

A background image of a dark night sky with several bright, golden sparklers exploding and creating starburst patterns of light. The sparklers are positioned on the right side of the frame, with their trails extending towards the left.

MAINSTREAMING SOLID WASTE MANAGEMENT IN ASIA

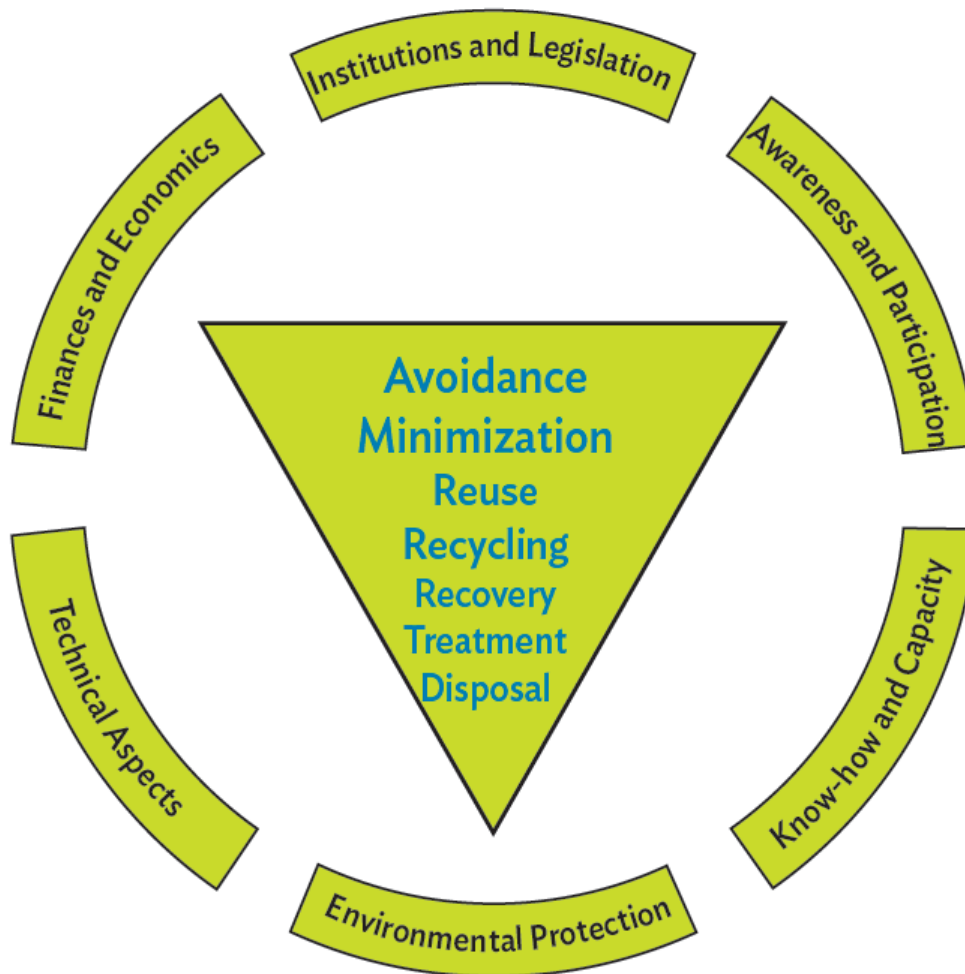
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Asia's Waste

- 2.5 billion tons annually in Asia
- 50% of Global MSW by 2030
- 15-20% of greenhouse gases
- Economic cost to society 10x financial cost to manage
- Need to be smart to leverage investment



WHAT IS THIS PRESENTATION ALL ABOUT?



- Stakeholder Communication Needs
- Most Successful Communications
- Lessons learned that can be applied across ADB



FUTURE CITIES PROGRAM



MAINSTREAMING WASTE MANAGEMENT IN ASIA



https://www.youtube.com/watch?v=yoV4htc_Y8U

Good development is a result of Transparent Planning and Effective Communication

- Leverage investment
- Improve Sustainability
- Enhance Innovation
- Complement Legislation



WHO? - IDENTIFY KEY STAKEHOLDERS

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- A large outdoor waste management site, possibly a recycling or sorting facility. Numerous people are seen working with large piles of waste, including plastic bags and other debris. The site is situated in an open area with residential buildings and a water tower visible in the background. A semi-transparent text box is overlaid on the right side of the image, containing a list of stakeholders.
- Families
 - Communities
 - Institutions
 - Operators (Government & Private)

WHO? – KNOW YOUR STAKEHOLDER

- Knowledge
- Behaviors
- Attitudes & Beliefs
- Communication Methods



WHAT? - STAKEHOLDER COMMUNICATION NEEDS

- Information (Transparency)
- Practical Approaches
- Attainable Goals
- Inclusive - Community & Respect
- Key Entry Points (Champions)
- KISS

MOST SUCCESSFUL COMMUNICATIONS

- Community Recycling / Sorting
- Community Innovations
- School Campaigns
- Long Term “Keep it Clean”

DEGRADABLE

This is a Degradable

LEAST SUCCESSFUL COMMUNICATIONS

- Paid clean-up campaigns
- Media with no link to small practices
- Activities that weren't linked to IEC
- Activities that couldn't be sustained over time or post-project

+ IDENTIFY FEW CLEAR MESSAGES

+ KNOW YOUR STAKEHOLDER

+ SUSTAIN THE MESSAGE

EFFECTIVE SOLID WASTE MANAGEMENT BEHAVIORS



THANK YOU!

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<http://development.asia/summary/improving-waste-management-solutions-five-asian-cities>

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<http://development.asia/case-study/mahasarakham-privatizing-landfill-operations>

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