and implement effective engagement programs using a range of tools to communicate effectively with various stakeholders including communities.

Using this document will help to:

- Understand who the intended stakeholders are and what interests they have regarding any of the eight waste streams addressed by PacWastePlus projects.
- Assist countries to implement activities under the National Education and Awareness Plans (NEAPs) to engage businesses, public and promote best practice in waste management.
- Provide an overarching and generic approach to community and stakeholder engagement and how they can be applied to local community contexts.
- Be incorporated into existing Country plans and agency operational plans where applicable.
- Develop targeted key messages and awareness campaign concepts and project briefs.
- Understand the elements of a communication and awareness plan to meet the obligations of the PacWastePlus program.

The REAP is a strategic and long-term approach to regional development which supports prosperous, safe, sustainable, and healthy communities within the Pacific Region through strategic communication, education, and awareness efforts.

Regional development involves many players and is shaped by multiple issues, geographies, and industries. All tiers of government, business, religion, and communities contribute and share a stake in the development of the Pacific Islands.

The best regional development outcomes are achieved when stakeholders and opportunities are aligned towards a clear common purpose and guided by consistent principles of good regional development.

Aim

This model Regional Education Awareness Plan aims to assist the development and refinement of country project education and awareness plans to support collaboration, cost effectiveness, sharing of ideas and campaigns, and making the most effective use of the resources available.

Objectives

The objectives of this model REAP are to:

- Provide a framework to participating countries to design and develop major education and awareness programs that deliver on the PacWastePlus programmes strategic priorities to leverage opportunities for cost effective outcomes and collaboration, as well as regional development outcomes.
- Support countries to identify overlapping priorities or similar waste messages to maximise resources and assets within the region.
- Grow and invest in programs that deliver on strategic initiatives to reduce waste and contribute towards improving the health of communities and the environments.
- Continue and increase support of locally driven social and economic innovation.
- Develop knowledge and facilitate the adoption of best practice at all levels (individuals, community, business, and government) in the management of hazardous and solid waste management in the Pacific region.

National Education and Awareness Plan (NEAP) Alignment

The PacWastePlus program and activities are designed to support each country based on their identified country projects and support the Focal Points to develop a National Education and Awareness Plan.

The purpose of the plan is to focus on one or multiple waste streams and build a framework for identifying key information or messages to inform or educate, and to also map the best mechanisms to communicate with their most relevant audiences or stakeholders.

NEAPs are designed to be live working documents which are adjusted regularly to ensure the strongest messages and outreach channels are being used to engage with key stakeholders such as local and international governments, communities, and business.

Model Regional Education and Awareness Plan

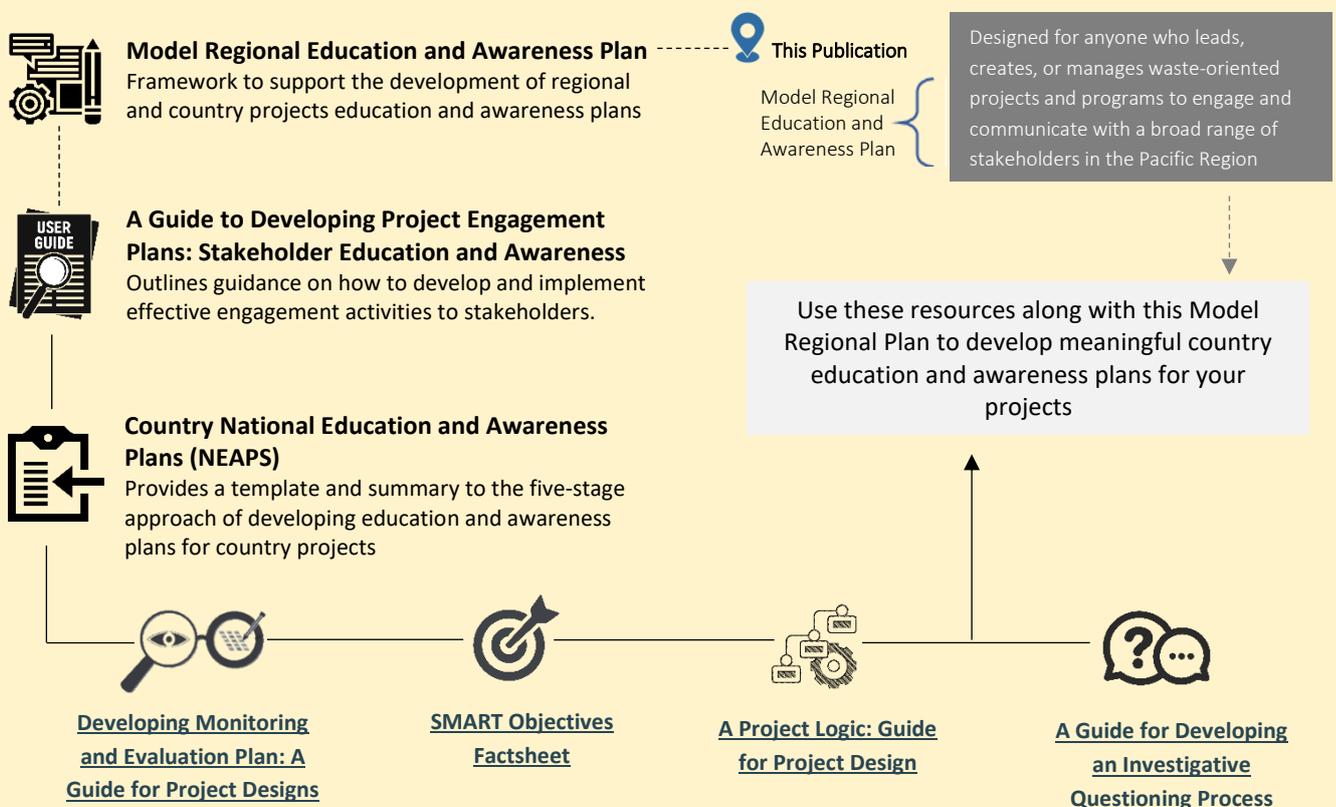
This model REAP includes pre-developed communications issues and ideas developed by the PacWastePlus Programme Management Unit based on discussions and interactions undertaken by consultants and the Programme Management Unit with programme country focal points.

