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## CLOSING THE CIRCLE

Reducing Plastic Pollution and Promoting Green Businesses







SESSION 4
Seatizen and Small Business Action on Reducing Plastic Pollution



### WE ASKED YOU:

What practice/behavior gives you "eco-guilt"?

## WHAT PRACTICE/BEHAVIOR GIVES YOU "ECO-GUILT"?

"BUYING GROCERIES
ITEMS WRAPPED UP
IN PLASTIC"

"ORDERING FROM LAZADA AND SHOPEE GIVEN THAT THEY DO NOT HAVE SUSTAINABLE PACKAGING SOLUTIONS/OPTIONS."

"WHEN ORDERING TAKE-AWAYS, I RECEIVE TOO MANY PLASTIC PACKAGES THAT NOT NECESSARY"

"NOT HAVING TO PUT WASTE IN THEIR PROPER RECYCLE BIN (BECAUSE THEY ARE NOT AVAILABLE)" "KNOWING THAT MAYBE
YOU'RE DOING YOUR PART
BY RECYCLING BUT
GOVERNMENT'S ARE NOT"

"HAVING TO PAY MORE FOR 'ECO' OPTIONS"



## WHAT PRACTICE/BEHAVIOR GIVES YOU "ECO-GUILT"? (CONT.)

"USING PLASTIC BAGS WHENEVER I BUY STUFF"

"BUBBLE TEA"

"USING DISPOSABLE

TABLEWARE FOR

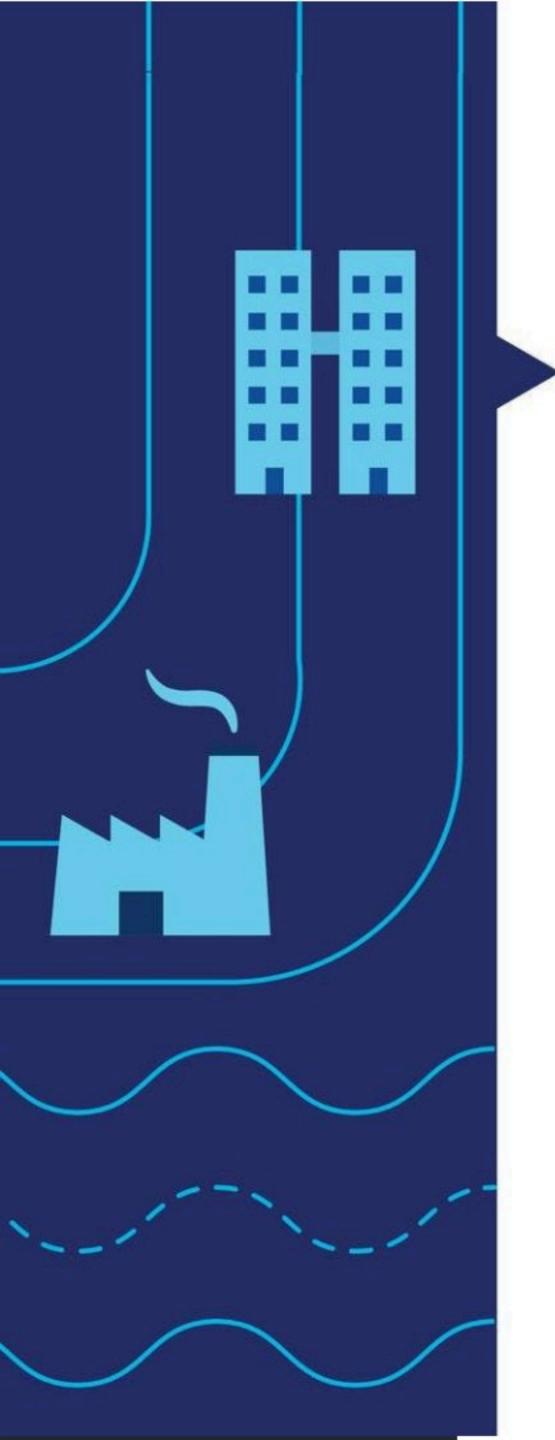
CONVENIENCE AND SANITARY

CONSIDERATIONS"

"PURCHASE OVER-PACKAGED GOODS"

"BUYING NEW CLOTHES
WHEN THERE IS MORE THAN
ENOUGH IN THE CLOSET"

"FORGETTING TO BRING MY RECYCLABLE BAG FOR GROCERIES" "THROWING AWAY
PLASTIC WASTE THAT
INFESTS THE GREEN
SPACES"





## Circular Economy Project Playshop

A Fictional Case Study Activity

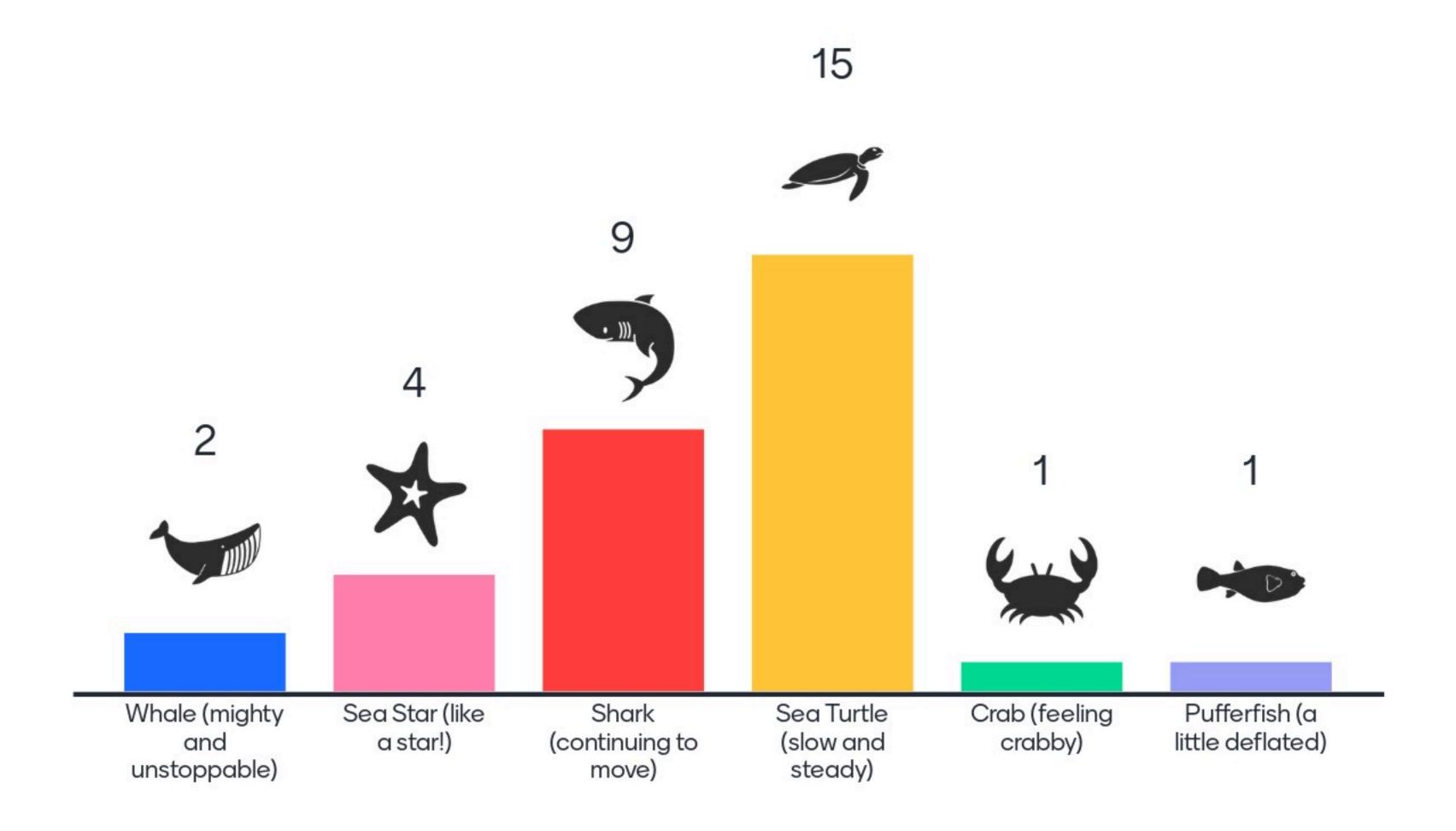


# Log in to www.menti.com on your second device

9588 1984

Unable to log in? You can still participate through the Zoom Chat!

