



# SINGLE-USE PLASTIC BAGS AWARENESS ACTION PLAN



2024

SwitchMed II Project (Policy Component)  
to accelerate the implementation of Sustainable Consumption and Production, Circular Economy and Blue Economy

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# LIST OF ACRONYMS

CEDARE	Centre for Environment & Development for the Arab Region & Europe
CSR	Corporate Social Responsibility
EOS	Egyptian Organization for Standardization and Quality Control
H.E.	Her Excellency
KPIs	Key Performance Indicators
MOE	Ministry of Environment
NGOs	Non-Governmental Organizations
PR	Public Relations
SME	Small and Medium-Sized Enterprise
SUPB	Single-Use Plastic Bag
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TV	Television
UN	United Nations
UNIDO	United Nations Industrial Development Organization
2D	Two-Dimensional

# I. EXECUTIVE SUMMARY



**50**  
**PLASTIC**  
**BAGS**  
per person  
per year



This document offers a suggested road map for the implementation of Single-Use Plastic Bags (SUPBs) Strategy in Egypt, framed by the Ministry of Environment (MOE).

The main purpose is to provide support to the Government of Egypt in its efforts to reduce the consumption of single-use plastic bags to 50 plastic bags per person per year by 2030<sup>1</sup>.

The first chapter of this report describes the SUPB problem in Egypt and captures the scope and details of the current situation. It identifies the main stakeholders and partners and their roles during the preparation phase. It also provides a SWOT analysis of the problem, the existing challenges and suggested measures that could possibly mitigate the expected risks. This section provides a list of suggested measures that the Government would need to ensure before initiating any public awareness campaign. In the meantime, it compiles the efforts, measures, legislations and actions accomplished by the Government to date.

The chapter provides a suggested action plan and a checklist, to ensure readiness before implementation. It also addresses the design and timing of the relevant communication plan.

The second chapter is a detailed table for the three suggested phases for the implementation of the MOE Strategy. It contains a detailed description of the requisites, measures and preparations that should precede the initiation of the awareness campaign to ensure public receptiveness. This chapter provides a detailed plan for each phase over a period of six years, covering actions, audience, partners, measures and necessary related tactics.

The first phase addresses the details of the public awareness campaign and provides concrete actions to be adopted in preparation for the implementation of the strategy and the communication plan. The two other phases cover the two main targeted sectors (Agricultural and Maritime) and provide a detailed engagement plan with the target audience to ensure the highest level of success for the campaign.

(1) [https://www.unido.org/sites/default/files/files/2022-08/4\\_Egypt%27s%20effort%20in%20plastic%20pollution.pdf?\\_token=63449405](https://www.unido.org/sites/default/files/files/2022-08/4_Egypt%27s%20effort%20in%20plastic%20pollution.pdf?_token=63449405)

**Figure 1:**

Suggested Implementation Plan for the Awareness Component of the Single-Use Plastic Bags Strategy in Egypt (2024 - 2030)







## II. GOAL

The goal is to support the Government of Egypt in reducing the consumption of single-use plastic bags to 50 plastic bags per person per year by 2030.

This target will be reached gradually, after:

1. Launching the reduction program and supporting laws, regulations, and guidelines.
2. Activating and monitoring the ban of free distribution, setting the minimum thickness for SUPBs and adopting a system of alternative materials.

## III. BACKGROUND

The project supports the Government of Egypt in the reduction of single-use plastic bags consumption, particularly by looking into the product design stage of single-use plastic products including packaging based on circular economy practices. It will promote eco-design practices in industry and encourage adoption of greener material, products, and production process or greener technology as well as greener business models, with support of enabling policy, regulations or economic tools, while minimizing any adverse impact on the industry.