This resource identifies numerous problems/challenges and provides initial thoughts on audience relevant to the problem; desired behaviour change; the purpose, medium, proposed messages, communication platforms, and timing of interventions.

The targeted audience for this model REAP delivery plan includes stakeholders such as, government, communities, business, and donors. The budget column is provided to capture specific allocation of resources to each action enabling the plan to be costed. Utilising this model will assist Officers to identify challenges projects may wish to address and provides a framework for planning future project education and awareness activities. This resource has been developed to encourage the adoption of good practices and positive behaviour change in terms of sustainable waste management.

We encourage users to utilise this model plan resource together with the *A Guide to Developing Project Engagement Plans: Stakeholder Education and Awareness* publication to design meaningful education and awareness plans.

All below project design related resources can be accessed from <https://pacwasteplus.org/resources/>



SOLID WASTES

Recyclables, Organic waste, Disaster waste and Bulky waste

This section of the model plan looks at possible education and awareness actions for solid wastes. Remember these are examples and may not necessarily be applicable to all countries. Use the *Guide to Develop Education and Awareness Plans: Using the Model Regional Plan* resource and the following examples to develop more meaningful and country specific education and awareness activities.



Solid wastes - Recyclables, Organic waste, Disaster waste and Bulky waste



Recyclables

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Items are going to landfill/discarded in the environment without the possibility of being reused or recycled (even where systems exist).	Community	Uninformed decision making when choosing items to purchase – not understanding how to “refuse”, “reduce” and “reuse” or power of their purchasing decisions	A better choice when buying – understand how to “refuse” through choosing reusable products (water bottles, takeaway containers, coffee cups, straws, plastic bags)	Buy reusable items – saves landfill and environment (ocean, land)	Inform	Communication with communities may include: <ul style="list-style-type: none"> - social media Behaviour Change campaign (Facebook video and tiles) for “refusing” selected items (i.e., SUP water bottles, takeaway containers, straws, coffee cups, plastic bags), campaign recommended to address the following issues 	6-monthly campaign Choosing different SUP items to target	
						<ul style="list-style-type: none"> - providing information (for example, number of items consumed in the country, effects that item is having on the environment) 	6-monthly campaign	
						<ul style="list-style-type: none"> - providing target/goals (fun social comparison – i.e., waste to landfill, food stallholders, cafe, villages, schools) 	6-monthly campaign	
						<ul style="list-style-type: none"> - providing results (tracking and sharing successes) 	6-monthly campaign	
						<ul style="list-style-type: none"> - media (i.e., media release/newspaper articles) and social media articles promote 	As initiatives develop	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
						initiatives/businesses that provide for “refusing” waste		
						- Produce posters/signage for display at markets, events, shops, cafes, restaurants, (wherever SUP items sold/used) to educate the community on how/why to choose alternatives	Annually or as requested	
					Involve	- Provide an example of desired behaviour (educating on alternatives and changes targeted audience can make) – partner with green businesses who have an alternative product	Annually or as requested	
						- Posters and teaching materials (i.e., curriculum) for schools to educate and involve students on how to “refuse” and choose alternatives - Option: design an interschool challenge on the reduction of items such as SU Plastic bottles	Annually or as requested	
Items are going to landfill/discarded in the environment without the possibility of being reused or	Community	Uninformed decision making when choosing items to purchase – not understanding “reduce” or	A better choice when buying – understand how to “reduce” waste through	Buy items in bulk, buy items with less packaging	Inform	Communication with communities may include:	Annually	
						- Social media tile to provide options for educating on “reduce” – how to purchase in bulk, less packaging etc	Ongoing	
						- Promote through media (i.e., media release/newspaper articles) and social media initiatives/businesses that provide for “reducing” waste		

