



LOOKING AHEAD – OPERATIONALIZING PLASTICS CIRCULARITY IN MANILA AND BEYOND

Presentation: ADB Support for Plastics Circularity in the
Philippines

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The background image shows a wide river with brownish water and some green vegetation floating in it. In the background, there is a large, multi-story building with many windows and arched openings. Several palm trees are visible on the left side of the river. The overall scene is an urban waterfront.

ADB Special Initiative:

***Rejuvenating Pasig River
For a Livable Manila***

***in support of Pasig Bigyang Buhay Muli (Pasig
River Urban Development)***

February 2025



Partnership for Pasig: ADB is incorporating key lessons learned over decades of partnership in revitalizing the Pasig River, in support of GoP's renewed urban redevelopment efforts under the PBBM priority project



**2012
Pasig River
Forum**

**2009
Estero
de Paco
Cleanup**

**2011
Pasig River
Sewerage
Project**

**Pasig River
Urban
Development
Plan launched
Aug 2023**



**opened
Jun 2024**



**Commercial activities and
festivals hosted on Pasig
River Esplanade**

Q4 2024 – Q1 2025



2000

**Pasig River
Management
Environmental and
Rehabilitation Sector
Development
Program**



**Jul 2023
EO 35 issued**



BAGONG PILIPINAS



Jan 2024

**PBBM Showcase Area
inaugurated**



**Nov-Dec 2024
Regional MoU Signing between
ADB and UAE's Clean Rivers**

**Launch of Pasig River Plastic
Waste Discovery Space**

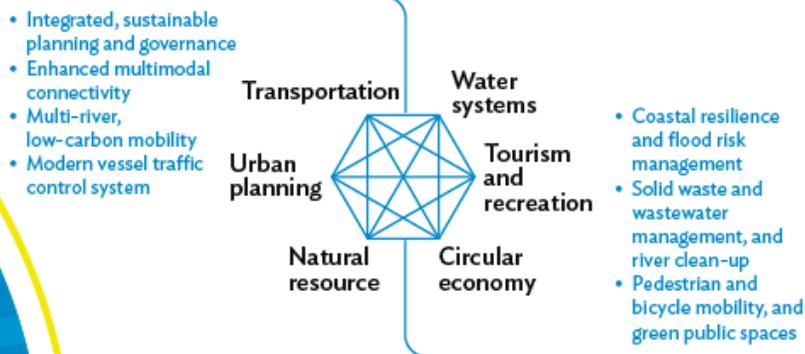


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GoP

ADB'S HOLISTIC SOLUTION



CROSSCUTTING THEMES



PUBLIC AND PRIVATE SECTOR

Structuring of public and private sector climate financing and public-private partnerships

PASIG BIGYANG BUHAY MULI
PASIG RIVER
URBAN DEVELOPMENT



6 KEY PRIORITIES



15 MEMBERS IN THE INTERAGENCY COUNCIL



Department of Human Settlements and Urban Development (chair of interagency council)
Metro Manila Development Authority (vice-chair)

9 DISTINCT SEGMENTS OF THE RIVER



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ADB's holistic approach incorporates **smart, climate-resilient, and integrated** urban planning and investment solutions in support of PRUD's 6 key priorities.

ADB's holistic solution supports sustainable, inclusive and more integrated economic and urban development throughout the Greater Manila Bay



Pasig River Digital Twin



Laguna Lake Masterplan



Pasig River Clean-Up



PRUD Enablement Framework



MAPALLA Electric Ferry



Manila Cultural Heritage Circuit

EO 35 Priorities

Water System Rehabilitation

Transportation

Mixed-Use Development

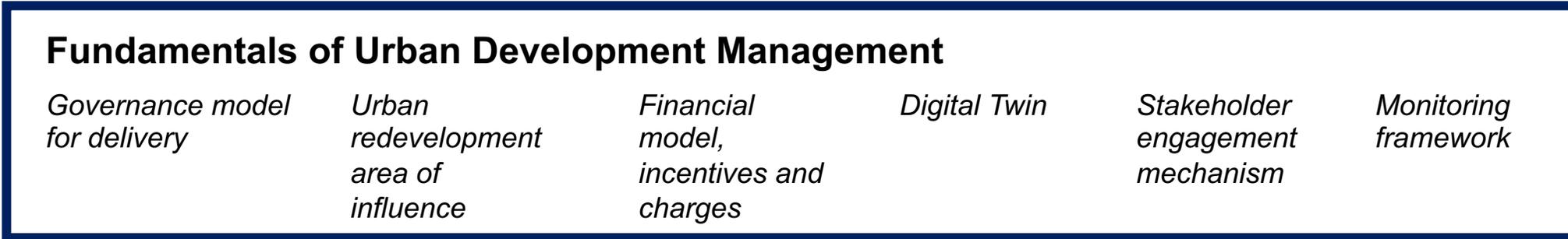
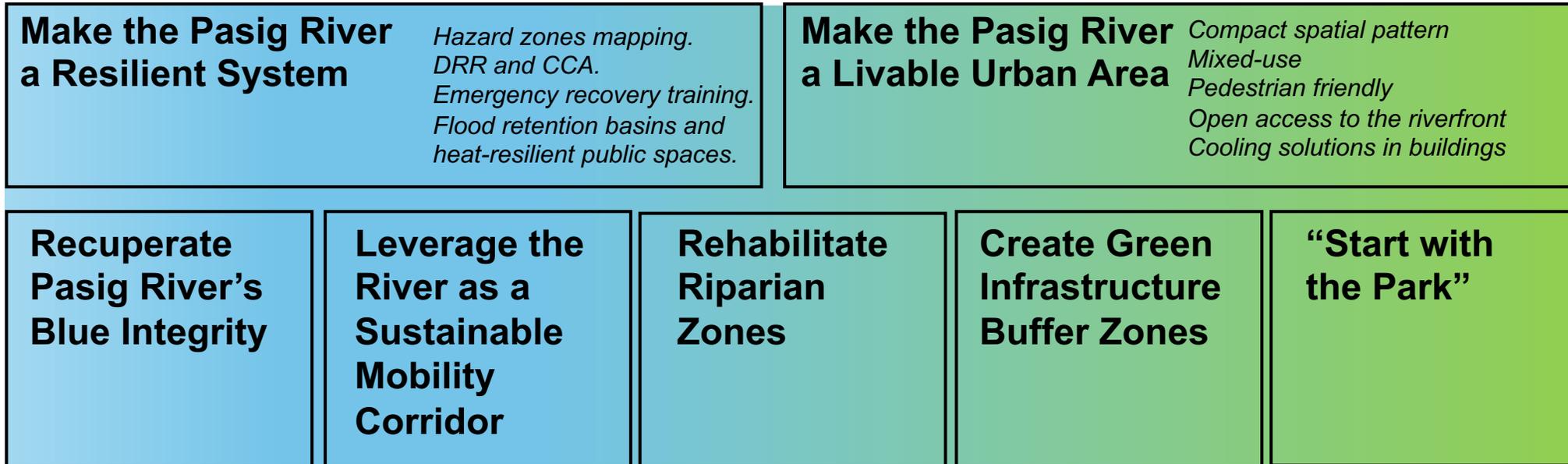
Sustainable Human Settlement