It is currently an acknowledged fact worldwide that single-use bags intoxicate the land, as most of these bags take thousands of years to decompose and turn into small plastic particles, which leach toxins in the soil and water. As per a study conducted by German researchers and published by the UN Environment Programme in 2019, 80-90 percent of the plastic particles exist in drainages and release toxins into sewage sludge, which is considered a soil fertilizer<sup>2</sup>. Thus, humans could eat plants cultivated in toxic soil, which affects their health.

Marine life and ecosystems are also endangered by plastic particles which are found in a huge number in seas and oceans. Marine animals like whales, dolphins and other rare fish die of eating plastic bags. Rivers like the Nile in Egypt contain tons of plastic bags and bottles.

(2) <https://www.unep.org/news-and-stories/story/plastic-planet-how-tiny-plastic-particles-are-polluting-our-soil>

Egypt has 1,250 factories for plastic manufacturing nationwide, which also import biodegradable plastic products at a cost of approximately \$3.2 million annually. The cost of biodegradable plastic manufacturing is slightly higher than the traditional manufacture of plastic; it is only 1 percent higher<sup>3</sup>.

Due to the continuous increase in plastic bags in recent times, the nation is striving to face this challenge to protect the environment, public health and the economy. Egypt consumed 12 billion plastic bags in 2015 and consumption continued increasing to reach 14 billion in 2019<sup>4</sup>.

This poses substantial risks to the environment, health, and economy as follows:

- Pollution of waterways and drainage systems and impact on agriculture.
- Impact on the marine environment and tourism and associated socio-economic impacts as a result.
- Contribution to 'trans-boundary' pollution across the Mediterranean Sea and the Red Sea, and the associated impact on Egypt's responsibilities towards relevant international environmental treaties.
- Increased import-dependence due to partial import of Polyethylene, the main material for common carrier bags.

Studies have asserted the importance of following the international trend in responding to such threats; most countries have started imposing various laws and regulations to reduce consumption from the source, including awareness activity over the past years, as well as evaluation of the experience in the Red Sea and South Sinai governorates after the respective governor decrees that were issued there.

## IV. GOVERNMENT ROLE

Within the framework of the presidential campaign "Live Green," the Egyptian government has launched its national strategy to reduce the usage of disposable plastic bags. The Ministry of Environment is focusing on curbing the consumption of single-use plastic bags to 50 plastic bags per person per year by 2030, as a way to decrease the danger of such toxic materials on the environment.

In light of the European countries' experiment, the Ministry of Environment framed a strategy targeting the plastic industry to create job opportunities to support the circular economy. The strategy is based on the following:

- 1 Adopting a system of alternative materials.
- 2 Developing a quality system of plastic sorting.
- 3 Banning plastic waste thrown into seas and rivers.
- 4 Adopting rules regulating eco-labeling on compostable plastic products.



(3) <https://www.egypttoday.com/Article/1/100156/How-does-Egypt-get-rid-of-single-use-plastic-bag>

(4) [https://web.cedare.org/wp-content/uploads/2020/07/Policy-Brief\\_Plastic-Bags-Reduction\\_052020.pdf](https://web.cedare.org/wp-content/uploads/2020/07/Policy-Brief_Plastic-Bags-Reduction_052020.pdf)

## V. SWOT ANALYSIS



### Strengths

- Ministry of Environment and CEDARE's large networks of local, regional, and global organizations.
- The Ministry of Environment has already worked on awareness-raising campaigns for the use of environmentally friendly alternatives to plastic bags.
- The government has launched its national strategy to reduce the usage of disposable bags.
- Strong expected media support through the Ministry of Environment media contacts.
- The Ministry of Environment and CEDARE have good existing content to tell great stories through social media campaigns.
- Strong links with Arab and European Ministries of Environment.
- Everyone is willing to participate, as we are looking for a better, healthy and safe environment.

### Weaknesses

- Limited budgets to achieve objectives.
- Numerous and diversified stakeholders to address.
- Short time to achieve good tangible results.
- Limited manpower and geographical presence.

- The awareness campaigns will take several phases and more budgets need to be allocated to address the different target audiences.

