

# PROMISE



PREVENTION OF MARINE LITTER  
IN THE LAKSHADWEEP SEA

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# Agenda

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## **1. Description of the situation and challenges (5 min)**

- a. Policies
- b. Tourism - Curse or blessing?

## **2. How is the PROMISE project tackling the challenges? (7 min)**

- a. Activities
- b. Case Studies

## **3. Next Steps (3 min)**







# MAIN POLICIES REGARDING WASTE MANAGEMENT

## — **Single-Use Phase Out Plan**

Initiated 2021: Lay out specific products and set dates to prohibit import, production and consumption of SUPs

## — **Waste Management Act**

2022: Emphasising the importance of awareness raising and capacity development.

## — **National Waste Management Policy and Strategy (NWMPS)**

Strategy for 2023-2027 which sets out to follow the waste hierarchy: prioritize reduction before reuse, recycling, energy recovery and disposal.

## — **Planned EPR scheme for plastic packaging**

Regulation is still under revision and has not been enacted yet (adelphi together with ZWM proposed this scheme)



## 1. Description of the situation and challenges



# What we think the Maldives look like vs. the real picture





## 1. Description of the situation and challenges

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### MARINE LITTER

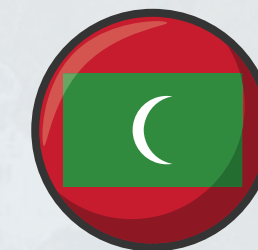
as one of the most threatening environmental problems worldwide.



### SIDS

are vulnerable to marine litter due to poor waste management, uncontrolled dumping, lack of land, etc.

### TOURISM



Amount of waste generated in a **tourist resort in the Maldives** is **3.5 kg per guest per day**, while the **inhabitants of Male** and surrounding islands only produce between **0.8 and 1.7 kg**.



# 1. Description of the situation and challenges



- The Maldives is a **Small Island Developing State (SIDS)**
- **Land scarcity, lack of technical skills and awareness** pose a major challenge to proper waste management
- Maldives being a popular tourist destination, **generates up to 25,000 tons of plastic waste every year**. Due to poor management practices, 1/3 of it ends up in the coastal ecosystem.
- Most of waste **openly incinerated on Thilafushi, the "waste island"**
- **Extended Producer Responsibility (EPR)** will be put into law (as planned now)





## 2. PROMISE PROJECT

A project funded by:



A project implemented

by:



# About the Project



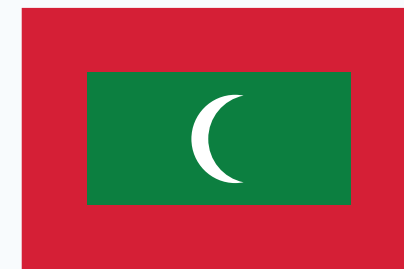
- The **Maldives, Sri Lanka and India** have undergone substantial growth in tourism clusters located along their shorelines of the Lakshadweep Sea. While this has increased the economic well-being of the local population, these developments have also come at a high price.
- The PROMISE project **targets tourism clusters along the Lakshadweep shorelines in the Maldives, Sri Lanka and India** to **prevent leakage of wastes from land-based sources into the Lakshadweep Sea** in line with Sustainable Consumption and Production (SCP) approach.



## 2. PROMISE Project



### Locations



Noonu Atoll, Raa Atoll,  
Shaviyani Atoll, amongst  
others



North Western, Western  
and Southern provinces



Kerala coast



# PROJECT ACTIVITIES

## 2. PROMISE Project

### MAP OUT & IDENTIFY

sources and consequences of marine litter along the Lakshadweep shorelines

### SUPPORT MSMES FROM TOURISM CLUSTERS

in implementing waste minimisation options in their business operations

### ENABLE ACCESS TO FINANCE FOR MSMES

to implement high cost waste minimisation options.

### STRENGTHEN REGIONAL POLICY FRAMEWORKS

for waste management in coastal areas and contribute to reduced waste generation.

### LAKSHADWEEP ZERO-WASTE ALLIANCE

conceptualisation and initiation.

### SENSITISE WIDER STAKEHOLDER NETWORK

about the approaches to waste prevention.

