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The Pacific environment, sustaining our livelihoods and natural heritage in harmony with our cultures.

Twenty Fourth SPREP Meeting

17th -19th September 2013
Apia, Samoa

AGENDA ITEM 9.3.1: Clean Pacific 2012 Campaign Highlights

Purpose

1. To highlight key achievements of the Clean Pacific 2012 Campaign, and lessons learnt during implementation, as requested by the 23rd SPREP Meeting.

Background

2. The Clean Pacific 2012 Campaign was highlighted as an implementation activity in the Pacific Regional Solid Waste Management Strategy 2010-2015. It was approved for implementation by the 21st SPREP Meeting, which was held in Madang, Papua New Guinea in September 2010.
3. The objectives of the Campaign were to:
 - i. Increase awareness of, and capacity to implement good waste management and pollution prevention practices;
 - ii. Support grassroots actions for waste reduction and management, pollution prevention and/or hazardous chemicals management;
 - iii. Mainstream waste management and pollution prevention into national sectoral policies;
 - iv. Advance the ratification, and enhance the implementation, of relevant regional and international agreements; and
 - v. Ensure effective implementation, broad awareness, and positive impact of the campaign.

Campaign Achievements

4. The key achievements of the Clean Pacific 2012 campaign are listed below. These achievements are elaborated in the SPREP 2012 Annual Report. A number of activities were implemented under a partnership agreement between SPREP and the Westpac Banking Corporation, and these are outlined below.

Campaigns Launched

- The Regional Campaign was launched in Samoa, in conjunction with Samoa's commemoration of World Wetlands Day, on 2nd February 2012.
- The Cook Islands campaign was launched in February 2012 and included 4 clean-up events, and a "Clean-Up Wearable Arts Competition and Showcase", involving a cloth bag art exhibition in support of a new ban on the importation of non-biodegradable plastic shopping bags.
- The Solomon Islands' campaign was launched in March 2012 and included two weeks of public awareness on the impacts and benefits of proper waste management practices.
- National Campaigns were also launched in Fiji, and Vanuatu.

Training and Capacity Building Delivered

- Ten (10) participants from 9 Members (Cook Islands, Fiji, Kiribati, Nauru, Palau, Papua New Guinea, Tonga, Tokelau, and Vanuatu) were trained on basic waste management practices.
- Twenty-three (23) participants from 11 Members (Cook Islands, Federated States of Micronesia, Fiji, Marshall Islands, Nauru, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga and Vanuatu) were trained on the use of International Maritime Organization (IMO) instruments that protect sensitive sea areas from international shipping, during a regional training workshop held in Townsville, Australia during August 2012.
- Thirty-one (31) participants from 12 Members received training in responding to Level 3 oil spills, and on prioritizing environmentally sensitive coastal sites to be protected from marine oil spills in October 2012 in Samoa, in collaboration with the IMO, AMSA, and MNZ.
- A regional train-the-trainer programme in solid waste management for Pacific islanders, was designed under the Regional Solid Waste Management Initiative funded by *l'Agence Française de Développement*.

Grassroots Support Provided

- Six members (Fiji, Kiribati, New Caledonia, Palau, Tokelau, and Vanuatu) successfully applied for Clean Pacific grants of US\$2,000 each.
 - In Fiji, the Catholic Women's League conducted a waste management survey and taught 35 women skills to convert trash into usable items.
 - In Kiribati, the Tarawa Adventist Youth Group completed a one-day awareness workshop with 25 young people from 6 religions focusing on promoting lead-acid battery management, composting, and the 3Rs.
 - In New Caledonia, a "Clean New Caledonia" activity was completed, which involved over 2,000 participants in 26 locations, resulting in collection of 185 bags of trash, 120 kg of aluminium cans (7,800 cans), and several bags of plastic caps in just one location.
 - In Palau, the Republic of Palau Public Education and Enhancement Committee undertook a mission to the Southwest Islands and removed 172 kg of recyclable materials, 28 large lead acid batteries, and 300 metres of abandoned fishing net.
 - In Tokelau, the work of the Fakaofu Waste Management Champions was realigned to the Tokelau National Strategic Plan 2011–2015 through a one-day training and planning workshop, involving 20 Waste Champions.
 - In Vanuatu, awareness was raised with 17 primary and secondary schools in Port Vila through a logo competition (years 4 to 6), and a poster completion (year 10) on the 3Rs.

