# ASEAN Conference on Combatting Plastic Pollution 2025

## All Hands on Deck: Uniting Forces for a Sustainable Plastics Future


Prepared by

Aulia Salsabella Suwarno
Aulia Ulfatunnisa



ERIA Economic Research Institute for ASEAN and East Asia

Regional Knowledge Centre for Marine Plastic Debris

Hosted by

MINISTRY OF NATURAL RESOURCES AND ENVIRONMENTAL SUSTAINABILITY

AFD GROUPE

GLOBAL PLASTIC ACTION PARTNERSHIP

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This report was written by the Regional Knowledge Centre for Marine Plastic Debris (RKC-MPD), ERIA (Economic Research Institute for ASEAN and East Asia).

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# List of Acronyms

| | |
|---|---|
| 3RproMar | Reduce, Reuse, Recycle to Protect Marine Environment and Coral Reefs |
| AIT | Asian Institute of Technology |
| ACCPP | ASEAN Conference on Combatting Plastic Pollution |
| AFD | Agence Française de Développement |
| ALDFG | Abandoned, lost and otherwise discarded fishing gear |
| AMS | ASEAN Member States |
| APT | ASEAN Plus Three (ASEAN member states along with China, Japan, and South Korea) |
| ARC | Asia Reuse Consortium |
| ASEAN | Association of Southeast Asian Nations |
| CSEAS | Center for Southeast Asian Studies |
| CSO | Civil Society Organisation |
| DRS | Deposit Return Scheme |
| EPR | Extended Producer Responsibility |
| ERIA | Economic Research Institute for ASEAN and East Asia |
| GIZ | The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH |
| GPAP | Global Plastic Action Partnership |
| HAC | High Ambition Coalition |
| IGES | Institute for Global Environmental Strategies |
| INC | Intergovernmental negotiating committee |
| INOS | Institute of Oceanography and Environment of University Malaysia Terengganu |
| KPP | Knowledge and Partnerships Platform |
| LMG | Like-Minded Group |
| MARPOL | International Convention for the Prevention of Pollution from Ships |
| NGO | Non-Governmental Organisation |
| NIVA | Norwegian Institute for Water Research |
| NPAP | National Plastic Action Partnership |

| | |
|---|---|
| NRES | Ministry of Natural Resources and Environmental Sustainability of Malaysia |
| OECD | Organisation for Economic Co-operation and Development |
| QR | Quick Response |
| RAP | Regional Action Plan |
| RFID | Radio Frequency Identification |
| SMEs | Small and Medium-sized Enterprises |
| SUP | Single-use plastics |
| UMT | Universiti Malaysia Terengganu |
| UNEA | United Nations Environment Assembly |
| WEF | World Economic Forum |
| WWF | World Wide Fund for Nature |

# Executive Summary

## Background

Globally, plastic pollution has emerged as one of the most pressing environmental challenges of our time, with profound implications for ecosystems, human health, and economic resilience. Of the approximately 353 million tonnes of plastic waste generated globally each year, nearly one-third is mismanaged. Plastic waste is forecasted to more than double, rising from 113 million tonnes in 2022 to 242 million tonnes by 2050 in ASEAN Plus Three (APT). Without decisive and coordinated interventions across the plastic life cycle, the rise in plastic waste will likely lead to greater leakage into land and marine environments.

Addressing plastic pollution requires systemic transformation that goes beyond isolated policies or sector-specific interventions. It demands coordinated action across upstream, midstream, and downstream stages. Equally important are multistakeholder partnerships that bring together governments, regional institutions, the private sector, civil society, and partners to bridge policy with implementation on the ground.

At the regional level, ASEAN Member States (AMS) have advanced a range of regional commitments, including the ASEAN Regional Action Plan for Combatting Marine Debris (2021-2025) and, more recently, the ASEAN Regional Strategy on Sustainable Ship Waste Management 2025. Reflecting this vision, the third ASEAN Conference on Combatting Plastic Pollution (ACCPP 2025) was convened in Kuala Lumpur, Malaysia, on 14 October 2025. Building on earlier conferences held in 2023 and 2024, the conference explored the roles and contributions of different stakeholder groups in addressing plastic pollution, recognising their respective mandates and responsibilities, under the theme 'All Hands on Deck: Uniting Forces for a Sustainable Plastics Future.'

This report captures the prominent insights and outcomes of ACCPP 2025, providing key lessons learned from the conference and outlines practical actions to accelerate interventions across the plastics life cycle, waste reduction, improved resource efficiency, and strengthened regional collaboration.

### SESSION 1

**Reflections on ASEAN Regional Action Plan and the Way Forward**

Regional platforms and partnerships have laid a strong foundation for implementing the ASEAN RAP. Building on this foundation, more coordinated, integrated, and inclusive regional mechanisms will be essential to strengthen impact and ensure consistent implementation across the region.

### SESSION 2

**Understanding INC-5.2 Takeaways Through an ASEAN Lens**

Divergences remain entrenched in the last INC meeting for the global plastics treaty. While different views are anticipated, member states should negotiate in good faith

to agree on key principles for the shared objective of addressing plastic pollution. Simultaneously, AMS should strengthen national policies and investment to facilitate and support the implementation of the upcoming treaty.

## SESSION 3

### Sea-based Marine Plastic Pollution Management

Reducing marine plastic pollution in ASEAN requires effective ship waste management through aligned coordination and policies, investing in port reception infrastructure, building technical capacity, and integrating fisheries actors and improving abandoned, lost and otherwise discarded fishing gear (ALDFG) reporting.

## SESSION 4

### Leading with Action: The National Plastic Action Partnerships in ASEAN

The establishment of National Plastic Action Partnership (NPAP) as an institutionalised multistakeholder platform has helped unite efforts to address plastic pollution that were previously fragmented. NPAPs provide an avenue for knowledge exchange and networking amongst stakeholders and ultimately turning dialogue into action.

## SESSION 5

### The Science of Change: Launching the Behaviour Lab Partnership in ASEAN

Behavioural change can be a powerful tool for plastic pollution countermeasures, yet its application in ASEAN is still uncommon. To mainstream and advance the utilisation of this concept in initiatives aimed at addressing plastic pollution in the region, ERIA, IGES, GIZ, RARE's Center for Behavior and WWF Plastic Smart Cities have joined forces and launched the Behaviour Lab Partnership.

## SESSION 6

### Private Sector Initiatives - Shaping the Future of Reuse and Refill

Reuse and refill systems are a foundational step in waste prevention by extending product life, reducing reliance on single-use plastic (SUP), and reshaping consumption behaviours. Scaling these systems across ASEAN requires enabling policies and standards, targeted financing and market, supporting infrastructure, and sustained participation from consumers.

## Conclusion

The year 2025 marks a pivotal moment for global action against plastic pollution, as negotiations on the global plastic treaty enter their third year and ASEAN RAP moves into its final implementation period. While the region has seen significant progress, the path forward has not been without challenges. Against this backdrop, this report synthesises key insights and recommendations gathered from ACCPP 2025, and calls all stakeholders to take a concerted, all-hands-on-deck effort to deliver meaningful change and address plastic pollution.

# Introduction

## Background

Globally, plastic pollution has emerged as one of the most pressing environmental challenges of our time, with profound implications for ecosystems, human health, and economic resilience. Of the approximately 353 million tonnes of plastic waste generated globally each year, nearly one-third is mismanaged, increasing the risk of leakage into terrestrial and marine environments (OECD, 2022). The increase is primarily driven by regional economic development, with packaging expected to continue as the largest contributor to plastics demand, representing around 32% of total use in 2022 and 2050 (OECD, 2025). Although waste management in the region is advancing, it is expected to fall behind the rapidly increasing waste generation. Plastic waste is forecasted to more than double in ASEAN Plus Three (APT), rising from 113 million tonnes in 2022 to 242 million tonnes by 2050 (OECD, 2025). Without decisive and coordinated interventions across the plastic life cycle, the rise in plastic waste will likely lead to greater leakage into land and marine environments.

