

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.



Plastics Circularity

Consumer Behavior & Community Engagement

Lerwen LIU, MD of NanoGlobe & STEAM Platform

11 November 2021

Infographics and Animations by
Sawaros Thongkaew
Jariyaporn Charkhonmattakul
Yossave Atifuangsiri



NANO GLOBE

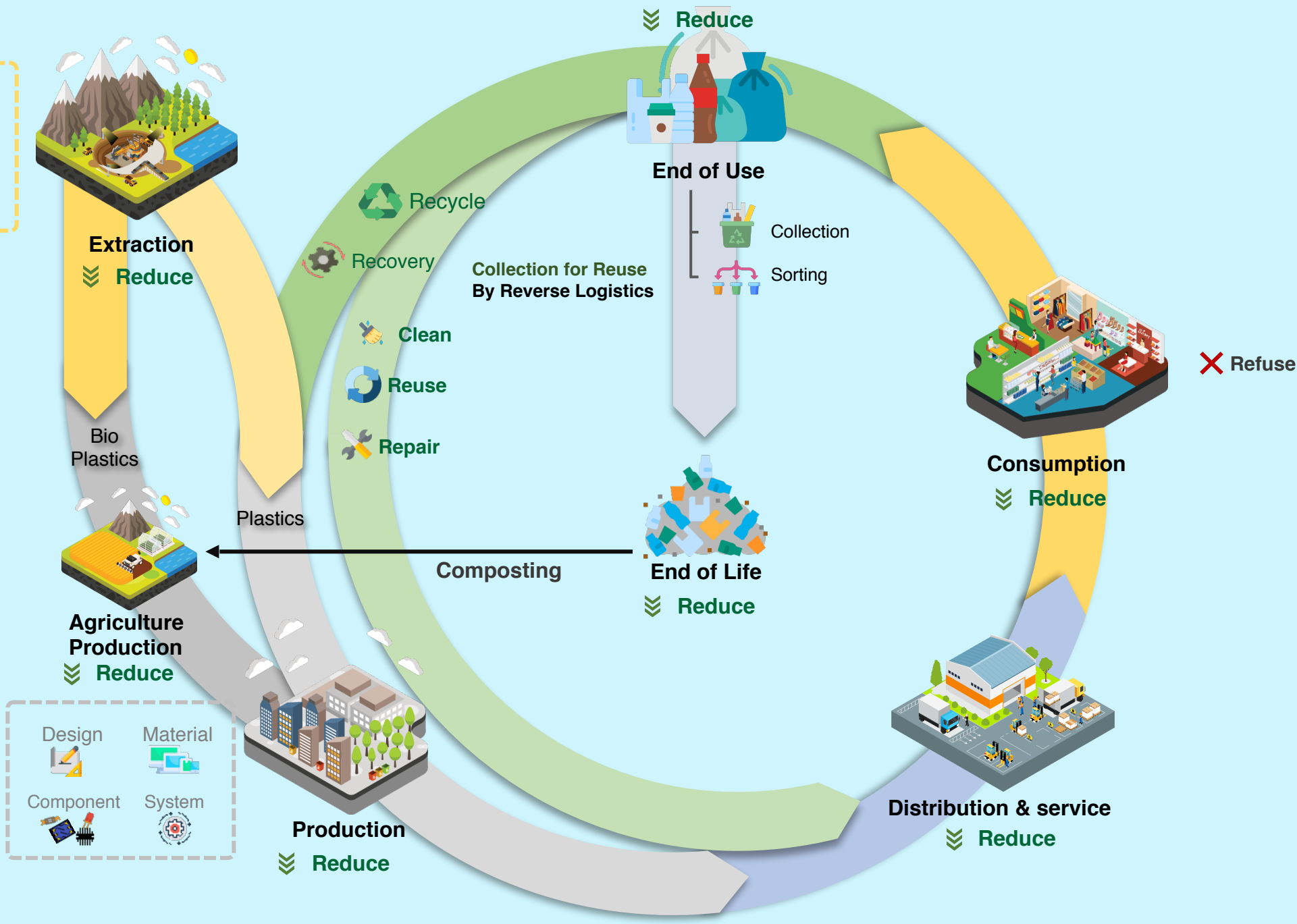
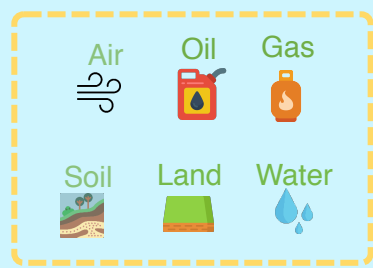
Strategic Advisory & Hands-On Business Development