Recreation

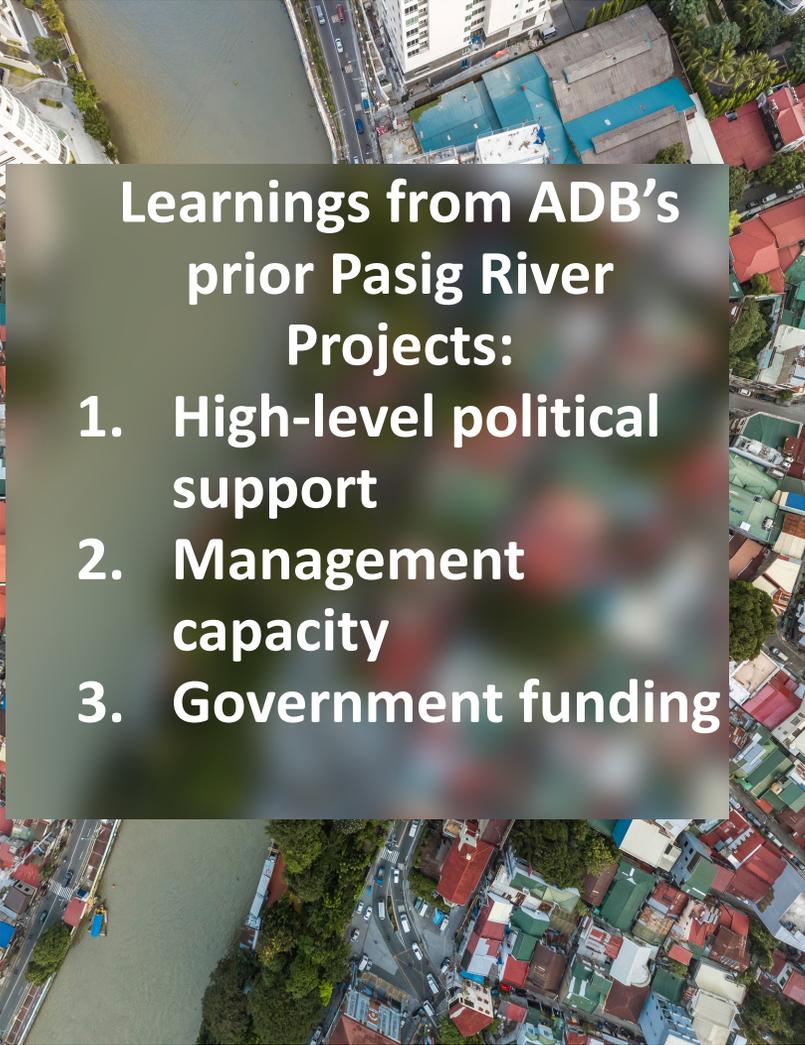
Tourism

ADB

Pasig River Enablement Framework – Guiding Principles



Learnings and insights from ADB's prior projects and Asian cities' river rejuvenation



Learnings from ADB's prior Pasig River Projects:

1. High-level political support
2. Management capacity
3. Government funding



Insights from other Asian cities provide a roadmap for a new approach to the Pasig River clean-up:

1. Execute integrated policy, planning, investment, & management via an institution
2. Scale-up innovative digital technologies and business models
3. Leverage Public-Private-Community Partnerships

River's Clean-Up with Integrated Planning and Technologies



ADB Plastic Waste Discovery Space



- The output of the discovery space will be the **Pasig River Plastic Waste Digital Twin**, dynamic virtual model of the Pasig River, allowing the tackling of environmental challenges starting with an initial focus on plastic pollution.
- Through cutting-edge digital technologies, stakeholders **will test plastic reduction strategies and simulate river rejuvenation efforts** before real-world implementation.
- Supported by the Government of Japan's **High-Level Technology (HLT) Fund** through ADB's *Promoting Action on Plastic Pollution from Source to Sea in Asia and the Pacific TA*, and **ADB-Korea Climate Technology Hub**.