### Table 1: Draft Clean Pacific Campaign Framework

<table>
<thead>
<tr>
<th>Goal:</th>
<th>To contribute to improvements in waste management practices and pollution prevention in the Pacific region by contributing to the implementation of the Pacific Regional Solid Waste Management Strategy 2010-2015, and the Pacific Ocean Pollution Prevention Programme (PACPOL) Strategy 2010-2014</th>
<th>Implementation of the regional strategies progressed</th>
<th>SPREP Performance Monitoring and Evaluation Report (PMER)</th>
<th>-</th>
<th>-</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose:</td>
<td>To provide opportunities to enhance the awareness of, and support the actions for, good waste management &amp; pollution prevention policies and practices</td>
<td>Level of resources made available through the campaign</td>
<td>Official campaign reports</td>
<td>-</td>
<td>Media Organizations, JICA, AFD, UNEP ROAP</td>
</tr>
<tr>
<td>Objectives:</td>
<td><strong>1. To increase awareness of the Clean Pacific campaign</strong></td>
<td>Campaign widely publicised</td>
<td>Google Alerts, News Clippings</td>
<td>Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Informal Sector</td>
<td>Media Organizations, AFD, Live&amp;Learn, IUCN, CI, Pacific Maritime Schools, UNEP, Private sector</td>
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<tr>
<td></td>
<td></td>
<td>Waste management practices in the Pacific improve</td>
<td>Baseline and end-of-campaign waste management awareness/practice survey</td>
<td>National surveys conducted</td>
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<tr>
<td></td>
<td></td>
<td>Number of grassroots projects successfully implemented</td>
<td>Project reports, news reports, community feedback</td>
<td>Requests for grassroots support submitted</td>
<td>Community Leaders, Schools, Individuals, Private Sector, Media Community</td>
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<td></td>
<td><strong>2. To increase awareness of, and capacity to implement, good waste management and pollution prevention practices (High Priority)</strong></td>
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<td></td>
<td><strong>3. To support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management (High Priority)</strong></td>
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<td></td>
<td><strong>4. To mainstream waste management and pollution prevention into national sectoral policies</strong></td>
<td>No. of endorsed national policies that include waste management and pollution considerations</td>
<td>Endorsed policies, government gazettes</td>
<td>Some national policies exclude these considerations</td>
<td>Political Leaders, Public Sector</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td>University of the South Pacific, WHO, Basel Convention Secretariat, UNESCO</td>
</tr>
<tr>
<td></td>
<td><strong>5. To advance the ratification, and enhance the implementation, of relevant regional and international agreements</strong></td>
<td>No. of countries that take appropriate steps</td>
<td>Ratification instruments, official correspondence</td>
<td></td>
<td>Political Leaders, Public Sector, Media Community</td>
</tr>
<tr>
<td></td>
<td><strong>6. To ensure campaign effectiveness &amp; impact through coordination and ongoing monitoring &amp; evaluation</strong></td>
<td>Campaign goal and purpose achieved</td>
<td>Campaign evaluation report</td>
<td>Funds secured for campaign evaluation</td>
<td></td>
</tr>
<tr>
<td>POTENTIAL PARTNERS</td>
<td>Media Organizations, JICA, AFD, UNEP ROAP</td>
<td>-</td>
<td>-</td>
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</tr>
</tbody>
</table>

**Description:**

- **Goal:** To contribute to improvements in waste management practices and pollution prevention in the Pacific region by contributing to the implementation of the Pacific Regional Solid Waste Management Strategy 2010-2015, and the Pacific Ocean Pollution Prevention Programme (PACPOL) Strategy 2010-2014.

- **Purpose:** To provide opportunities to enhance the awareness of, and support the actions for, good waste management & pollution prevention policies and practices.

- **Objectives:**
  1. To increase awareness of the Clean Pacific campaign.
  2. To increase awareness of, and capacity to implement, good waste management and pollution prevention practices (High Priority).
  3. To support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management (High Priority).
  4. To mainstream waste management and pollution prevention into national sectoral policies.
  5. To advance the ratification, and enhance the implementation, of relevant regional and international agreements.
  6. To ensure campaign effectiveness & impact through coordination and ongoing monitoring & evaluation.

**Indicators:**

- Implementation of the regional strategies progressed
- Level of resources made available through the campaign
- Campaign widely publicised
- Waste management practices in the Pacific improve
- Number of grassroots projects successfully implemented
- No. of endorsed national policies that include waste management and pollution considerations
- No. of countries that take appropriate steps
- Campaign goal and purpose achieved

**Source of Verification:**

- SPREP Performance Monitoring and Evaluation Report (PMER)
- Official campaign reports
- Google Alerts, News Clippings
- Baseline and end-of-campaign waste management awareness/practice survey
- Project reports, news reports, community feedback
- Endorsed policies, government gazettes
- Ratification instruments, official correspondence
- Campaign evaluation report

**Assumptions:**

- Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Informal Sector
- National surveys conducted
- Requests for grassroots support submitted
- Some national policies exclude these considerations
- Funds secured for campaign evaluation

**Audience:**

- Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Informal Sector
- Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Informal Sector
- Community Leaders, Schools, Individuals, Private Sector, Media Community
- Political Leaders, Public Sector
- Political Leaders, Public Sector, Media Community
- University of the South Pacific, WHO, Basel Convention Secretariat, UNESCO
- Media Organizations, AFD, Live&Learn, IUCN, CI, Pacific Maritime Schools, UNEP, Private sector
- Media Organizations, JICA, AFD, UNEP ROAP

**Potential Partners:**

- Media Organizations, JICA, AFD, UNEP ROAP
- Media Organizations, AFD, Live&Learn, IUCN, CI, Pacific Maritime Schools, UNEP, Private sector
- Live & Learn, IUCN, CI, AusAID, NZ Aid Programme, Pacific Conference of Churches
- University of the South Pacific, WHO, Basel Convention Secretariat, UNESCO
- Media Organizations, JICA, AFD, UNEP ROAP
- Media Organizations, JICA, AFD, UNEP ROAP, relevant Convention Secretariats