

Draft *Clean Pacific* Campaign Plan



Clean Pacific

*A Pacific regional campaign for improving
waste management and preventing pollution in
2012*

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Introduction

The 2012 Campaign for action against waste and pollution was endorsed by the 21st SPREP Meeting in Madang, Papua New Guinea in September 2010. The Campaign is highlighted as an implementation activity in the Pacific Regional Solid Waste Management (SWM) Strategy 2010-2015. The broad aim of the Campaign is therefore to use an integrated communications approach to help achieve the goal and objectives of regional waste management and pollution prevention strategies, specifically, the Pacific Regional SWM Strategy (2010-2015), and the Pacific Ocean Pollution Prevention Programme (PACPOL) Strategy 2010-2014

Background

Pacific Regional Solid Waste Management Strategy (2010-2015)

The Pacific Regional SWM Strategy 2010-2015 was endorsed by SPREP Members at the 20th SPREP Meeting in Samoa. The key features of this Strategy are:

- Vision: *A healthy and a socially, economically and environmentally sustainable Pacific for future generations*
- Goal: *Pacific Island Countries and Territories will adopt cost-effective and self-sustaining Solid Waste Management systems to protect the environment, in order to promote a healthy population and encourage economic growth*

Objectives:

1. Adopt measures to support financially sustainable solid waste management programmes
2. Adopt an integrated approach which includes strategies for avoiding and reducing waste generation, waste reuse, recycling, composting, and waste collection;
3. Adopt appropriate legislation which are practical, effective, and culturally-sensitive;
4. Develop communication strategies that are culturally-sensitive to support SWM activities;
5. Enhance the capacity of the people and institutions in PICTs to manage solid waste;
6. Establish policy, planning and monitoring systems that will ensure the development, implementation, and monitoring of solid waste management policies and strategies;
7. Develop environmental monitoring programs to protect the environment;
8. Adopt strategies for effective and compliant management of medical waste.

Pacific Ocean Pollution Prevention Programme (PACPOL)

SPREP in partnership with the international Maritime Organization has been implementing the PACPOL strategy. The current PACPOL strategy (2010-2014) was approved at the 20th SPREP Meeting in Apia. The key features of PACPOL are:

Mission: *The Pacific Ocean Pollution Prevention Programme (PACPOL) Strategy 2010-2014 mission is to protect public health, safety, environment and natural resources of the Pacific Islands from the effects of ship sourced marine pollution.*

Vision: *PACPOL's vision is that the people of the Pacific islands are better able to prevent, minimise and mitigate ship sourced marine pollution.*

Overlying Core Principles:

1. Prevention of marine pollution - through improved awareness, improved planning and operational practices and systems in ports and on vessels and through risk analysis and reduction initiatives.
2. Control of marine pollution - through the adoption of IMO & Regional Conventions, and Legislative Framework and educational programs.
3. Monitoring of marine pollution - through improved surveillance, enforcement, training and new technology developments.
4. Mitigation of marine pollution – through more effective response planning, incident support, response equipment, systems and training.
5. Management of marine pollution – through the development, funding, implementation and completion of prevention, preparedness and response projects and initiatives

Problem Statement

Pollution and poor waste management are major threats to sustainable development in all Pacific Island Countries and Territories (PICTs), since they have negative and serious consequences for a number of areas such as health care, environmental quality, water resources, fisheries, agriculture, biosecurity, tourism, and trade. The threats arising from pollution and poor waste management are made worse due to:

- Increases in waste generation caused by economic and population growth
- Limited availability of suitable land for waste management facilities on small islands and atolls – exacerbated by customary land tenures and “not-in-my-backyard” attitudes
- Remoteness of many PICTs resulting in high importation costs
- Small and sometimes sparse populations which limit any potential economies of scale

These problems are being partially addressed through various bi-lateral and multi-lateral solid waste management initiatives, such as the Japanese Technical Cooperation Project for Promotion of Regional Initiative on Solid Waste Management (J-Prism), and the Agence Française de Développement (AFD) Regional Solid Waste Initiative, both of which are implemented in partnership with the Secretariat of the Pacific Regional Environment Programme (SPREP). However, there is a need to strengthen these initiatives with a targeted regional awareness campaign, which will build on the successes and progress achieved in the region to date.

