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Ocean plastics: drivers, impacts, solutions and lessons engaging the private sector

A LAC Environment Learning Series Webinar

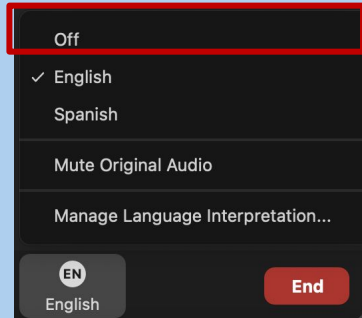
May 12, 2021

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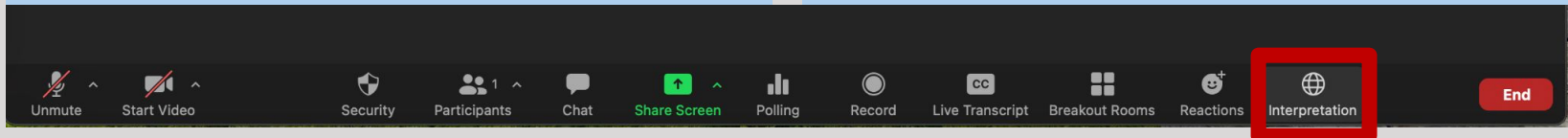
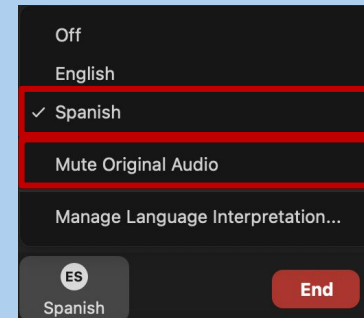
Instructions to choose your language

English: No action needed



Instrucciones para seleccionar el idioma

Español: Seleccione la opción de interpretación en la parte inferior de su pantalla de Zoom y seleccione "Español" y "Silenciar el audio original"



WELCOME

Michelle Jennings
Director, Office of Environment and
Sustainable Growth (ESG)
USAID/Peru



— Agenda/ Housekeeping

- Presentations (45 minutes) and Q&A (15 minutes)
- If you have questions for the presenters, please put them in the chat box
- Make sure to stay muted unless sharing

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— LAC Learning Series

TODAY: Ocean plastics: drivers, impacts, solutions and lessons engaging the private sector

Past Webinars:

1. Artisanal Small-scale Gold Mining (ASGM) Sector Expansion in Latin America: Drivers, Impacts, Solutions.
2. Lessons from Engaging the Private Sector in Sustainable Cattle Practices
3. Lessons from the Field: Building the Evidence Base on Natural Resource Corruption



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Presenters

- Ana Villegas, Biodiversity & Forest Advisor, USAID/LAC/RSD/ENV
- Mónica Romo, Regional Amazon Environment Specialist, USAID/SAR
- Katia Villanueva, Project Management Specialist, USAID/Peru
- Kishori Kedlaya, Senior Advisor Ocean Plastic Pollution, USAID/DDI/EEI/Green Cities Division
- Carla Cisneros, USAID Clean Cities Blue Oceans Program Peru Country Director



Understanding the ocean plastic pollution problem in Latin America and the Caribbean

- Ana Villegas, Biodiversity & Forest Advisor, USAID/LAC/RSD/ENV



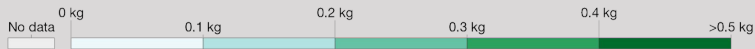
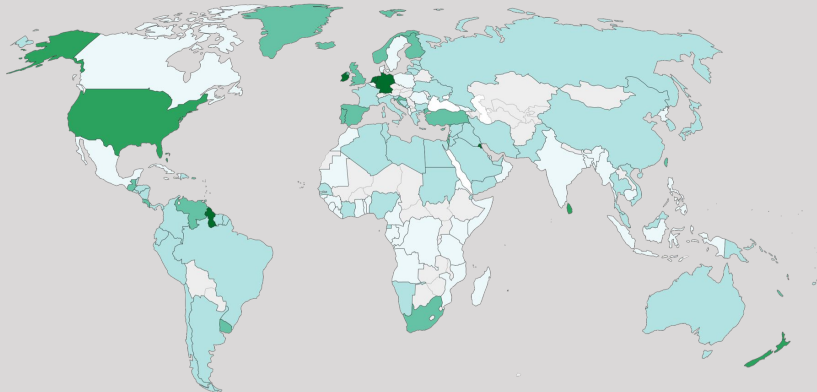
White paper on Marine Debris and Biodiversity in Latin America and the Caribbean
<https://urban-links.org/insight/understanding-the-ocean-pollution-problem-in-latin-america-the-caribbean/>