### How are you feeling today?







## HI, I'M YOUR CO-MODERATOR

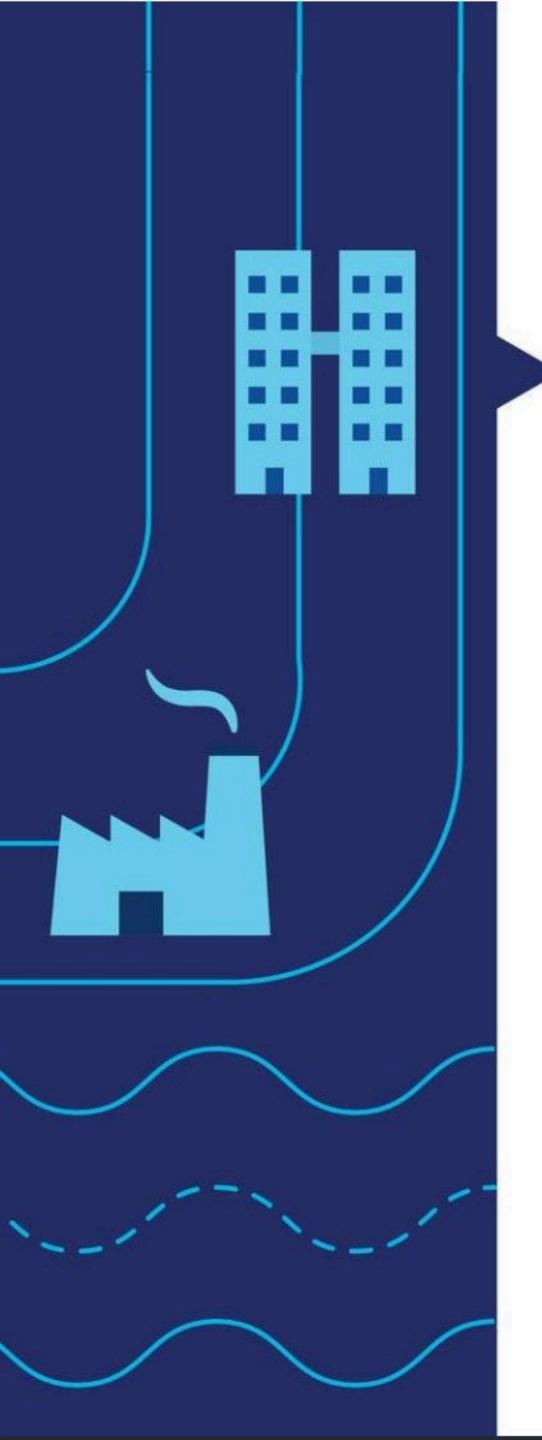
### DAVE ALBAO

Executive Director,

Philippine Reef and Rainforest

Conservation Foundation

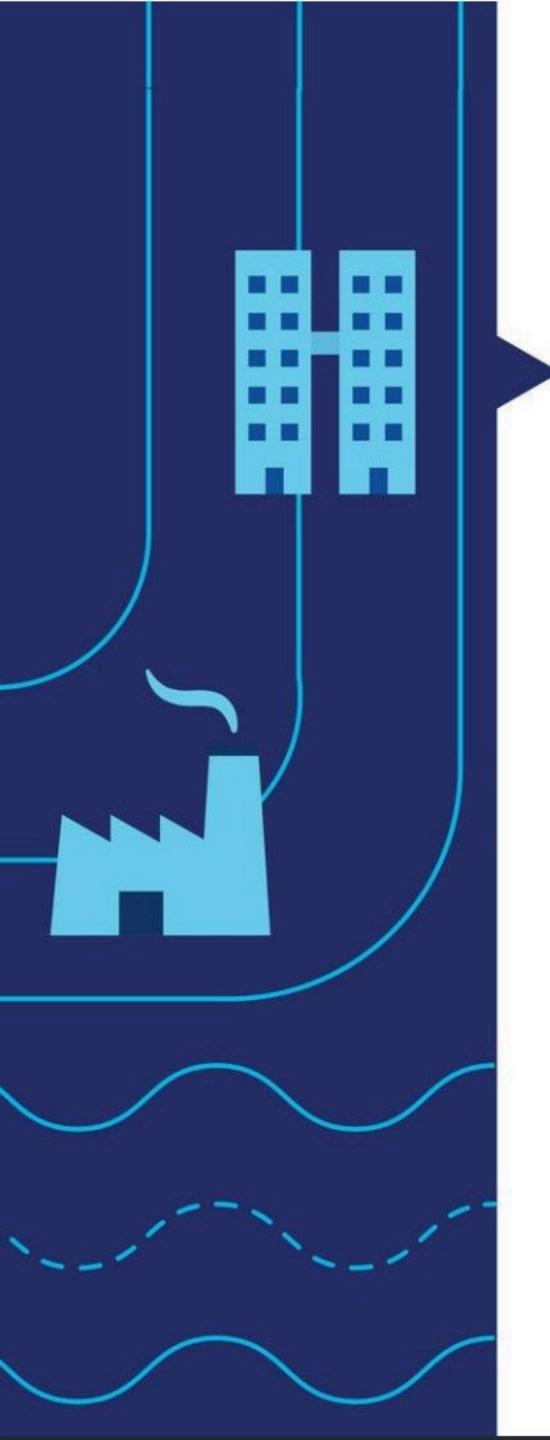






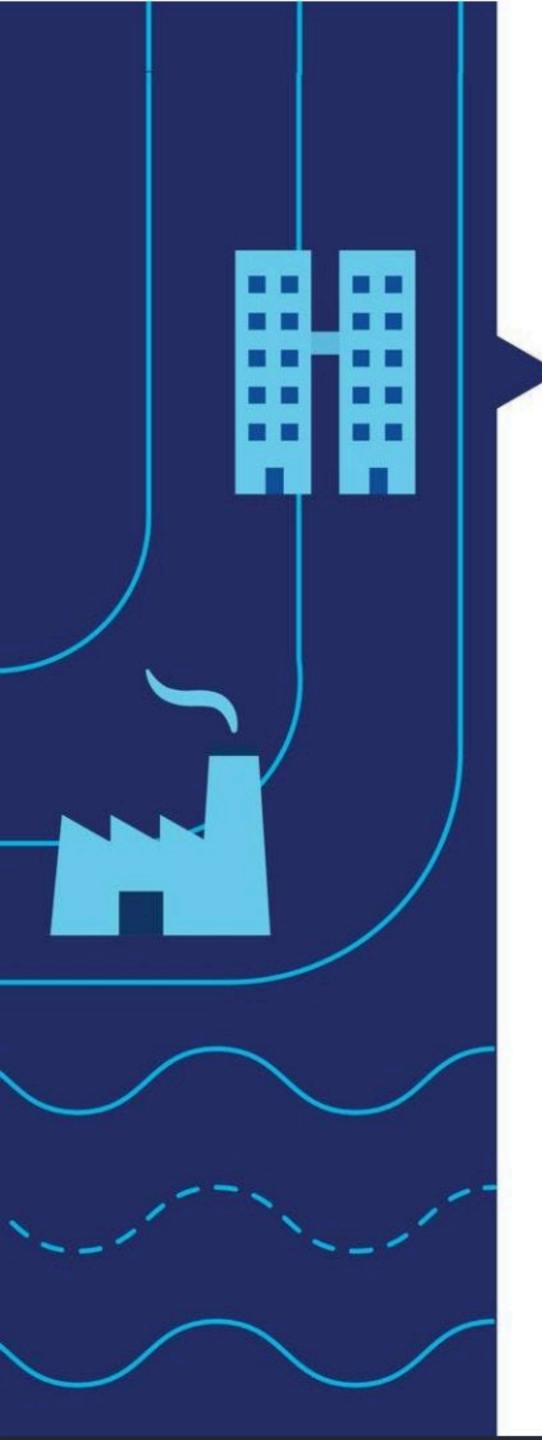
## Circular Economy Project Playshop

A Fictional Case Study Activity



## Instructions

- We will present a fictional ADB project.
   Suspend your disbelief.
- We will provide prompts for you to answer. You may answer on Mentimeter or in the chat box. Answers in Mentimeter are anonymous.



## Reminders

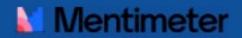
- This is called a playshop because we want you to <u>play</u>. There are no wrong answers.
- This is a rapid brainstorming exercise, so submit initial thoughts.
- Bring in your sector's perspective.
- Have fun!



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### **CIRCULAR ECONOMY PROJECT PLAYSHOP**

### CASE STUDY: LEGENDAIRY MILKMAN STATIONS

Legendairy Ventures is a Philippine-based dairy company that sells the following: yogurt drinks in PET bottles, yogurt drinks in squeezable pouches (multi-layer flexible packaging), and milk in beverage cartons (a.k.a. Tetra Pak).



### CIRCULAR ECONOMY PROJECT PLAYSHOP

In 2022, with the support of an ADB loan, Legendairy will be piloting several circular initiatives to reduce their packaging waste.

Among the concepts to be tested and studied are the Legendairy Milkman Stations. These will be set up in groceries, convenience stores, and smaller retail outlets in the community.



## Legendairy LEGENDAIRY MILKMAN STATION **RETURN YOUR EMPTY BOTTLES HERE!** Fresh Milk

### **CIRCULAR ECONOMY PROJECT PLAYSHOP**



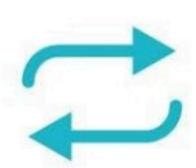