Addressing plastic pollution requires systemic transformation that goes beyond isolated policies or sector-specific interventions. It demands coordinated action across upstream, midstream, and downstream stages. Equally important are multistakeholder partnerships that bring together governments, regional institutions, the private sector, civil society, and partners to bridge policy with implementation on the ground. Recent global developments – most notably the ongoing negotiations towards a Global Plastics Treaty – have further underscored both the urgency of collective action and the complexity of aligning diverse national priorities within a global framework.

Within this global context, ASEAN has demonstrated strong regional leadership in responding to plastic pollution. AMS have advanced a range of regional commitments, including the ASEAN Regional Action Plan for Combatting Marine Debris (2021-2025) and, more recently, the ASEAN Regional Strategy on Sustainable Ship Waste Management 2025. Together, these frameworks reflect ASEAN's commitment to a full life cycle approach – emphasising prevention, circular economy principles, improved waste management, and inclusive stakeholder participation. At the same time, implementation experiences across AMS reveal persistent challenges related to institutional capacity, coordination, financing, data availability, infrastructure, and behavioural change.

Reflecting this vision, the third ASEAN Conference on Combatting Plastic Pollution (ACCPP 2025) was convened in Kuala Lumpur, Malaysia, on 14 October 2025. Building on earlier conferences held in 2023 and 2024, the conference explored the roles and contributions of different stakeholder groups in addressing plastic pollution, recognising their respective mandates and responsibilities, under the theme '*All Hands on Deck: Uniting Forces for a Sustainable Plastics Future.*' The event was jointly organised

by the Ministry of Natural Resources and Environmental Sustainability (NRES) of the Government of Malaysia and the Economic Research Institute for ASEAN and East Asia (ERIA), supported by Agence Française de Développement (AFD) and Global Plastic Action Partnership (GPAP) of the World Economic Forum, in collaboration with the Institute for Global Environmental Strategies (IGES) and Institute of Oceanography and Environment (INOS) of Universiti Malaysia Terengganu (UMT). The conference served as a key initiative under Malaysia's ASEAN Chairmanship for 2025.

Drawing on the discussions and outcomes of ACCPP 2025, this report provides key insights from the conference and outlines practical actions to accelerate interventions across the plastics life cycle, waste reduction, improved resource efficiency, and strengthened regional collaboration.

## Structure and Framework

The subsequent sections present the outcomes of the six plenary sessions held during ACCPP 2025. Each section provides a summary of the key insights and messages shared during the presentations, followed by an overview of perspectives and exchanges from the panel discussions and Q&A sessions. The sections then identify remaining gaps and challenges highlighted during the discussions and conclude with a set of actionable recommendations drawn from the session outcomes.

**Figure 1: A Group Photo of the Organisers, Panelists, and Participants of ACCPP 2025**

## SESSION 1

# Reflections on ASEAN Regional Action Plan and the Way Forward

### Key Message

Regional platforms and partnerships have laid a strong foundation for implementing the ASEAN RAP. Building on this foundation, more coordinated, integrated, and inclusive regional mechanisms will be essential to strengthen impact and ensure consistent implementation across the region.

## Summary

**Regional collaboration**

The implementation of the ASEAN Regional Action Plan for Combatting Marine Debris (RAP) has been supported by various regional dialogues, partnerships, and knowledge products that enable information sharing and peer learning amongst AMS. These mechanisms have played an important role in supporting competencies, information exchange, reporting, and investment across the region.

However, limited awareness of RAP implementation progress across AMS, coupled with high staff turnover in project partner institutions, underscores the need to better institutionalise knowledge. In some cases, reliance on partners with more limited geographic or thematic scope has also constrained scalability and alignment across AMS. These observations highlight the varied ways in which AMS experience regional support mechanisms during RAP implementation.

**Existing regional platforms and partnerships**

The following are key examples of existing regional platforms, products, and partnerships in the ASEAN region.

- **Regional knowledge platforms**

  During the ACCPP event, three key regional platforms were introduced to support knowledge exchange amongst AMS. The first is the SEA-MaP Knowledge and Partnerships Platform (KPP), initiated by the ASEAN Secretariat with the support of the World Bank, which serves as a centralised knowledge and partnerships platform across the ASEAN region. Another platform is ASEANO led by the Norwegian Institute for Water Research (NIVA) and the Center for Southeast Asian Studies (CSEAS), which aims to strengthen information exchange, capacity building, and the sharing of implementation experiences amongst AMS. The last one is a knowledge partnership

platform by GIZ, the Reduce, Reuse, Recycle to Protect Marine Environment and Coral Reefs (3RproMar), which contributes to regional capacity development by advancing marine plastic knowledge, providing science-based knowledge products, and supporting capacity development.

- **Regional knowledge products**

  Several initiatives have been developed to address knowledge gaps, including regional baseline analyses and indicator frameworks to improve reporting on plastic pollution. Examples include the Extended Producer Responsibility (EPR) Handbook and Toolkit and the Behaviour Change Communication Strategy Playbook by SEA-MaP provide practical guidance for AMS. However, these efforts also emphasise the importance of translating knowledge products, methodologies, and guidelines into concrete action on the ground.

- **Regional platform for innovation and investments**

  ASEAN Secretariat with the support of the World Bank have also initiated SEA-MaP Regional Platform for Innovation and Investments, which is designed to connect investors with entrepreneurs and support small and medium-sized enterprises through capacity building, training, helping innovative products move closer to market, and receiving funding. By addressing investment gaps within ASEAN's plastic circularity ecosystem, this Platform helps accelerate innovation towards a more resilient and circular economy. It is built around three core components: a financing marketplace, an accelerator programme, and an outreach and community of practice, bringing together startups, corporates, and investors to drive impactful solutions.

- **Regional partnerships**

  GIZ in collaboration with ERIA, the Asian Institute of Technology (AIT), and NIVA has developed knowledge products under a regional knowledge partnership, including ERIA's dedicated EPR webpage and the ASEAN Baseline Study on Microplastics under 3RproMar. The second phase of this programme (January–December 2026) will implement and scale up the results from the previous phase and merge with the ASEAN Municipal Solid Waste Management Enhancement project, another GIZ-led ASEAN project. Its objective is to strengthen stakeholder cooperation across AMS, particularly in integrated waste management and circular economy approaches to prevent marine litter by enhancing the capacities and competencies of public and private-sector actors at regional, national, and local levels.

**Figure 2: Speakers in Session 1 on Reflections on ASEAN Regional Action Plan and the Way Forward**

## Recommendations

### Institutionalise Regional Coordination and Knowledge Systems

1: *Enhance ASEAN regional coordination and sectoral integration.* Stronger coordination across ASEAN sectoral bodies is essential to avoid fragmentation and ensure coherent regional actions on plastic pollution, including better alignment of mandates, programmes, and implementation efforts.

2: *Enhance knowledge management.* Existing regional dialogues should be maintained to ensure continued platforms for structured engagement amongst stakeholders. Enhanced knowledge exchange and peer learning amongst stakeholders can also support more effective policy design and implementation by allowing AMS to learn directly from one another's experiences. This includes sharing progress, practical challenges, follow-ups on previous commitments, and discussions on emerging and high-priority issues related to plastic pollution.

### Build Technical Capacity and Operational Readiness

3: *Enhance capacity-building mechanisms through practical guidance.* Capacity-building efforts should be strengthened by developing practical guidance materials and tools. These materials can help improve understanding of high-priority topics related to plastic pollution amongst both participants and staff, ensuring consistent technical capacity across AMS.

4: *Promote science-based and data-driven solutions*. Policy recommendations and interventions should be grounded in robust scientific evidence and reliable data. Strengthening data collection, harmonisation, and analysis will support more effective decision-making. Enhanced alignment will also support consistency, reduce regulatory gaps, and facilitate more effective regional outcomes.

**Ensure Strategic Alignment and Inclusive Participation**

5: *Ensure alignment of RAP with emerging global and regional frameworks.* ASEAN should evaluate whether the RAP is aligned with recent global and regional developments, to respond to future policy and governance, including the Global Plastics Treaty and the ASEAN Community Vision 2045. ASEAN should assess which measures in the current RAP have not yet been implemented and define pathways for beyond 2025.

