

A large pile of plastic waste, including bottles, containers, and other debris, is shown under a sunset sky. The waste is piled high, and the sky is filled with soft, golden light from the setting sun. The overall scene is one of environmental impact and waste management.

VOCI

Coca-Cola



**ZERO WASTE TO NATURE
2018**

VIETNAM

The logo for VOCI, consisting of the letters 'VOCI' in a bold, blue, sans-serif font. The letter 'O' is replaced by a yellow circle with a black outline.The classic Coca-Cola logo in its signature red script font.The Unilever logo, featuring a blue 'U' composed of a grid of small squares, with the word 'Unilever' in a blue sans-serif font below it.The DOW logo, which is a red diamond shape with the word 'DOW' in white, bold, sans-serif capital letters inside.

2018 REVIEW

1. CENTRAL LEVEL:

ESTABLISH 'CENTER OF CIRCULAR ECONOMY' & LEVERGAE IT TO SYNERGIZE RESOURECES FROM FMCG, REPLICATE MODEL NATIONWIDE

2. CITY LEVEL:

PROMOTING "SEGREGATION AT SOURCE PROGRAM" TO GET SUPPORT FROM GOVERNMENT AGENCIES / INDUSTRIES TO BUILD A SUSTAINABLE COLLECTION

2018- RESULTS

CCE established

1 workshop for formal sectors

1 official meeting between CCE and DONRE

1 big event to kick off ZWTN

1 big event to revamp ZWTN in local

3 training sessions for Commune Leaders

2 times training session for community

1043 households were educated (~**60%** participant ratio)

5 schools activated Segregation at source training

7,500 school children was educated

1. ESTABLISH 'CENTER OF CIRCULAR ECONOMY' & LEVERGAE IT TO SYNERGIZE RESOURECES FROM FMCG, REPLICATE MODEL NATIONWIDE

WHAT WE DO:

- Forming "Center of Circular Economy" (CCE)

HOW WE ESTABLISH CCE:

Partnered with VBCSD (VCCI), Coke Vietnam, and Dow Chemical Vietnam to establish the CCE, in which:

1. Unilever take ownership on **Execution**
2. Coke VN take responsibility for **PR/ Media**, and
3. Dow Chemical do **advocacy to Government**

THE OBJECTIVE OF CCE:

- (1) Addressing issues arising from plastic waste,
- (2) Build a road map to form and promote sustainable business models;
- (3) Development of a cyclical-oriented value chain as well as policy recommendations to facilitate the rollout of the circular economy in Vietnam



CCE:

PR Campaign for MOU signing ceremony event



Workshop to update the current policy and engage formal sectors on waste management in HCMC (focus on plastic)



ZWTN as the first initiative of CCE in HCM, planned to execute in 5 years

2. PROMOTING "SEGREGATION AT SOURCE PROGRAM" TO GET SUPPORT FROM GOVERNMENT AGENCIES / INDUSTRIES TO BUILD A SUSTAINABLE COLLECTION

HOW WE DO:

- "Segregation at source program" (SAS) was put under CCE umbrella
- Partnered with CITENCO to enhance their existing SAS program, piloting in Tan Phu District

WHICH ACTIVITIES WE HAVE DONE SO FAR:

LOCAL AUTHORITIES ENGAGEMENT

Format:

1. On-ground event, PR campaign (earned)
2. Official meeting engagement with Tan Phu authorities

24 Nov 2018 in Tay Thanh Building, Tan Phu District

Target audience: local authorities, CITENCO (leadership team and staff), piloting people and heads of primary schools)

Objective: Raising awareness on Segregation at source



EDUCATION IN COMMUNITY

- ❑ Format: door –to door training with brochure and packaging samples
- ❑ 1st time: in May – June 2018
2nd time: in Dec 2019
- ❑ # hhs: 1,739, reaching: 1043 (~60%) in 6 streets in Tan Phu District



SCHOOL ACTIVATIONS & POSM IN SCHOOLS

Format: 60' on ground training

- + Presentation
- + Practicing to make simple recycling machine (partnering with Precious plastic & more than 50 Green Ambassadors from Universities)
- + Game: from fun to practice
- + Contest: Trash bin decoration

in Dec 2018

: 7500 students (5 schools)



VALUE CHAIN ENGAGEMENT

❑ Objective:

+ Raising awareness on segregating recycle waste and what kinds of waste can be recycle

+ Always looking for new technology for recycling / upcycling and down cycling

❑ When: in June - Dec 2018

❑ Target audiences: private collectors,



2018 LEARNING

GOOD POINTS

1. Centre of Circular Economy is strong forum to address issues arising plastic issues.
2. DONRE and Local authorities aware on the effort of CCE and ZWTN initiative.
3. 60% people in piloted area know on how to segregation at source
4. School educational programs are right way to approach (~ 7,500 students reached by this activation)

NEED TO BE IMPROVED

1. Engagement of DONRE is not enough strong to get endorsement/ support *(e.g. not leverage the No. 44 degree of HCM in this project)*
2. Synergize local authorities' budget to promote SAS
3. How to promote & engage private collectors into this program.
4. Co-work closely with DONRE to identify how to separate plastics waste from Recycle Waste *(currently, DONRE guides people on segregation 2 kinds of waste: Rác Hữu cơ và rác Còn lại)*
5. The retail system has not been involved yet

HOW WE CONTINUE IN 2019



2019 BIG FOCUSES

1. Education
2. Survey
3. Cascade policy and plan from MONRE
4. Post Consumer recycled material in products (real business case)



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THANK YOU