Goal, Purpose, Objectives

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 2012 Campaign awareness
2. To increase awareness of, and capacity to implement, good waste management and pollution prevention practices
3. To support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management
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

Target Audience

Political leaders: Government leaders determine policies and have the power to influence positive change with the stroke of a pen. However, lack of political-will can undermine community-led initiatives.

Public sector: The different government agencies mandated to manage marine pollution, solid waste, hazardous wastes and chemicals must work together to minimize waste and prevent pollution.

Community leaders: Most PICTs have effective indigenous governance systems, whose leaders carry significant authority and influence.

Schools: Teachers and students are effective agents for a ground-up approach and can disseminate good practices in their homes and communities.

Private Sector: The private sector includes importers that import products that have the potential to cause pollution and which eventually become waste; it also includes waste recyclers who collect and export recyclable materials. This sector can contribute to better environmental practises.

Media Community: The media community are responsible for disseminating information to the public, and their participation will have a huge impact on the success of the campaign.

Informal Sector: This refers to waste pickers and salvagers who divert waste from landfill. Working with this sector to improve practices could lead to better waste management, contribute to poverty alleviation and reduce health risks.

Individuals: Changing the mindset and environmental practices of individuals is the primary focus of the campaign. We can all make a difference and empowering individuals, women, mothers and families to their freedom of choice is essential to the campaign's success.

Logo and Slogan

.....under development

Potential Regional Partners

Media organizations *Media organizations (print/radio/TV):* The media plays an important role in any campaign. Their buy-in is crucial for the campaign and also for helping to sustain awareness of related issues long after the campaign has ended.

Civil Society Organizations: Many civil society organizations have gained the respect of communities and are well equipped and positioned to assist in mobilizing on-the-ground action for better waste management (including: Live& Learn, Econesians. Sea Web, International Union for the Conservation of Nature, Conservation International, Foundation for the Peoples of the South Pacific)

Pacific Conference of Churches (PCC) and national members: The PCC is a fellowship of churches that has promoted the role and status of women and has devoted much attention to economic development rooted in the realities of village life. It has taken a lead in dealing with political problems in the region, and has spoken out against nuclear testing. PCC is a strategic partner for waste management and pollution prevention issues.

Multilateral Organizations: Secretariat of the Pacific Community, University of the South Pacific (incl. student associations), Forum Fisheries Association, World Health Organization, UNESCO, UNDP, Pacific Islands Maritime Association (PacMA), Maritime Transport Alliance (MTA).

Bilateral Organizations: Agence Française de Développement, Japan International Cooperation Agency, Australian Agency for International Development, New Zealand Aid Programme.

Private Sector: Commercial and industrial enterprises such as mobile phone companies, breweries, supermarkets, publishers, and transportation companies (air, sea, land) should be engaged in this campaign.

Service Clubs: Rotary Club International, Lions Club International

Potential National Partners

Maritime Training Institutes

Campaign Framework

	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION	ASSUMPTIONS	AUDIENCE	POTENTIAL PARTNERS
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	Implementation of the regional strategies progressed	SPREP Performance Monitoring and Evaluation Report (PMER)			
Purpose:	To provide opportunities to enhance the awareness of, and support the actions for, good waste management & pollution prevention policies and practices	Level of resources made available through the campaign	Official campaign reports			
Objectives:	1. To increase awareness of the <i>Clean Pacific</i> campaign	Campaign widely publicised	Google Alerts, News Clippings		Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Individuals, Informal Sector	Media Organizations, JICA, AFD, UNEP ROAP
	2. To increase awareness of, and capacity to implement, good waste management and pollution prevention practices	Waste management practices in the Pacific improve	Baseline and end-of-campaign waste management awareness/practice survey	National surveys conducted	Political Leaders, Public sector, Community Leaders, Schools, Private Sector, Media Community, Individuals, Informal Sector	Media Organizations, AFD, Live& Learn, IUCN, CI, Pacific Maritime Schools, UNEP, Private sector
	3. To support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management	Number of grassroots projects successfully implemented	Project reports, news reports, community feedback	Requests for grassroots support submitted	Community Leaders, Schools, Individuals, Private Sector, Media Community	Live & Learn, IUCN, CI, AusAID, NZ Aid Programme, Pacific Conference of Churches
	4. To mainstream waste management and pollution prevention into national sectoral policies	No. of endorsed national policies that include waste management and pollution considerations	Endorsed policies, government gazettes	Some national policies exclude these considerations	Political Leaders, Public Sector	University of the South Pacific, WHO, Basel Convention Secretariat, UNESCO
	5. To advance the ratification, and enhance the implementation, of relevant regional and international agreements	No. of countries that take appropriate steps	Ratification instruments, official correspondence		Political Leaders, Public Sector, Media Community	UNEP ROAP, relevant Convention Secretariats
	6. To ensure campaign effectiveness & impact through	Campaign goal and	Campaign evaluation	Funds secured for	-	-