6: *Advancing integrated and balanced regional approaches.* Implementation of the RAP has highlighted the limitations of fragmented or sector-specific interventions. While progress has been achieved across individual thematic areas, greater and more sustained impact requires integrated approaches that align policy development, capacity building, financing, implementation, and reporting across sectors and levels of governance. Achieving this integration also requires a careful balance between regional coordination and national autonomy, enabling ASEAN Member States to pursue their national priorities in addressing plastic pollution while remaining aligned with ASEAN's collective objectives. This balanced approach will strengthen regional coherence, mutuality, and overall effectiveness.

## SESSION 2

# Understanding INC-5.2 Takeaways through an ASEAN Lens

### Key Message

Divergences remain entrenched in the last INC meeting for the global plastics treaty. While member states may hold different views, they should engage constructively to agree on key principles for the shared objective of addressing plastic pollution. Simultaneously, AMS should strengthen national policies and investment to facilitate and support the implementation of the upcoming treaty.

## Summary

**Reflections on INC-5.2 outcomes**

The United Nations Environmental Assembly (UNEA) Resolution 5/14 adopted by countries across the globe in 2022 mandated the development of an international legally binding instrument on plastic pollution, also called Global Plastic Treaty, to be concluded in three years over five rounds of discussions led by the intergovernmental negotiating committee (INC) (UNEA, 2022). However, since the fifth INC meeting in Busan, Republic of Korea (now referred to as the first part of the fifth INC session, or INC-5.1) ended without any agreement, parties decided to resume the talks on the second part of the fifth INC session held in Geneva, Switzerland, known as the INC-5.2.

ASEAN governments ensured that the views of their diverse stakeholders – from the private sector, academia, and civil society organisations – would be appropriately represented during the discussions as they joined INC-5.2 on 5- 15 August 2025. Thailand, for example, organised several consultation workshops to collect input on the country's position on the Global Plastics Treaty from two different groups of stakeholders: one group consisted of the industry players and the other included academia and civil society organisations (CSOs). Similarly, the Government of Malaysia strived to strike a balance between the views of its private sector, which is mainly composed of petrochemical industry and CSOs. Finding the middle ground for economic growth and environmental protection in the context of plastic pollution is no easy task, but the ASEAN governments acknowledged that the Treaty would affect their domestic constituents and demonstrated their leadership by heeding their voices as they joined the negotiations at the global level.

When the INC-5.2 meeting took place, it became apparent that countries held onto these domestic positions, creating major divergences that highlighted the complex challenges in addressing plastic pollution. This intricacy raised the question of whether the treaty should focus only on downstream measures, such as waste management, or also cover controls on upstream plastic production. The High Ambition Coalition (HAC), currently comprising 75 countries, advocated for upstream controls, global standards, and restrictions on hazardous chemicals. On the other hand, the Like-Minded Group (LMG), which consists of petrochemical states, preferred an approach focusing on waste management and voluntary measures. The division between these two informal groups, HAC and LMG, underlined competing visions of global plastics governance. Beyond the contentious debates over primary plastic production and the management of chemicals of concern, negotiating parties were also split on financing mechanisms, with developing countries pushing for financial support from developed countries. In addition, differing views on whether treaty obligations should be mandatory or voluntary and whether targets should be set globally or at the national level remain key issues that countries must resolve to reach an agreed Global Plastics Treaty.

Within the ASEAN region, Malaysia is the only country that has publicly stated their alignment with the LMG (Ballerini, 2025), while other AMS adopt different positions across the spectrum. Historically, Thailand and the Philippines explored joining the HAC informal group, but there has been no official positioning to date (Pongsawang, 2023; Fernandez, 2024). Nevertheless, the region remains firm on their stance and shared principle on the importance of addressing plastic pollution through a full life cycle approach, as demonstrated by the adoption of the ASEAN Declaration on Plastic Circularity in 2024 (ASEAN, 2024). The declaration emphasises AMS's commitment to employ plastic reduction strategies geared not just towards the downstream stage but also all stages throughout the value chain.

### Beyond INC-5.2: Future Course of Action

Up to this point, there is no clear plan for the subsequent discussion for the treaty aside from the short, resumed session of the third part of the fifth INC session, i.e. INC-5.3, on 7 February 2026, scheduled for organisational and administrative purposes. However, in advance of the next convening, more conversations to bridge the differences between disputing parties are needed, especially considering that the treaty is to be adopted on a consensus basis. Instead of drafting another regional joint statement or declaration, countries, including AMS, can certainly benefit from having more intersessional discussions to work up common solutions and agree on key amenable principles, all while acknowledging the variances that rise from different national contexts and priorities. Strategic preparation for negotiations on the challenging topics is therefore essential, without losing sight of the treaty's core goal of addressing plastic pollution.

During these negotiation processes, observers also have and will continue to play instrumental roles in supporting policymakers. Observers' work on facilitating discussions at the country and global levels has helped enable the exchange of global-to-local and local-to-global insights, ensuring that local stakeholders are informed on the

status quo of the treaty discussions and that their voices are represented at the global stage. Moreover, convenings of public and private stakeholders not only keep negotiators informed on the latest technological developments but also have the potential to inspire country representatives to adopt new approaches for the negotiations. One example is the World Economic Forum's initiative during the INC-5.2, which gathered ministers from 15 countries to a roundtable and a site visit to a reuse industry in Switzerland. This visit provided policymakers with a first-hand demonstration of how circular economy policies and investments can yield tangible results, and of how interventions at the midstream stage can also be a solution to abating plastic pollution.

Looking ahead, more work needs to be done to bridge the imminent Global Plastic Treaty with its practical implementation at national and local levels. Regardless of the treaty's trajectory, improvements on waste management, that serves as the basic countermeasure to prevent plastic waste leakages into the environment, remain crucial. In anticipation of the finalisation and the adoption of the treaty, AMS need to ensure that policies and investments that are required to support the viability of a sustainable plastics future are in place. With strong partnership and support from all stakeholders, AMS can begin with incremental steps and are already moving in the right direction in this regard.

**Figure 3: Keynote Presentation by Mr Fusanori Iwasaki on INC-5.2 (left) and Panel Discussion (right)**

## Recommendations

### Initiate more intersessional discussions

**1:** *Initiate discussions to settle on key principles, especially between disputing parties.* The preceding INC discussions have not been sufficient to bridge the different views on the Global Plastic Treaty's key principles. There needs to be more intersessional discussions ahead of the future INC meeting so negotiating parties can articulate common denominators for effectively addressing plastic pollution.

**Prepare to bridge the gap between the upcoming treaty with national and regional frameworks**

2: *Ensure that policies and investment are in place for the treaty's implementation and compliance.* With a view to the finalised treaty, AMS need to establish the pertinent policies and investment required to implement and comply with it. Waste management improvement will continue to be a fundamental measure against plastic leakage and should therefore remain a priority in strengthening linkages between the global plastic treaty with national and regional frameworks.

## SESSION 3

# Sea-based Marine Plastic Pollution Management

### Key Message

Reducing marine plastic pollution in ASEAN requires effective ship waste management through aligned coordination and policies, investing in port reception infrastructure, building technical capacity, integrating fisheries actors and improving abandoned, lost and otherwise discarded fishing gear (ALDFG) reporting.

### Summary

**Promoting the Development of Ship Waste Management Strategies in ASEAN**

Fisheries and maritime activities are integral to the economies of AMS, and fishing-related plastic pollution has added complexity to regional efforts to reduce marine plastic waste. Against this backdrop, the session on the Ship Waste Management Project in ASEAN highlighted key findings from Thailand, Viet Nam, Malaysia, and Indonesia and provided a platform for countries to share challenges and solutions from their national perspectives.

Ship waste management is the process of managing waste generated on ships during voyages, including sewage, garbage, and oily or toxic waste. It is internationally regulated under six annexes of the International Convention for the Prevention of Pollution from Ships (MARPOL). Ship-generated waste may either be discharged at sea or delivered to port reception facilities for collection, treatment, and final disposal. Despite the MARPOL Convention having been adopted more than 50 years ago, many ports worldwide are still struggling to establish efficient ship waste management systems.