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
recycled (even where systems exist).		power of their purchasing decisions	choosing to buy in bulk etc.		Involve	- Posters/signage developed and distributed to shops to educate the community on how to reduce waste by purchasing in bulk, purchasing items with less packaging etc	As initiatives develop	
		Uninformed decision making when choosing items to purchase – not understanding how to “reuse” or repair resulting in item ending up in landfills.	A better choice when buying – understand how to “reuse / repair” through choosing alternatives	Buy higher quality items that have second use or can be repaired	Inform	Communication with communities may include: - Social media tile/videos to educate ways to reuse waste items in the country – initiatives for using plastic containers in the garden, weaving plastic into bags, floor mats etc	Ongoing	
					Involve	- Promote on website / social media companies engaged in the collection and repair of otherwise waste items	Ongoing	
							- Promote through media (i.e., media release/newspaper articles) and social media events/initiatives/businesses that provide for “reuse” of waste, i.e., use of waste in creative art, workshops on turning waste to art etc	As initiatives develop
Uninformed decision making when disposing or managing products at end-	A better choice when buying – understand how to	Buy items that have infrastructure established	Inform	Communication into community include: - website / social media/newspaper and TV articles on recycling details (what can be recycled, how it can be recycled, drop off locations, operating hours, etc)	Ongoing			

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
		of-life – not knowing what can be recycled and how – i.e., not landfilling, dumping, or burning if there is an alternative	“ recycle ” through knowing what items have systems for recycling in-country and how to segregate, clean and access recycling points	for recycling in-country Manage end-of-life products (clean, segregated etc.) to assist in recycling	Involve	- Open day event at recycling facility (if available) showing operation and how the community can participate	When opportunities are available	
					Inform	Social media Behaviour Change campaign (Facebook video and tiles) for “recycling” items, campaign recommended to cover: - Highlighting what items CAN be recycled in-country and providing information on those items (for example, number of those items consumed in-country, effects that item is having on the environment)	Annually	
					Inform and involve	- Educating on how to recycle those items	Ongoing	
					Inform	- providing target/goals (fun social comparison, i.e. waste to landfill, food stallholders, cafe, villages, schools)	Ongoing or as initiatives develop	
					Inform	- providing results (tracking and sharing successes)	Ongoing or as initiatives develop	
Businesses not aware of the role they play in improving Waste Management –	Business	Uninformed decision making when importing items– not understanding	Importing of appropriate products for the islands – products that	Refusing items (that have viable alternatives) from entering	Inform and Involve	Business communication may include: - Awareness factsheet and poster for shops, cafes, restaurants, on: o How to select a stock that promotes “refusing” of SUP items	Ongoing or as initiatives develop	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
refusing to import and divert waste from landfill		what can be recycled and how.	can be managed (i.e., repaired, reused, recycled)	the country most effective form of Waste Management		<ul style="list-style-type: none"> Posters they can display to a) highlight their “refuse” initiatives (not supplying straws, bags etc) or b) educate consumers on ways they can choose items able to be repaired or recycled 		
					Inform and collaborate	<ul style="list-style-type: none"> Newsletter / website detailing ways businesses can develop partnerships with government to establish waste initiative / event / etc – i.e., incentives-concessions/tax exemption benefits to encourage business 	Monthly or as initiatives develop	
					Collaborate	<ul style="list-style-type: none"> Provide commitment to businesses that government will promote WM initiatives through social media and media announcements etc 	Ongoing	
					Inform	<ul style="list-style-type: none"> media (i.e., media release/newspaper articles) and social media articles promoting initiatives/businesses reducing waste 	Ongoing or as initiatives develop	
Circular economy solutions aren't being realised	Business	Missed opportunity for the establishment of the viable	Partner with the government to provide infrastructure/	Viable businesses exist for converting “waste” into	Inform and Involve	Communication to business include: <ul style="list-style-type: none"> Newsletters to local businesses and recyclers promoting circular initiatives from around the region 	Quarterly/ Monthly/ or during specific opportunities	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
		recycling industry	services to collect items at the end of life; establish circular economy solutions for products sold in the country	other products for sale in-country and/or processing and export to overseas recycle markets		<ul style="list-style-type: none"> - providing details on potential business ideas - Information on the website showing government strategy and priorities for waste management (upcoming policy etc) to provide businesses confidence in investing in waste initiatives 	Quarterly/ Monthly/ or during specific opportunities Ongoing	
