



CALL FOR PROPOSALS

# CITY OF LILAJIN PLASTIC WASTE MANAGEMENT PROGRAM

[www.lilajincitycouncil.com](http://www.lilajincitycouncil.com)



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**Background Overview**

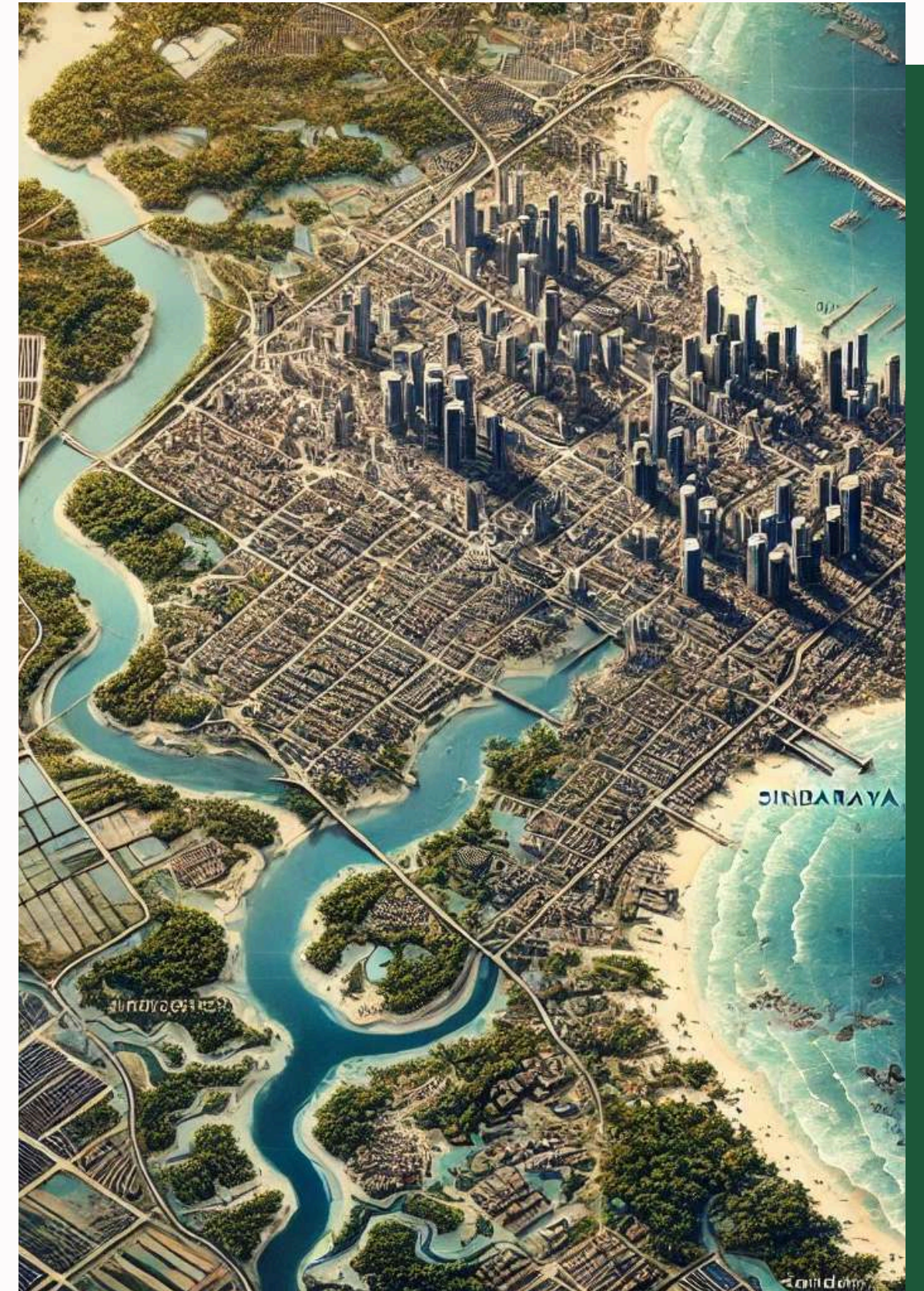
**03**

**Programme Structure &  
Proposed Solutions**

- Study Methodology
- Governance
- Economic
- Industry
- Education

**04**

**Risk Management**



## Program Length

- 2~3 years



## Programme Outline

## Key Stakeholders

- **Local Residents and Tourists**
  - primary generators of waste
- **National Government**
- **Local Experts**
  - local government employees
  - industries
  - activists
  - universities
- **Civil Societies and Private Sector**