Generation and emission of ocean plastic in LAC

Latin American and Caribbean nations produce 4% of the world's total plastic waste

Plastic waste generation per person, 2010

Daily plastic waste generation per person, measured in kilograms per person per day. This measures the overall per capita plastic waste generation rate prior to waste management, recycling or incineration. It does not therefore directly indicate the risk of pollution to waterways or marine environments.

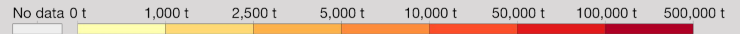
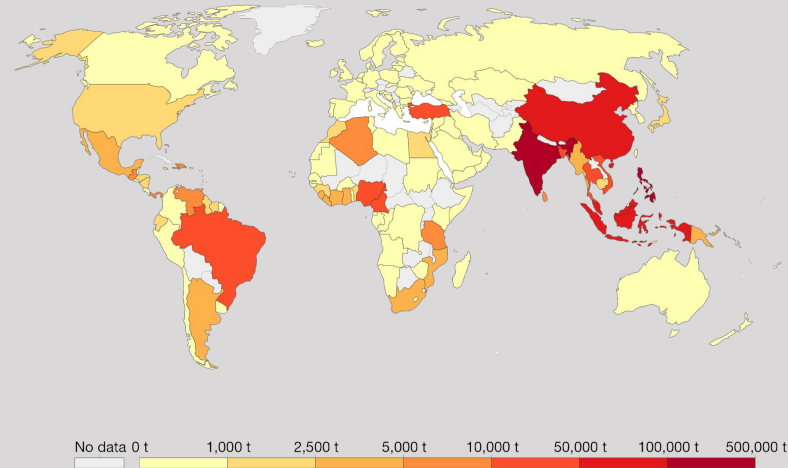


Source: Jambeck et al. (2015)

5/12/21

Plastic waste emitted to the ocean, 2019

Our World in Data



Source: Meijer et al. (2021). More than 1000 rivers account for 80% of global riverine plastic emissions into the ocean. Science Advances. CC BY

Less than 25% of the 424,000 tons of waste generated daily in Latin America and the Caribbean is processed into regulated sanitary landfills (UNEP 2015)