Lack of strategy to assist diversion of waste from landfill	Government	Reliance on outdated legislation that favours waste to landfill	Informed decision-making and consultation for writing policy / regulations / strategy for “refusing” items (i.e., SUP Ban) or Advanced Recovery Fees & Deposit (ARFD) / CDS / EPR / PSS schemes	Importation bans and other policy interventions effective form of Waste Management	Consult and Inform	Government communications may include: <ul style="list-style-type: none"> - Cabinet presentations/briefing papers / Policy notes to table key policy initiatives 	During specific opportunities	
						<ul style="list-style-type: none"> - Intergovernmental communication (such as a newsletter) raising awareness on waste strategy, proposed goals /actions for Waste Dept, case studies from the region 	Quarterly	
						<ul style="list-style-type: none"> - Intergovernmental communications (factsheet) on how to design, implement and enforce effective policy 	Annually	
						<ul style="list-style-type: none"> - Establishment of and Presentations at Intergovernmental Working Groups to workshop and co-design policy such as importation ban / ARFD 	During specific opportunities	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Governments aren't putting stringent laws/policies in place to facilitate the diversion of waste from landfill	Government	Uninformed decision making when drafting new strategies and legislation	Informed decision-making and consultation for writing policy and regulations, to support good community choice for "reducing" and "reusing" items	Legislative controls can support good community choice	Inform	Government communications may include: - Cabinet presentations/briefing papers / Policy notes to table key policy initiatives	During specific opportunities	
						- Intergovernmental communication (such as a newsletter) raising awareness on waste strategy, proposed goals /actions for Waste Dept, case studies from the region	Quarterly	
						- Intergovernmental communications (factsheet) on how to design, implement and enforce effective policy	Annually	
						- Establishment of and Presentations at Intergovernmental Working Groups to workshop and co-design policy such as importation ban / ARFD	During specific opportunities	
Lack of enforcement of policy assisting recycling activities	Government	Legislation developed but not operate effectively due to lack of enforcement enforced appropriately	Government officers confident on how to audit and enforce legislation to ensure it is operating effectively	For legislation to operate effectively and consistently, need to audit, inspect, and enforce stakeholders	Inform	Communications to the government may include: - Training module/resource toolkit package on how to audit and enforce legislation	Annually	
						- Intergovernmental communications (factsheet) on how to design, implement and enforce effective policy	During specific opportunities	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Lack of effective communication with communities and stakeholders	Government	Providing incorrect or inconsistent messages to communities and stakeholders	Disseminating accurate and timely messages to communities and stakeholders to support good community choice	For communities to make informed choices about what to purchase and what/how to recycle in-country, need clear and regular community messages	Inform and involve	Government communications may include: <ul style="list-style-type: none"> - Training module/resource package on how to design and run community outreach programmes 	Quarterly/ Monthly or during specific opportunities	
Circular economy solutions aren't being realised	Government	Missed opportunity for the establishment of the viable recycling industry	Establish or partner with the private sector to create a recycling industry	Viable businesses exist for converting "waste" into other products for sale in-country and/or processing and export overseas	Involve and collaborate	Government communications may include: <ul style="list-style-type: none"> - opportunities for collaboration with the private sector 	During specific opportunities	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Donor agencies not considering waste management or end-of-life management when making investment decisions and inadvertently adding to waste issues or missing potential to enhance their projects through implementing elements of 3R's	Donor Agency	Short-term thinking on infrastructure investment – (i.e., supplying water bottles for a project instead of upgrading water system / supplying desalination unit; or supplying equipment/machinery without maintenance plan/support or sustainability of operations)	Informed and holistic decision making; understanding what can be recycled and maintained/operated in countries and what happens to items that can't - to assist decisions	Donors can enhance impact by having investments consider the 3R's, including ongoing maintenance and end-of-life management of investments (e.g., putting money aside to pay for the eventual removal of solar panels for a large solar investment)	Inform	Communications to donors may include: <ul style="list-style-type: none"> - Website/newsletter highlighting waste strategy, proposed goals /actions for Waste Dept, case studies from region and desires for how donor aid can fit with country goals - Intergovernmental communication (such as a newsletter) raising awareness on Circular economy solutions - case studies from the region 	When opportunities present	
					Collaborate	<ul style="list-style-type: none"> - Establishment of and Presentations at Intergovernmental Working Groups to workshop and co-design aid projects to fit with country goals 		