	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION	ASSUMPTIONS	AUDIENCE	POTENTIAL PARTNERS
	coordination and ongoing monitoring & evaluation	purpose achieved	report	campaign evaluation		

	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION
Activities	1. To increase awareness of the <i>Clean Pacific</i> campaign					
	<i>Regional Activities (SPREP)</i>			<i>National Activities</i>		
	1.1 Launch Campaign regionally with a "Clean-up Pacific Day"	Campaign launched	Media reports	1.3 Prepare and implement national campaign plans		
	1.2 Promote campaign through media engagement (press, radio, television, airline magazines, etc) and web-based tools (YouTube, Facebook, SPREP webpage)	Number of page hits Number of media events	Web statistics Google alerts	1.4 Countries to complete		
	2. To increase awareness of, and capacity to implement, good waste management and pollution prevention practices					
	<i>Regional Activities (SPREP)</i>			<i>National Activities</i>		
	2.1 Publish and distribute a themed calendar	Calendar published	Calendar	2.11 Undertake baseline and end-of-year surveys of current good waste management practices		
	2.2 Prepare and distribute tools for waste management & pollution prevention (video guide to composting, waste minimization guidelines for hotels/businesses, posters, stickers, postcards, t-shirts)	Tools and guidelines developed & distributed	Tools/guidelines SPREP Circulars	2.12 Countries to complete		
	2.3 Conduct a regional solid waste management fair for schools (including possible ozone poster competition)	Regional fair and quiz conducted	Media reports Entry applications			
	2.4 Conduct a regional school quiz (e.g. Battle of the Minds)	Number of entries to regional fair	Attendance sheets			
	2.5 Conduct a 'plastic bag free' campaign	Number of Symposium participants	Technical/vocational course material			
	2.6 Conduct a regional marine pollution management symposium	Course developed	Course Certificates			
	2.7 Prepare and distribute ship-based marine pollution guidelines	Number of people trained				
	2.8 Develop a technical/vocational course for solid waste management at a regional institution					
	2.9 Promote results/outcomes of ongoing regional projects					