### How Legendairy Milkman Stations work:



Customers purchase the dairy products in 100% recyclable PET bottles at participating stores.



A deposit-refund system is in place: Customers pay a deposit of USD 0.10 (PHP 5.00) on top of the price of the product.



After consumption, customers come back to return the empty containers to a reverse vending machine and receive a refund of USD 0.10 (PHP 5.00) in credits that they can use to purchase products at the same store.



The returned containers go to a facility to be recycled into new containers for Legendairy products.



# Legendairy Milkman Stations are being set up and retailed by small and medium enterprises (SMEs).

SMEs are the economic lifeblood of the Philippines.

They account for more than 99% of registered businesses in the country and provide 60% of jobs.



You are the Project Officer who is overseeing Legendairy's behavior change campaign for the adoption of its deposit-refund system.



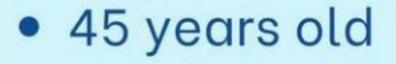
You've been invited to undergo an **empathy exercise** to understand the store owner profile, who will retail the Legendairy Milkman Stations.



**EMPATHY EXERCISE: JOURNEY MAPPING** 

Let's now follow the journey of a store owner.

### STORE OWNER PROFILE



- Married with 3 kids who are below 10 years old
- Running SuBMarine Mart for 10 years

Marina's priority is to grow the business without taking much risk. She enjoys crunching the numbers and understanding what would keep her business afloat. She keeps track of new trends and joins the bandwagon if she sees that it would benefit Submarine Mart.