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Donor agencies not considering ongoing sustainability when investing in waste management	Donor Agency	Short-term thinking on waste projects – i.e., removing legacy waste without a sustainable plan to avoid stockpile building up again	Donors to support Governments to implement Ban / Advanced Recovery Fee Deposit legislation as requisite to projects removing legacy waste	Ensure sustainability of projects/ aid	Inform	Communications to donors may include: - Website/newsletter highlighting waste strategy, proposed goals /actions for Waste Dept, case studies from region and desires for how donor aid can fit with country goals	Ongoing	
					Consult and collaborate	- Official letter to donor agencies seeking assistance with developing Waste Management legislation (i.e., Ban / ARFD) during the development of WM projects	When opportunities present	
Donor agencies not considering opportunities to invest in appropriate infrastructure to assist recycling	Donor Agency	Donors investing in unsuitable Waste Management infrastructure	Provide Infrastructure to support in-country recycling	Ensure applicability of projects/ aid	Inform and collaborate	Communications to donors may include: - Website/newsletter highlighting waste strategy, proposed goals /actions for Waste Dept, case studies from the region and international and national conferences/events, and desires for how donor aid can fit with country goals	Ongoing	



Organic Waste

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated budget
Lack of understanding that organic material can be captured and converted into a valuable resource instead of being disposed of at a landfill.	Community	Landfilling/dumping/burning of organic materials	Choosing to compost organic material – at home	How and why to compost at home and use of compost in a garden can assist soil and crops	Inform	Communication to the community may include: <ul style="list-style-type: none"> - Community awareness materials on home composting / organics management -factsheets, posters, signages, promotional items, radio and TV talkback shows - Open day events – how to compost and grow food at home 	Monthly/ Quarterly or when opportunities are available	
					Involve	<ul style="list-style-type: none"> - Posters and teaching materials (i.e., curriculum) for schools to educate students on what to do with organic materials Option: design an interschool challenge on the reduction of organic waste		
		Mixing of waste types	Segregating from other waste/recyclables for collection by appropriate facilities	How and why to separate /drop off organic material for processing at compost / organic facility	Inform	Communication to community include: <ul style="list-style-type: none"> - website / social media on central organic facilities (what materials can be composted, drop off, locations, pick up times, operating hours, benefits, etc.) 	Monthly/ Quarterly or when opportunities are available	
					Involve	<ul style="list-style-type: none"> - Open day events at compost facility (if available) showing process and how the community can participate 		

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated budget
		Purchasing imported fertilisers	Purchasing locally produced compost	Using compost can assist soil and crops	Inform and involve	<ul style="list-style-type: none"> Promote through community announcements, social media, and media (i.e., media release/newspaper articles) local compost companies who have compost available for purchase and benefits over imported fertiliser 	When opportunities are available	
Business/Circular economy solutions aren't being realised	Business	Landfilling/dumping/burning of organic materials	Partner with local farmers on collecting organic wastes from businesses for composting/feedstock	Why divert organics from landfill	Inform	Communication to business include: <ul style="list-style-type: none"> Newsletters to businesses with organic by-products/waste (local growers/landscaping companies/fish processing/copra/breweries) promoting composting initiatives from around the region; Showcasing success stories, providing details on potential partnerships Production of technical documents raising awareness on how and why to use certain types of organic materials in composting 	Monthly/Quarterly or when opportunities are available	
			Partner with the government to create a business to receive and process organic material	Viable businesses exist for converting organic material into compost or animal feed	Collaborate	Communication to a business may include: <ul style="list-style-type: none"> Newsletter / website detailing ways businesses can pursue partnerships with government to establish organic initiative / event / etc. – i.e., incentives-concessions/tax exemption benefits to encourage business Provide commitment to businesses that government will promote 	Ongoing or when opportunities are available	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated budget
						organic initiatives through social media and media announcements etc.		
					Inform	- Information on a website showing government strategy and priorities for waste management (reduce organic to landfill) to provide businesses confidence in investing in organic initiatives	Ongoing or when opportunities are available	
Country use of imported fertilisers over locally produced compost	Business	Growers purchasing imported fertilisers	Growers to purchasing locally produced compost	Using locally produced compost can help the economy, and assist soil quality and crop yield	Inform	Communication to business include: - Promote through media (i.e., media release/newspaper articles) local compost companies who have compost available for purchase and benefits over imported fertilizer - i.e., information on location and prices for the purchase of compost	Monthly/ Quarterly or when opportunities are available	
					Involve	- Develop posters, signages, promotional items, that compost businesses can use to display	Monthly/ Quarterly or when opportunities are available	
Business/Circular economy solutions aren't being realised	Government	Missed opportunity for the establishment of viable compost /	Establish or partner with the private sector to create a business to	Viable businesses exist for converting organic	Inform and involve	Government communications include: - Intergovernmental communication (such as a newsletter) raising awareness on Circular economy solutions for organics or regional case studies	Monthly/ Quarterly or when opportunities are available	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated budget
		organic mgt industry	receive and process organic material	material into compost or animal feed	Collaborate	- showcasing possible opportunities for collaboration with the private sector	Monthly/ Quarterly or when opportunities are available	
		Not understanding the opportunity for extracting organic materials from landfills after disposal	Reclaiming organic material from landfills for appropriate processing	Viable businesses exist for converting organic material into compost or animal feed	Inform	Government communications include: - Technical document raising awareness on how and why to use certain types of organic materials in composting	Monthly/ Quarterly or when opportunities are available	
Lack of effective communication with communities and stakeholders	Government	Providing incorrect or inconsistent messages to communities and stakeholders on how and why to divert organic materials from landfill	Support to Community to choose home composting or (where available) central organics management	Why to compost and how to compost - can assist soil and crops	Consult	Government communications may include: - Undertake a stakeholder consultation with communities	Monthly/ Quarterly or when opportunities are available	
					Collaborate	- Development of Training module/resource/toolkit package on how to design and run community outreach programmes	Monthly/ Quarterly or when opportunities are available	

Problems	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated budget
Donor agencies not considering opportunities to invest in appropriate infrastructure to assist organics management	Donor Agency	Donors investing in unsuitable infrastructure to assist organics management (W2E, biogas, etc)	Support appropriate infrastructure for beneficial reuse of organics	Ensure applicability of projects/ aid	Inform	Communications to donors may include: <ul style="list-style-type: none"> - Website/newsletter highlighting waste strategy, proposed goals /actions for Waste Dept, case studies from the region and international and national conferences/events, and desires for how donor aid can fit with country goals 	When opportunities present	