### Opportunities

- Damage caused and huge financial losses will induce all affected industries to join forces to alleviate losses in several sectors (agriculture, irrigation, animal life, marine life, tourism, health, economy).
- New collecting and recycling initiatives could create jobs.
- Potential to attract corporate partners who could contribute through their CSR program.
- Strong partnerships with Government, Corporates, Civil Society, Media and Donors.
- The project owners are willing to support the campaign and all of them have built a wide range of trust.
- Several International organizations, especially regional ones, are interested to support the program.

### Threats

- Typically, environmental issues are not a top priority for citizens.
- Consumers view plastic bags as a free product useful for domestic use.
- Current economic challenges.
- Stakeholders are looking for direct benefit, especially plastic bags manufacturers.
- Lack of communication between certain stakeholders.
- Lack of control over informal producers.
- To reach maximum benefit from social media, it should be done through a specialized experienced firm.
- Ensuring sustainable financing.

# VI. ACTION PLAN



## PREREQUISITE ACTIONS

- Preparing a roadmap for the next steps to integrate the components of the "circular economy", including other priority single-use plastic products, according to the results of monitoring and follow-up with the authorities concerned with hygiene and disinfection of waterways.
- Improving the performance of industries associated with value chains for single-use plastic bags and alternative bags (SME and micro-development system program and coordination with development partner projects).
- Preparing a program to build the capacities of micro, small and medium enterprises working in the field of recycling in addition to the producers of shopping bags that conform to standards (it is possible to expand the scope of work to include single-use plastic products in general, to be included in future policies).
- Promoting financial inclusion and formalizing value chains for single-use plastic bags and alternative bags (cloth, paper, plastic with versatile designs or otherwise).
- Providing incentives to encourage all environment-friendly alternatives and imposing taxes on the use of plastic bags to reduce the import of raw materials and to encourage supermarkets to rely on alternatives to single-use plastic bags.
- Gradual Banning of free distribution in stages while providing several options and measures to mitigate the social impact by addressing status and needs of different target groups according to their needs and lifestyle.
- Capacity building for relevant stakeholders.

## MAIN STAKEHOLDERS

- Industries related to the value chains of single-use plastic bags and alternative bags.
- Small, Medium and Micro Enterprise Development Agency that aims to develop and rehabilitate the enterprises working in the production of multi-use bags whether they are plastic or not to meet the needs of the market in a more sustainable manner and at lower cost.
- Collection and Recycling Projects



## MAIN CHALLENGE

At a first glance, it might look like the reduction of the free distribution of bags would constitute an additional burden on the consumer/citizen. However, in the case of not taking action to decrease the consumption, there will be greater negative impacts.



The global experiences have shown that the burden on the citizens in the worst scenario (failure to stop the exponential increase in pollution) is represented in the loss of income, productivity and jobs in agriculture and tourism, as well as the negative impact on citizens' health. Such a scenario will be of a greater burden than the simple one of the changes in plastic bags pricing or a needed change in behavior.

Nevertheless, the country is striving to distribute shopping bags with an appropriate design to facilitate the transition period for the consumer to gradually adapt and seeks to ensure that the plans are smoothly implemented while providing the necessary facilities.

In this case, upgrading the bags (quality and thickness) will allow it to be multi-use and this should be for the benefit of both, the consumer and the retailer.

To be able to curb the increase in uncontrolled consumption and the resulting environmental impacts, given a minimum thickness is determined, consequently the practice of free distribution should be prohibited gradually as indicated in the strategy.

