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SIG and Partners Join Forces to Deliver Systemic Solutions to Ocean-Bound Packaging Waste

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SIG and its project partners, Plastic Bank, the Wuppertal Institute for Climate, Environment and Energy, and decision context have launched â??Recycle for Good â?? Prevent Marine Litterâ?•, an ambitious initiative to reduce packaging waste littering in Southeast Asia. The project targets to prevent at least 10,000 tons of waste from entering the ocean and is funded through ZUG (Zukunft â?? Umwelt â?? Gesellschaft), on behalf of the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN).

The 3-year project is designed to prevent ocean-bound plastic by strengthening collection and recycling systems for all types of packaging, including beverage cartons and plastics, in Thailand, Indonesia and the Philippines.

The project is running until November 2028. It aims to prevent at least 10,000 tons of packaging waste from entering the ocean while directly engaging around 100,000 people, including students, teachers, households, and informal waste collectors, in improved waste segregation and recycling practices. Implementation takes place in close cooperation with local recyclers, Producer Responsibility Organisations (PROs), schools, and public authorities.

A core pillar of Recycle for Good â?? Prevent Marine Litter is behaviour change, with a strong focus on schools as catalysts for community action. By empowering pupils as change agents, the project promotes waste segregation at source and responsible disposal practices, extending beyond schools into households and local communities and helping to establish long-term recycling habits.

This behavioural approach is supported by Plastic Bankâ??s digital platform, which is being further developed and tailored specifically for use in schools. Through gamification features such as rewards, challenges, and collective goals, the platform incentivises correct segregation and collection of packaging waste across all relevant material streams, including beverage

cartons and flexible packaging. The solution is designed to support habit formation, collaboration, and sustained engagement rather than short-term behavioural change.

The Wuppertal Institute for Climate, Environment and Energy contributes scientific expertise through sustainability research and analysis, environmental impact evaluation, and the development of policy and system insights related to plastic waste management.

Decision context provides strategic analysis and data-driven decision support for behaviour change initiatives and in modelling their impact, helping to inform evidence-based decision-making and maximising the projectâ??s effectiveness.

The SIG Foundation contributes its social-impact expertise as a strategic, non-operational partner. It strengthens the project's social dimension, provides administrative support, and contributes to project-related communication.

In parallel, the project invests in local recycling infrastructure, including the upgrading and establishment of facilities capable of processing used beverage cartons and flexible plastics. By strengthening recycling capacity and integrating informal waste collectors into formal value chains, Recycle for Good improves the economic viability of recycling and supports inclusive livelihoods within local waste management systems.

The initiative also contributes to the advancement of Extended Producer Responsibility (EPR) systems by demonstrating practical, scalable recycling models and sharing data and learnings with Producer Responsibility Organisations and policymakers in the focus countries. This helps create the conditions for long-term, system-level solutions that extend beyond the projectâ??s duration.

â??Recycle for Good â?? Prevent Marine Litterâ?• is funded through the â??Marine Debris Framework â?? Regional hubs around the globeâ?• (Marine: DeFRAG) initiative, managed by ZUG (Zukunft â?? Umwelt â?? Gesellschaft), on behalf of the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). The project is co-implemented by the partners and reflects a shared commitment to strengthening circular economy solutions, reducing marine litter, and building resilient recycling ecosystems in Southeast Asia.