Effective ship waste management requires well-functioning systems for waste collection, treatment, and disposal; however, implementation remains challenging. Common challenges persist across technical, legal, institutional, and financial aspects. Regulatory misalignment between international and national maritime and environmental frameworks, institutional capacity gaps, and limited financial transparency in port operations are particularly prevalent in Southeast Asia and other developing regions. With approximately 1,000 ports across ASEAN, AMS need to implement an effective strategy that prioritises larger domestic and international ports with higher traffic, while gradually extending coverage to smaller ports as capacity, infrastructure, and disposal pathways are strengthened.

The Regional Strategy on Sustainable Ship Waste Management (ASEAN Secretariat, 2025) is structured around six strategic pillars: regulatory framework, stakeholder coordination, infrastructure, financial mechanisms, data management and transparency, and capacity building and awareness. While a regional framework provides overall direction, implementation must take place at the national level, reflecting the varied institutional arrangements and capacities amongst AMS. Although estimates suggest that around 80% of marine plastic pollution originates from land-based sources and 20% from sea-based activities (Li et al., 2016), the exact figures remain uncertain. Given the maritime sector's central role in ASEAN's economy, the region needs pathways to drive impactful change in addressing marine plastic pollution, particularly within the fishing sector.

### Existing Regional Projects

The Ship Waste Management Project in ASEAN led by the ASEAN Secretariat and Agence Française de Développement (AFD) in 2025 outlines notable findings and provide countries with a platform to highlight challenges and solutions from their national perspectives. The project served as the basis for drafting a regional cooperation framework, guidelines, and harmonised strategies on ship waste. Representatives from ASEAN's transportation, environmental, and fisheries divisions participated in the project highlighting the cross-cutting issues of this recent problem.

**Figure 4: Keynote Presentation by Mr Jens Peter Oehlenschlaeger (JP) on Sea-based Marine Plastic Pollution Management (left) and Panel Discussion (right)**

### Initiatives from Thailand

Ship waste management in Thailand, including fishing gear management, is under the supervision of the Marine Department of the Ministry of Transport and the Department of Fisheries of the Ministry of Agriculture and Cooperatives. Thailand has incorporated several ASEAN Ship Waste Management policy recommendations into its national legislation and Ship Waste Management Manual. Furthermore, the country has prioritised the reduction of fishing gear waste through three key projects – Net Free Sea, Upcycling the Oceans, and Trash Back to Shore – involving the fisheries communities, authorities, private companies, and non-governmental organisations (NGOs).

The Marine Department has also developed a notification system aligned with MARPOL Convention Annex V, serving as a monitoring and reporting mechanism for ship-generated waste. Although Annex V is voluntary, the Thai government continues to integrate it into the national system to improve the traceability of ship waste.

Despite this progress, Thailand continues to face several challenges. The availability and adequacy of port reception facilities remain insufficient, with gaps in enforcement and compliance with port waste management requirements persisting. Most of fishery ports in Thailand are small and managed by local operators who often lack the knowledge to operate port facilities, as well as awareness of the impacts of marine-based plastic waste. Moreover, implementing all policy recommendations remains challenging, as some may not be fully suited to national circumstances.

**Initiatives from Viet Nam**

Ship waste management in Viet Nam falls under the authority of the Ministry of Transportation and the Ministry of Construction, which were recently merged as part of a government reorganisation into the Ministry of Construction. Viet Nam is also a member of the MARPOL Convention and has incorporated all six annexes into domestic legislation. The country has established a range of national regulatory frameworks, including Circular No 41 issued in 2017, which regulates the collection and treatment of ship-generated waste at seaports, as well as international cooperation to support the implementation of circular economy. Viet Nam has also demonstrated its commitment to addressing ship waste management at both regional and international levels, encouraging greater harmonisation of systems amongst countries.

Despite these efforts, Viet Nam faces a significant shortage of port reception facilities, and the government has limited financial resources to invest in the required infrastructure. Moreover, overlapping mandates amongst multiple relevant agencies create institutional challenges, posing obstacles to the effective integration of MARPOL Convention Annex V into specific national legal framework.

**Initiatives from Malaysia**

Two government agencies play distinct roles in ship waste management in Malaysia. The Malaysia Marine Department is responsible for enforcing MARPOL Convention requirements for ships entering Malaysian ports. Once waste is offloaded and reaches land, regulatory oversight shifts to the Malaysia Department of Environment, which manages its collection, treatment, and final disposal.

**Initiatives from Indonesia**

Indonesia has incorporated marine pollution in the Indonesia Blue Economy Roadmap, alongside provisions in presidential and ministerial regulations related to MARPOL Convention Annex V and the ALDFG. Fishing activities in the country involve more than 90% of small-scale fishers, many of whom have limited awareness of ship waste management and marine plastic pollution. In response, the Indonesian government has implemented awareness-raising campaigns to address these knowledge gaps.

Similar to challenges faced by Viet Nam and Thailand, Indonesia also has inadequate port facilities to properly handle ship waste, especially in smaller fishing ports. ALDFG is another serious concern as it negatively impacts marine and environmental ecosystems. To address this issue, Indonesia collaborated with the Global Ghost Gear Initiative in 2021 and 2023 to identify the causes and types of ALDFG disposal. These efforts included the development of standard operating procedures for ALDFG management, as well as the implementation of social campaigns, capacity-building programmes, and pilot projects.

## Recommendations

### Strengthen Regional Coordination and Policy Alignment

1: *Align national and regional ship waste management strategies*. AMS should align national ship waste management strategies with regional frameworks, taking into account each country's respective capabilities, lessons learned, and feedback from regional workshops and related events. This alignment will help ensure coherence while allowing flexibility in national implementation.

2: *Develop harmonised legal instruments and operational guidelines*. To avoid policy gaps and ensure compliance across AMS, harmonised legal instruments and standard operating procedures (SOPs) should be developed at the regional level. In addition, detailed guidelines outlining the regional framework, roles, and responsibilities would support consistent application at port levels.

3: *Clearly define institutional roles and responsibilities*. Institutions responsible for ship waste management should be clearly identified to strengthen accountability, coordination, and enforcement.

### Enhance Infrastructure and Investment

4: *Increase investment in port reception facilities*. Adequate port reception facilities are essential for the effective implementation of regional ship waste management. Increased investment is therefore required to support full-scale implementation, while maintaining flexibility for each AMS to develop country-specific arrangements that reflect national capacities and priorities.

### Strengthen Capacity Development and Technical Expertise

5: *Enhance capacity-building programmes for port and waste management actors*. Targeted capacity development – including training programmes and site visits – should be expanded for stakeholders responsible for port reception facilities and port management. Strengthening technical knowledge and operational expertise will improve the effectiveness of ship waste management systems and support peer learning amongst AMS.

**Strengthen Integration and ALDFG Management**

6: *Strengthen regional reporting systems and enhance the inclusion of the fisheries sector*. A regional reporting system should be established to systematically track ALDFG. At the same time, pathways should be developed to integrate the fisheries sector into the ASEAN Ship Waste Management Project strategy, extending beyond commercial fishing to include small-scale fishers. Inclusive participation will strengthen data collection, improve compliance, and enhance regional responses to ALDFG.

## SESSION 4

# Leading with Action: The National Plastic Action Partnerships in ASEAN

### Key Message

The establishment of National Plastic Action Partnership (NPAP) as an institutionalised multistakeholder platform has helped unite efforts to address plastic pollution that were previously fragmented. NPAPs provide an avenue for knowledge exchange and networking amongst stakeholders and ultimately turning dialogue into action.

