BANGKOK PLASTICS WEEK

9–12 October 2023 • Bangkok, Thailand

This is not an ADB material. The views expressed in this document are the views of the author/s and/or their organizations and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy and/or completeness of the material's contents, and accepts no responsibility for any direct or indirect consequence of their use or reliance, whether wholly or partially. Please feel free to contact the authors directly should you have queries.

Developing A National Waste Data Platform: Experience and Recommendations

Nguyen Thi Thu Trang

CoFounder & Deputy Director –

Centre for Supporting Green Development (GreenHub), Vietnam

BKK- 10 Oct 2023

Partner Organizer SEURECA VEOLIA in consortium with DT Global

GreenHub's facts and figures

Project locations at

22

Provinces/ cities in VN

Manage

20

Projects and consultancy activities

15

Management team has more than years of working experience

TOTAL FUND RECEIVED **3.600.000 USD**

GreenHub team

78% women & **22%** men

Consultant team are lectures or researchers from different academic institutions

Core activities

- **Marine Debris and Plastic Pollution**
- **Zero Waste**
- **Business Inclusive and Sustainable Agriculture**
- **Nature Conservation**

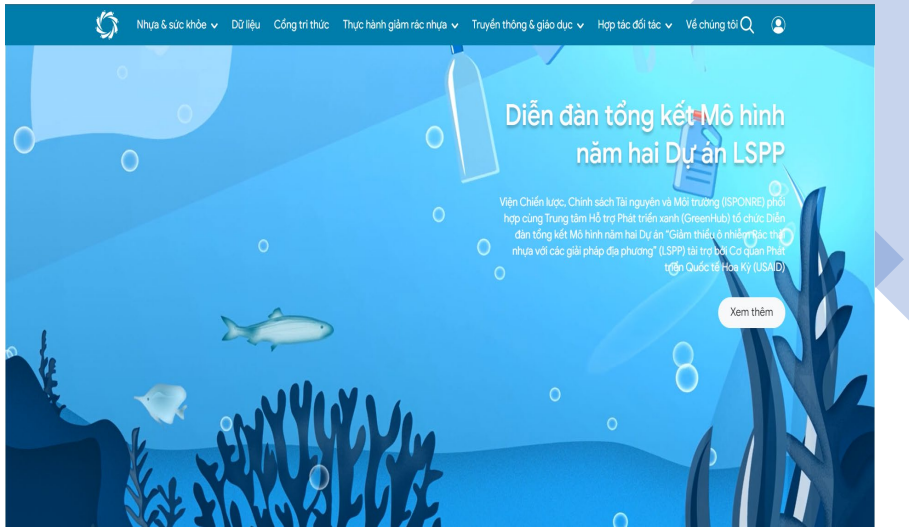
Presentation Outline

1. The ‘Case’ for Developing the Platform
2. Status of the Platform
3. Platform Development Challenges
4. Lesson Learned: Platform Sustainability
5. Recommendations

NHUAVASUCKHOE.VN
nhuavasuckhoe.vn
info@nhuavasuckhoe.vn

The Platform Development Case

- Vietnam is among the top countries with a high level of leakage of solid waste into the environment, especially plastic waste.
- lack for sharing effectively leverage such resources/values, the large and growing amount of data, information, published materials and experiences
- Citizens are not provided with the trustworthy/ scientific knowledge about the plastic issues and its impact on health.



