

PROMISE

The word 'PROMISE' is written in a large, teal, rounded font. The letter 'O' is replaced by a stylized plastic bottle. The letter 'I' is replaced by a yellow fish. A wavy line runs through the middle of the letters, suggesting water or waves.

PREVENTION OF MARINE LITTER
IN THE LAKSHADWEEP SEA

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Agenda

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



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:

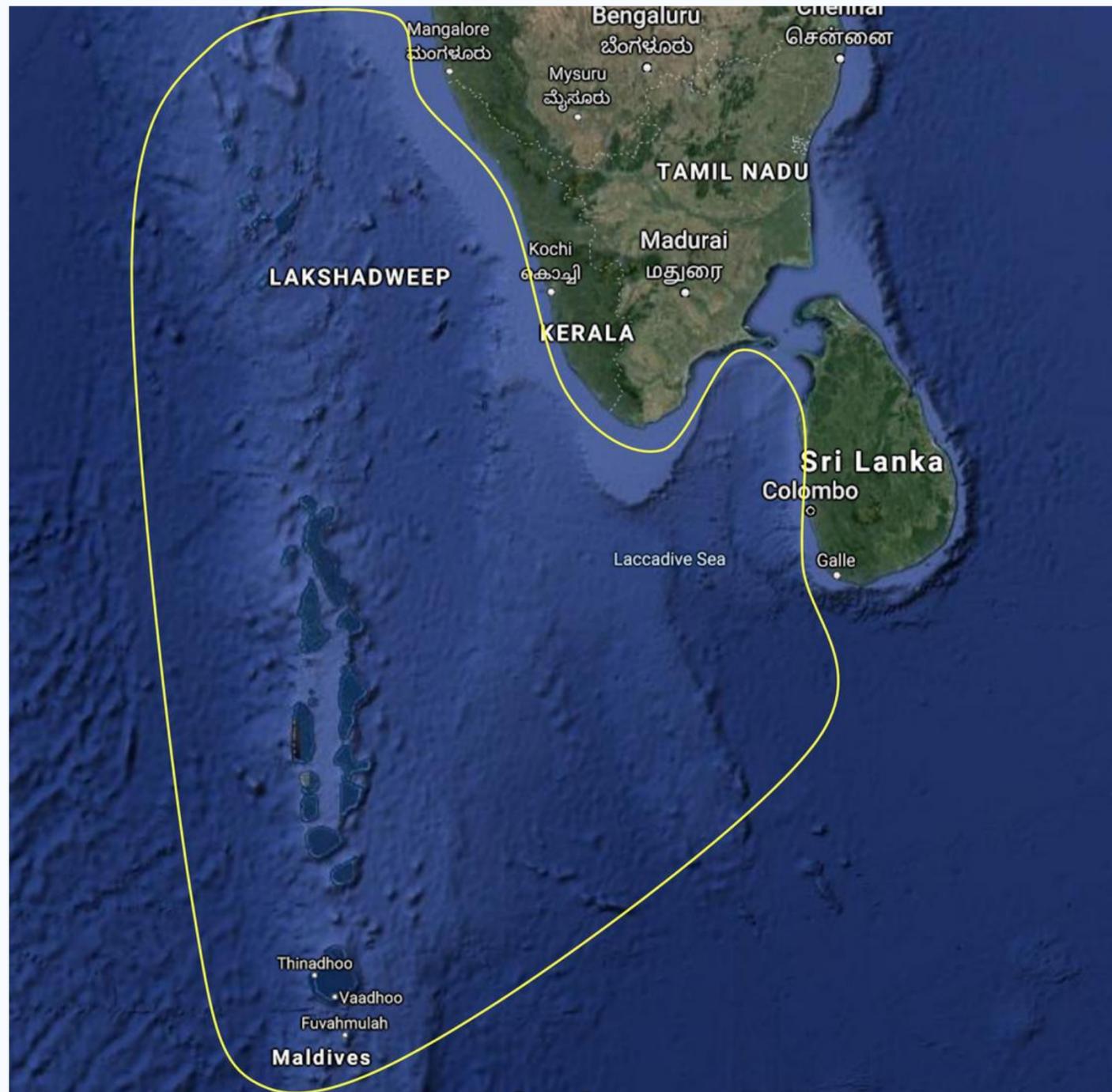


About the Project



- 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

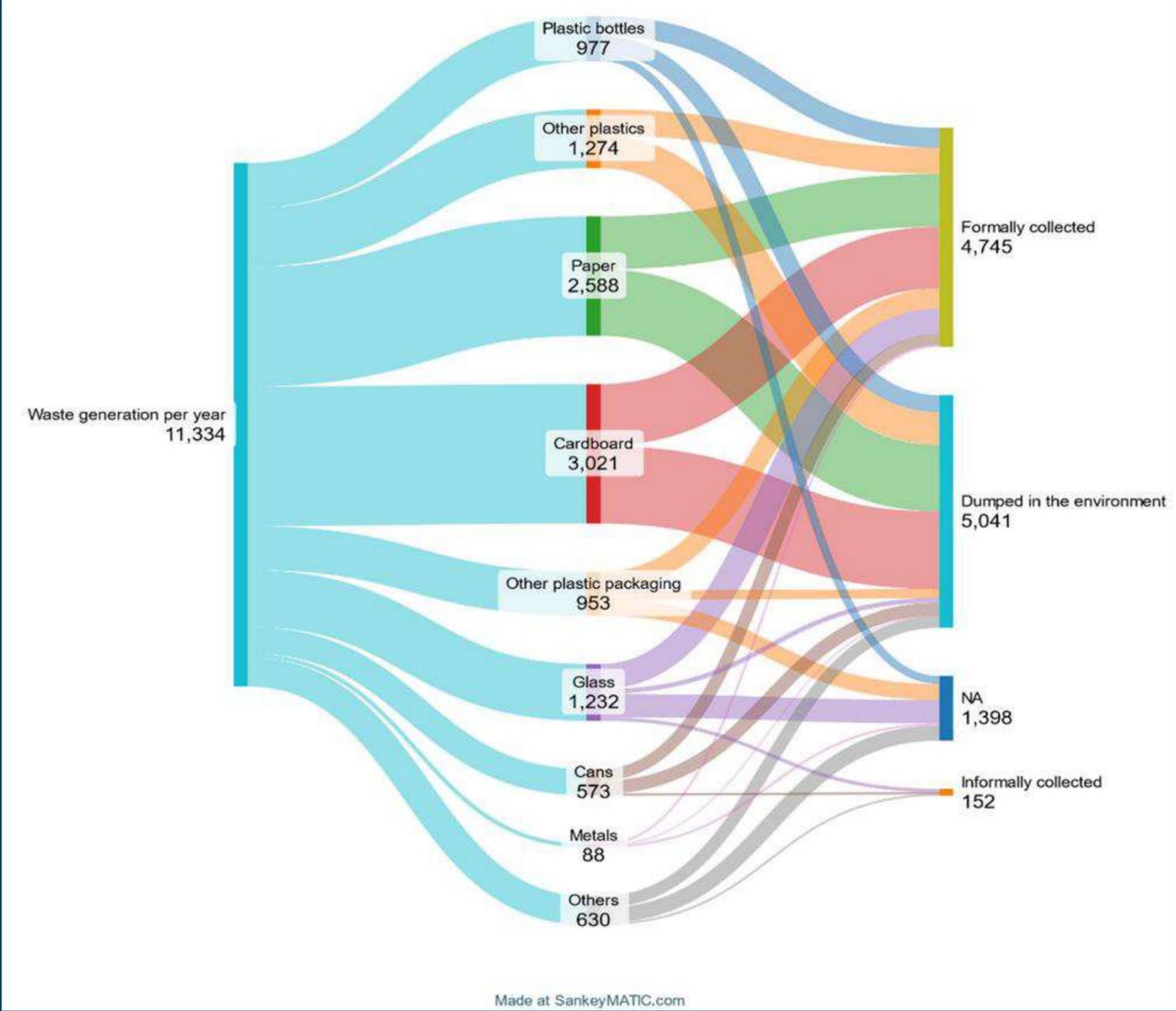


Figure: Sankey diagram of waste generated from hotels and guest houses [in Kgs]

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

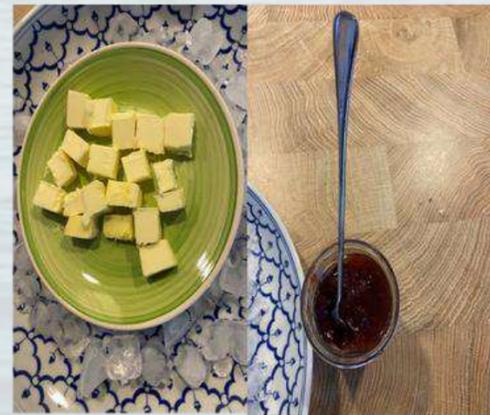
2. PROMISE Project - Case Studies

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)



**Extended Producer Responsibility (EPR)
Implications on Small Island Developing
States (SIDS)**

A guideline for implementation of EPR in SIDS to fight increasing plastic marine litter

EPR MANUAL FOR SIDS

with special focus on the
Maldives.



**Extended Producer Responsibility schemes
in Small Island Developing States**

GIZ STUDY: EPR SCHEMES IN SIDS

covering the Maldives among others



**Policy Solution Prototypes for
Marine Litter Prevention in Maldives**

Mr. Amamath Munnolimath and Ms. Keerthana Thyagaraj – adelphi, Germany
Dr. Shazia Mohamed – Maldives National University, Maldives

PROMISE POLICY PAPERS

providing a status quo and policy
recommendations for the Maldives



THANK YOU FOR YOUR ATTENTION!

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