### **To date, several steps were achieved by the Ministry of Environment:**

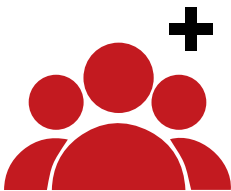
- The issuance of a ministerial decision to form a national committee to reduce the consumption of single-use plastic bags headed by H.E. Minister of Environment and relevant ministries.
- Waste Management Law 202/2020: Introduction of an article addressing SUPBs.
- The Ministry of Environment has recently worked on awareness-raising campaigns for the use of environmentally friendly alternatives to plastic bags.
- The Ministry of Environment launched its national strategy and action plan to reduce the usage of SUPBs.
- The Ministry of Trade & Industry / The Egyptian Organization for Standardization and Quality Control (EOS) launched the new technical specifications & standards of SUPBs.

## **VII. COMMUNICATION PLAN**



This plan aims at changing the culture of the consumers and achieving a behavioral shift through lobbying for reducing single-use non-degradable plastic bags consumption on both short and extended terms. At a later stage promoting the need of a levy to be enforced on plastic bags and charged by retailers at the point of sale.

The Communication Plan is a very important and fundamental tool that could be crucial in ensuring success of the campaign. For this reason, it should not be designed or implemented all at once as a single step. It is not one message fitting all audiences at all times. To be able to achieve the required effect on the ground, the plan should be designed in phases taking into consideration covering different geographic areas and specific audience. This will require different tactics, approaches, channels, tools and mostly well-crafted and especially tailored messages according to the target audience.



## AUDIENCES

Since stakeholders are everyone and anyone who can affect or be affected by this program, we will have a very large and diversified number of stakeholders:



## OBJECTIVES

Create Awareness of the problem of single-use plastic bags.

Reduce consumption of single-use plastic bags.

Achieve audience willingness to engage in the initiative.

Avoid possible dissatisfaction or negative economic and social implications.

By the end of this phase, all stakeholders should be aware of the importance of this initiative, the required changes in consumption and the related regulations.





### The steps are as follows:

1. Identifying relevant audience.
2. Identifying the geographic targeted area.
3. Considering the available resources.
4. Creating an action plan.
5. Planning and designing the necessary messages.
6. Strategizing the usage of different media tools that can help spread the message.
7. Choosing the right timing for launching the campaign.



### BASIC STEPS

- Creating the right conditions for actions.
- Creating awareness at different levels; grassroots, public sector, private sector and Government.
- Get official recognition for the problem by discussing the issue with relevant ministries and work towards joint ownership of the problem.
- Defining the proper "core message".
- Identifying the target audience: Tailoring the message and presenting it depends to a great extent on the category of audience that we hope to influence.
- Deciding which community would be most influential in solving the problem.
- Identifying the most appropriate channel to reach the audience.
- Designing the message. The message needs to address the effects of the issue on the particular target audience.



### CAMPAIGN CHECKLIST

- Rationale
- Starting point
- Building consensus and engage potential critics
- Official launch plan
- End point
- Reporting



### AWARENESS CHALLENGES

- The spread of users' awareness and acceptance of changing materials, prices, and support.
- Educational challenges, such as building the capacity of workers in the relevant institutions.
- Economic technical challenges, such as providing environmentally friendly alternatives at the same time economical.



## MITIGATION MEASURES

- Ensuring a well-tailored awareness campaign targeting different segments of audience before activating the ban on free distribution.
- Giving multi-use bags (with clear visual campaign slogan) through the Ministry of Supply - with awareness messages - to give a positive light to the reduction program.
- Ensuring the gradual activation of the procedures (in stages) and the intensification of awareness campaigns and marketing the necessary instructions to help adapt in the transitional phase.
- Applying the proposal of marketing reduction measures in poor villages in a different positive light. Messages should be tailored to resonate with the direct benefits and details of the citizens' life and their economic activities.

Finally, continually monitor and evaluate the campaign to explore lessons learned and ways of improving the outcomes.