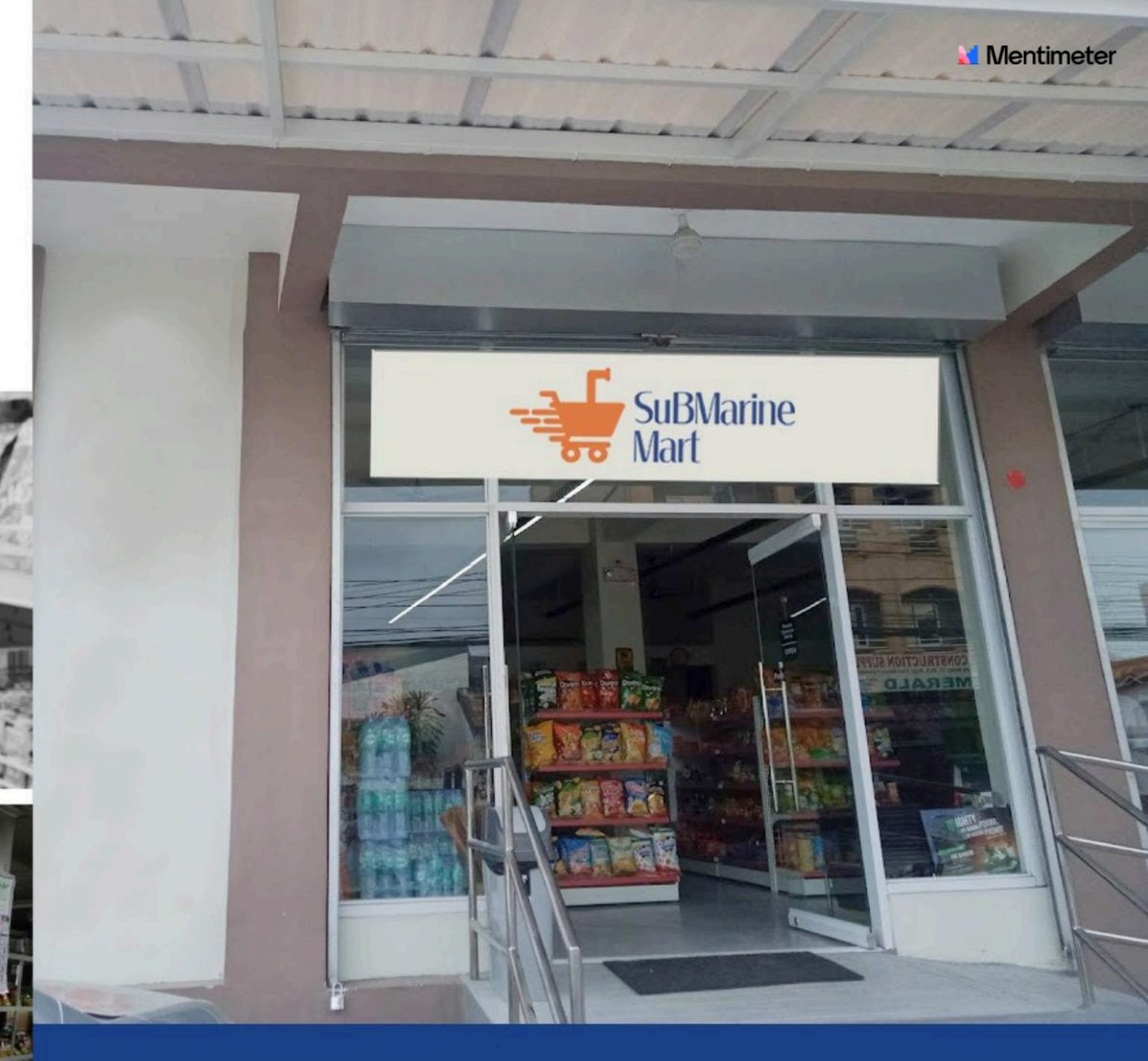
**MEET MARINA** 



HIGHWAY AVENUE BRANCH





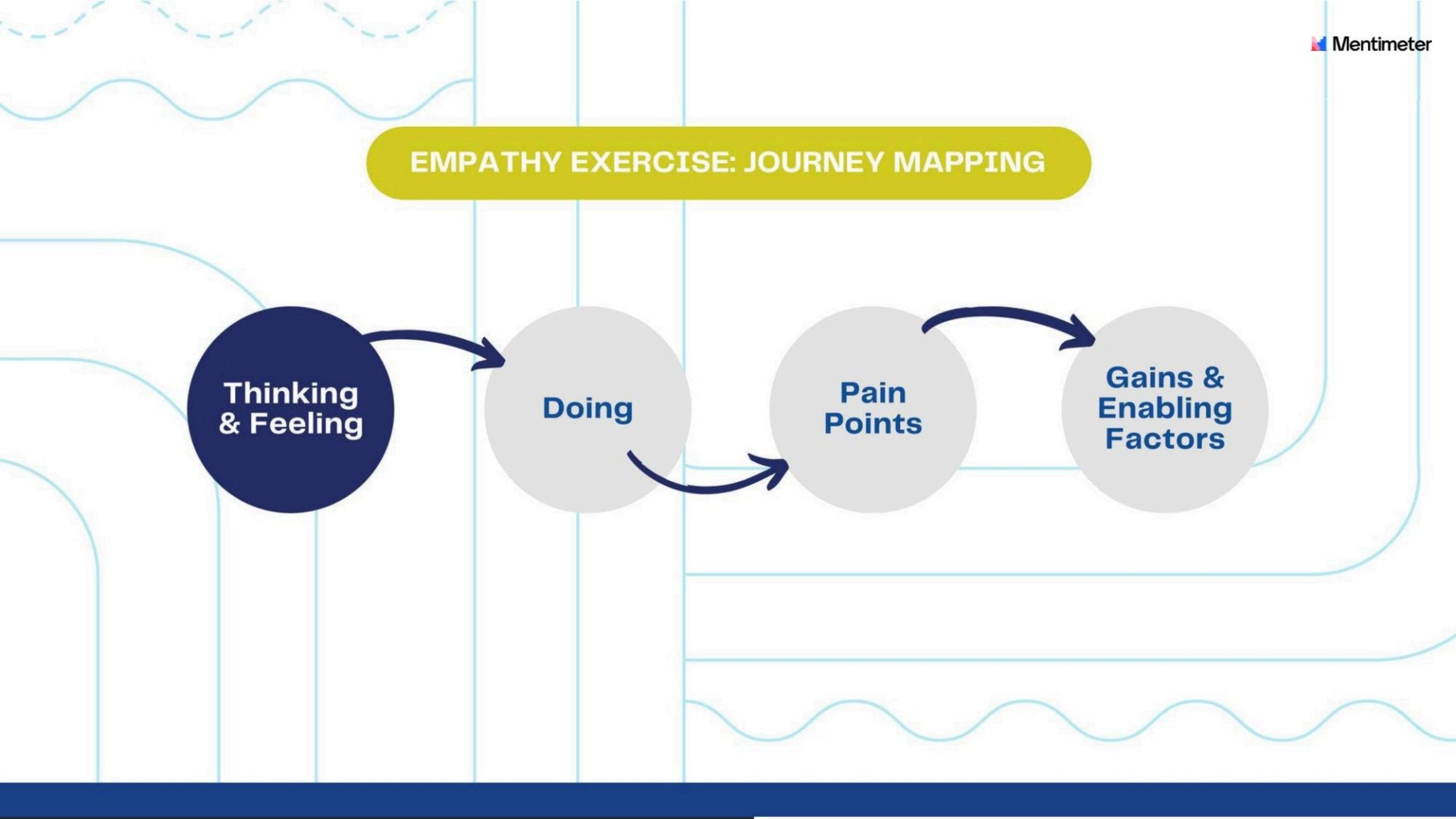


### STORE PROFILE

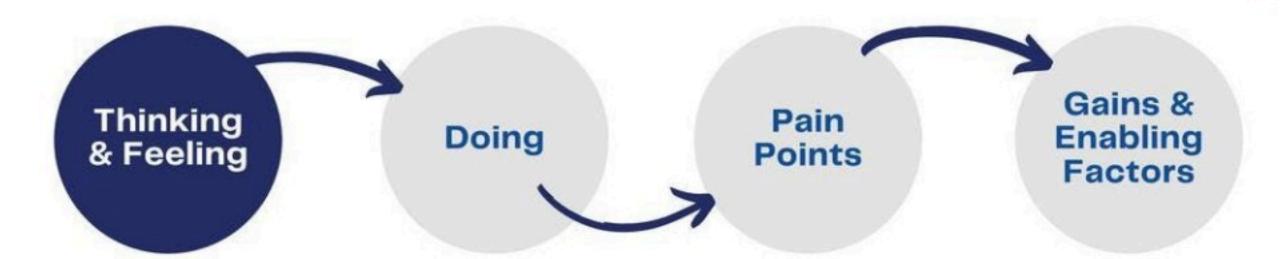


**ABOUT** 

- Family-owned
- Has three branches in Metro Manila
- The branch on Highway Avenue, which has the highest foot traffic, has been selected as a pilot site for the Milkman Station
- The Highway Avenue branch has 30 employees



### **EMPATHY EXERCISE: JOURNEY MAPPING**



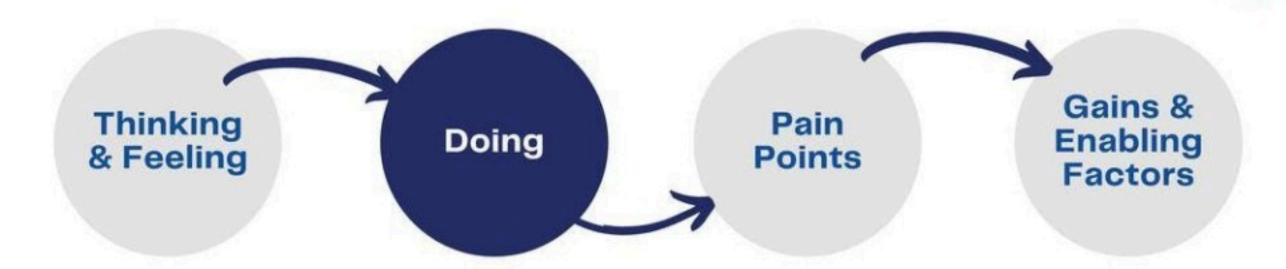
When Marina opens
SuBMarine Mart at 7AM,
what's on her mind?