	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION
	2.10 Develop and disseminate guideline on conducting waste management practice/awareness surveys					
3. To support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management						
<i>Regional Activities (SPREP)</i>				<i>National Activities</i>		
3.1	Establish a competition-based seed grant fund to support grassroots projects (US\$1,000 per grant)	Grant established and guidelines disseminated	SPREP circular Press releases	3.3 Countries to complete		
3.2	Establish SPREP Environmental Awards with 2012 focus on waste and shipping pollution prevention	Number of valid nominations for awards	Project reports			
4. To mainstream waste management and pollution prevention into national sectoral policies						
<i>Regional Activities (SPREP)</i>				<i>National Activities</i>		
4.1	Launch regional e-waste and asbestos management strategies	Regional e-waste and asbestos management strategies launched at SPREP Meeting	SPREP Meeting papers	4.6 Undertake study of the economic and social benefits (poverty alleviation, climate change adaptation/mitigation, etc) of good waste management with policy recommendations	Study completed	Consultant report
4.2	Publish and distribute factsheets to highlight the inter-linkages between waste/pollution and climate change adaptation/mitigation, biodiversity conservation, etc.	No. of factsheets (topics) published and disseminated	Published factsheets SPREP circulars, website	4.7 Establish active multi-stakeholder steering committees for better engagement of other sectors and departments	Steering committees established and functioning	Committee meeting minutes
4.3	Conduct quarterly lecture series on waste management and pollution prevention		Lecture sign-up sheet, web statistics	4.8 Countries to complete		
4.4	Develop guidelines on assessing economic and social benefits of waste management and mainstreaming waste management	Number of lecture participants, number of subscribers (webcast)	Published guidelines			
4.5	Develop and distribute Ballast Water Management Guidelines for Sediment Management, Economic Assessment, Risk Assessment	Guidelines published and disseminated				
5. To advance the ratification, and enhance the implementation, of relevant regional and international agreements						
<i>Regional Activities (SPREP)</i>				<i>National Activities</i>		
5.1	Undertake cost-benefit analysis of ratifying the various regional and international agreements	Cost benefit analysis completed and results disseminated	Consultant report SPREP circulars	5.4 Countries to complete		
5.2	Develop and distribute a user guide to marine pollution legislations and	Guidelines published	Submitted posters			

	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION	DESCRIPTION	INDICATORS	SOURCE OF VERIFICATION
	conventions 5.3 Develop and distribute a simplified user guide to the Waigani, Basel, and Stockholm Conventions	and disseminated Number of poster competition entries				
	6. To ensure campaign effectiveness & impact through coordination and ongoing monitoring & evaluation					
	<i>Regional Activities (SPREP)</i>			<i>National Activities</i>		
	6.1 Hire a campaign coordinator to implement the Campaign	Coordinator hired	Employment contract	6.3		
	6.2 Conduct campaign evaluation	Evaluation completed	Evaluation report			

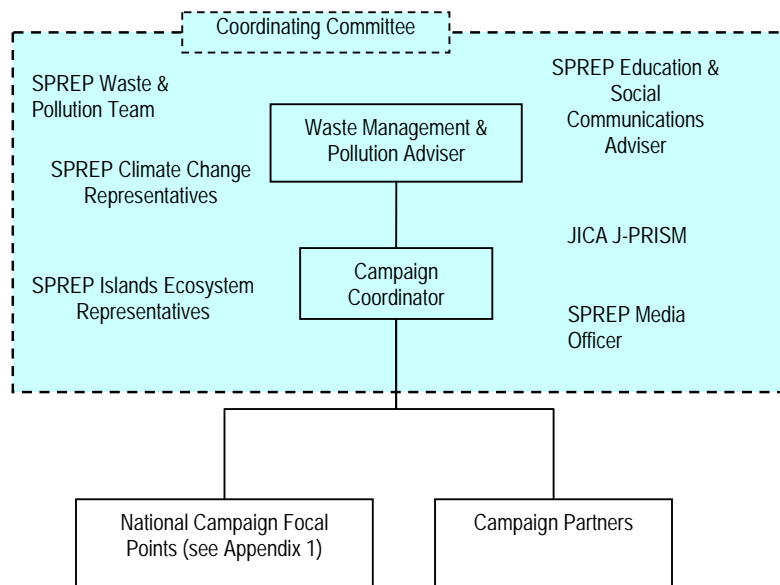
Timeframe & Budget (Regional)

