

INDONESIA, SEVERAL CITIES



POPULATION
2.4 million

STOP Ocean Plastics Project

Launched in 2017 by SYSTEMIQ and Borealis, Project STOP was developed with the intention to reduce ocean plastic pollution at source. Its primary goal is to develop effective and circular waste management systems that prevent plastic leakage into the environment, enhance resource efficiency, and create positive outcomes for local communities. The project collaborates with various industries, in addition to the Indonesian and Norwegian governments and nowadays it is led jointly by passionate leaders in sustainability.

Project STOP employs a "system enabler" methodology that relies on a team of specialists in waste management, plastic recycling, organics management, behavior change, and program governance. This team works closely with a city to design and subsequently implement an affordable waste management system. The aim is to ensure that all households and institutions within the city receive collection services, while simultaneously preventing plastics from entering the environment.

Project STOP initiated its first city partnership in 2017 in Muncar, a coastal fishing community in Banyuwangi, Indonesia, followed by two additional cities, Pasuruan in East Java and Jembrana in Bali. By February 2022, Muncar was transitioned to local government control, with Pasuruan following suit in 2023. In 2023, Project STOP remained operational in Jembrana and has commenced an extensive expansion across the entire Banyuwangi Regency. The program prioritizes the delivery of real, measurable impact on the ground, maintaining a lean organizational structure and a high cost/benefit ratio. Despite its brief duration, the initiative has already achieved measurable and tangible results, establishing a strong reputation among local and national authorities and generating significant interest from international institutions, academia, and the plastics value chain.



Source: Stop Ocean Plastics



IMPACTS TO ACHIEVE SDG 11.6.1 – MARCH 2023

- 4 Municipalities engaged.
- 333 full-time jobs creation.
- 47,000 tons of waste collected, of which 5,800 tons of plastic waste.
- 320,000 people benefitted from waste collection services
- 5 material recovery facilities were built
- the program in Muncar was handed over to the city authorities
- waste collection and sorting contracts across multiple municipalities were developed
- a comprehensive waste management training program was developed

IMPACT TARGETS

- Provide reliable, affordable waste collection services to 2 million people
- Create over 1,000 full-time jobs
- Collect 230,000 tons of waste annually, of which 25,000 tons of plastic

City Partnerships in Java and Bali



Containers for selective waste collection



Source: Stop Ocean Plastics

INSTITUTIONAL SUSTAINABILITY



Project STOP collaborates closely with city governments to establish robust circular waste management systems. The project provides cities with technical expertise to achieve zero waste leakage, boost recycling rates, and develop economically sustainable programs. This approach not only creates new job opportunities but also mitigates the negative impact of mismanaged waste on public health, tourism, and fisheries. The project is also committed to fostering a strong public-private partnership to reduce waste and plastics leakage into the environment and promote material circularity. Moreover, once a project attains economic self-sufficiency, it will be managed exclusively by the local government and community, ensuring long-term institutional sustainability.

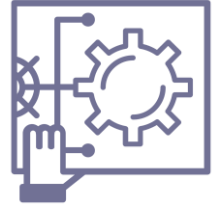
PLANNING & MONITORING



The project diligently monitors 14 key metrics related to waste management and the consequential secondary impacts. It is currently establishing a standard to determine local ocean plastic flux levels. This comprehensive monitoring process provides valuable insights into the project's operational efficiency, identifies areas requiring improvement, and informs strategic decisions for future actions.

Project STOP aspires to develop a replicable blueprint model, sharing its findings and experiences with stakeholders globally to enable the widespread adoption of its approach on a global scale.

APPROPRIATE TECHNOLOGY



1. **SCOPING:** Project teams assess potential cities, looking for high levels of ocean plastic leakage and dedicated government support.
2. **PREPARATION & DESIGN:** Baseline assessments, government agreements at all levels, and experts gathered from around the globe to design dependable, low cost, scalable waste system models built from the world's best practices.
3. **IMPLEMENTATION:** In partnership with government authorities and local stakeholders, the team prepares the community to operate its own economically sustainable waste system and does not leave until the job is done.
4. **SCALE UP:** Applying learnings from previous cities, "system enabler" teams expand to new regions to leverage more change.



Source: Stop Ocean Plastics

STOP builds a low-cost, circular, replicable, zero-leakage waste system with measurable impact, long-term frontline implementation, deep transparency, quality supply of clean waste feedstock and circular revenue streams.

STAKEHOLDER INVOLVEMENT / INFORMAL SECTOR INVOLVEMENT



Project STOP places great emphasis on engaging stakeholders at both the local and national levels. This includes working closely with government institutions, local communities, the private sector, academia, and several corporate partners who are actively investing in the project. Moreover, the initiative is committed to incorporating the informal sector into its activities, particularly by involving them in waste collection services and material recovery facilities. The project strives to foster collaboration with stakeholders throughout the entire plastics value chain. This includes building partnerships with both non-governmental and governmental organizations and institutions that actively participate in, contribute to, and enhance the program. These partnerships are vital for leveraging expertise, manpower, strategic guidance, and financial support, thereby strengthening the overall impact and sustainability of Project STOP.





SOURCES

- Sistemiq – <https://www.systemiq.earth/portfolio/project-stop/>
- Stop Ocean Plastics – https://www.stopoceanplastics.com/en_gb/ ; https://www.youtube.com/watch?v=MVae6ngy6Vs&ab_channel=ProjectSTOP ; https://www.stopoceanplastics.com/wp-content/uploads/2023/07/STOP-Folder_Update-June-2023-compressed.pdf ; https://www.stopoceanplastics.com/wp-content/uploads/2023/06/Systemiq_Mobilizing-Blended-Finance-for-Waste-Management_EN_final-1-compressed.pdf



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