## Summary

**Enhancing multistakeholder collaboration through NPAPs**

Following the adoption of the ASEAN RAP and various national action plans to combat plastic pollution, AMS have faced similar challenges in the implementation of these policies – from financial constraints, the lack of technical support and local community participation, to fragmented efforts spearheaded by different actors. Recognising this challenge, the World Economic Forum (WEF) initiated the GPAP in 2018, one of whose aims is to support the development of NPAPs tasked with fostering multistakeholder collaboration on plastic actions at the national level. By 2025, the WEF has successfully established 25 NPAPs across the globe, five of which are within the ASEAN region: Indonesia, Viet Nam, Cambodia, Lao PDR, and the Philippines.

The establishment of NPAP as an institutionalised multistakeholder platform has helped unite various actors working for plastic pollution countermeasures, namely the government, development partners, the private sector, and civil society groups. NPAP serves as a venue for knowledge exchange and networking amongst stakeholders, enabling the translation of dialogue into actions. For example, in Viet Nam, NPAP has reshaped the collective perception of plastic waste into resource that must be managed together. Furthermore, the collaborations fostered under NPAPs have offered new opportunities in the green economy for businesses and improved public awareness on recycled products.

NPAP's activities are distributed across different task forces, with each country having distinctive structures for their NPAP task forces. Indonesia's NPAP, as the first one in ASEAN to be established in 2019, have five task forces – policy, financing, behaviour change, innovation and metrics – each of which are mandated to establish roadmaps to support the achievement of plastic pollution reduction targets. The Finance Task Force,

for instance, developed their Roadmap in 2020 and successfully secured a commitment of $1.7 million in 2022 from non-state actors to support the national programme. To date, 70% of this pledge has already been put into action, enabling innovation scale-ups, waste management improvement, and capital investments (Alhanif, 2025). On the other hand, NPAP Viet Nam's task forces focus on three themes: legal, gender equality, financing, and innovation. Notable deliverables produced by these task forces include the Plastic Assessment published in 2022, Gender Context Assessment of the Plastic Value Chain in 2023, and Financing Roadmap in 2025.

**Figure 5: Panel Discussion on National Plastic Action Partnership**

Another prominent support that NPAPs have provided is through the improvement of Viet Nam's EPR system. Since its enforcement in 2024, Viet Nam's EPR system has seen significant participation from the private sector. To increase the collection rate of recyclable waste, Viet Nam is in the process of incorporating a deposit return scheme (DRS) into this EPR system. Viet Nam NPAP has been actively involved in this process by enabling dialogues between the government and the private sector, through which businesses provided their input on the refund mechanism and informal sector's involvement.

Similarly, NPAP has also played a critical role in the enhancement of Indonesia's EPR system. Enacted in 2019, Indonesia's voluntary EPR system is currently being revised to make compliance mandatory for obligated producers. To support this process, Indonesia's NPAP initiated the establishment of an EPR Working Group in 2025,

consisting of government representatives, the private sector, and NGOs. Through focus group discussions and seminars, NPAP's support has enabled the Working Group to develop technical recommendations for the EPR transition.

### Further support for AMS

Beyond NPAP's demonstrated contribution to bringing stakeholders together at the national level, AMS have expressed their need for further support from external partners, such as the WEF, to accelerate actions against plastic pollution. Due to persistent challenges in addressing plastic pollution, AMS stand to benefit significantly from stronger knowledge exchanges with global stakeholders, especially in strengthening data transparency and reliability for EPR implementation. On this note, creating a scientific body tasked with assisting AMS in standardising methodologies accepted by all AMS, such as for data collection, can bolster steps to turn ambition into action. Furthermore, showcasing the ASEAN region's political will at the global stage can offer the opportunity for AMS to connect with and attract new development partners, inventors, and investors that can bolster initiatives aimed at waste management improvement.

## Recommendations

### Strengthen multistakeholder coordination

1: *Enhance local led multistakeholder coordination.* NPAP has shown to be effective in coordinating efforts to address plastic pollution at national level. Since it is locally led, it fosters a sense of belonging to its members and encourages them to work together. Replicating this kind of institutionalised multistakeholder platform in other AMS or at provincial or municipal level can catalyse actions in tackling plastic pollution.

2: *Extend network exposure to regional and international stages*. Showcasing the political will and achievement of AMS in spearheading multistakeholder collaboration at the regional and international stages open up the possibility of partnership with new development partners, inventors, and investors that can bolster initiatives aimed at waste management improvement.

### Harmonise regional standards for data transparency

3: *Create a scientific body dedicated to standardising harmonised methodologies accepted by all AMS.* Turning ambition into action requires the provision of science-based guidance informed by data. Therefore, creating a scientific body that standardises and harmonises methodologies, such as for data collection, can be one of the steps to achieve regional harmonisation.

## SESSION 5

# The Science of Change: Launching the Behaviour Lab Partnership in ASEAN

### Key Message

Behavioural change can be a powerful tool for plastic pollution countermeasures, yet its application in ASEAN is still uncommon. To mainstream and advance the utilisation of this concept in initiatives aimed at addressing plastic pollution in the region, ERIA, IGES, GIZ, RARE's Center for Behavior and WWF Plastic Smart Cities have joined forces and launched the Behaviour Lab Partnership.

## Summary

**Behavioural Change in Plastics Consumption and Waste Management**

The excessive use of single-use plastic (SUP) products in people's daily activities constitute one of the main drivers of increased plastic pollution into the environment, especially when coupled with a lack of proper waste management systems. However, reducing excessive SUP consumption at a community level, as opposed to individual levels, requires a systematic change that can gradually shift community habits and behaviours. Behavioural science can serve as a useful tool in designing this systematic change, as it examines why people think and act the way they do and predicts how people will respond to targeted interventions. Behaviour-oriented interventions can shape an environment in which communities are involved in making sustainable actions more visible, attractive, and easy to adopt.

Beyond its application for reducing SUP use, behavioural science has also been proven to be effective in encouraging waste segregation at source. In Japan, households are required to segregate their waste, with each municipality having their own waste separation programmes (Hu et al., 2024). One of the ways municipalities enforce these programmes is by providing manuals and organising training sessions, which strengthened the residents' understanding about the desired waste segregation behaviour and how to do it. These actions are geared towards disseminating information, which is one of the 'six Levers'[1] of Behavioural Change Framework developed by RARE's Center for Behavior & the Environment (Rare, n.d.). Another behavioural lever, social influence, has also been observed in Japan's waste segregation system through the establishment of the community's mutual monitoring system that builds external accountability and increases compliance with the waste segregation programme.

[1] RARE's Center for Behavior & the Environment's six Behavioural Levers include information, rules & regulations, material incentives, emotional appeals, social influences, and choice architecture (Rare, n.d.).

**Launch of the Behavioural Lab Partnership**

Most case studies on behavioural science as a tool to address plastic pollution predominantly originate from Europe and North America thus far, highlighting a gap on its specific application in a developing economy context. In ASEAN, conversations on tackling the plastic pollution issue often focus on laws and regulations, and technologies. While awareness raising campaigns are abundant, practical implementation of behavioural science, which is crucial to turn existing awareness into consistent change, is still limited in the region. Furthermore, the enabling factors needed to support long-term behaviour change at the community level – such as policies, infrastructure, and financial incentives – are also still lacking.

Seeing an opportunity to address these gaps, ERIA and IGES joined forces to establish the Behavioural Lab Partnership together with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, RARE's Center for Behaviour and the Environment, and WWF (World Wide Fund for Nature) Plastic Smart Cities. These institutions have extensive experience in the field of behavioural sciences, demonstrated by the implementation of several pilot projects directed at waste reduction across ASEAN. For instance, since 2022, ERIA and IGES have collaborated on the Breaking the Plastic Habit project that targets the reduction of SUP consumption through case studies in various settings. The implementation of four case studies during the first phase of the project, namely in Indonesia, the Philippines, Thailand, and Viet Nam, has resulted in the development of a practical toolkit for designing and implementing SUP reduction interventions (Appleby et al., 2024). With its second phase currently ongoing, the project is set to produce a new framework to monitor and evaluate the impact of behavioural change interventions.