CC BY

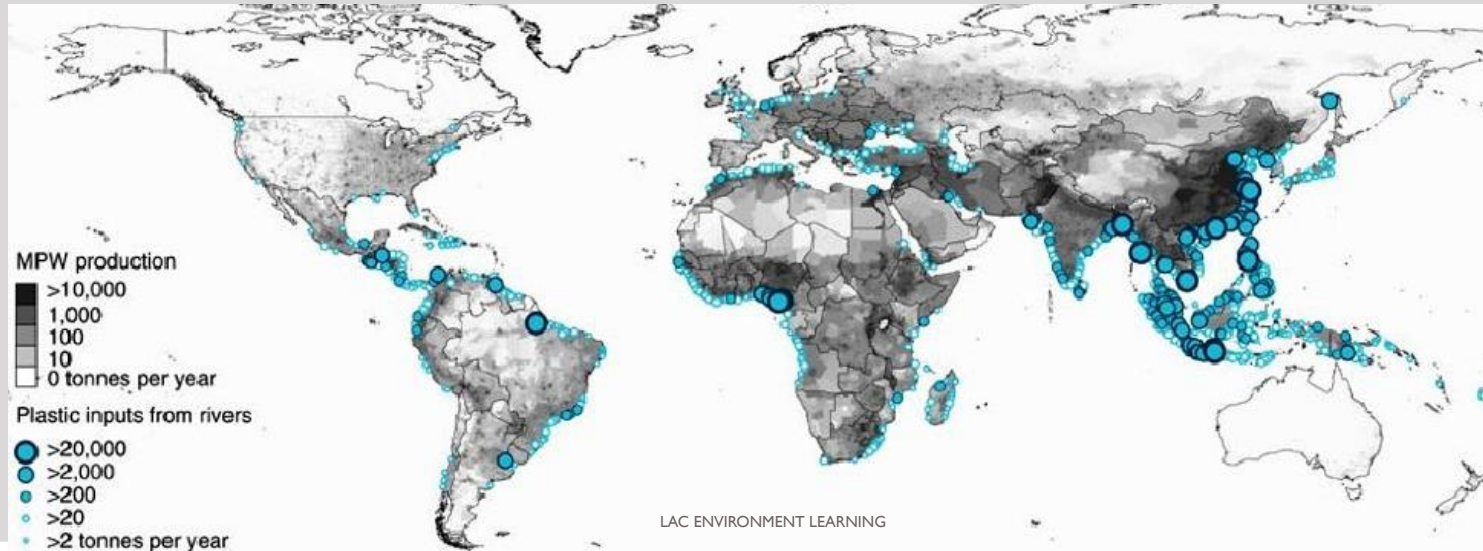
Source of ocean plastic

Land-based sources (~80%):

- **Deficient management of waste**
- **Waterways transports waste**
- Urban settlements/industry
- Sewage outfall transports waste
- Marine tourism—direct beach littering

Marine-based sources of debris (~20%):

- Offshore development/dumping
- Derelict and/or lost fishing gear
- Aquaculture materials
- Recreational fishing
- Loss of shipping containers



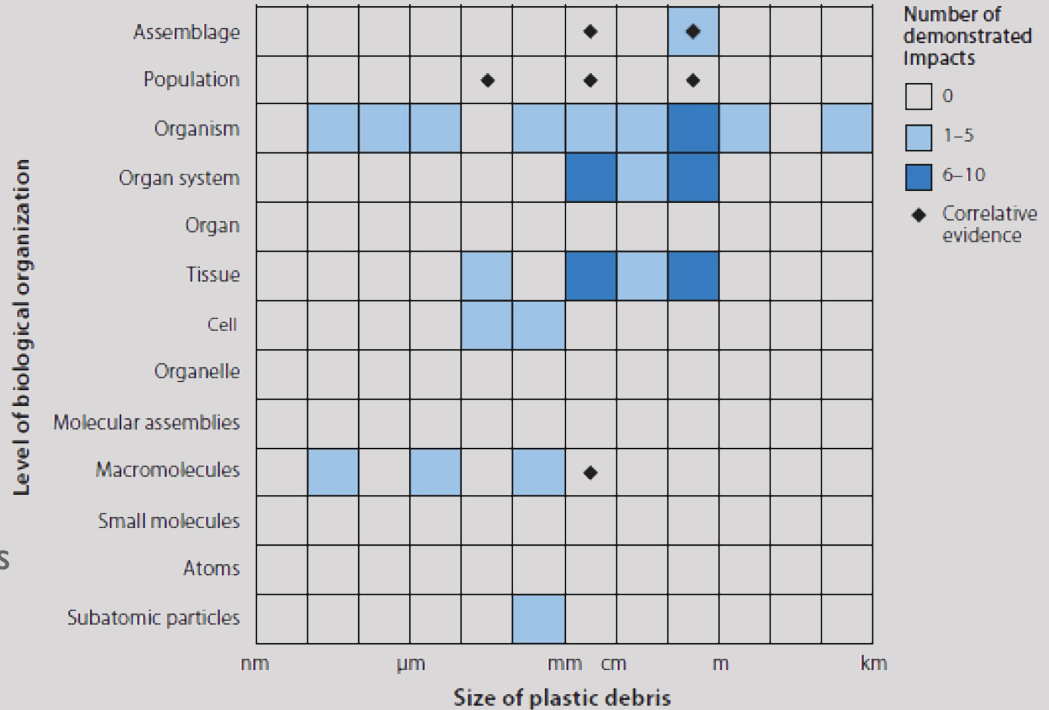
Impacts of ocean plastics on the environment