## When Marina opens SuBMarine Mart at 7AM, what's on her mind?



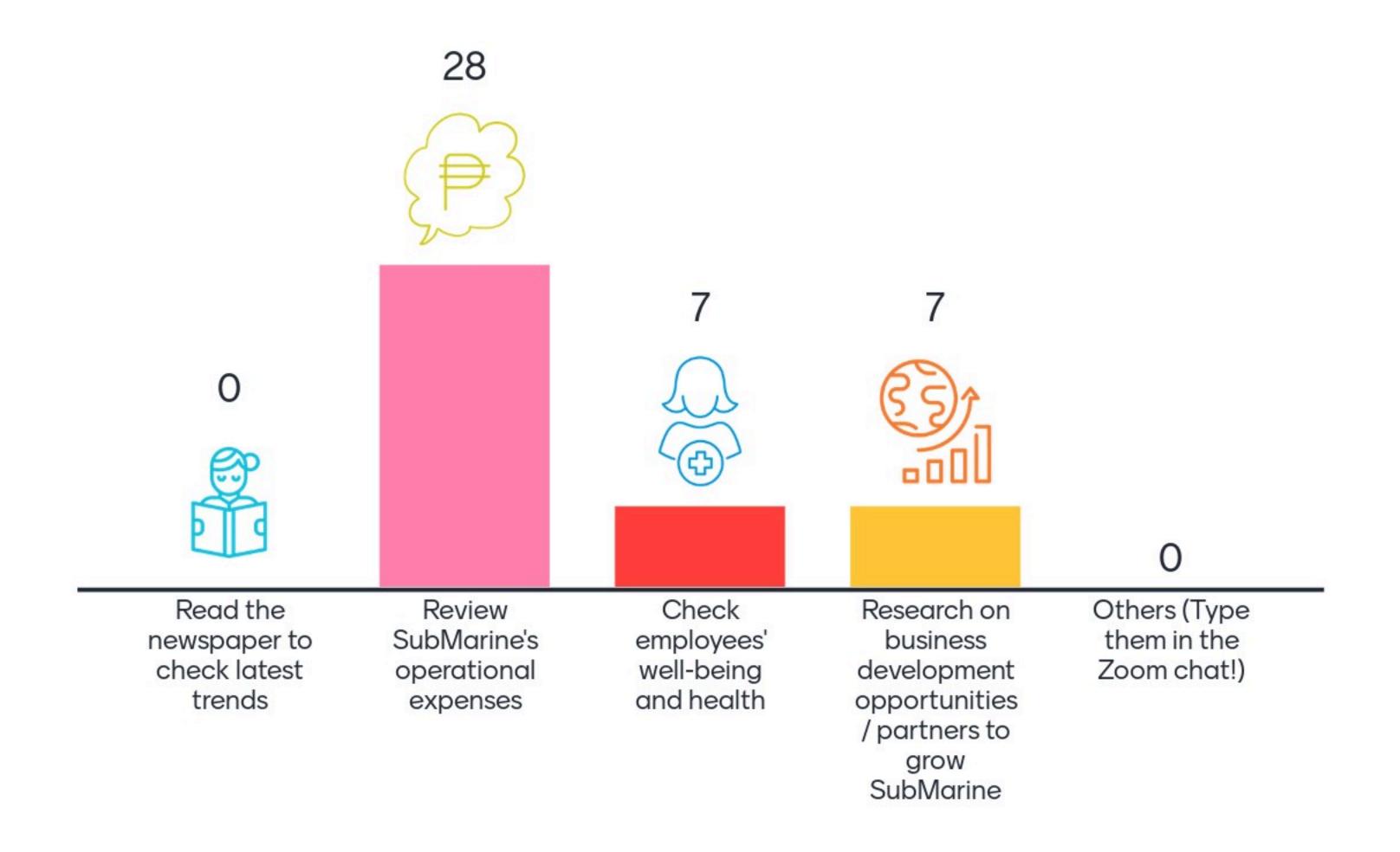


#### **EMPATHY EXERCISE: JOURNEY MAPPING**

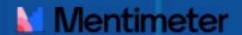


On a daily basis, what activities and tasks keep Marina occupied as a store owner?

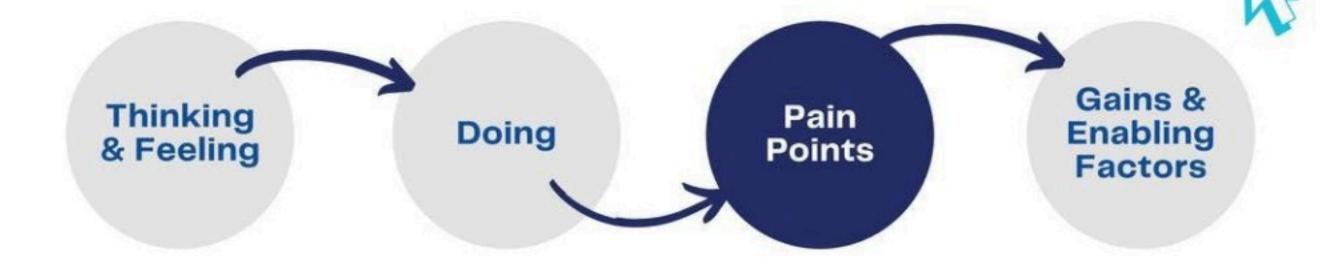
## On a daily basis, what activities and tasks keep Marina occupied as a store owner?







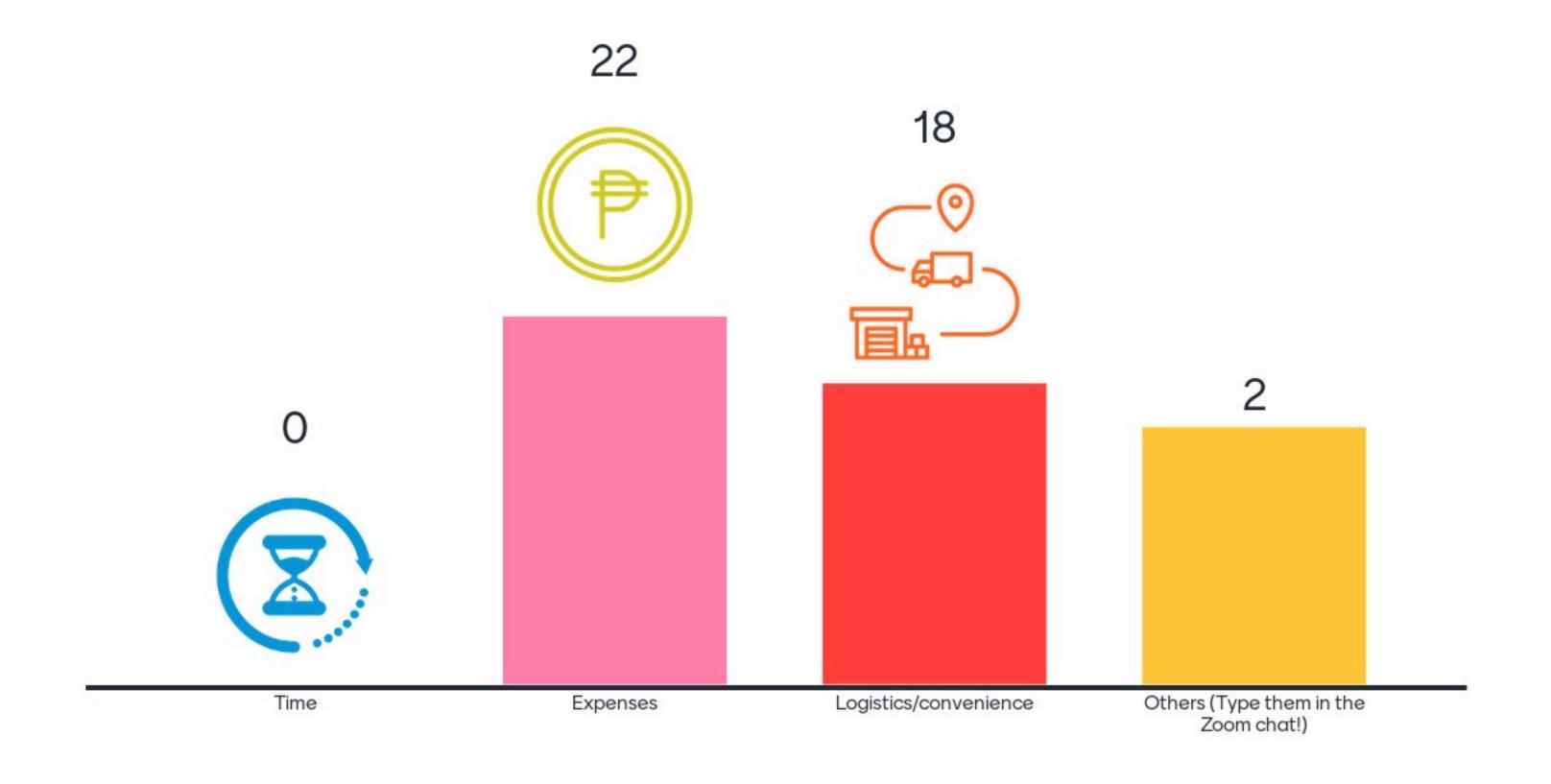
### **EMPATHY EXERCISE: JOURNEY MAPPING**



