

PROJECT BRIEF

INTEGRATED APPROACH TOWARDS SUSTAINABLE PLASTICS USE AND MARINE LITTER PREVENTION IN BANGLADESH

FOR INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT

Project ID

190230

Overall Budget

USD 4,115, 984

Project Donor

Ministry of Foreign Affairs,
Government of Norway

Government Counterpart

Ministry of Environment, Forest and
Climate Change

Counterpart for Execution

Department of Environment

Contribution to UNIDO Global SP

- Inclusive and Sustainable Industrial Development (ISID)
- Environmental Sustainability
- Innovation and Cleantech Development
- Global Cooperation and Knowledge Sharing

Background

The Integrated Approach Towards Sustainable Plastics Use and Marine Litter Prevention in Bangladesh project addresses the growing environmental and socio-economic challenges posed by plastic waste mismanagement in Bangladesh. With its status as one of the top contributors to marine plastic pollution, the country faces mounting issues from inadequate waste management systems, low recycling rates, and significant leakage of plastics into the Bay of Bengal. These issues threaten ecosystems, public health, and the livelihoods of coastal communities.

The project adopts a circular economy approach aligned with Bangladesh's commitments under the Basel and Stockholm Conventions and the Sustainable Development Goals, particularly SDG 14.1. It emphasizes sustainable production, reduced plastic use, and innovative recycling practices. Through partnerships with industries, government agencies, and communities, the project aims to implement systemic changes that minimize waste generation, improve waste management infrastructure, and empower stakeholders.

Building on UNIDO's expertise in cleaner production and resource efficiency, the project seeks to pilot scalable solutions that integrate policy development, public awareness, and industry action. It aspires to create a replicable model for sustainable plastic use and marine litter prevention, contributing to long-term environmental sustainability and economic resilience.

Why are we implementing this project?

The project aims to reduce environmental impacts, enhance productivity, and drive cleantech innovation and entrepreneurship by promoting sustainable plastic use and preventing marine litter. To achieve this, the project focuses on strengthening policy frameworks and institutional capacity, ensuring effective governance for sustainable plastic management. A key priority is to reduce plastic littering and consumption by increasing consumer awareness and encouraging source-segregated waste collection through low-plastic, litter-free consumption practices. Additionally, the project seeks to minimize plastic waste generation and extend the lifespan of plastic products in manufacturing by promoting Resource Efficient Cleaner Production (RECP) and Design for Environment (DfE) principles. Efforts will also be directed toward improving plastic waste collection, recycling, resource recovery, and environmentally sound disposal across municipal, commercial, and legacy waste streams. Finally, to ensure efficient implementation, the project will deploy its resources strategically, with clear, verifiable monitoring mechanisms to track progress and impact effectively.



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Project Components

Component 1

Policy Development, Support and Dialogue

- 1.1 Baseline Assessment (status, initiatives, gaps, and policy options)
- 1.2 Policy Drafting and Promotion
- 1.3 Policy Implementation Support

Component 2

Consumer Awareness and Action

- 2.1 Information Collection, Visualization, and Dissemination (on plastics use and marine litter generation)
- 2.2 Availing and Promotion of Alternatives (for reduction of plastics use and/or littering)
- 2.3 Creation of Rewards (for reduction of plastics use and/or littering)

Component 3

Industry Awareness and Action

- 3.1 Information and Communication (on Resource Efficiency & Cleaner Production (RECP) and Design for Environment (DfE) applications to plastics products, packaging and manufacturing)
- 3.2 Assessment of RECP and DfE Opportunities
- 3.3 Demonstration and Promotion of High-Impact RECP and DfE Solution

Component 4

Recycling Industry Development

- 4.1 Recycling Network and Precinct Development
- 4.2 Recycling Technology and Investment Promotion
- 4.3 Cleantech Acceleration and Commercialization

Component 5

Project Management, Monitoring and Evaluation

- 5.1 Inception
- 5.2 Management and Monitoring
- 5.3 Evaluation



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