Impact on organisms via

- Ingestion
- Entanglement
- Contamination
- Disease introduction
- Nutrition interference
- Alteration of habitat

Impacts on ecosystems via

- Filtration of light
- Alteration of hydrologic processes
- Suffocation
- Transport invasive species



Demonstrated number of impacts of plastic marine debris from the literature based on debris size (x-axis) and level of biological organization (y-axis). Diamonds represent correlative evidence and the shades of blue indicate the number of impacts identified. (Law, 2017).

Peru

- 19,000 tons SW/day
- 52% sanitary landfills
- 48% unpermitted and unmanaged dumps

- Mónica Romo
Regional Amazon Environment Specialist
USAID/SAR

The image is a promotional graphic for a USAID case study. It features a background photograph of a rocky coastline with a bird perched on a rock and waves crashing against the shore. In the top left corner is the USAID logo, which includes the text 'UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT' and 'USAID FROM THE AMERICAN PEOPLE'. In the top right corner is a graphic of a lightbulb with a map of South America inside it, with the text 'LAC Environment Case Study PERU'. The main title 'CASE STUDY: MARINE PLASTIC DEBRIS AND SOLID WASTE MANAGEMENT IN PERU' is written in large, bold, white capital letters across the middle. Below the title, the date 'October 2020' is displayed. At the bottom, a URL is provided: 'https://urban-links.org/resource/case-study-marine-plastic-debris-and-solid-waste-management-in-peru/'.

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LAC Environment Case Study
PERU

**CASE STUDY:
MARINE PLASTIC DEBRIS AND SOLID
WASTE MANAGEMENT IN PERU**

October 2020

<https://urban-links.org/resource/case-study-marine-plastic-debris-and-solid-waste-management-in-peru/>

Unmanaged SW goes to rivers, wetlands, deserts, beaches

Ica, Chincha (2016)



Ica, Paracas Natural Reserve (2018)

Lima, Costa verde (2017)



Piura, Talara desert (2018)

708,000 tons of plastic are generated each year (MINAM 2016)



Pachacamac Island, 2018



Only 1.9 % of recyclable materials are recycled (MINAM 2018)

Plastic in the ocean

45% residues (kg) x artisanal fishermen Port Salaverry (La Libertad) plastics:

- 35% bottles, PET
- 10% fishing lines + gear
(Trujillo, Solano y Buitron 2019)

75% plastic (kg) in waters of Peru and Chile found:

- 50% is packaging—fishing lines + gear
- 25% bottles—baskets
(Algalita Marine Research Foundation 2018)



Approaches to address marine debris in Peru

Creating an enabling legal environment

- Solid waste Law 2016
- Plastic Law 2018 to Dec 2019 <<30%
- Circular Economy Plan 2019

Raising public awareness

- “Less plastic more life” (MINAM, 2016)
- “Vulture warning”(USAID, 2016)
- “I don’t want this in my ceviche” (MINAM/Oceana, 2018)
- “Less plastic more Pacific” (C Saludable/USAID 2018)

Reducing the infrastructure gap

- 2019: 10 new sanitary landfill started operations

Mainstreaming recycling

- Formalization of recyclers
- Private sector initiatives:
“Recycling with Purpose”
PepsiCo Found/Ciudad Saludable/Ecoins
“Ponchilas” Coca Cola



USAID support

- 2007-2009: + MINAM + MEF > to train municipal officials to develop SW management investment projects. 85% departments did it.
- 2012-2017: PRODES > TA to Municipalities in Madre de Dios and Ucayali in SW management systems.
- 2017-2021: CIUDAD SALUDABLE > Formalize recycler associations in Ica.
- 2019-2024: CCBO > to build capacity and commitment for the 3R (reduce, reuse, and recycle) and SW management in Ica and Piura.