Bulky Waste

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Bulky waste is sent directly to landfill and not recovered for higher order management (re-use/repair)	Government	Bulky wastes that can be repaired/recycled or repurposed are being landfilled	Introduction of policies, infrastructure and information to support management of bulky waste.	Bulky waste is a resource and not a waste which can be easily repurposed	Consult	Communication with government may include: - Wide stakeholder consultations	Quarterly or when opportunities are available	
					Inform	- Briefing Papers for Ministers and Chief Executive Officers	Monthly/ Quarterly or when opportunities are available	
						- Cabinet Information Paper	Quarterly or when opportunities are available	
					- Develop information on available infrastructure that can be used by communities and businesses to collect/repair bulky waste items	Ongoing		
Collaborate	- Partnerships through initiatives with communities and business for regular bulky waste collection and access to repair shops	Monthly/ Quarterly or when opportunities are available						

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
		No control on type of bulky items imported into the country.	Establishing national standards on importing bulky items that will be difficult to manage at the end of life	Preventing products that will be a burden to manage.	Consult	Communication with government may include: - consultations across government, civil society and business organisations	Monthly/ Quarterly or when opportunities are available	
					Inform	- cabinet Information paper	Quarterly or when opportunities are available	
					Involve	- produce briefing papers for Ministers and Chief Executive Officers	Quarterly or when opportunities are available	
Bulky waste is sent directly to landfill and not recovered for higher order management (re-use/repair)	Community	Illegal dumping of bulky wastes.	Attempt to fix and reuse bulky items rather than dumping and buying new ones	SAVE your money - Do not throw it, Fix it. Reuse it. Bulky waste is a resource and not a waste which can be easily repurposed?	Involve	Communication with communities may include: - Behaviour Change campaign in communities to encourage bulky waste to be repaired, repurposed, upcycled	Annually or when opportunities are available	
					Collaborate	- Initiatives in coordination with government and businesses-easier access to repair shops in communities	Monthly/ Quarterly or when opportunities are available	

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
					Inform	- Develop information (signages, posters, on bulky waste collection points-locations, times	Ongoing	
						- Articles and stories in media (i.e., media release / newspaper articles) and social media engagement to promote initiatives / businesses that provide for “repairs and reusing” of bulky waste items	Ongoing	
						- Produce information on locations of service providers that collect bulky waste-operating times, locations, and if they provide repair services	Ongoing	
	Business	Bulky waste stored within yards/depot with no or little consideration for accidental discharges.	Stockpile Management to be improved	Preventing Environmental Pollution	Consult	Communication with business may include: - Face to Face Stakeholder Consultations	Monthly/ Quarterly or when opportunities are available	
					Collaborate	- Partnerships and incentives	Monthly/ Quarterly or when opportunities are available	



Disaster Waste

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Handling and recovery skills and storage and disposal options are limited and can create problems.	Government	Lack of Improper Handling and disposal of hazardous waste generated after a disaster.	Have plans partnership and infrastructures in place for the management of wastes before and after disaster.	Preparation prevents further disaster. Stay safe when handling debris.	Consult	Communication with Government may include: - consultations with stakeholders – community and business	Monthly/ Quarterly or when opportunities are available	
					Inform	- briefing Papers to Minister and Executive Officers	Monthly/ Quarterly or when opportunities are available	
						- cabinet Information Papers	Monthly/ Quarterly or when opportunities are available	
						- develop resources on community disaster waste management plans	Ongoing	
Community	Mixing of hazardous, recyclables and general wastes after a cyclone.	Undertake waste Segregation after a cyclone community clean up	Know your waste and what to do with it to protect the future of your family and community.	Inform	Communication with community may include: - develop and make available Factsheets, posters, Facebook engagement and provision of clear and simple labels/stickers, and instructions on waste segregation, storage, and safe handling of waste generated from disasters	Monthly/ Quarterly or when opportunities are available		

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
				Stay safe when handling debris		- targeted community awareness activities on proper and safe waste segregation, waste minimisation, storage, and disposal		
					Inform and involve	- awareness on waste minimisation and segregation during community meetings-Community Leaders can ensure that is part of regular community discussions	Monthly/Quarterly or when opportunities are available	
	Business	No proper bunding Hazardous Materials such as chemicals and fuels	Proper storage and bunding of hazardous materials once a natural hazard has been declared.	Preventing environmental pollution during a disaster.	Consult	Communication with Businesses may include: - Stakeholder Consultations	Quarterly or when opportunities are available	
					Inform	- Factsheets, posters, and provision of clear and simple labels/stickers, and instructions on hazardous material storage, and safe handling practices that can be undertaken by businesses.	Ongoing	
Aid/Relief provided following a disaster generates more waste	Donor	Items donated to communities following a disaster are not suitable for use in the targeted communities.	National Acceptance Standard on aid provided following a disaster	Donate sensibly and meaningfully.	Inform	Communication with Donors may include: - Development of Acceptance Standard on acceptable types of aid that does not generate further waste - Donor Coordination Meetings	Annually or when opportunities are available	

HAZARDOUS WASTES

Asbestos, Healthcare Waste and E-waste

This section of the model plan looks at possible education and awareness actions for hazardous wastes. Remember these are examples and may not necessarily be applicable to all countries. Use the *Guide to Develop Education and Awareness Plans: Using the Model Regional Plan* resource and the following examples to develop more meaningful and country specific education and awareness activities.