What would Marina be concerned most about when she sets up the Legendairy Milkman Station at her store?

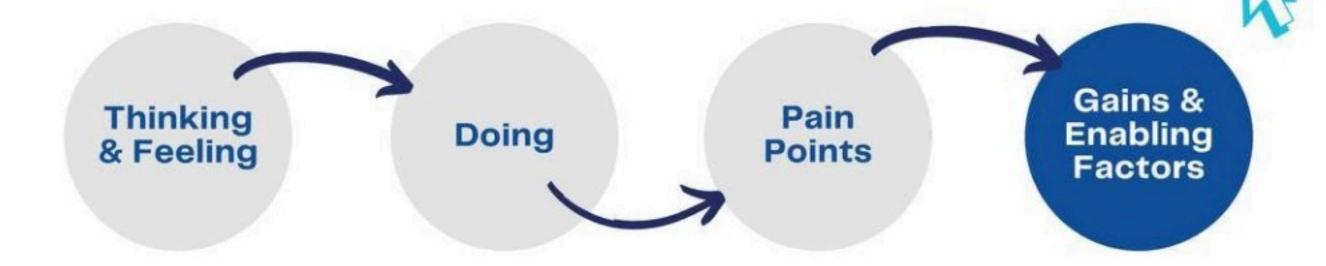
#### Mentimeter

## What would Marina be concerned most about when she sets up the Legendairy Milkman Station at her store?





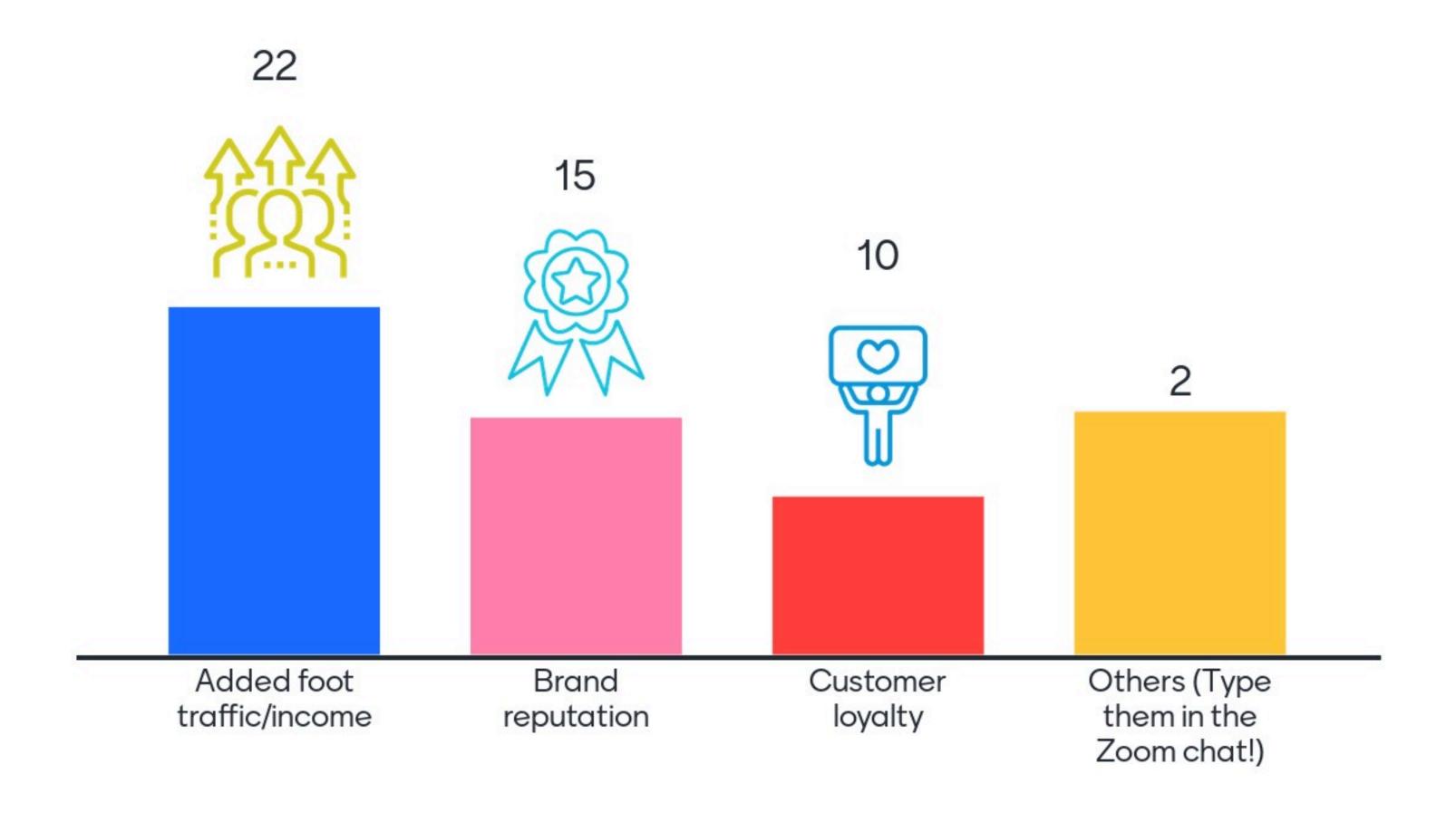
### **EMPATHY EXERCISE: JOURNEY MAPPING**



What's in it for Marina?
What would convince her to keep the Legendairy Milk Station at her store?