GIZ's experience with behavioural science in ASEAN includes the 3RproMar Project (2020-2025). In Cambodia, the team found that collaborating with local champions to insert social influence was fundamental to effectively disseminate message that encouraged the community to reduce plastic bag use. One key result from this project was the publication of the Behaviour Change Toolbox that provides AMS with regional guidance on identifying key behaviours to turn awareness into long-term change (Spranz and Kobbe, 2024). Meanwhile, WWF's Plastic Smart Cities initiative has demonstrated the practical use of behavioural science in Viet Nam. Efforts to establish plastics-free schools have strengthened students' understanding of proper waste management, with impacts extending beyond classroom to create lasting change within both schools and the child's community.

Officially launched at the ACCPP 2025, the Behavioural Lab Partnership adopts 'The Science of Change' as its tagline – drawing on insights from behavioural science to create intentional change. This partnership aims to create tangible, meaningful impact in addressing plastic pollution, through interventions targeted at both upstream and downstream stages across the plastic life cycle, by leveraging behavioural science. The Behavioural Lab's activities encompass hosting joint events, coordinating actions, conducting research, and mobilising external funding to support the partners' shared mission. Moreover, the Behavioural Lab will serve as an online platform, housed in ERIA's Regional Knowledge Centre for Marine Plastic Debris website, for practical,

comprehensible resources on behavioural science applications in plastic pollution reduction. The partnership seeks to collaborate with three target stakeholder groups:

**(1) Policymakers**

Close collaboration with policymakers can offer opportunities to create lasting behavioural changes through policy integration, which facilitates the widespread adoption of interventions across a district, city, or even the country. However, as the topic of behavioural changes in plastic pollution reduction has only recently gained traction, practical knowledge on its application is still limited. To address this, one of the Behavioural Lab's first activities in 2026 include gaps and needs assessment to ASEAN governments. The objective of this study is twofold: to map out current government's priorities in utilising behavioural science for addressing plastic pollution and to understand where support is needed. This assessment ensures that the Lab's activities are targeted towards developing the appropriate policy environment needed to support long-term plastic pollution reduction behaviours.

**(2) Businesses**

Although consumer is often the main target audience of behavioural change initiatives, engaging businesses – especially those involved in product and packaging design – is equally instrumental given the complexity of the plastics crisis. In 2022, RARE supported a project by Common Seas, a social enterprise, which encourages reuseable diaper adoption amongst low-income women and people with disabilities in Surabaya, Indonesia. This work illustrates the importance of engaging with businesses in behavioural change interventions: by collaborating with producers on design and materials, the project increased uptake amongst communities who found the product not only sustainable, but also well suited to their needs. Echoing this point, WWF's Plastic Smart Cities' have sought to work with businesses to create commitment to plastic waste reduction in Singapore, with food delivery companies to reduce plastic packaging in Thailand, and with tourism businesses to reduce SUP use in Viet Nam.

**(3) Project implementors**

The last target group of the Behavioural Lab Partnership is project implementors, who play a pivotal role in making behavioural change happen at the grassroot level. This group is on the front lines of balancing ambition with capacity and translating policies into real change on the ground, underscoring the importance of the Partnership's support in providing structured guidance and resources that enable them to apply lessons learned and scale their creative solutions in showcasing behaviour change as an impactful policy tool.

Moving forward, the Behavioural Lab Partnership also seeks to establish a monitoring and evaluation framework for behavioural change initiatives that will allow the systematic impact assessment on the community and at a larger scale.

**Figure 6: The official launch of the Behavioural Lab Partnership at the ACCPP 2025**

## Recommendations

Based on the Behavioural Lab Partnership members' experience in applying behavioural science to promote plastic pollution reduction behaviours, below are recommendations to scale up pilot projects up to the national and regional levels:

### Design targeted and context-specific behavioural interventions

1: *Identify, map and engage target audience and stakeholders.* Target audience are actors who directly contribute to the target behaviour, whereas stakeholders are those with an influence on it. Identifying, mapping, and engaging with the two target groups allow for targeted interventions.

2: *Understand the community's perspective on the target problem*. The deep understanding on how the community views the target behaviour that is designed to be changed enables the project team to operate a successful behaviour change project.

3: *Bring together diverse actors for information exchanges and collaboration.* Sharing successful stories and strategies amongst practitioners who have adopted a similar journey in promoting a behavioural change in ASEAN helps ensure that lessons extend beyond local contexts and that projects do not operate in isolation. Furthermore,

involving upstream and downstream players, especially those involved in product and packaging design, in the campaign increases the potential for long-term adoption of the new behaviour.

4: *Design the initiatives to suit the community's cultural and social context.* Each community has their own history, values, cultures, and traditions. Acknowledging and adapting the interventions to respect these diversities can help ensure that the behaviour change is realised to last.

# SESSION 6
# Private Sector Initiatives - Shaping the Future of Reuse and Refill

## Key Message

Reuse and refill systems are a foundational step in waste prevention by extending product life, reducing reliance on SUP, and reshaping consumption behaviours. Scaling these systems across ASEAN requires enabling policies and standards, targeted financing and market, supporting infrastructure, and sustained participation from consumers.

## Summary

### Advancing Reuse and Refill Systems in ASEAN

Plastic pollution in Southeast Asia is largely driven by the continued dominance of linear consumption patterns, where plastic products – particularly single-use packaging – are produced, consumed, and discarded after a short lifespan. While downstream waste management remains important, prioritising prevention is essential to reducing plastic pollution at its source. Reuse and refill systems represent a foundational step in waste prevention by extending product life, reducing demand for SUP, and reshaping consumption behaviours.

In recognition of the importance of prevention, AMS have increasingly acknowledged the role of reuse and refill systems in reducing plastic leakage into the environment. Across the region, a growing number of initiatives – ranging from technology-enabled return systems to community-based refill models – are demonstrating that reuse and refill solutions can be both environmentally effective and economically viable. However, despite this progress, the scale-up of reuse and refill systems continues to face structural barriers, including limited financing, gaps in hygiene standards, and persistent behavioural challenges. Addressing these barriers requires coordinated action across policy, market, infrastructure, and consumer engagement.

### Existing Regional Reuse and Refill Initiatives in Asia

This section showcases selected regional reuse and refill initiatives in Asia and illustrates how diverse actors are contributing to plastic waste prevention.

- **The Asia Reuse Consortium (ARC)**

  The Asia Reuse Consortium (ARC) works with small and medium-sized enterprises

(SMEs), non-governmental organisations, and private sector actors to strengthen reuse and refill systems across Asia. Through these partnerships, ARC has developed a catalogue of reuse and refill solutions that are currently being implemented across the region. Southeast Asia, in particular, has demonstrated strong commitment to exploring and scaling sustainable solutions. For example, SMEs under the ARC collaborate with multinational corporations and fast-moving consumer goods companies to reduce the use of plastic sachets in the region. In addition, ARC supports accredited global standards, such as PR3 washing standards, and is actively disseminating this knowledge in Indonesia and other AMS.

- **Muuse**

  Muuse is a smart technology platform with a mission to position reuse systems as a fundamental part of smart cities and consumer life. As a returnable packaging platform, Muuse tags reusable items, such as cups, with unique Quick Response (QR) codes or Radio Frequency Identification (RFID) tags to track each product's journey from the vendor to the return points. Through the Muuse platform, all items are digitally tracked, enabling accurate monitoring of borrowed and returned items. The data is used to calculate the amount of plastic waste diverted from landfills. Muuse is also working with an independent organisation to quantify the amount of carbon emissions avoided through its reuse system.

  The strong integration of technology places accountability on the consumer to return the reusable items and supports data collection to optimise inventory and waste reduction. The system's digital nature eliminates cash handling and ensures efficient return processes.

**Figure 7: Keynote presentation by Mr Reo Kawamura on Introduction to ERIA's Private Sector Platform (left) and speakers in Session 6 on Private Sector Initiatives - Shaping the Future of Reuse and Refill (right)**

- **Refiller Mobile**

  Refiller Mobile is a mobile refill station that provides eco-friendly household products, healthy snacks, and pet treats in Klang Valley, Malaysia. Refiller Mobile continues to see a growth in demand amongst neighbourhoods and corporates. Since starting operations in June 2022, Refiller Mobile has experienced growing demand from both residential communities and corporate clients, reflecting strong interest in refill-based consumption models. To date, Refiller Mobile has served 24 neighbourhoods, 11 corporates, and 7 schools, universities, and churches.