### Stakeholders:



MSMEs in tourism clusters



Local coastal businesses



Local governments and municipalities



Policy makers and advisors



Financial institutions



Tourists and coastal population



# ACHIEVEMENTS

**311**

Tourism  
MSMEs  
sensitised

**103**

MSMEs  
implemented  
Waste  
Minimisation  
Options

**10**

MSMEs  
supported in  
Access to  
Finance

**151**

MSMEs  
sensitised on  
Green  
Finance

**154**

Policy  
Makers  
sensitised

**900 tons**

of waste  
collected &  
recycled  
through beach  
clean-ups



## 2. PROMISE Project - MFA Activities

# Methodology Development



- MFA methodology developed
- 6 pilots (2 per country)
- 3 Country reports published
- Source-to-Sink methodology developed
- 3 Source-to-Sink reports published



## 2. PROMISE Project - MFA Activities

# Problem Analysis

Findings from “Source to Sink” MFA in hotels and guesthouses on Maafushi island

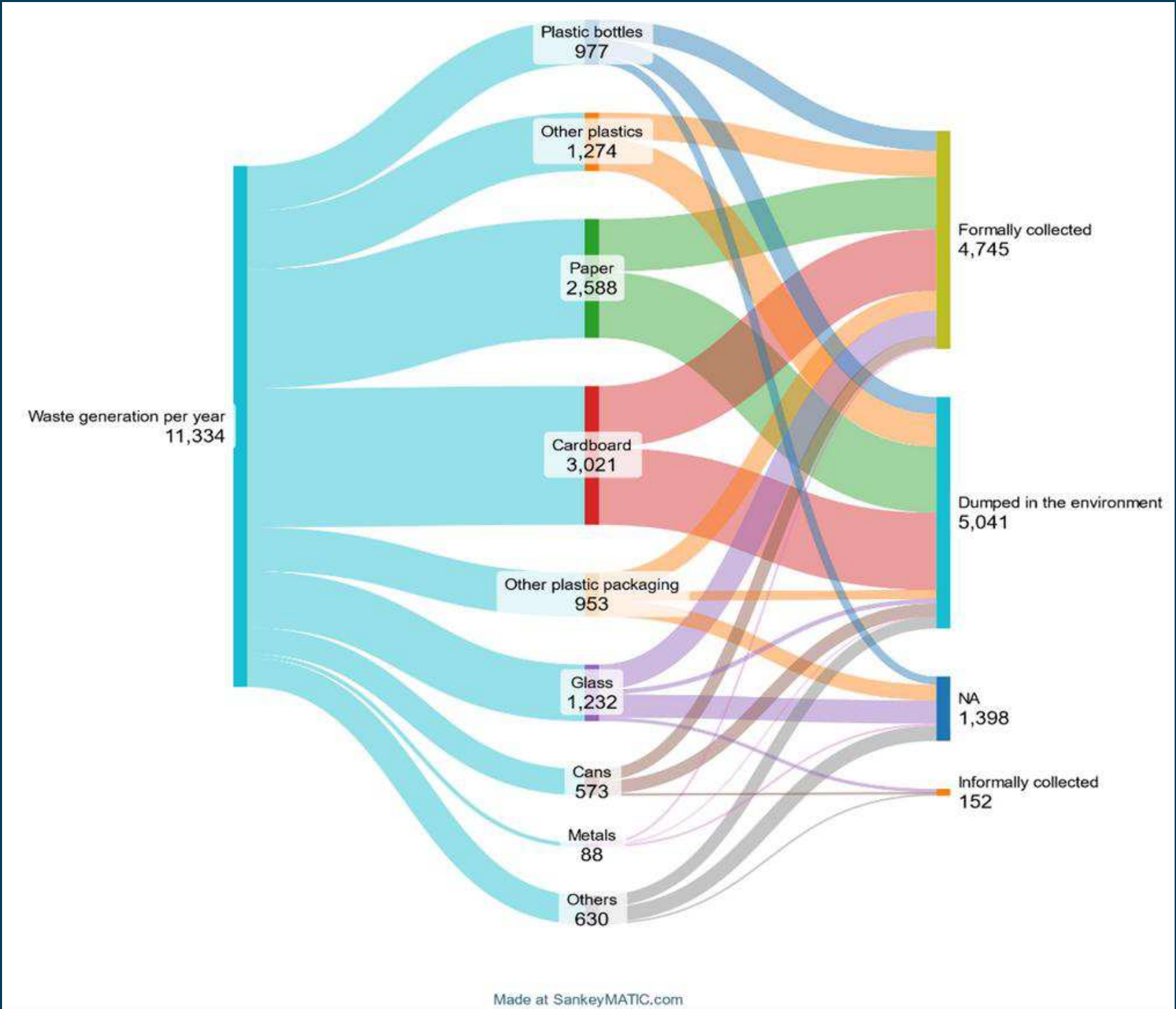


Figure: Sankey diagram of waste generated from hotels and guest houses [in Kgs]



## 2. PROMISE Project - Case Studies

# PET bottles replaced by reusable glass bottles across 54 enterprises

- Enterprises have replaced the PET bottles with reusable glass bottles.
- The glass bottles are refillable and does not generate plastic waste.



AFTER

BEFORE



- Enterprises used PET bottles to serve water to their guests.
- PET bottles contribute significantly to plastic waste.
- The usage of PET bottles also results in water wastage due to leftover water in the bottles.



### Investment:

€ 476 to reduce 10,000 PET bottles.



### Savings per year:

5- 10% as compared to PET bottles



### Payback period:

2.5 years



### Prevented Waste:

1.2 million PET bottles



## 2. PROMISE Project - Case Studies

# Elimination of single use bin liners across 25 enterprises

- The bin liners were eliminated from the guest rooms, leading to a complete reduction of single-use plastic.