Ciudad Saludable 2017-2021

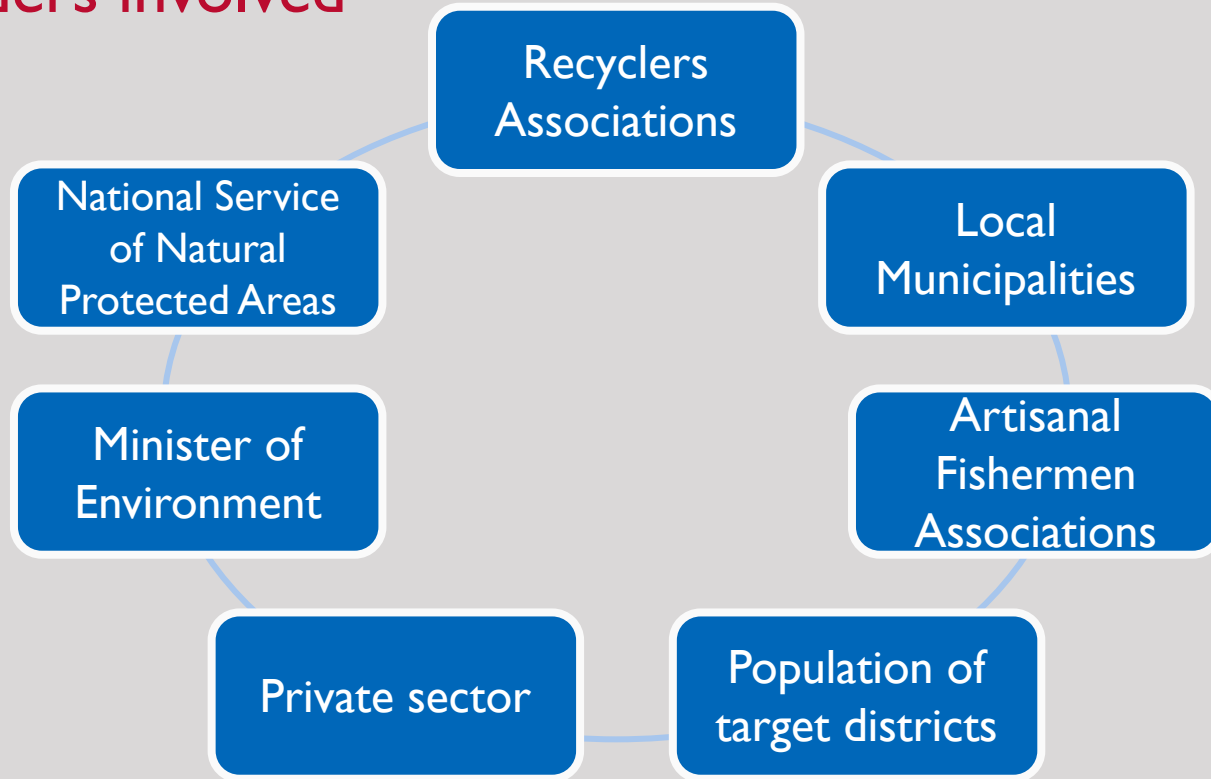
- Katia Villanueva
Project Management Specialist
USAID/Peru

Activity with Ciudad Saludable aimed to reduce the impact of solid waste, especially plastic, on marine biodiversity.

One of the specific objectives was to support the recyclers associations in Ica to establish direct commercial activities with private sector companies.



Stakeholders involved



Collection center



Waste compactor



Operations in a collection center





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- Kishori Kedlaya, Senior Advisor Ocean Plastic Pollution, USAID/DDI/EEI/Green Cities Division

USAID's Approach to Ocean Plastic Pollution

May 2021



**8 million tons of plastic flow
into the ocean each year**



**80% comes from
land-based sources**

USAID's Private Sector Engagement Policy



Strengthen the Enabling Environment

Engage on issues important to multiple private sector actors such as regulatory reform, policy, and government capacity



Unlock Private Investment

Address constraints to investment, inclusive of efforts to “crowd in” and shape investment.



