

# “Accelerating solutions to reduce plastic waste”

16-18 November 2021  
Virtual Event

SEA of  
Solutions

16-18 november 2021



**SEA of Solutions** is an annually occurring partnership event towards solving plastic pollution at source. It is convened by the United Nations Environment Programme (UNEP) and the Coordinating Body on the Seas of East Asia (COBSEA), through the SEA circular Project, supported by the Government of Sweden. This year's Co-host is the Government of Malaysia through the Ministry of Environment and Water.

SEA of Solutions serves as a platform for information exchange, collaboration, and partnerships for marine litter and plastic pollution prevention. The event will be delivered virtually and will bring together representatives of local and national governments, value chain stakeholders, investors, civil societies, youth, thought leaders, academia, and development organizations.

## Programme

This year's theme calls upon plastic value chain stakeholders to engage and unite in “**Accelerating solutions to reduce plastic waste**” by exploring policies, partnerships, innovative technologies and financing that help address present challenges and mitigate the potential impacts of future disruptive global events.

Sessions and activities aim to unite seekers and providers of market-transforming policy, business, and technology solutions, enabling a space for dialogue among plastic value chain stakeholders.

Time (ICT)	Time (MYT)	16 November Tuesday	17 November Wednesday	18 November Thursday
09:30-10:00	10:30-11:00	<b>Opening session</b> <ul style="list-style-type: none"> <li>Welcome</li> <li>Opening Remarks</li> </ul>		
10:00-10:30	11:00-11:30	<b>Keynote Address</b>	<b>Session 3</b> Cities and urbanization towards less plastic leakage	<b>Session 6</b> Sustainable financing for a waste-free future
10:30-11:30	11:30-12:30	<b>Launch</b> National Marine Litter Policy and Circular Economy Roadmap of Malaysia		
11:30-13:00	12:30-14:00	Break/transition to next session		
13:00-14:30	14:00-15:30	<b>Session 1</b> A new wave of eco-friendly consumer society	<b>Session 4</b> Plugging plastic leakage: Enabling extended producer responsibility through Plastic Recycling Organizations	<b>Distinguished Panel Dialogue</b> Accelerating solutions to reduce plastic waste in the region
14:30-15:00	15:30-16:00	Break/transition to next session		
15:00-16:30	16:00-17:30	<b>Session 2</b> Innovations in sustainable packaging value chain	<b>Session 5</b> Circular economy for less plastic wasted	<b>Closing session</b> <ul style="list-style-type: none"> <li>Summary SoS2021</li> <li>Key Message</li> <li>Closing Remarks</li> </ul>

## Session 1: A new wave of eco-friendly consumer society

Consumer awareness of plastic waste in the ocean and landfills is an important factor in driving change. However, despite this encouraging trend, a UNEP survey between 2019-20 revealed a significant disconnect between expectation and action on reducing plastic waste. In addition, unprecedented change in consumption habits during the COVID-19 pandemic could have undermined efforts to combat plastic pollution.

This session aims to identify effective strategies for transforming consumer behaviour, including industry initiatives to shape and address consumer demand, as well as advocacy initiatives that catalyse consumer awareness and action for more eco-friendly behaviour and lifestyles beyond the COVID-19 pandemic.

## Session 2: Innovations in sustainable packaging value chain

Plastic packaging generates the most plastic waste of any sector, posing a significant threat to the Earth's ecosystems. Due to poor product design and lack of adequate infrastructures, single use plastics and packaging waste, particularly those of low value, are main contributors to plastic leakage that end up as land-based and marine plastic pollution. In recent years, new innovations in design, collection schemes, infrastructure and products from recovered waste along the plastic value chain have delivered positive impacts, offering promising longer-term solutions.

## Session 3: Cities and urbanization towards less plastic leakage

Cities play a critical role in addressing waste management and eliminating plastic waste leakage from the system. Successful pilot initiatives have been carried out at city levels, promoting a circular approach, applying innovative tools to identify waste leakage, engaging citizens and businesses in change, and creating inclusive policies and regulations.

## Session 4: Plugging plastic leakage: Enabling Extended producer responsibility through Producer Responsibility Organizations

Leading companies are demonstrating their commitment and ability to act on extended producer responsibility (EPR) through producer responsibility organizations (PROs). In the region, this effort is starting to take shape. The plastic recycling organizations act as a conduit to connect the actors in the value chain,

closing the waste management infrastructure gaps, connecting businesses to the informal sector and enabling collection of waste for recycling.

## Session 5: Circular economy for less plastic wasted

A circular economy is accelerating, and helping to transform the use of plastic and improve resource efficiency. Businesses have a crucial role to play in closing the loop on plastic consumption and production. Over the past years, many businesses have stepped up their commitments and have recognized the potential of circular business models. A number of businesses are calling for a more enabling policy environment and pushing for an international agreement on plastic pollution.

This session will showcase innovative business models for plastic circularity and will discuss what actions need to be bolstered at regional and global levels to incentivize a shift away from business as usual to a circular economy.

## Session 6: Sustainable financing for a waste-free future

Mobilizing investments is key in transforming markets and societies towards a waste-free future by boosting the economic value of waste materials and de-risking investment in circular innovation. Innovative financing calls for a combination of public and private mechanisms, from large-scale grants and loans by multilateral development banks, private sector incubators for innovative business models, plastic credit schemes to catalyse change, to microfinancing for community-based action.

## Distinguished Panel Dialogue: Accelerating solutions to reduce plastic waste in the region

Governments, business, civil society, youth and academia must work together to prevent plastic pollution from threatening the health of our environment, economies and communities. This session aims to highlight the urgent need for accelerating solutions through multi-stakeholder actions.

### Join the discussions at SEA of Solutions 2021

Contact [sea-of-solutions@un.org](mailto:sea-of-solutions@un.org) to learn how you or your organization can participate.

Visit [sos2021.sea-circular.org](https://sos2021.sea-circular.org) for event updates

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