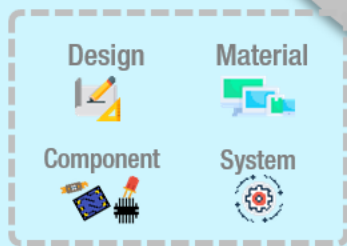
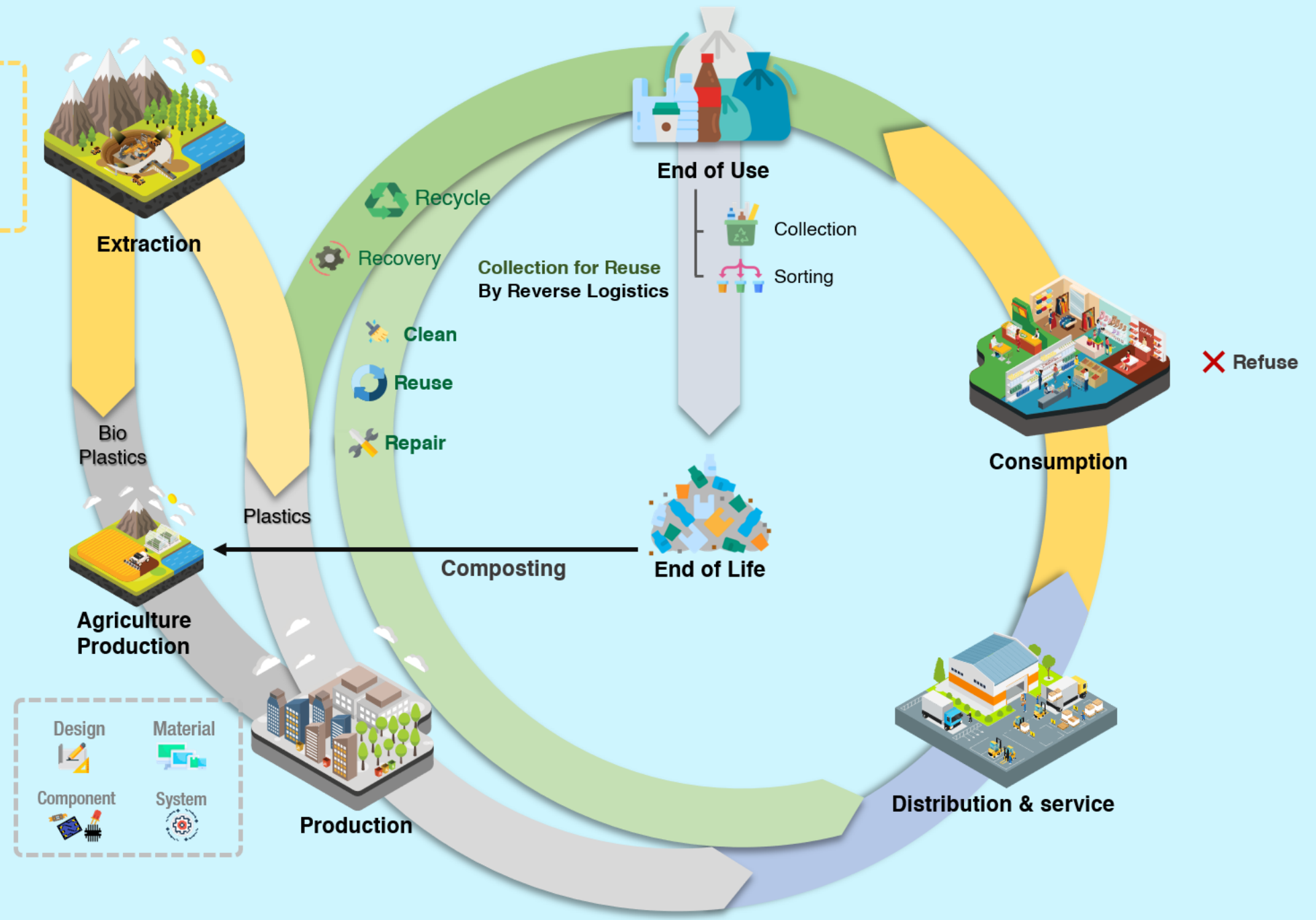
Sustainable & Emerging Technologies



WHAT?