Target Area

## Target Area

### The entire city

- urban centers
- rural regions
- coastal areas

# OBJECTIVES & PROGRAMME STRUCTURE

## OBJECTIVES

- 1) Establish a better plastic waste management plan in the city
- 2) Create a strong pilot city model that can be duplicated in other cities in Sindaraya

## PROGRAMME STRUCTURE

- 1) Production of a qualitative and quantitative report/study that will give an overview of Lilijan current state of plastic waste management
- 2) Implementation of new practices, tools and infrastructures to create a better plastic waste management system

# Proposed Solution

## Focus Areas

### 01 Governance

- Enhance policies and regulations

### 02 Economic and Industry

- Get funds and enhance plastic waste management in the city

### 03 Education

- raise awareness and promote plastic waste reduction





# Background Overview

# Overview of Sindaraya within the ASEAN region

Country	Total Waste Generation (MMT)	Plastic Waste Generation (MMT)	Plastic as % of Total Waste
Indonesia	67	9.8	14.63%
Thailand	27.8	2.0	7.19%
Vietnam	25	1.8	7.20%
<b>Sindaraya</b>	<b>21</b>	<b>2.1</b>	<b>10%</b>
Philippines	14.66	1.88	12.83%
Malaysia	14	1.41	10.07%

# City of Lilajin Overview



## Population & Growth

- Fastest-growing local government area in Sindaraya
- Approx. **2.5** million people
- Major business hub & tourism destination

## Waste Generation

- Generates **1.5** million metric tonnes of waste annually
- **150,000** metric tonnes is plastic waste

## Strategic Importance

- Chosen for pilot Plastic Waste Management Program
- Success here will model solutions for other areas in Sindaraya



# Local Government Challenges in Tackling Plastics

1

## Lack of Information and Data

Insufficient data hampers targeted strategies

2

## Limited Plastic Literacy and Public Awareness

Continued reliance on single-use plastics

3

## Geographical Diversity

Complex challenges due to urban, rural, and coastal landscapes



*Yajin District in Lalijan after a monsoon in April 2023*



# Programme Structure & Proposed Solutions

- **Objective:** to comprehensively assess the city's plastic waste management practices and identify key areas for improvement
- **Methodology:** science-based approach (quantitative & qualitative research) involving data collection, expert analysis, and stakeholder engagement

## Team composition

- External and local experts from various fields including external experts with support from local experts
- Focus areas: waste management, governance, education, tourism, economy, industry, legal & finance

## Duration

- 1-year study
- New data every 6 months

## Focus areas

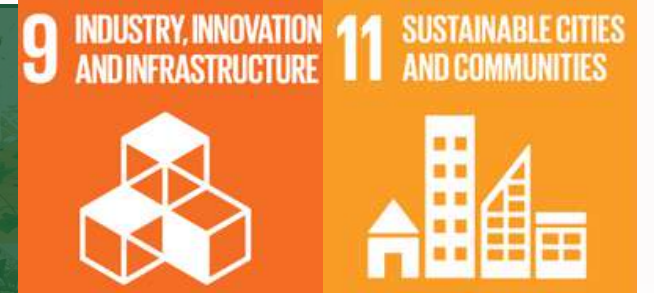
- Governance
- Economy
- Industry
- Education

## Study Tools

- Quantitative
- Qualitative

# GOVERNANCE

Governance: local government employees



- Local & external experts
- Controll & audit
- External supervision
- Training & conferences: good practices, knowledge sharing, capacity-building