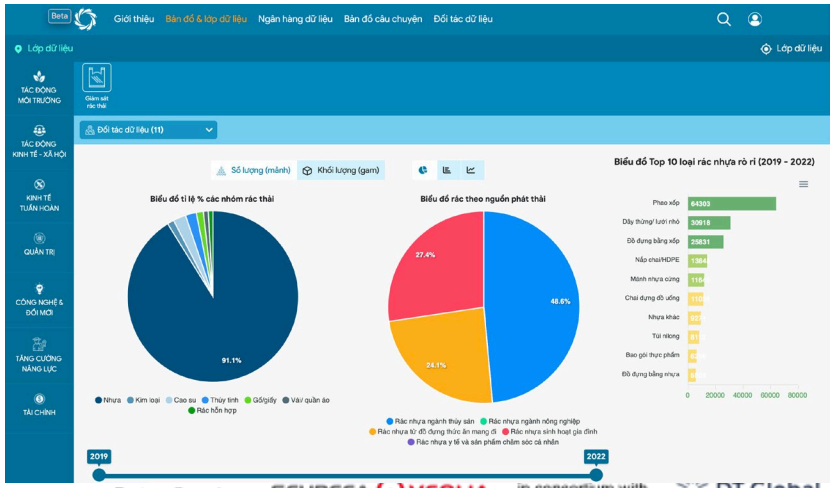
PLATFORM OBJECTIVES

A open, digital platform to enhance collaboration and serve the needs of organizations and individuals to deliver actionable content and tools through participation in design and use.

Providing knowledge about plastic pollution and the impact of plastic on human health.

Offering a database and information on plastic waste management.

Creating a forum to share knowledge, innovations, and successful experiences in reducing plastic waste.



Partner Organizer SEURECA VEOLIA in consortium with DT Global

Status of the Platform

7 Modules

- Plastic and Health Information
- Data
- Knowledge Hub
- **Best Practices**
- Communications and Education
- Networking
- About us

Contents

- 85 News articles
- 135 Policy-related documents
- 35 Research documents (knowledge hub)
- 38 Plastic waste datasets (Data bank)
- 66 Programs/projects/innovations
- 4 Communication campaigns

111,000 viewers/users; 2,508 citizen contributing the data, information; data connection with Gov (VASI) and city level

Tools

- Visualization of marine litter monitoring data from 33 locations/areas, including maps and a dashboard.
- Direct data entry tool at survey points using phones/tablets.
- Mapping programs/projects/innovations on the map of Vietnam to facilitate information retrieval and search.

Pilot city site sub-page level

Platform Development Challenges

1. Diverse User Base and Multiple Purposes
2. Content and Design Iterations
3. Technical Challenges in Data Module
4. **Rights Management Complexity**
5. **Permissions and Stakeholder Consultation**

Lesson Learned

Serving Priority Information Needs

Satisfying priority information needs requires many consultations, separating “needs” from “wants”, and “personal” from “organizational” needs. Other platform developments e.g. C40, GPML are essential to consult

Content Production

Prioritizing content, maintaining responsive relationships with contributors, and documenting progress and challenges are crucial for maintaining effective content production.

Copyright and Access Rights

Determining copyright and access rights for content can be complicated and requires understanding and monitoring government legal regulations, conditions set by content providers and international standards.

Platform Sustainability

PLASTIC HEALTH
ACTION PARTNERSHIP

Keeping content consistently relevant nd up-to-date to meet he evolving needs and interests of the user base.

Ensuring the quality and accuracy of content on the platform to maintain user trust and engagement.

Securing consistent funding to sustain platform operations and development

Retaining user interest and engagement over the long term

Navigating and adapting to changing legal and regulatory landscapes, especially in terms of data privacy and content moderation

Building and sustaining an engaged user/ contributor community.

ADB
UN environment programme
COBSEA
COORDINATING BODY ON THE SEAS OF EAST ASIA

Partner Organizer SEURECA VEOLIA in consortium with DT Global

ADB

UN environment programme

COBSEA
COORDINATING BODY ON THE SEAS OF EAST ASIA

Recommendations

1. **Build platform value:** ensure essential content and tools to engage, maintain and grow key stakeholders
2. **Facilitate and promote platform users** as content and tool providers
3. **Ensure development staff expertise** related to waste management and platform information technology
4. **Link to other platforms** to share content and tools

Partner Organizer SEURECA VEOLIA in consortium with DT Global

ADB

UN environment programme

COBSEA
COORDINATING BODY ON THE SEAS OF EAST ASIA

THANK YOU!

Partner Organizer SEURECA VEOLIA in consortium with DT Global