



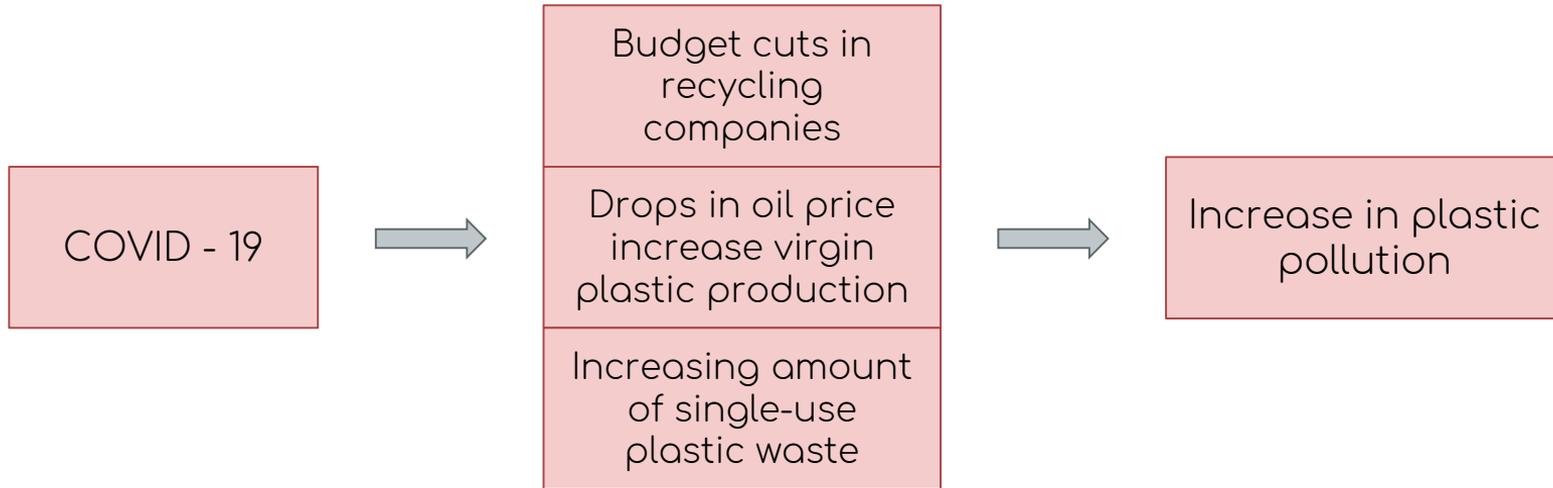
COVID-19 Plastic waste

Environmental Ethics and Environmental Education Presentation
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- Why did we choose this topic?
- Why did we choose video as our media campaign?
- What is the issue? India and Indonesia case
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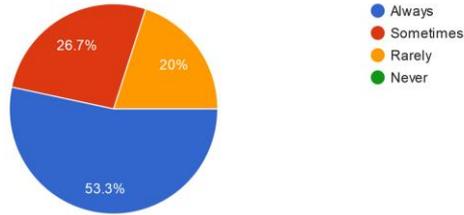
Why did we choose Plastic Pollution as our topic?



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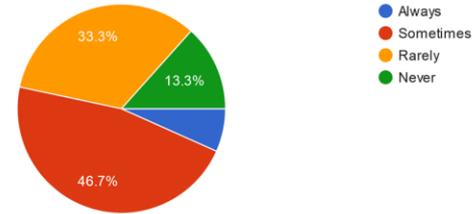
How often do you bring your own water bottle when you go outside in this pandemic situation?

15 responses



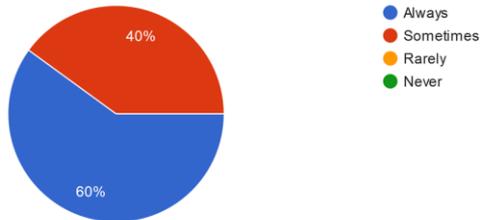
How often do you bring your own lunch box for lunch or takeaway foods in this pandemic situation?

15 responses



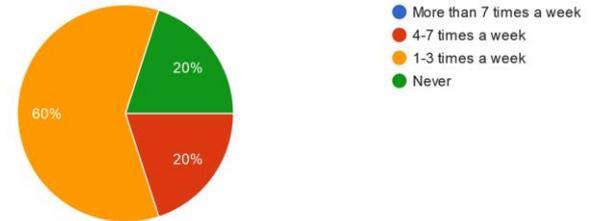
How often do you bring your own reusable shopping bag when you go shopping in this pandemic situation?

15 responses



How often do you order takeaway food in this pandemic situation?

15 responses



Why did we choose video as our campaign media?

- Text & Photo : require full attention to consume the information presented
- Video : Potentially catch more user attention.
 - More engaging than text and photos because video merge two things that catch user attention: movement and sound.

Indonesia's case

- The rise in the frequency of online shopping during COVID-19 pandemic increase the amount of plastic bag waste (CNBC Indonesia, 2020)
- Poor waste management system causes plastic waste to flows into the sea (ICCTF, 2020)
- High dependence on food delivery services, reduced waste recycling activities, and the increase of medical waste (Dewi 2020)

India's Case

- Waste Pickers are handling potentially infected waste; Many infected waste workers had to stop working, thus affecting the waste collection system. (Somani et.al., 2020)
- Recycling industries also stopped operations to avoid infection among waste handlers (Somani et.al, 2020).
- Around 10,000 discarded masks and 1050 gloves and PPE kits were found in Mumbai's Juhu Beach cleanups between May-August (Ravichandran, 2020)
- Used PPE washed up during the Assam floods in 2020, causing fear of further infection (The Hindu, 2020)



Our proposed solutions:

- Reinforcing the habit of carrying eco bags, my bottle, my lunchbox etc.
- Restaurants around the world started serving food in plastic disposable containers. There is a general fear about reusables in the world (Times of India, 2020).
- If containers like bottles, lunch boxes and face masks are washed and maintained hygienically, they won't become a medium of spreading (Times of India, 2020).
- We need to bust the myths and bring back reusables.

Enabling green recovery

- We as consumers have a part in establishing demand.
- If we make a conscious choice of using eco-friendly reusable alternatives, the supply will change accordingly. This will pave the way to a plastic free recovery.
- We can start change with our consumer behavior

9 WAYS YOU CAN REDUCE OCEAN PLASTIC

- 1**  **Boycott single-use plastic**
- 2**  **Join the reusable revolution**
- 3**  **Shop local & request plastic-free packaging**
- 4**  **Minimise bathroom & cleaning products**
- 5**  **Purchase second hand instead of buying new**
- 6**  **Buy fewer, high quality items made to last**
- 7**  **Choose products made from recycled materials**
- 8**  **Consider sharing or hiring instead of owning**
- 9**  **Lead by example to inspire others too**

#BeTheChange #UseLessPlastic

LESS PLASTIC.

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