AFTER

BEFORE



- Single-use plastic bin liners were used daily in the guest rooms of the enterprise for **dry waste**, resulting in a high volume of plastic waste generation.



### Investment:

Nil



### Savings per year:

€ 1 for 10 plastic bin liner elimination



### Payback period:

Immediate  
**Prevented Waste:**



0.4 million pieces of bin liners annually



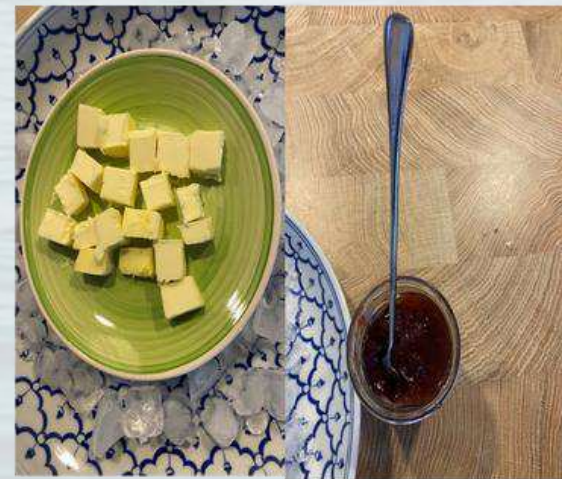
## 2. PROMISE Project - Case Studies

Replacement of small butter/jam sachets with butter cubes & big jar of jam

Before



After



Switching from disposable toilet amenities with refill-dispensers

Before



After



Switching from PET bottles to water dispensers/filters at each floor of property

Before



After







# 3. Next Steps

## EPR Scheme Implementation

- EPR scheme under revision.
- Post-implementation: Increased need for consultancy.
- Focus areas: Registry setup and infrastructure development.

## Funding and Future Goals

- Aim: Guesthouses, hotels, and resorts to adopt zero-waste solutions.
- Case studies to highlight economic and environmental benefits.
- Current reliance on external funding due to high transport costs and lack of infrastructure.

## Opportunities for German Consultants and Plant Manufacturers

- Engage with the Lakshadweep Zero-Waste Alliance.
- Anticipated demand for island-wide recycling solutions post-EPR implementation.
- Potential for consultancy and technical solution offerings.





# OTHER RESOURCES FOR SWM ON THE MALDIVES

(Developed by adelphi)



## EPR MANUAL FOR SIDS

with special focus on the  
Maldives.



## GIZ STUDY: EPR SCHEMES IN SIDS

covering the Maldives among others



## PROMISE POLICY PAPERS

providing a status quo and policy  
recommendations for the Maldives





# THANK YOU FOR YOUR ATTENTION!

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