**VII. SUGGESTED  
IMPLEMENTATION PLAN  
FOR THE AWARENESS  
COMPONENT OF THE  
SINGLE-USE PLASTIC  
BAGS STRATEGY IN  
EGYPT (2024 - 2030)**

COMPONENT	FUNDAMENTAL ACTIONS	RESPONSIBLE ACTOR
<p><b>Stage 1</b></p> <p><b>Preparation and Readiness</b></p> <p><b>(2024 – 2026)</b></p>	<p><b><u>Stage Objective:</u></b></p> <p><b>This stage aims at providing the necessary support to the MOE, to ensure a smooth implementation of its strategy, through a successful awareness campaign and public behavior change.</b></p> <p>This stage represents a cornerstone to a successful implementation of the strategy. It is a preparation phase that should be achieved before taking any step towards addressing the public regarding banning SUPBs or starting to sell the thicker ones at the retailers' point of sale.</p> <p><b><u>Checklist:</u></b></p> <p>It is fundamental to ensure that certain steps are accomplished before initiating any awareness public campaign. Therefore, it would be advisable to prepare a checklist that marks specific actions and ensures they were achieved before we start launching the campaign.</p> <p>This might require more time, effort and may be resources, but it would ensure achieving the target and help us avoid jeopardizing the communication plan. Good preparation and readiness are essential to achieve the required public behavior change and a successful implementation of the suggested measures.</p> <p><b><u>Activity 1.A: Prerequisite Actions:</u></b></p> <p>To ensure attainable, successful, and sustainable results for our campaign, we need to ensure the following steps were achieved before embarking on any public awareness activities.</p> <ul style="list-style-type: none"> <li>• <b>Providing incentives</b> to encourage all environmentally friendly alternatives and imposing taxes on the use of plastic bags to reduce the import of raw materials and to encourage supermarkets to rely on alternatives to single-use plastic bags.</li> <li>• <b>Improving the performance</b> of industries associated with value chains for SUPBs and alternative bags.</li> <li>• <b>Creating economic cycles</b> that would include a number of beneficiaries and creating jobs will make it easier to convince the public.</li> <li>• <b>Providing reasonable options</b> that would accommodate different groups economic status guarantees acceptance and success of the campaign.</li> <li>• <b>Creating a successful and practical collection mechanism</b> is equally important and fundamental to achieve the final goal.</li> <li>• <b>Gradual banning</b> is likely to make the campaign successful.</li> </ul> <p><b><u>Activity 1.B: Creating Public Awareness of SUPB Problem:</u></b></p> <p>A specialized media agency was assigned to prepare a comprehensive communication and PR strategy under the supervision of UNIDO.</p> <p>It is important, however, to choose the right timing for launching the campaign and ensure public readiness and receptiveness.</p> <p><b><u>Preparatory Campaign for Health and Economical Challenges of SUPB:</u></b></p> <ul style="list-style-type: none"> <li>• Typically, environmental issues are not a top priority for citizens and consumers view plastic bags as a free product useful for domestic use.</li> <li>• The best entry point with any target audience is to identify "what's in it for them", something that would directly touch their interests in person or affect their lives and the lives of their family members. This will surely resonate. To be able to reach the largest number of citizens, we need to create a direct liaison that would touch them directly. From this perspective, "health" issues resulting from SUPBs would be crucial in drawing public attention.</li> </ul>	<p>Ministry of Environment</p> <p>Ministry of Finance</p> <p>Ministry of Trade and Industry</p> <p>Cabinet of Ministers</p> <p>UNIDO</p> <p>Media Company</p>