  However, due to the limited operational capacity, the initiative is currently unable to reach certain locations, such as remote areas or communities without access to zero-waste stores. It is therefore hoped that Refiller Mobile can expand its operations to serve more neighbourhoods across Malaysia in the future.

## Recommendations

### Strengthen Enabling Policies and Standards

1: *Develop interim hygiene and safety standards for reuse systems*. While regionally harmonised standards for waste-prevention systems would be beneficial, it is too early for ASEAN to develop fully harmonised standards. In the interim, AMS can develop national hygiene and safety standards that draw on globally accredited references, such as PR3 washing standards, to support the safe deployment of reuse and refill systems

2: *Integrate reuse and refill systems into EPR policies*. EPR discussions and policy frameworks should explicitly include reuse and refill systems, not only recycling. Incentive mechanisms, such as eco-modulation fees within EPR schemes, could encourage well-known brands to shift towards reuse and refill-based product delivery models.

3: *Develop reuse symbols*. A clear and recognisable symbol for reuse – similar to existing recycled-content symbols – would help consumers easily identify reusable packaging. The ARC is currently developing a reuse symbol, which is expected to be launched in 2026, and could serve as a basis for broader regional adoption.

### Improve Financing and Market Support

4: *Mobilise financing and incentives for reuse and refill systems.* Financing for plastic waste management in ASEAN continues to prioritise recycling initiatives over prevention and reduction efforts. Greater financing support is therefore needed – particularly from impact investors, philanthropists, and banks – to enable the scaling of reuse and refill solutions. Governments and municipalities should actively seek collaborators and fund high-profile pilot and demonstration projects to generate insights and draw practical lessons. In parallel, incentive mechanisms, such as eco-

modulation fees within EPR schemes, could encourage well-known brands to adopt reuse-and-refill product delivery models.

5: *Support predictable and reliable refill business models*. To encourage the refill movement, businesses must ensure consistent and predictable delivery schedules, which are essential for establishing new consumer habits. Working with reliable suppliers that share core sustainability values and involving them directly in the refill process further strengthens the system's credibility.

**Strengthen Infrastructure and Systems**

6: *Improve cleaning and reverse logistics infrastructure*. The success of return and refill systems depends heavily on the availability of adequate cleaning facilities and reverse logistics. AMS should seek to strengthen infrastructure that supports the collection, transport, and washing of reusable packaging.

7: *Simplify return systems to support behaviour change*. Existing infrastructure and consumer behaviour significantly influence the success or failure of return systems. To encourage behaviour change, return mechanisms must be simple and convenient, as consumers are accustomed to disposing of single-use packaging rather than returning it. Repeated participation in easy-to-use systems helps reinforce pride and ownership, gradually shaping new habits.

**Enhance Consumer Awareness and Knowledge Sharing**

8: *Simplify knowledge and processes to encourage green habits*. To accelerate reuse and refill systems, consumers must first understand their importance and their role within the plastics value chain. Simplifying information and processes can motivate participation and foster a sense of responsibility.

9: *Strengthen private sector engagement with consumers*. The private sector should work more consistently with consumers to educate and disseminate information on reuse and refill systems, enabling more informed decisions about plastic packaging choices.

10: *Establish knowledge-sharing platforms for reuse and refill*. Regional knowledge-sharing platforms can enable the private sector to showcase successful reuse and refill business models, demonstrate their commercial viability, and highlight their potential to create green jobs. Stronger regional collaboration is also needed to position reuse and refill solutions at the forefront of efforts for plastic pollution countermeasures.

# Conclusion

The year 2025 marks a pivotal moment for global action against plastic pollution, as negotiations on the global plastic treaty enter their third year with a final deadline in sight. At the same time, the ASEAN region moves into the end of the implementation period of the Regional Action Plan for Combatting Marine Debris. Over the past years, the region has seen significant progress in various aspects relevant to plastic pollution reduction efforts: from strategic policies, innovative technologies, to targeted pilot projects aimed at promoting sustainable behavioural change. More importantly, a shift of perspective of seeing waste as a resource has been observed across various stakeholders involved in waste management practices. These achievements signal positive advancements in addressing plastic pollution and building a sustainable plastic future, but the path forward has not been without challenges.

Against this backdrop, the ACCPP 2025 was held to stocktake meaningful progress led by governments, businesses, civil society groups, and international partners in tackling plastic pollution. The conference was framed around the spirit of multistakeholder collaboration, emphasising the importance of uniting forces. Under the patronage of the Malaysian Government, ACCPP 2025 sustained the momentum for regional dialogue and knowledge sharing built during the 2023 and 2024 conferences in Indonesia and Lao PDR. The conference took a high-level overview on plastic action at global, regional, and national levels and touched upon emerging topics, such as sea-based plastic pollution management, behavioural change and reuse and refill businesses.

This report synthesises key insights gathered from ACCPP 2025 discussions and extracts actionable recommendations proposed to further strengthen efforts in addressing plastic pollution. From calls to enhanced multistakeholder collaboration to a systematic change to reuse and refill infrastructure, these recommendations present action imperatives that we, as members of the ASEAN region, should take into account as we move forward to a new era of creating a sustainable plastic future. Only a concerted, all-hands-on-deck effort can deliver meaningful change and solution to address plastic pollution.

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## Annex

# RECOMMENDATIONS

| Session | Recommendations |
|---|---|
| **1**<br><br>Reflections on ASEAN Regional Action Plan and the Way Forward | **Institutionalise Regional Coordination and Knowledge Systems**<br>1: Enhance ASEAN regional coordination and sectoral integration.<br>2: Enhancing knowledge management.<br><br>**Build Technical Capacity and Operational Readiness**<br>3: Enhance capacity-building mechanisms through practical guidance.<br>4: Promote science-based and data-driven solutions.<br><br>**Ensure Strategic Alignment and Inclusive Participation**<br>5: Ensure alignment of RAP with emerging global and regional frameworks.<br>6: Advancing integrated and balanced regional approaches. |
| **2**<br><br>Understanding INC-5.2 Takeaways Through an ASEAN Lens | **Initiate more intersessional discussions**<br>1: Initiate discussions to settle on key principles, especially between disputing parties.<br><br>**Prepare to bridge the gap between the upcoming treaty with national and regional frameworks**<br>2: Ensure that policies and investment are in place for the treaty's implementation and compliance. |
| **3**<br><br>Sea-based Marine Plastic Pollution Management | **Strengthen Regional Coordination and Policy Alignment**<br>1: Align national and regional ship waste management strategies.<br>2: Develop harmonised legal instruments and operational guidelines.<br>3: Clearly define institutional roles and responsibilities.<br><br>**Enhance Infrastructure and Investment**<br>4: Increase investment in port reception facilities.<br><br>**Strengthen Capacity Development and Technical Expertise**<br>5: Enhance capacity-building programmes for port and waste management actors.<br><br>**Strengthen Integration and ALDFG Management**<br>6: Strengthen regional reporting systems and enhance the inclusion of the fisheries sector. |

| Session | Recommendations |
|---|---|
| **4**<br><br>Leading with Action: The National Plastic Action Partnerships in ASEAN | **Strengthen multistakeholder coordination**<br>1: Enhance local led multistakeholder coordination.<br>2: Extend network exposure to regional and international stages.<br><br>**Harmonise regional standards for data transparency**<br>3: Create a scientific body dedicated to standardising harmonised methodologies accepted by all AMS. |
| **5**<br><br>The Science of Change: Launching the Behaviour Lab Partnership in ASEAN | **Design targeted and context-specific behavioural interventions**<br>1: Identify, map and engage target audience and stakeholders.<br>2: Understand the community's perspective on the target problem.<br>3: Bring together diverse actors for information exchanges.<br>4: Design the initiatives to suit the community's cultural and social context. |
| **6**<br><br>Private Sector Initiatives - Shaping the Future of Reuse and Refill | **Strengthen Enabling Policies and Standards**<br>1: Develop interim hygiene and safety standards for reuse systems.<br>2: Integrate reuse and refill systems into EPR policies.<br>3: Develop reuse symbols.<br><br>**Improve Financing and Market Support**<br>4: Mobilise financing and incentives for reuse and refill systems.<br>5: Support predictable and reliable refill business models.<br><br>**Strengthen Infrastructure and Systems**<br>6: Improve cleaning and reverse logistics infrastructure.<br>7: Simplify return systems to support behaviour change.<br><br>**Enhance Consumer Awareness and Knowledge Sharing**<br>8: Simplify knowledge and processes to encourage green habits.<br>9: Strengthen private sector engagement with consumers.<br>10: Establish knowledge-sharing platforms for reuse and refill. |