Circular Economy & Plastics Circularity





Challenges (Interconnected)

Consumer Behavior

Lack Collection Facility

Packaging Choice

Regulations

Producer's Responsibility

Supply Chain & Logistics

ASEAN Practices

Consumer Behavior and Community Engagement

Community Engagement

Start-up

Trash Lucky
Green2get



PPP Plastics Network

PTTGC
SCG



University

Chula



Circular Campus
Chula zero waste
KMUTT green heart
society



Buildin
g
PTT
SCG



Community
GC & SCG
Trash Lucky
Green2get



Consumer behavior

Thailand Waste Management Platform: Green2Get

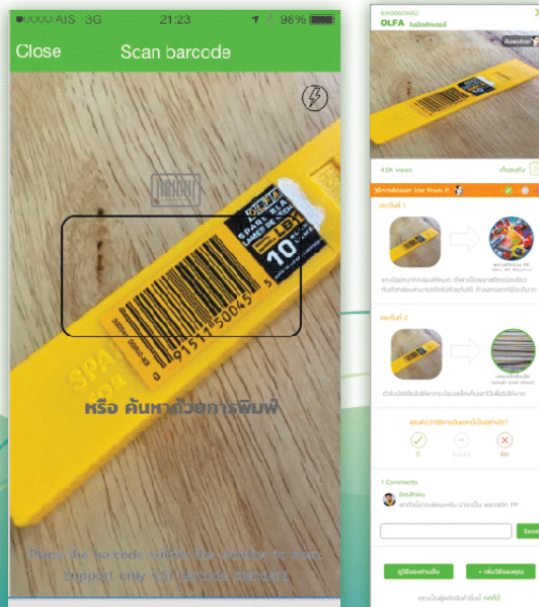
Connecting Producers, Consumers and Recyclers



Feature for Consumers

HOW?

Scanning barcode Product to see waste manual



WHAT?

Learning materials



WHERE?

Connecting to recyclers nearby



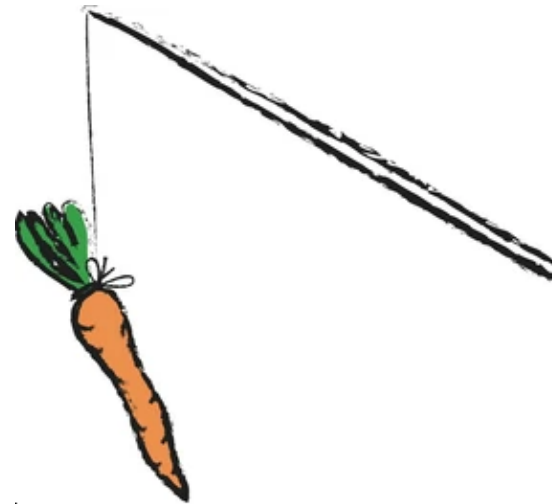
WHY?

Tracking their actions



Challenges

- Need Multi-stakeholders Collaborative Efforts
- Knowledge Sharing
- Big Corp: "With great power comes great responsibility."
- SMEs/Start-ups: Bottom up & collective power
- Work with key change agents: schools and religious institutions in the community
- Policy Intervention: Need Carrot and Stick
- Provide Alternatives
- Innovation: Technology & Business mode



shutterstock.com · 251490076



STEAM Platform Thailand Waste Action Network (WAN)



Home About Events News Blog Circularity

Thailand Waste Action Network

Join us and build the waste action ecosystem, accelerate the transition to a circular economy in ASEAN region





Circular Economy in Packaging & Plastics

Play Video

come up with a team



Next →




Home About Events News Blog Circularity


About Us



Building the Waste Elimination Ecosystem

STEAM Platform partners with The Incubation Network (TIN) to build the Waste Action Network (WAN) in Thailand that connects all stakeholders and features best practices in reducing plastic pollution in the ASEAN region.



Our Partners





Home About Events News Blog Circularity

News

STEAM Newsletter: Thailand Plastic Ghostbuster

This issue of the newsletter features the highlights of the startup's practices in eliminating plastic waste and the passion and commitment to circular economy transition in Thailand and the region.

Read More

Recycle your waste via a drive-thru drop-off

Trash Lucky invite you to recycle your waste via a drive-thru drop-off on Saturday 30-Oct-21 from 9am - 1pm. This time we provide you 4 drop-off locations around Bangkok.

You will earn lucky draw tickets for winning a car, iPhone 12, gold, and 400+ prizes. We will also convert PET plastic bottles you recycle into PPEs and donate them to healthcare workers.