COMPONENT	FUNDAMENTAL ACTIONS	RESPONSIBLE ACTOR
	<ul style="list-style-type: none"> <li>• Classical media tools are no longer as effective as they used to be, in building public consensus on important matters. A large segment of the population, if not the majority, is currently following modern social media tools and channels (Influencers, TikTok and reels). These tools are quite influential and effective to start drawing public attention, building consensus and establishing a new culture of practice.</li> <li>• Health issues that may be caused by plastic could be a powerful entry point. Therefore, producing a couple of short TikTok videos\reels addressing the possible health hazards resulting from discarded plastic bags would be a good kick-off for the campaign.</li> <li>• To achieve this goal, it is recommended to identify and contract a couple of young influencers, tailor good messages, and possibly use effective filmed material as appropriate. At this stage, there will be <b>no mention of banning or pricing plastic bags</b>, just bringing the subject to the circle of light and building public awareness about the matter.</li> <li>• This product should circulate through social media for at least three months before launching any PR campaign. During this period, talk shows, podcasts and other media tools could be brought in, to highlight the problem and discuss the details. Government officials and specialists would be interviewed in radio and TV programs to discuss the matter at large and the possible mitigation measures.</li> <li>• The subject campaign should run for three months at least, if not more, during which opinion polls should be run by a specialized agency to measure the public receptiveness of the matter.</li> </ul> <p><b><u>Activity 1.C: Implementation of the Awareness Campaign Designed by the Media Agency:</u></b></p> <ul style="list-style-type: none"> <li>• Based on the obtained results at the end of the first phase, the MOE can decide when the appropriate timing is to launch the awareness campaign prepared by the media agency.</li> <li>• Achieving the above measures and actions is fundamental to ensure the effectiveness of a successful implementation of the communication plan.</li> <li>• These concrete actions will pave the road to receptiveness from the consumers' side and mitigate any expected discontent or discomfort with the planned actions.</li> <li>• Ensuring future sustainability of measures, partnerships and necessary products at the end of this phase.</li> </ul>	
<p><b>Stage 2</b></p> <p><b>Consolidation and Sustainability</b></p> <p><b>(2026 – 2028)</b></p>	<p><b><u>Stage Objective:</u></b></p> <p><b>Consolidation of obtained results and ensuring sustainability after full implementation of the communication strategy.</b></p> <p><b><u>Activity 2.A: Consolidation of Results and Smooth Transition Measures:</u></b></p> <p>It is important at this stage to consolidate the achieved results and ensure a smooth transition before initiating new campaigns in different geographical regions in the country, with specific target groups.</p> <p>Therefore, it would be of great importance to adopt some additional supporting measures as follows:</p>	<p>Ministry of Environment</p> <p>Ministry of Trade and Industry</p> <p>Ministry of Education</p> <p>Ministry of Higher Education</p> <p>Ministry of Social Solidarity</p> <p>International Development Partners</p>

COMPONENT	FUNDAMENTAL ACTIONS	RESPONSIBLE ACTOR
	<ul style="list-style-type: none"> <li>• Issuing a decision for major retail chains (hypermarkets and supermarket chains) with a grace period of six months.</li> <li>• Preparing a program to build the capacities of micro, small and medium enterprises working in the field of recycling in addition to the producers of shopping bags that conform to standards.</li> <li>• Issuance of the Ministry of Supply's decision to target retail distribution outlets with a deadline of six months.</li> <li>• Preparation and implementation of capacity building and awareness program for shops and other target establishments among both the public sector and the private sector.</li> <li>• Supporting projects working on the reduction program through providing partial grants or soft loans, in cooperation with relevant development partners. The aim is to support projects working on the reduction program, focusing on developing recycling technologies, producing quality multi-use bags, and improving the local Industry.</li> <li>• Promoting financial inclusion and formalizing value chains for single-use plastic bags and alternative bags.</li> <li>• Free distribution of alternative bags marked by the campaign logo through the Ministry of Supply to ensure public awareness of the problem.</li> <li>• Preparing a roadmap for the next steps to integrate the components of the "circular economy", including other priority single-use plastic.</li> <li>• It would be extremely instrumental to design a simple economic model, in cooperation with specialized SMEs agencies and donors, to create income generating activities in local communities, and fitting into circular economy. This will ensure a reasonable level of responsiveness and engagement among these special groups which are usually less sensitive to environmental challenges, and more focusing on their direct benefits.</li> </ul> <p><b>Activity 2.B: Engaging Youth Through Education:</b></p> <ul style="list-style-type: none"> <li>• Integrating the subject of SUPB reduction and behavioral/lifestyle change into <b>existing curricula</b> and awareness programs in schools in coordination with the Ministry of Education. To address young students and children, we need to prepare and use specific simplified tools like documentaries, short animated 2D videos to explain the problem and illustrate the associated negative impact in a simple manner.</li> <li>• <b>As for Universities</b>, we can use the existing videos and informative material to engage youth in the awareness campaign, in addition, of course, to the messages already delivered and diffused through the social media campaign.</li> <li>• We may also encourage youth to provide innovative approaches to deal with the problem through competitive activities.</li> <li>• Youth Centers would also be a good channel of engagement with this type of audience. We can use the same informative visual material and provide business opportunities (collection &amp; recycling) for interested youth. This could be organized in cooperation with the Ministry of Youth.</li> </ul>	

