

Basel Convention Plastic Waste Partnership
Project Group 4
“Outreach, education and awareness-raising”

Workplan

The following activities are to be undertaken by Project Group (PG) 4 established by the working group of the Basel Convention Plastic Waste Partnership (PWP), in close cooperation with other activities under the Basel Convention and other organizations, as appropriate, so as to enhance synergies, increase efficiency and avoid duplication of efforts. In undertaking their activities, the project groups will explore, where applicable, innovative approaches and work in cooperation with other stakeholders. The project groups will duly consider geographical, local, national and regional conditions and circumstances, including those of developing countries and Small Islands Developing States that, for example, may not have industries or processes that allow for advanced processing of plastic waste locally, insofar as they may be relevant to the respective activities.

This workplan remains a living document and may be updated, as appropriate, as the work progresses, by the co-chairs in consultation with members of the PG.

Subgroups will play an important role in implementing the workplan. They will be established by PG 4 to work on each of the activity outputs, under the leadership of the member indicated in the workplan. They are expected to work closely with the wider PG 4 to: (i) provide updates on progress in their work; (ii) seek approval of the draft outreach, education and awareness-raising materials they develop; and (iii) to advise when updates to the workplan may be required.

The co-chairs of PG 4 will coordinate with the co-chairs of PG 1, 2 and 3 to avoid duplication of efforts and ensure harmonization where necessary.

It is intended that once outputs are developed by PG 1, 2 & 3, that PG 4 initiates its work to develop outreach, education and awareness-raising materials, in collaboration with the respective PG, as outlined in activity 3.1 of the PG 4 workplan.

Activity 1: Develop a communication strategy for the Partnership in relation to activities 2 and 3.

Priority 1

Output	Possible working steps	Collaborating contributors	Milestones
<p>Development of a communication strategy for the Plastic Waste Partnership, taking into account the work of the other project groups of the PWP.</p>	<ul style="list-style-type: none"> a. Consider existing strategies and communications materials available to PG and determine set of good practices for PWP communications strategy; b. Define objectives of strategy; c. Define the target audience at global, regional and national level for each activity/output and their respective challenges and opportunities; d. Determine content of strategy – i.e. in collaboration with PGs, define what to communicate; ensure efforts are not duplicative of other initiatives; e. Define means of communication (e.g. mode, platform, frequency, intended consequence); f. Develop a plan for assessing the impact of the strategy and education and awareness raising activities on target audiences. 	<p>Lead: TBC + consultant</p> <p>American Chemistry Council BCRC Slovakia SCRC Brazil TEKNOS United Kingdom United States UNEP Cartagena</p>	<p>Draft for consultation with PWP PG4 by 30 November 2020</p> <p>Draft for consultation with PWP WG by 15 January 2021</p> <p>Report to COP-15</p>

Activity 2: Raise awareness about the work of the Plastic Waste Partnership and its ongoing progress.			
Priority 2 (together with Activity 3; see individual output milestones)			
Outputs	Possible working steps	Collaborating contributors	Milestones
1. Development of materials that promote the Plastic Waste Partnership and its objectives in general.	<ul style="list-style-type: none"> a. Develop concise and clear messaging for PWP, which might include its value-added and a memorable slogan or by-line; b. Develop communications materials on PWP, which might include factsheets, slidedecks, Q&As, quizzes, etc. c. Compile a toolkit of already existing materials/templates related to the PWP and the Basel Convention, tailored to different national and regional settings (e.g. developed/developing countries, SIDS, etc.) for use in awareness raising activities at national and regional levels, which might include key messaging around plastic waste pollution, its impacts and how to combat it; messages to promote plastic waste collection, separation and recycling; key messages for different stakeholder groups (e.g. government, municipalities, general public). 	Lead: TBC American Chemistry Council Argentina BCRC Slovakia GAIA Japan SCRC Brazil TEKNOS United States UNEP Cartagena	Certain drafts for consultation with PWP PG4 by 30 November 2020 (ongoing) Certain drafts for consultation with PWP WG by 15 January 2020 (ongoing) Report to COP-15
2. Dissemination of materials that promote the Plastic Waste Partnership and its objectives in general	Disseminate communication materials through web-based efforts and in-person activities and meetings, as appropriate.	Lead: TBC American Chemistry Council BCRC Slovakia GAIA Japan SCRC Brazil TEKNOS UNEP Cartagena	Following approval of drafts by PWP WG (ongoing)

3. Photography competition	Promote and publicise photography competition within members' respective networks.	Lead: Secretariat American Chemistry Council BCRC Slovakia GAIA Japan SCRC Brazil TEKNOS UNEP Cartagena	Deadline for submission of entries: 30 September 2020
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Activity 3: Develop and disseminate information materials on prevention, minimization and environmentally sound management of plastic waste, including on topics identified by, and of the outputs of, the other project groups.

Priority 2 (together with Activity 2; see individual output milestones)

Output	Possible working steps	Collaborating contributors	Milestones
<p>1. Development and dissemination of communication, education and awareness-raising materials that promote the specific work and outputs of PGs 1, 2 and 3.</p>	<p>Establish regular communication channels between PG4 and the other PGs, for example, through the co-chairs of the PGs, to:</p> <ol style="list-style-type: none"> Provide updates on planned outputs of the PGs; Agree on materials to be developed by PG4, on the basis of the outputs developed by the other PGs; Agree on materials to be developed by PG4, on the basis of topics identified by the other PGs, as appropriate. 	<p>Lead: TBC</p> <p>American Chemistry Council Argentina BCRC Slovakia SCRC Brazil TEKNOS</p>	<p>After communications strategy development and subject to availability of outputs from the other PGs</p>
<p>2. Development and dissemination of an electronic and visually-based set of materials (“now this” videos, video bytes, webinar series) on the prevention, minimisation and ESM of plastic waste, available in multiple languages (subject to available resources).</p>	<ol style="list-style-type: none"> Ensure efforts are not duplicative of other initiatives – e.g. the UNEP marine litter MOOC; Determine the target audience for the course; Compile existing information to be included in the course; Determine potential collaborators and a platform for the course; Identify potential speakers from various stakeholder groups to deliver the course. 	<p>Lead: SCRC Brazil</p> <p>American Chemistry Council BCRC Slovakia TEKNOS</p>	<p>After communications strategy development</p>
<p>3. Dissemination of materials (see above) through key events to be held in partnership with other organizations to promote information sharing and capacity building on environmentally sound management of plastic waste.</p>	<ol style="list-style-type: none"> Develop a list of potential key events; Consider potential partners for key events; Select key events for engagement of PWP; Content to be promoted from PGs 1, 2 and 3; 	<p>Lead: TBC</p> <p>American Chemistry Council BCRC Slovakia SCRC Brazil TEKNOS</p>	<p>Ongoing, following materials development</p>

	<ul style="list-style-type: none">e. Emphasis of certain sectors and events (e.g. online collaboration and webinars);f. Emphasis of North/South and South/South cooperation;g. Utilise already established global and regional cooperation nodes – e.g. regional centres, Regional Seas Programmes, etc.		
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