Hazardous Wastes: Asbestos, Healthcare Waste and E-waste



Asbestos

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Improper removal of asbestos can release fibres which can cause disease	Community	Inappropriate abatement of ACM	Do not remove Asbestos by yourself, get a professional to do it.	Understanding how to safely live with Asbestos	Inform	Communication with communities may include: <ul style="list-style-type: none"> - targeted Community outreach programmes on how to live safely with asbestos 	Monthly (recommended but depends on the targeted community, geographical location)	
						<ul style="list-style-type: none"> - Radio/TV Awareness programmes on how to live safely with asbestos-providing basic information on what a homeowner can and should not do when they find asbestos present in their homes. 	Ongoing	
						<ul style="list-style-type: none"> - Social Media engagement-develop and publish on social media like Facebook simple steps homeowners can take to deal with Asbestos in homes 	Ongoing	

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
						<ul style="list-style-type: none"> - Develop and provide information (if need be, should be translated into the local vernacular) on safe steps to take if a home has Asbestos in houses/community school on-websites, helplines (phone), community posters and factsheets and through regular media articles/stories 	Ongoing	
						<ul style="list-style-type: none"> - Conduct awareness sessions in communities where asbestos is known to exist in homes. This outreach can be done in collaboration with other scheduled community visits by government agencies like health, social welfare, and community development visits. 	Monthly or when opportunities present themselves	
					Inform and involve	<ul style="list-style-type: none"> - Community announcements by community leaders during regular village meetings 	Monthly or when opportunities present themselves	
Improper ACM abatement by Contractors	Business	Improper and unsafe demolition of ACM	Use of proper protocol in handling ACM	Ensure safe and correct procedures are used for all abatement works	Consult	<p>Communication with businesses may include:</p> <ul style="list-style-type: none"> - consultations with hardware companies, real estate agencies, housing authorities, property developers, education institutions 	Quarterly (recommended but can be done monthly or when opportunities present themselves)	

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
					Inform	<ul style="list-style-type: none"> - develop factsheets, posters, publications, infographics on easy-to-understand information on national codes of practice, policies, legislations, standard operating procedures- dedicated Websites/portals for businesses to obtain relevant information. 	Ongoing	
						<ul style="list-style-type: none"> - information made available through factsheets, brief reports, posters, newsletters, collateral items packaged as toolkits 	Ongoing	
						<ul style="list-style-type: none"> - Develop and make available detailed information on safety protocols-correct use of Personal Protective Equipment through posters/factsheets/signages 	Ongoing	
Need for more local nationals to be competent (certified) in asbestos abatement works	Business	Untrained staff (lack of certification) doing abatement works	Proper licensing of workers to undertake asbestos abatement works	Safer practices for workers and enhancing capacity building at a local level	Inform	Communication with businesses may include:	Annually (also depends on training and upskilling and certification process)	
						<ul style="list-style-type: none"> - awareness-raising on the importance of licensing workers 	Annually (also depends on training and upskilling and certification process)	
						<ul style="list-style-type: none"> - development of recognised training that can be accessed from virtual platforms 	Annually (also depends on training and upskilling and certification process)	
						<ul style="list-style-type: none"> - develop and make available information on how to access these virtual training 	Annually (also depends on training and upskilling and certification process)	

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Lack of knowledge of the impact of Asbestos on human health		Importation and use of ACM	Selecting a product that does not have ACM	Asbestos can be toxic and Pacific Island countries are working towards banning imports into any nation in the Pacific	Inform and collaborate	Communication with businesses may include: <ul style="list-style-type: none"> - provision of information on alternative materials that could be used by communities/businesses-this can be provided on websites/product catalogues, posters 	Monthly/Quarterly or when opportunities present themselves	
Lack of understanding across agencies of the importance of ban and measures available to government	Government	Lack of technical and funding capacity	Government support to implement regulatory safeguards.	There are options available to the government to implement actions such as an Asbestos ban	Inform	Communication with government may include: <ul style="list-style-type: none"> - legislations and policies presented in understandable and easy to digest format 	Quarterly or when opportunities present themselves	
						<ul style="list-style-type: none"> - Cabinet briefings 	Quarterly or when opportunities present themselves	



Healthcare Waste

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Incorrect & poorly planned sorting and disposal of healthcare waste, infectious wastes.	Health care industry	Ad hoc disposal practices	Proper segregation and disposal of healthcare waste	The correct and safe disposal of healthcare waste can reduce infections and disease that healthcare workers may be exposed to.	Inform	Communication with healthcare workers may include: <ul style="list-style-type: none"> - development and provision of information (factsheets, posters, signages and resources) on segregation and disposal best practices and proper healthcare waste management practices to hospitals and healthcare centres 	Monthly/Quarterly	
						<ul style="list-style-type: none"> - Correct and safe disposal information made available through the production of posters, factsheets, signages videos. 	Ongoing	
						<ul style="list-style-type: none"> - Community outreach on dangers of scavenging disposed medical waste 	Monthly/Quarterly	
						<ul style="list-style-type: none"> - Develop content to support hospitals to ensure incinerators are operational-information-signages, posters, guidelines, factsheets on proper operation, repair, and maintenance of incinerators 	Ongoing	