COMPONENT	FUNDAMENTAL ACTIONS	RESPONSIBLE ACTOR
	<p><b>Activity 2.C: Identifying and Engaging Active NGOs:</b></p> <ul style="list-style-type: none"> <li>• This activity will require hiring a specialized consultant, to work in cooperation with development partners and the Ministry of Social Solidarity, on identifying a number of active grass-rooted NGOs.</li> <li>• Identifying target geographical areas in different regions of the country (Delta and Upper Egypt).</li> <li>• To reduce the effort of identifying audience and groups, it would be useful to cooperate with development agencies that are implementing their projects and programs in the selected governorates. Subsequently, we can capitalize on their beneficiaries to raise awareness and engage with the groups whenever applicable.</li> <li>• Providing a simple economic model for collection and/or recycling to be used by interested individuals or organizations.</li> <li>• Designing a number of pilot projects in different governorates to be implemented by NGOs under the supervision of the consultant.</li> <li>• Evaluating the outcomes of the project according to clear KPIs and deliverables.</li> <li>• A comprehensive report about the experience will help shape the future approach and actions.</li> <li>• Replicating the successful model in other geographic areas whenever applicable.</li> </ul>	
<p><b>Stage 3</b></p> <p><b>Expanding Engagement</b></p> <p><b>(2028 – 2030)</b></p>	<p><b>Stage Objective:</b></p> <p><b>Addressing the Agricultural and Tourism Sectors to ensure their full engagement in the campaign.</b></p> <p><b>Action 3.A: Identifying and Addressing Main Challenges in The Two Sectors:</b></p> <ul style="list-style-type: none"> <li>• The major impact of plastic bags on the environment is that it takes many years for them to decompose. In addition, toxic substances are released into the soil when plastic bags perish under sunlight and, if plastic bags are burned, they release a toxic substance into the air causing ambient air pollution.</li> <li>• Plastic pollution reduces our waterways' recreational and aesthetic value, interferes with navigation, and disrupts commercial and recreational fishing.</li> <li>• Marine wildlife such as seabirds, whales, fish and turtles mistake plastic waste for prey; most then die of starvation as their stomachs become filled with plastic. They also suffer from lacerations, infections, reduced ability to swim, and internal injuries.</li> <li>• Plastic pollution can impact key economic sectors in the Mediterranean, especially fisheries and tourism.</li> </ul> <p>During this phase we will address the problem on two levels:</p> <ul style="list-style-type: none"> <li>- <b>Agricultural sector</b> by highlighting the direct specific damage caused by SUPB to the soil, water canals and irrigation channels.</li> <li>- <b>Tourism sector and Maritime</b>, which will be focusing on the damage resulting from SUPB on the maritime life, and its impact on the touristic activities (fishing &amp; diving), specifically in coastal governorates.</li> </ul>	<p>Professional Media and Advertising Agency</p> <p>Ministry of Water Resources</p> <p>Ministry of Tourism</p> <p>Ministry of Environment</p>