# PROGRAMME AGENDA

| Time | Agenda |
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| **Tuesday, 14 October 2025** | |
| 08:30 – 09:00 | Registration and welcoming by the MC |
| 09:00 – 09:45 | **Opening and welcoming remarks**<br><br>Remarks from previous chair<br>• **Mr Oudomsack Philavong,** Director General of Department of Water Resources, Ministry of Agriculture and Environment – succession of ACCPP 2024 to 2025<br><br>Welcoming remarks by<br>• **H.E. Tetsuya Watanabe**, President of ERIA<br>• **Mr Oskar Lecuyer**, Sustainability Economist Specialist, AFD<br>• **Ms Clemence Schmid,** Director, Global Plastic Action Partnership, World Economic Forum<br><br>Opening remarks by NRES<br>• **Dr Pubadi Govindasamy,** Undersecretary, Environmental Management Division, NRES |
| 09:45 – 09:50 | Photo session |
| 09:50 – 10:55 | Session 1: Reflections on ASEAN Regional Action Plan and the Way Forward<br><br>Panel Discussion:<br>1. Mr Phong Giang, Advisor ASEAN Regional Project AMUSE / 3RproMar, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH<br>2. Mr Daniel Mira-Salama, Lead Environmental Specialist, Global Department for the Environment, the World Bank<br>3. Dr Arisman, Executive Director of the Center for Southeast Asian Studies (CSEAS)<br>4. Dr Vong Sok, Head of Environment Division, Assistant Director of Sustainable Development Director, The ASEAN Secretariat<br><br>Moderator:<br><br>**Dr. Premakumara Jagath Dickella Gamaralalage,** Director, IGES Centre Collaborating with UNEP on Environmental Technologies (IGES CCET) |
| 10:55 – 11:25 | Coffee break |

| Time | Agenda |
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| 11:25 – 12:30 | **Session 2: Understanding INC-5.2 Takeaways Through an ASEAN Lens**<br>Opening presentation: **Mr Fusanori Iwasaki,** Research Fellow, ERIA<br>Panel Discussion:<br>1. **Dr Pubadi Govindasamy,** Undersecretary, Environmental Management Division, Ministry of Na<br>2. **Ms Wassana Jangprajak,** Environmentalist, Senior Professional Level, Pollution Control Department, MoNRE<br>3. **Mr Daryl Gomes, Deputy Director,** International Affairs Department, Policy Division, National Environment Agency, Singapore<br>4. **Mr Jeet Kar,** Policy and Trade Sustainability Lead, Global Plastic Action Partnership, World Economic Forum<br>5. **Mr Michikazu Kojima,** Senior Research Fellow on Environmental Issues, ERIA<br>Moderator: **Ms Aulia Salsabella Suwarno,** Research Associate, ERIA |
| 12:30 – 13:30 | Lunch |
| 13:30 – 14:35 | **Session 3: Sea-based Marine Plastic Pollution Management**<br>Opening Remarks:<br>• **Mr Oskar Lecuyer,** Sustainability Economist Specialist, AFD<br>Setting the scene:<br>• **Mr Jens Peter Oehlenschlaeger (JP),** Expert, Port Environment<br>Panel Discussion:<br>1. **Ms Lingga Prawitaningrum,** Head of Working Group of Fishing Gears, Ministry of Marine Affairs and Fisheries, Indonesia<br>2. **Dr Muhammad Nur Arif bin Othman,** Senior Researcher at the Centre for Coastal and Marine Environment (CMER), Malaysia Marine Institute<br>3. **Ms Nguyen Thi Viet Ha,** International Cooperation Department, Vietnam Maritime Administration (VINAMARINE)<br>4. **Ms Soontharee Pirom,** Chief of Environment Division, Marine Department of Thailand<br>Moderator: **Jens Peter Oehlenschlaeger (JP),** Expert, Port Environment |

| Time | Agenda |
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| 14:35 – 15:40 | **Session 4: Leading with Action: The National Plastic Action Partnerships in ASEAN**<br><br>Opening:<br><br>• **Mr Jeet Kar,** Policy and Trade Sustainability Lead, Global Plastic Action Partnership, World Economic Forum<br><br>Keynote speech:<br><br>• **H.E. Noriyuki Shikata,** Ambassador of Japan to Malaysia<br><br>Panel Discussion:<br><br>1. **Mr Rofi Alhanif,** Assistant Deputy for Circular Economy and Environmental Impact, Coordinating Ministry for Food Affairs, Indonesia<br>2. **Mr Vu Duc Dam Quang,** Deputy Director General of Internal Cooperation Department, Ministry of Agriculture and Environment, Viet Nam<br>3. **Mr Dek Vimean Raksmey,** Deputy Director of Department of Solid Waste Management, Ministry of Environment of Cambodia<br>4. **Mr Le Anh,** Sustainability Director, Duytan Recycling<br><br>Moderator: **Mr Jeet Kar,** Policy and Trade Sustainability Lead, Global Plastic Action Partnership, World Economic Forum |
| 15:40 – 15:50 | Coffee break |
| 15:50 – 16:55 | **Session 5: The Science of Change: Launching the Behaviour Lab Partnership in ASEAN**<br><br>Launching speech:<br><br>• **Mr Reo Kawamura,** Director of the Regional Knowledge Centre for Marine Plastic Debris, ERIA<br><br>Panel Discussion:<br><br>1. **Ms Shiyang Li,** Founder & General Manager at Rare China Center for Behavior<br>2. **Ms Jessica Shirui Chia,** Regional Monitoring, Impact, Evaluation, and Learning (MIEL) Manager, Asia Plastic Smart Cities, WWF<br>3. **Mr Bonang Titian Rahardjo,** Regional Advisor for ASEAN Municipal Solid Waste Management Enhancement, GIZ<br>4. **Ms Ayako Mizuno,** Programme Manager, ERIA<br><br>Moderator:<br><br>**Mr Dwayne Appleby,** Deputy Director of SCP Area, Institute for Global Environmental Strategies (IGES) |

| Time | Agenda |
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| 16:55 – 18:00 | **Session 6: Private Sector Initiatives - Shaping the Future of Reuse and Refill**<br><br>Keynote Presentation:<br><br>• **Mr Reo Kawamura,** Director of the Regional Knowledge Centre for Marine Plastic Debris, ERIA<br><br>Panel Discussion:<br><br>1. **Mr Rahyang Nusantara,** Deputy Director at Plasticdiet Indonesia – Co-convener of Asia Reuse Consortium<br>2. **Mr Jonathan Tostevin,** CEO of Muuse<br>3. **Ms Oh Sok Peng,** Business Owner of Refiller Mobile<br><br>Moderator:<br><br>**Ms Faye Ferrer,** East Asia and Southeast Asia Network Organizer, Break Free From Plastic, Co-convener of Asia Reuse Consortium |
| 18:00 – 18:15 | **Wrap-up and closing remarks**<br><br>Wrap up:<br><br>• **Mr. Reo Kawamura,** Director for Environmental Policy and RKC-MPD, ERIA<br><br>Closing remarks:<br><br>• **H. E. Datuk Dr. Ching Thoo A/L Kim,** Secretary General, Ministry of Natural Resources and Environmental Sustainability of Malaysia |

Source: ACCPP 2025.