Read More

Show More

Join us and share your ideas and practices in transforming the world towards a sustainable future.

Contact us
contact@steampatform.org

© 2018 - 2021 by STEAM Platform



About
The Incubation Network

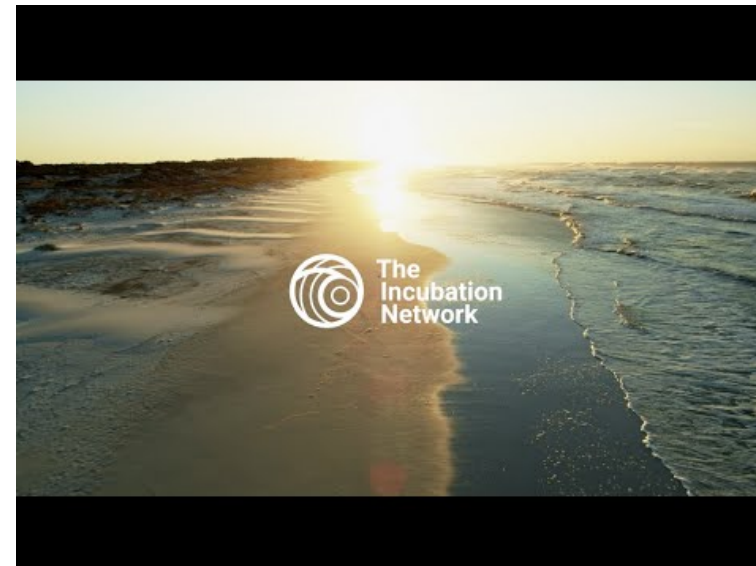


The Incubation Network
Presentation Title Goes Here

The Incubation Network

is an impact-driven initiative that **sources, supports and scales holistic innovative solutions to combat plastic pollution** through strengthening entrepreneurial ecosystems with a diverse network of key partners.

Part of a highly collaborative community of **entrepreneurs, start-ups, investors, corporate partners and global programs**, The Incubation Network works together with industry players to tackle key barriers to address plastic leakage and advance a circular economy in South and Southeast Asia.



Building Inclusive Markets



A snapshot of some of our programs

Leakage and Livelihoods

This program has identified a cohort of seven organizations in South and Southeast Asia to explore solutions and models for **engaging informal waste communities, or driving change to create inclusive waste systems.**

[Learn more](#)

Equality in Plastics Circularity

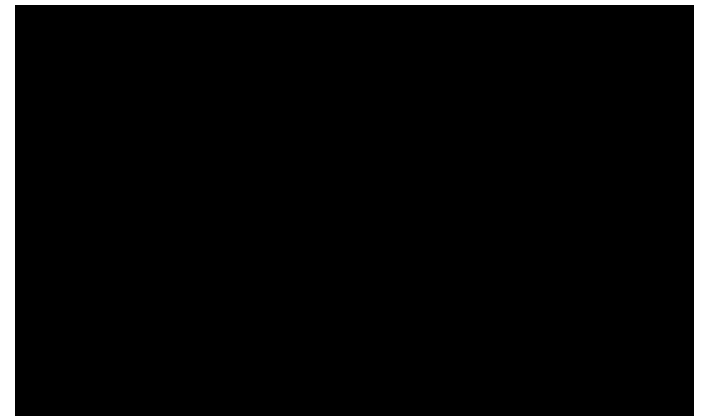
This program will support a cohort of eight projects that aim to **advance gender equality within plastic waste management and recycling systems.** Key outcomes include:

1. Raised awareness with practical solutions
2. Innovation with women as key stakeholders
3. Increased influence of CSOs in their local markets

Gender Innovation for Entrepreneurs Learning Resource

Developed in partnership with Value for Women, this set of members-only resources highlights the importance of **applying a gender lens to entrepreneurial activities, and on the benefits of doing so (both for business and social outcomes).**

4 Modules (Video + Guide)



THANK YOU

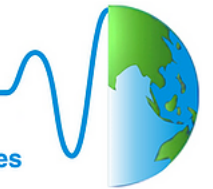


STEAM
PLATFORM

NANOGLOBE

Strategic Advisory & Hands-On Business Development

Sustainable & Emerging Technologies



**Circular Economy Leadership Platform for Accelerating the Circular Economy
Transformation Towards Sustainability**

Join us



www.steamplatform.org



STEAM Platform



STEAM Platform