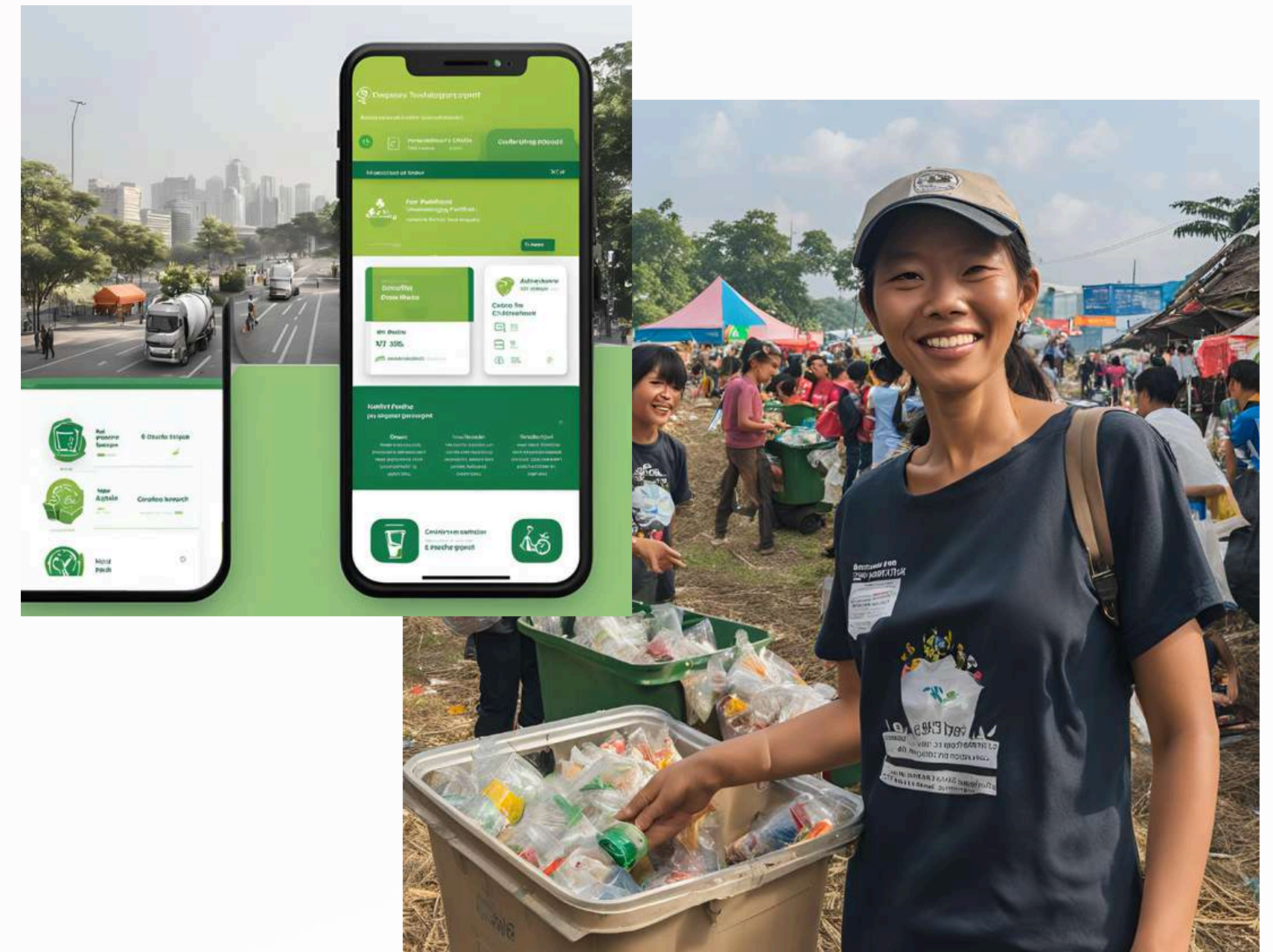


# GOVERNANCE

Governance: Community and Technology



- Annual volunteering campaign
- City hall exhibition
- Develop an inclusive mobile application with plastic-free places & free recycling station



# ECONOMIC

Economic: Tourism as a subset

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



- City tax on tourists
- Mandatory for tourist agencies to mention the Lilajin app
- Conduct annual impact report
- Plastic tax for resident
- Inspiration from international practices



# INDUSTRY

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



## Tax incentive for less plastics producers

- Increase tax for company who produces more non-degradable plastics
- Tax incentive for company with higher production of degradable plastic and use less plastics for their products





# EDUCATION

## Lilajin Against Plastic

- Annually on the Sinderaya's national day for a week long
- Showcasing local organisations, governance, university/school, private companies who has project/programs/initiatives on plastic waste management or campaign







# Risk Management

# Risk Management

**01**



**Financial**

Develop a phased project approach  
Seek for multiple funding sources

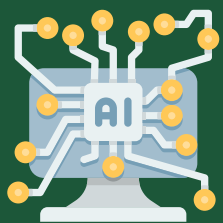
**02**



**Operational**

Establish project management office  
Collaborate with regional, national authorities

**03**



**Technical**

Partner with technology providers  
Collaborate with academic /research institutions

**04**



**Social**

Collaborate with regional, national authorities  
Use multiple platforms for communication strategy

# THANK YOU



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