E-waste



Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
E-Waste are being landfilled, illegally dumped, or burnt	Community	Community burn or dispose e-waste illegally with no consideration on impact.	Community to choose to donate for recycle or repair	Know what and where to donate for recycling or repairing your end-of-life electronics	Inform	Communication with communities may include: <ul style="list-style-type: none"> - National Awareness campaigns and targeted community outreach programmes on proper e-waste disposal and available recycling options in-country 	Quarterly/ Annually or during specific opportunities	
						<ul style="list-style-type: none"> - Produce and make available information on proper disposal/recycling options for electronics – factsheets, posters, social media, mainstream media, radio/tv programmes/talkback show, community signages, community events 	Ongoing	
						<ul style="list-style-type: none"> - Information (such as posters, signages, community announcements) on availability of services for donation/repairs/recycle of electronics. 	Ongoing	
						<ul style="list-style-type: none"> - Consumer information available in stores on end-of-life management and impact of e-waste-posters, stickers/product labels, signage. 	Ongoing	

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
					Involve	- Social marketing campaigns targeted to changing community behaviour towards discarding e-waste into landfills and burning	Annually or during specific opportunities	
					Collaborate	- Educate youth groups, women's groups and community leaders on how to properly and safely manage e-waste within their communities so consistent and correct messages are shared within a community on how to manage e-waste.	Monthly/ or during specific opportunities	
	Government	Lack of appropriate and efficient e-waste management options	Provide an enabling environment that allows collection, safe storage, and recycling of e-waste.	Providing a Clean and Healthy Environment for all	Consult	Communication actions that can be undertaken by Government may include: <ul style="list-style-type: none"> - consultations with stakeholders on policy development and infrastructure development- produce and make available Information on e-waste recycling/collection facilities – factsheets, posters, signages, advertisements on location, operating hours, collection days 	Quarterly/ Annually or during specific opportunities	
					Involve and inform	- Development of briefing papers for management executives of the Department/Ministry of Environment	Quarterly/ Annually or during specific opportunities	
					Inform	- Cabinet information papers on government initiatives	Quarterly/ Monthly or during specific opportunities	

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
Importation/ supply of inferior electronics into the region has increased the volume of e-waste generated	Government	There are no national standards on the type of electronics imported and sold in the country	Regulate to ensure high energy rating products	Minimising the amount of e-waste generated through the provision of quality products	Consult	Communication actions by government may include: - consultations with stakeholders on national standards and regulations	Quarterly/ Monthly/ Annually or during specific opportunities	
					Inform	- information on these standards, policies, regulations initiatives are made available on Government websites/Social Media handles	Ongoing	
					Collaborate	- development of resources to support the request to approve legislative reforms.	Ongoing	
	Businesses	Focus is solely on making a profit and not providing quality items	Providing quality products that last long	Be a responsible business and protect the environment.	Inform and involve	Communication with businesses may include: - awareness raising to businesses on importation standards to ensure compliance through stakeholder consultations	Quarterly/ Monthly/ Annually or during specific opportunities	
					Collaborate and inform	- development and availability of Consumer information in stores on end-of-life management options and impact of e-waste	Ongoing	
	Ensuring that waste workers are safe from the hazardous components of E-Waste	Government	NO national standards on e-waste handling and dismantling	Safe handling and dismantling of e-waste	Save not only the environment but the lives of those that clean it	Consult	Communication actions by Government may include: - Consultations and identification of potential training and capacity building between national government, waste workers and key stakeholders. This could also include the development of a national	Quarterly/ Annually or during specific opportunities

Problem	Target Audience	Behaviour We want to discourage	Behaviour we want to encourage	Proposed message	Purpose	Communication	Timing	Allocated Budget
						standard on e-waste handling and dismantling.		
					Inform	<ul style="list-style-type: none"> - development of standard operating procedures on safe handling and dismantling of e-waste for workers within government and businesses. 	Quarterly/ Annually or during specific opportunities	
						<ul style="list-style-type: none"> - availability of these standards to workers-SOP manuals, posters, signages, website, newsletters, emails 	Quarterly/ Annually or during specific opportunities	
Donated Electronics contributing to e-waste stockpiles and ending up in landfills or the environment.	Donor	Donating of second-hand electronics and items that cannot be serviced/repaired in-country due to lack of expertise	Electronics donated to Pacific Island countries are of good and durable quality and providing technical support or building in-country capacity to service donated electronics	Donating responsibly and ensuring sustainability on e-waste management	Inform	<p>Communication with donors may include:</p> <ul style="list-style-type: none"> - Develop a minimum standard on type of electronics that can be donated – easily repaired in country or managed after end of life of the electronic item 	Annually or during specific opportunities	
					Consult	<ul style="list-style-type: none"> - Consultations between national government, donor agencies and key stakeholders on preferred electronics that are donated 	Annually or during specific opportunities	

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