#### Mentimeter

## What's in it for Marina? What would convince her to keep the Legendairy Milk Station at her store?

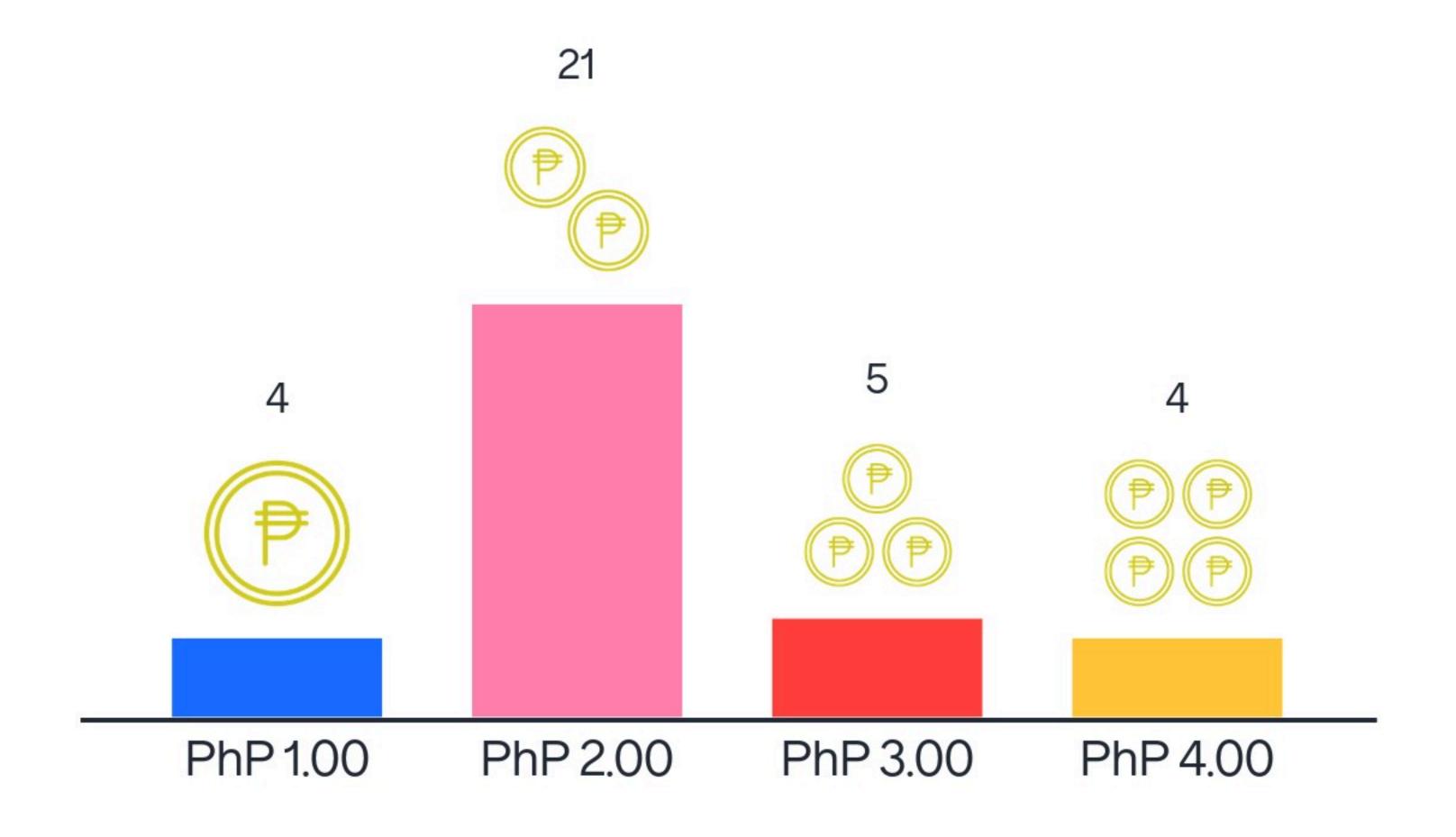




### **CIRCULAR ECONOMY PROJECT PLAYSHOP**

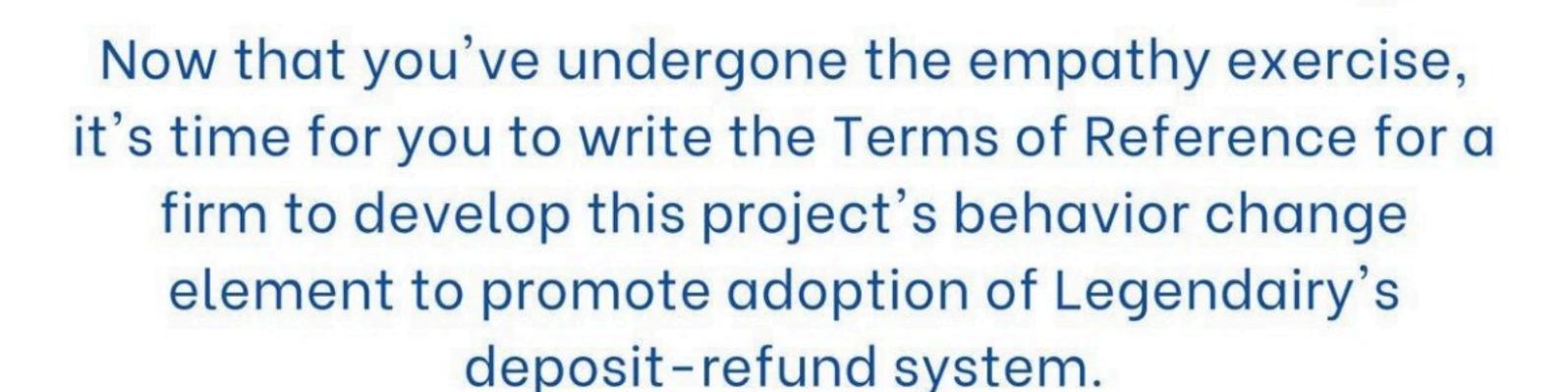
Legendairy set (US\$0.10) PhP 5.00 deposit that will be refunded upon the return of the bottle. How much of the PhP 5.00 should be paid to Marina to continue the Milkman Station?

## How much of the PhP 5.00 should be paid to Marina to continue the Milkman Station?





### **CIRCULAR ECONOMY PROJECT PLAYSHOP**



What are skills/qualifications would you look for?

# What are skills/qualifications would you look for?

Gender Specialist

Market strategy and planning

engagement with locals, communication, politeness.

Research on consumers, what motivates them

Social Inclusion

Good understanding of circularity, esp in the local context

Experience in similar projects with similar sized establishment, preferably in a similar geographic location.

Logistic support experience

Feels responsible for climate change



## What are skills/qualifications would you look for?

social marketing

Past experience/track record

Hygienist

well versed in Sales (meaning also expert in consumer behavior), highly committed to mission,

Social scientist / behavior change specialist

Good social skills

Communication, behavior change, anthropology, statistician, database management

Innovative approach based on portfolio.

Communications





## What are skills/qualifications would you look for?

Transformation enabler

Shares same beliefs

Economy specialist

Economy specialist

Shares same beliefs

Economy specialist

strategic communication, make people relate to the issue.

communication



The firm has been engaged!
They've come up with three
proposals for you to choose
from and approve.