Harnessing Expertise and Innovation

Bring innovation, technology, research and development, industry expertise, and/or entrepreneurial skills to achieve development outcomes.



Catalyzing Private Sector Resource

Mobilize private-sector resources and action -- including philanthropy and CSR-- to address a specific objective or issue.

Strengthening the enabling environment

Engage on issues important to multiple private sector actors such as regulatory reform, policy, and government capacity



EPR Roadmap

Grant to Ceylon Chamber of Commerce to bring together the Government, civil society, and the business community to develop an Extended Producer Responsibility Roadmap.

Unlocking investment & catalyzing resources

Address constraints to investment, inclusive of efforts to “crowd in” and shape investment. Mobilize private-sector resources and action -- including philanthropy and CSR-- to address a specific objective or issue.



Circulate Capital

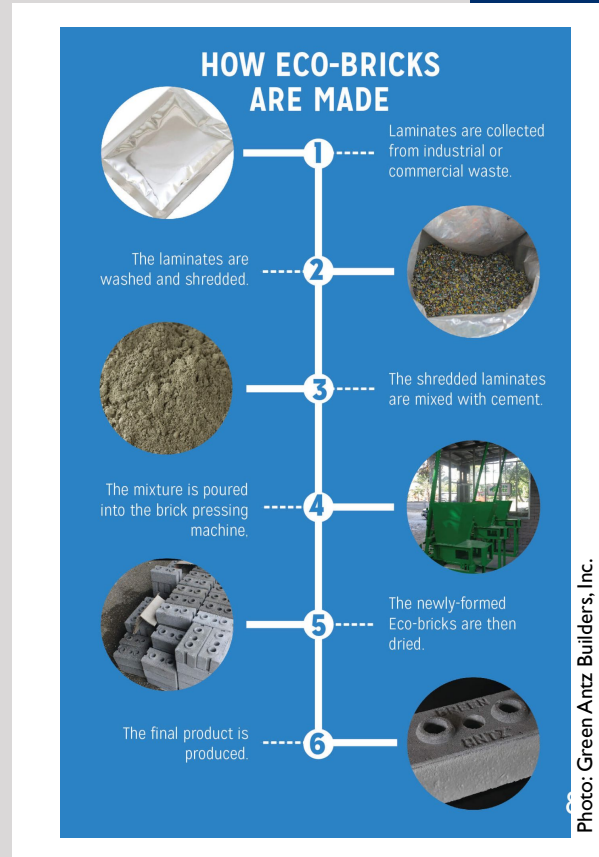
Credit Guarantee for \$106 million fund investing in recycling and SWM. Supported by MNCs like Unilever and Pepsi.

Women in Waste

Empowering women at the lowest rung of the waste and recycling sectors through training, finance, and mentoring

Harnessing expertise & innovation

Bring innovation, technology, research and development, industry expertise, and/or entrepreneurial skills to achieve development outcomes.



Repurposing low-value plastics

Piloting a community model that diverts waste to composting, recycling, and construction materials

CLEAN CITIES, BLUE OCEAN is a **global, five-year program** focused on addressing **ocean plastics** in rapidly urbanizing cities and emerging markets in **Asia, Latin America, and the Caribbean**.



In strengthening local waste systems, CCBO works to **test, scale, and share inclusive and sustainable solutions to:**

