



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION



CONTEXT

This activity falls under the Integrated Approach Towards Sustainable Plastic Use and Marine Litter Prevention in Bangladesh project implemented by the Department of Environment (DoE) with technical support from UNIDO and financial aid from the Norwegian Government. This program falls under Component 2 of the project out of 4 components, focusing on **consumer awareness and action**. A Field scope mapping has been conducted to identify potential areas for intervention, and meetings with stakeholders have facilitated collaboration and support. This initiative aims to **reduce plastic waste and prevent marine litter** through public awareness, education, and community involvement.

STRATEGY



**Youth Leadership
Development**



**Eco-Clubs
Formation**



**Youth-Led Community
Action Campaign**

OUTCOME



Inclusive training on plastic pollution and waste collection has been conducted with active participation from schools, madrasahs, and women's colleges.



Eco-clubs have been established to lead clean-up and awareness campaigns that promote community engagement.



School **clean-ups** have been organized, with students actively collecting plastic waste from urban, coastal, and school areas.

IMPACT



Increased Community Engagement and Participation



Plastic waste and marine litter reduced through a legacy waste collection model

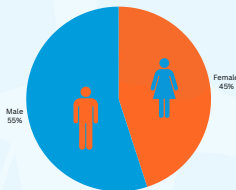


Enhanced Gender Inclusivity and Empowerment of Women in Environmental Advocacy

SUSTAINABLE PLASTIC USE IN SCHOOLS



9,275 students and 253 teachers actively participated in 8 school clean-up programs



For every 9 female students, there are 11 male students



Includes a special needs school, fostering inclusive awareness and participation.



150 active eco-club members were awarded for their recovery and management of legacy waste.



A total of 527 kg of plastic has been collected through the initiative to date.

VALUE CHAIN DEVELOPMENT



Collected plastics are sent to a recycling company, which provides cash incentives to schools. This helps sustain eco-club activities, reinforcing their commitment to environmental impact.



Schools and eco-clubs conduct regular awareness sessions for local communities, promote responsible waste disposal practices and reducing reliance on single-use plastics.

WORKING TOWARDS THE SDGs