COMPONENT	FUNDAMENTAL ACTIONS	RESPONSIBLE ACTOR
	<p><b><u>Action 3.B: Engaging Agricultural Communities:</u></b></p> <ul style="list-style-type: none"> <li>• Identifying specific geographic regions and selecting the target communities.</li> <li>• Before we start addressing agricultural communities, it would be advisable to hire a specialized media agency to design and implement a tailored awareness campaign that addresses specific issues related to the target audience in the selected governorates.</li> <li>• Carefully tailoring specific messages that would resonate with the special interests of the target groups.</li> <li>• Producing short videos capturing and highlighting the damage caused by SUPB to soil, water canals and irrigation channels.</li> <li>• It is recommended to identify influencers or community leaders from the targeted community.</li> <li>• These communities usually live in very narrow parameters and special cultural scope which would be challenging to penetrate. Therefore, it would be highly recommended to implement this phase in cooperation with local NGOs.</li> <li>• Working closely in cooperation with the Ministry of Water Resources to ensure the identification of specific technical details. This information will ensure influencing the target audience and addressing their direct interests.</li> <li>• It would be also feasible to work in cooperation with development partners who have local projects in the targeted communities to capitalize on their beneficiaries and integrate the campaign in their programs whenever possible.</li> <li>• Whenever applicable, and in cooperation with local NGOs replicating the successful business models that were tested earlier through the pilot projects.</li> <li>• Build on the results of the previous campaigns and efforts.</li> <li>• It is crucial to choose the right timing for launching the campaign.</li> <li>• It is equally important to apply the proposal of marketing reduction measures in poor villages in a different positive light.</li> <li>• Messages should be tailored to resonate with the direct benefits and details of the citizens' life and their economic activities.</li> </ul> <p><b><u>Action 3.C: Tourism Sector and Maritime:</u></b></p> <p>Marine litter is estimated to cost the fishing fleet millions every year, due to reduction in fish catch, damage to vessels or reduced seafood demand due to concern about fish quality. Polluted beaches can also discourage visitors, leading to reduced jobs and revenues and increased costs for beach and harbor clean ups.</p> <p>This segment will be addressed on two parallel lines.</p> <ol style="list-style-type: none"> <li>1. local tourism industry workers and agents.</li> <li>2. Tourists and visitors. <ul style="list-style-type: none"> <li>• The campaign will address individuals and businesses concerned with fishing industry, diving, and other touristic-related activities.</li> <li>• It is advisable to hire a specialized media agency to design the campaign and tailor the relevant messages.</li> </ul> </li> </ol>	



COMPONENT	FUNDAMENTAL ACTIONS	RESPONSIBLE ACTOR
	<ul style="list-style-type: none"> <li>• Working closely with the Ministry of Tourism and the Tourism Development Authority to identify and engage the required target concerned groups in local communities (individuals and firms).</li> <li>• Providing training and awareness sessions to local staff and individuals working in the marine touristic business. The content would highlight actual and future negative effects of SUPB on their business and direct income.</li> <li>• Preparing presentations that would include factual, scientific, economic and business-related information, illustrated by animated videos and photos, highlighting the problem.</li> <li>• Using existing videos and other filmed material that illustrate the actual damage caused to maritime life to raise public awareness among concerned groups.</li> <li>• Producing short videos and other social media tools in several languages (TikTok and Reels) featuring the problem and highlighting the negative effect on maritime life.</li> <li>• Airing the subject visual informative material at large in airports, hotels, marine centers in every touristic destination.</li> </ul> <p><b><u>Action 3.D: Important Measures by the Government:</u></b></p> <p>On the other hand, it would immensely support these efforts if the following actions were adopted:</p> <ul style="list-style-type: none"> <li>• Issuance of a decision by the Ministry of Tourism to target its areas of jurisdiction with a grace period of six months.</li> <li>• Issuing governors' decisions for coastal/touristic cities that are highly prepared (South Sinai and Red Sea governorates) within a period of six months.</li> </ul>	

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