INCREASE CAPACITY FOR
SUPPORTING



AND ESTABLISH **EFFECTIVE**
GOVERNANCE

BUILD **SOCIAL AND**
BEHAVIOR CHANGE FOR
SUSTAINABLE WASTE
MANAGEMENT, RECYCLING, AND
REUSE



SUPPORT INTERNATIONAL
FORA, **PARTNERSHIPS,**
AND ALLIANCES



CCBO
Approach

PROMOTE **GENDER EQUALITY** AND
WOMEN'S ECONOMIC
EMPOWERMENT



PROMOTE 3RS AND
STRENGTHEN MARKETS
FOR RECYCLING AND REUSE



CCBO in Peru

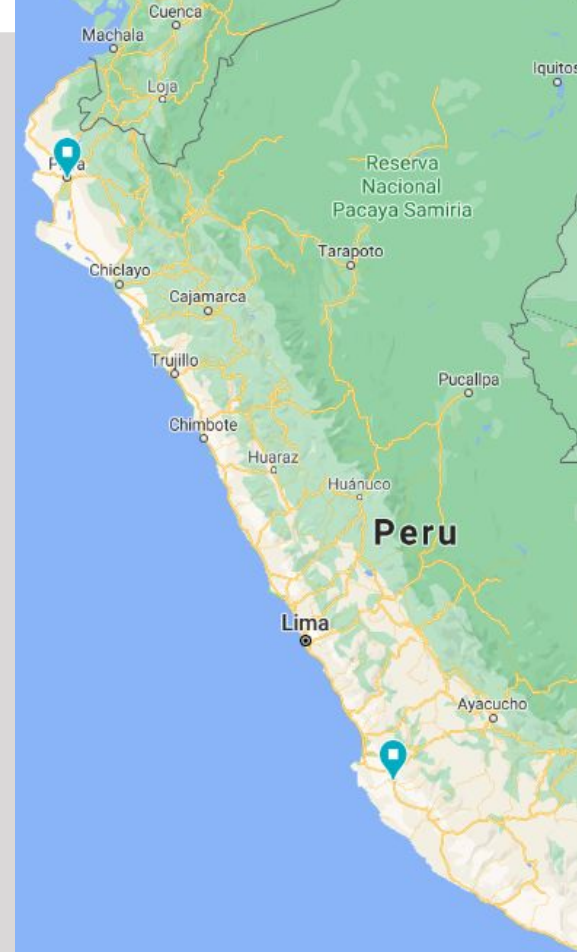
- Carla Cisneros, Clean Cities Blue Oceans Activity Country Director

Designing and implementing **holistic, locally appropriate strategies** that address each step in the waste value chain—prioritizing the most **inclusive, economically viable, and environmentally sustainable solutions**.

Engagement sites in the Piura and Ica Departments, where CCBO is:

- Conducting critical **site-level research** to understand engagement sites' specific SWM challenges;
- Preparing to award **grants to local partners** to begin implementing effective, locally-led solutions to achieve program objectives;
- Providing **technical assistance** and capacity building support using international and local program staff.

CCBO supporting national efforts toward **circular economies**.



Promote the 3Rs & markets for materials after use



Needs:

- Markets For Recycled Content
- Innovative Service & Product Delivery Models
- Improve Waste Collection & Aggregation In Communities

CCBO Contributes:

- Performance Monitoring & Evaluation Capacity, Technical Assistance In 3r & Swm Capacity Through Ccbo Staff Network And Grantees

Mutual Benefits:

- Credibility & Validation Through Usg Partnership
- Strengthen Reputation & Conservation Credibility
- Demonstrated Progress Towards A More Circular Economy

Strengthen governance and behavior change

Needs:

- Improve Local Governance And Commitment
- Reduce The Gap Between National Policies And Local Implementation
- Trainings For Waste Sector, Vulnerable Populations (Including Women)
- Women In Waste's Economic Empowerment (business training, coaching and mentorship, improve funding access)

CCBO Contributes:

- Local Usaid Mission Guidance, Technical Assistance, Conservation & Community Development Credibility
- Dedicated Gender Equality And Women's Economic Empowerment Activities Integrated Into Program Priorities

Mutual Benefits:

- Commitment To Community And Inclusive Business Practices
- Empowering Communities & Potential Suppliers



Partnering to amplify impact

Needs:

- Extend grantee funding opportunities
- Empower local entrepreneurs & business owners (including women)
- Scale locally viable technologies (access to networks, funding, new markets, etc.)

CCBO Contributes:

- Performance monitoring & evaluation capacity, funding, convening & aligning diverse partner interests
- Access to innovative approaches and technologies

Mutual Benefits:

- Scaling and replicating successful solutions
- Catalyzing investment and expanding project portfolio
- Minimize investment risk

— QUESTIONS?

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Thank you!

CONTACT INFORMATION

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Photo: Maina Martir-Torres