ACTIVITIES	TIME FRAME																								BUDGET (US\$)	FUNDING PRIORITY			
	2011												2012														2013		
	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3						
Regional Campaign Activities																													
1.1 Launch the Campaign regionally											X													5,000	High				
1.2 Promote campaign through media engagement and web-based tools							X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		-	High				
2.1 Publish and distribute a themed calendar	X	X	X	X	X	X	X																	8,000	Medium				
2.2 Prepare and distribute tools for waste management & pollution prevention						X	X	X	X	X	X													20,000	High				
2.3 Conduct a regional solid waste management fair for schools												X	X	X	X	X								100,000	Low				
2.4 Conduct a regional school quiz (e.g. Battle of the Minds)													X	X	X									\$10,000	Medium				
2.5 Conduct a 'plastic bag free' campaign										X	X	X	X	X	X	X	X	X	X	X				-	High				
2.6 Conduct a regional marine pollution management symposium												X	X	X	X	X								60,000	High				
2.7 Prepare and distribute ship-based marine pollution guidelines						X	X	X	X	X	X													10,000	High				
2.8 Develop a technical/vocational course for solid waste management at a regional institution						X	X	X	X	X	X	X													High				
2.9 Promote results/outcomes of ongoing regional projects (J-PRISM, AFD Regional Solid Waste Initiative, GEF-PAS, etc)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	-	High				
2.10 Develop and disseminate guideline on conducting waste management practice/awareness surveys					X	X	X	X	X	X														1,000	Medium				
3.1 Establish a competition-based seed grant fund to support grassroots projects (US\$1,000 per grant)											X	X	X	X	X	X	X	X						14,000	High				
3.2 Establish SPREP Environmental Awards with 2012 focus on waste and shipping pollution prevention															X	X	X							5,000	High				
4.1 Launch regional e-waste and asbestos management strategies																X	X							-	High				
4.2 Publish and distribute factsheets									X			X			X			X			X			2,000	High				
4.3 Conduct quarterly lecture series on waste management and pollution prevention											X			X			X							-	High				
4.4 Develop guidelines on assessing economic and social benefits of waste management and mainstreaming waste management							X	X	X	X	X													5,000	Low				
4.5 Develop and distribute Ballast Water Management Guidelines for Sediment Management, Economic Assessment, Risk Assessment										X	X	X	X											5,000	High				
5.1 Undertake cost-benefit analysis of ratifying the various regional and international agreements										X	X	X												5,000	Low				

ACTIVITIES	TIME FRAME																								BUDGET (US\$)	FUNDING PRIORITY	
	2011										2012												2013				
	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3				
5.2 Develop and distribute a user guide to marine pollution legislations and conventions											X	X	X	X											5,000	Low	
5.3 Develop and distribute a simplified user guide to the Waigani, Basel, and Stockholm Conventions								X	X	X	X														2,000	Medium	
6.1 Hire a campaign coordinator to implement the Campaign						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	45,000	High	
6.2 Conduct campaign evaluation																					X	X	X	-	High		
Regional and International Events																											
SPREP Meeting (12-16 Sep 2011) & 2012					X													X									
World Wetlands Day (2 Feb)											X												X				
World Water Day (22 Mar)												X															
World Health Day (7 Apr)													X														
Earth Day (22 Apr)													X														
World Information Society Day (17 May)														X													
International Day for Biodiversity (22 May)														X													
World Environment Day (5 June)															X												
Pacific Festival of Arts (Sol. Isl) – Vaka? (1-14 July 2012)??																X											
International Day of Cooperatives (??)																											
International Youth Day (12 Aug)																X											
Int'l Day for Preservation of Ozone Layer (16 Sep)																	X										
World Maritime Day (27 Sep)																		X									
Clean up the world weekend (16-18 Sep 2011) & 2012?					X													X									
Miss South Pacific Peagant (?)																											

Funding Priority	High	Medium	Low	Totals
Secured (USD)	35,000			35,000
Unsecured (USD)	131,000	21,000	15,000	167,000
Total (USD)	166,000	21,000	15,000	202,000

Implementation Arrangements



SPREP Contacts

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Dr. David Haynes, Waste & Pollution Adviser, davidh@sprep.org

Appendix 1: National Campaign Focal Points

COUNTRY	FOCAL POINTS	
American Samoa		
Australia		
Cook Islands	Mr. Tai Nooapii Waste Management Director Ministry of Infrastructure & Planning PO Box 102 Rarotonga T: (682) 20321 F: (682) 24321 t.nooapii@moip.gov.ck	Ms. Deyna Marsh Education & Awareness Officer National Environment Service PO Box 271 Rarotonga T: (682) 21256 F: (682) 22256 deyna@environment.org.ck resources@environment.org.ck
CNMI		
FSM (Chuuk)	Mr. Jason Poll Deputy Director Chuuk State EPA Chuuk State Government P.O.Box 586 Chuuk State, FM. 96942 T: (691) 330 4158 F: (691) 330 2613 tde@msn.com	Mr. Jack Sham Waste Manager Chuuk State EPA Chuuk State Government P.O.Box 586 Chuuk State, FM. 96942 T: (691) 330 4158 F: (691) 330 2613 jaxz2x@yahoo.com
FSM (Kosrae)		
FSM (Pohnpei)		
FSM (Yap)		