#### STRATEGY #1



#### Sustainability-driven

Reduce plastic pollution by becoming part of the Legendairy Milkman Station

#### Benefit to highlight

Enabler of circular economy

#### STRATEGY #2



#### Revenue-driven

Grow your business' earning potential becoming part of the Legendairy Milkman Station

#### Benefit to highlight

Increased revenue and customer loyalty

#### STRATEGY #3



#### Health and safety-driven

Your staff and customers'
health and safety is one of our
priorities in Legendairy Milkman
Station program

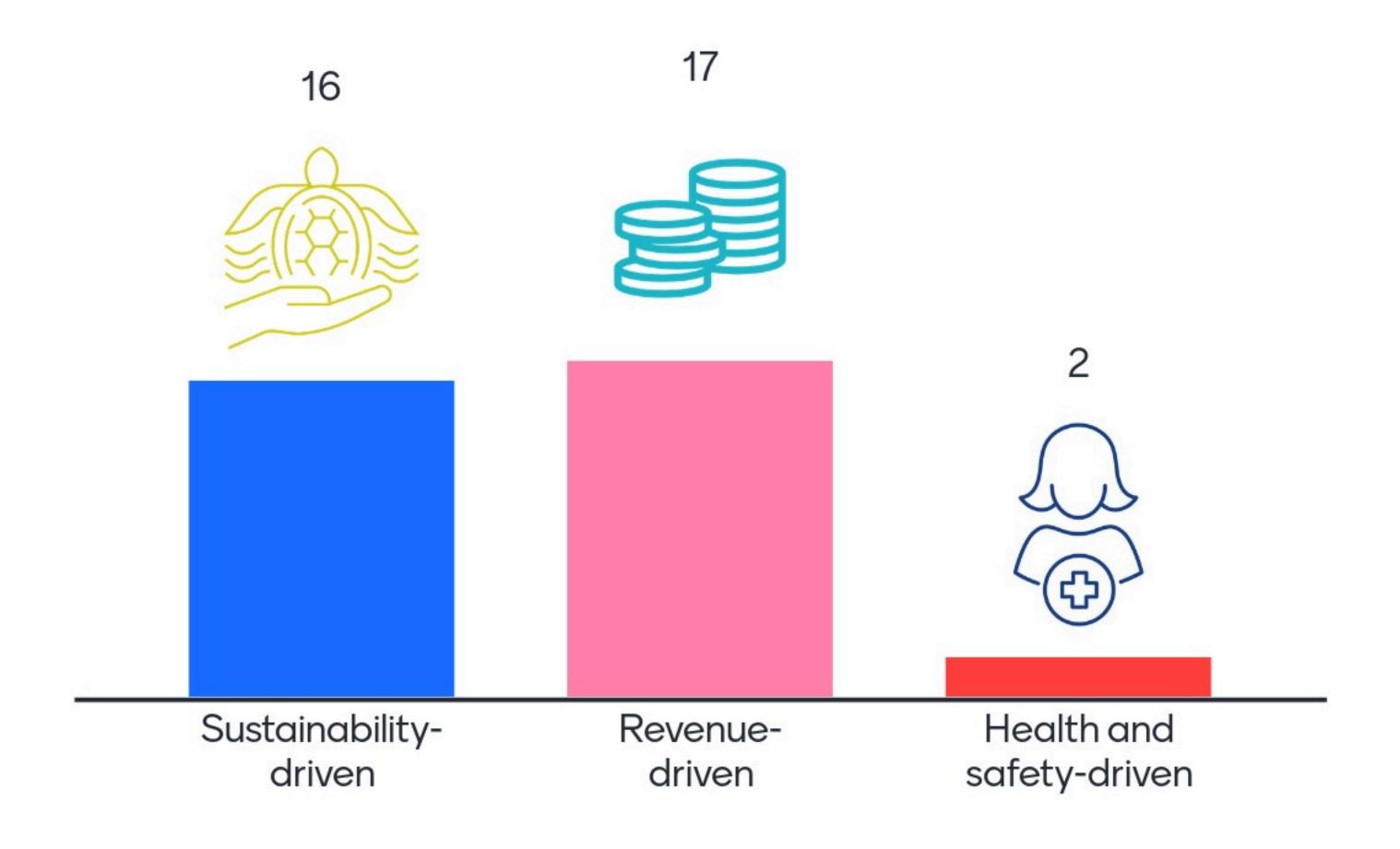
#### Benefit to highlight

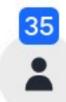
Stringent health and bottle-handling protocols



# Which campaign strategy best fits Marina's SME profile?

## Which campaign strategy best fits Marina's SME profile?





## Based on the winning strategy, what are its strengths?



## Based on the winning strategy, what are its strengths?

Sustainability

it is attractive to the Marina

It hits both economic and sustainability goals

Helps with feasibility

It focuses on Marina's highest priority

Positive incentive

Very direct and no argument

More stores will keep same type or machine if it adds to revenue

revenue driven can be the primary strategy which can be slanted to sustainability and health. Remember Marina is first a businesman.



## Based on the winning strategy, what are its strengths?

Sustainability to continue the operation

entice other stores to have milkman stations

starting it--people are always hesitant to try new things.

Financially feasible and in the long run, she can divert to environmental goals

Revenue will allow Marina to keep her store, therefore also allowing her to have the machine continuously... mix of revenue and sustainability

Revenue will not be realized instantly

If the business is already stable then the business can consider the sustainability strat and heath strat.

The money is not as good as she thought

Niche market



## Based on the winning strategy, what are the foreseeable challenges?



## Based on the winning strategy, what are its challenges?



## Based on the winning strategy, what are its challenges?

revenue driven-challenge could be, is it enough revenue for the effort?

Starting it. People are always hesitant to try new things.

Not enough money

**0&M** 

Niche market

customers will see the milkman station as another sales strategy with no significant benefits to customers



# What activities and milestones could ADB integrate in this behavior change campaign?

#### **Mentimeter**

### What activities and milestones could ADB integrate in this behavior change campaign?

Focused group discussions

market assessmentcustomer profiling

Percentage of sold bottles returned

More engagement with civil society. Launch with bang! target audience- who are they... where is submarine mart located? demographics where the branches are....

activities and festivals to communicate to and engage people

Pilot incentive system to garner participation

Get influencers

**IEC** 



#### **Mentimeter**

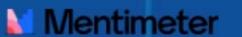
### What activities and milestones could ADB integrate in this behavior change campaign?

Pre and post campaign assessment of the amount of behavior change achieved

Consider plastic as currency to pay for items in the store.

Capture consumer views





# How do we measure behavior change for this circular initiative? What data would indicate adoption of the deposit-refund system?



## How do we measure behavior change for this circular initiative? What data would indicate adoption of the deposit-refund system?

Number of bottles returned

Percentage of bottles returned

number of bottles returned over a period of time...

# of returned bottlescustomer purchase

Increased sales and increased % of bottles returned

Number of refills

number of clients who returned bottles

Increased sales of product

Use of refund for next purchase





## How do we measure behavior change for this circular initiative? What data would indicate adoption of the deposit-refund system?

Create user logo, so when they return the bottle you will see who does it

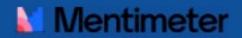
Family the returns to collect the data

# of bottles returned

recovery data, customer demographics,

# of increasing regular customers







LET'S CIRCLE BACK.



#### WHAT'S NEXT?





O5 Ways for Waste: Innovations and Technology in Solid Waste Management Systems

2:00-3:00 p.m., Manila time (GMT+8) | 18 November, Thursday

Learn about proven and promising waste collection, sorting, and recycling technologies for the region and for planning city investments



# Thank you for getting in the loop with us!

We hope you take a few minutes to answer our feedback poll before leaving the meeting room.