Policies Progressed

- A draft Regional Health Care Waste Management Strategy (2013-2015) for the Pacific was prepared and circulated for comments.
- The RMI National Solid Waste Management Policy, Strategy, and Action Plan were developed.

Resources Prepared/Published

- Pacific Waste Education Handbook (first developed in 2010 as electronic resource).
- E-waste for Journalists (guide to cover electrical and electronic waste issues in the Pacific).
- Four (4) Factsheets as follows:
 - Every Action Counts (outlines steps everyone can take for a cleaner environment)
 - Lead Acid Batteries (gives guidance on their dangers and safe handling and disposal)
 - Waigani Convention (guidance on the Convention)
 - Waste, Pollution and Tourism (explains the links between all three areas).
- Greening Events Guideline (guidance on greening practices and principles for events taking place at the SPREP headquarters or being hosted by SPREP at another venue).
- Waste management posters - developed by Westpac Banking Corporation, in partnership with SPREP and distributed to Cook Islands, Fiji, PNG, Samoa, Solomon Islands, Tonga, and Vanuatu.

Partnerships and Funding

- Financial support for the Regional Clean Pacific 2012 Campaign was provided by JICA through the J-PRISM¹ Project, Westpac Banking Corporation, and the Republic of China Regional Development Assistance programme.

Campaign Visibility

- The Vision Pasifika Media Award was awarded to Daniel Namosuaia, a reporter with the Solomon Star, for his news item “Wastes of our City”, which covered poor waste management practices in Honiara and potential solutions. A special commendation was given to Helen Rei, a journalist from Papua New Guinea, whose articles on cleaning the ocean were published by the Post-Courier and The National newspapers in Papua New Guinea.
- Campaign T-shirts and reusable bags were printed and distributed to members.
- Several press releases relating to regional and national campaign activities were released.
- Partnership with Westpac Banking Corporation enhanced the visibility of the Clean Pacific 2012 Campaign in 7 Members (Cook Islands, Fiji, PNG, Samoa, Solomon Islands, Tonga, and Vanuatu) through the display and promotion of Clean Pacific materials and messages in the Westpac branches located in those countries.

¹ Japanese Technical Cooperation Project for the Promotion of Regional Initiative on Solid Waste Management in Pacific Island Countries (J-PRISM)

Lessons Learnt

5. Participation in the Clean Pacific Training Workshop, and up-take of the Clean Pacific grants were not as high as expected. Furthermore, a significant amount of follow-up was required to obtain activity reports from some of the Clean Pacific grant recipients. For future small-grants schemes, consideration should be given to working through well-established regional/international community-centred organizations with multiple national presence (e.g. Conservation International, Foundation for the Peoples of the South Pacific), who are likely to be better placed to oversee and direct grassroots activities.
6. This campaign involved partnership with an international, commercial-oriented establishment (Westpac Banking Corporation), and provided SPREP with access to a potentially new Pacific audience.
7. While the targets for the Campaign were the 21 Island Members, the 5 Metropolitan Members have a lot to offer. Future consideration should be given to a twin-town or sister-city programme, where towns/cities in the Metropolitan Members implementing campaigns similar to the SPREP campaign partner with Island Members for joint implementation and sharing of information, resource materials, *etc.*
8. A 1-year campaign is too short, considering the time taken to setup the campaign. Future consideration should be given to extending SPREP campaigns to run for at least 2 years. The Senior Management Team decided to extend the Clean Pacific 2012 Campaign until the 2013 SPREP meeting.

Recommendations

9. The Meeting is invited to:
 - **take** note of the accomplishments and lessons learnt from the Clean Pacific 2012 Campaign.