COUNTRY	FOCAL POINTS	
Fiji	Ms. Laisani Lewanavanua Environment Officer Department of Environment 90 Raojibhai Patel Street Suva T: (679) 331 1699 F: (679) 221 2879 laisani.lewanavanua@govnet.gov.fj	Francis Wele Environmental Health Officer Ministry of Health 88 Dinem House Toorak, Suva T: (679) 322 1453 F: (679) 322 1434 francis.wele@govnet.gov.fj welefrancis3@gmail.com
France		
French Polynesia	Mr. Christophe Giraud Director Direction of Environment B.P. 4562 98713 Papeete Tahiti T: (689) 47 66 66 F: (689) 41 52 92 direction.env@environnement.gov.pf christophe.giraud@environnement.gov.pf	Mr. Alain Diter Minister's Assistant, in charge of environment Ministry of Health, Ecology, Solidarity & Family B.P. 2551 98713 Papeete, Tahiti T: (689) 46 01 61 F: (689) 43 39 42 alain.diter@sante.min.gov.pf alain_pf@yahoo.fr
Guam		
Kiribati	Mr. Farran Redfern Acting Director Environment and Conservation Div MELAD PO Box 234, Bikenibu Tarawa T: (686) 38425/ 28000/ 28507 F: (686) 28334 farran@environment.gov.ki kaokioki@yahoo.com	Taati Sakamoto Environment Awareness Officer Environment and Conservation Div MELAD PO Box 234, Bikenibu Tarawa T: (686) 38425/ 28000/ 28507 F: (686) 28334 taatie@environment.gov.ki taatisakamoto@gmail.com

COUNTRY	FOCAL POINTS	
Marshall Islands		
Nauru		
New Caledonia		
New Zealand		
Niue	Mr. John Talagi Environmental Education Officer Department of Environment PO Box 80, Fonuakula Alofi T: (683) 4021 F: (683) 4391 John.Talagi@mail.gov.nu	Mr. Huggard Tongatule Environment Officer Department of Environment PO Box 80, Fonuakula Alofi T: (683) 4021 F: (683) 4391 Huggard.Tongatule@mail.gov.nu
Palau	Mr. Mengkur Rechelulk Solid Waste Management Educator Bureau of Public Works PO Box 100, Koror Palau 96940 T: (680) 488 2850 F: (680) 488 2536 swmpalau@gmail.com bpw@palaunet.com	Mr. John O. Ngiraked Jr. Manager Koror State Solid Waste Management Office Koror State Government PO Box 116, Koror Palau 96940 T: (680) 488 8076 F: (680) 488 8078 ksg-swm@palaunet.com
Papua New Guinea		
Samoa		

COUNTRY	FOCAL POINTS	
Solomon Islands	Mr. Edward Danitofea Senior Environment Officer Ministry of Environment, Climate Change, Disaster Management & Meteorology PO Box 21 Honiara T: (677) 23031 F: (677) 28054 Edward.danitofea@gmail.com	Ms. Christina Onahikeni Health Inspector Environmental Health Division Honiara City Council PO Box 324 Honiara T: (677) 28294 F: conahikeni@gmail.com
Tokelau		
Tonga		
Tuvalu	Mr. Mataio Tekinene Director Department of Environment Ministry of Foreign Affairs, Trade, Environment, Labour & Tourism Vaiaku, Funafuti T: (688) 20179 mataiotekinene@yahoo.com mtekinene@gov.tv	Ms. Susan Tupulaga Acting Director Solid Waste Agency of Tuvalu Ministry of Home Affairs Vaiaku, Funafuti T: (688) 20164 stupulaga@gov.tv susapaul@gmail.com
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COUNTRY	FOCAL POINTS		
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