



## NETWORKING LUNCH

# Promote the clean-up and recycling of marine debris through social media

**Facilitator: Hsin-Chen Sung**

Deputy Executive Secretary

Recycling Fund Management Board

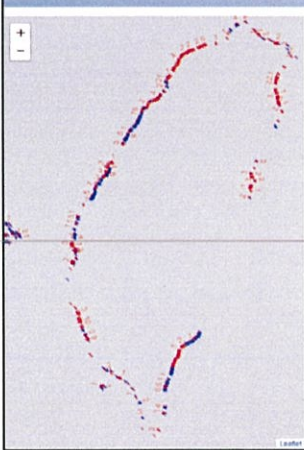
Environmental Protection Administration

March 14, 2018



## Government has always been committed to preserving the marine ecology

- Before 2016, we held beach cleaning events in Spring and Fall every year.
- In 2017, we launched the 422 National Beach Cleaning and Adoption Program
- Different from a one-time beach cleaning activity in the past, a national joint beach cleaning program will converted into long-term beach cleaning adoption program.



全國海岸線清掃成果

| Number of Adoptable Coast Sections | Number of New Adoption Groups this month | Weight of Total Waste Cleaned      |
|------------------------------------|--|------------------------------------|
| 1337                               | 20                                       | 44.1 MT                            |
| Number of Adopted Coast Sections   | New Adopted Coast Sections this month    | Weight of Waste Cleaned this month |
| 637                                | 34                                       | 7 MT                               |

新聞訊息

最新公告 環保新聞

環保署於「地球日」舉辦各縣市首屆國際古瓶淨灘淨灘地土特淨灘

大正堂淨灘暨海岸 422 巡迴淨灘

守護海岸環境 422 地球日 環保服務記淨灘、巡迴活動

422 國際海岸 淨灘 6 種新思維







# TAIWAN'S EXPERIENCES

## The importance of social media

**Everyone's here**

In 2016, Taiwan has over 18 million active Facebook users.

**Direct & prompt feedback**

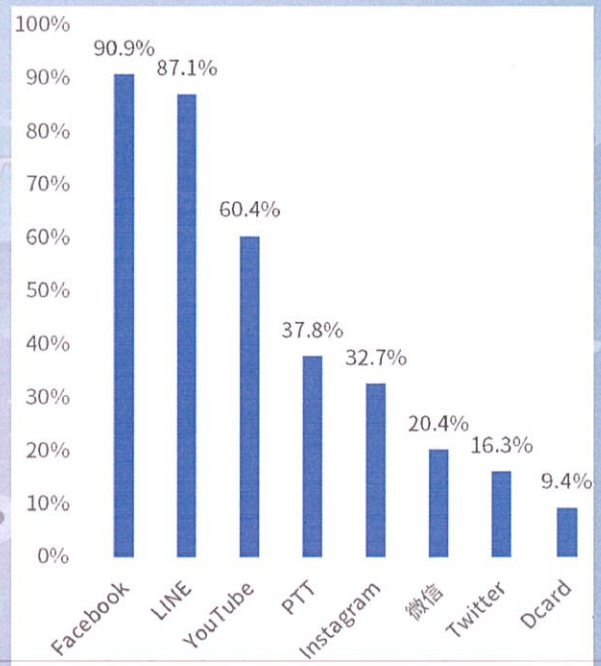
Through A-B tests, you can get direct and prompt feedback/ results from the target audience.

**Find your TA**

Define your target audience and market and create contents that appeal to them.

**Adjust the "tone"**

Public or governmental issues can easily lose people's interest, so we convert the tone/feature of the issues to something more user-friendly.



Status of social media accounts Taiwanese users own (2016)

Source: RE-THINK Environmental Education Association (<https://www.facebook.com/rethink.tw>)



# It's hard to communicate, so we try to...

**Make it soft**

Environmental issues need to be soft, clear and easy to understand.

**Create new content**

In the world of social media, you fail when you cannot seize users' attention. New and attracting contents need to be frequently created.

**Use their language**

Most people feel numb about the environmental issues. Therefore, we need to use the right language to speak to them and also use materials more "humane".

**Branding**

Building up a brand takes time, but once you achieve, the loyal followers stay with you.

Source: RE-THINK Environmental Education Association  
(<https://www.facebook.com/rethink.tw>)

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## Use their language

**When promoting a clean-up event, how many different ways of communication can you think of?**

"Mom, there's a strange ingredient in the label of this fish."

"What kind of environmental do you want your kids to live in?"

"Taiwan's beaches need you!"

"We've gathered everyone who loves Taiwan."

"Time to find the ocean spirit of the islanders"

"How much trash can a small island hold?"

"Youngsters, now it's our turn to take action."

...

Source: RE-THINK Environmental Education Association  
(<https://www.facebook.com/rethink.tw>)

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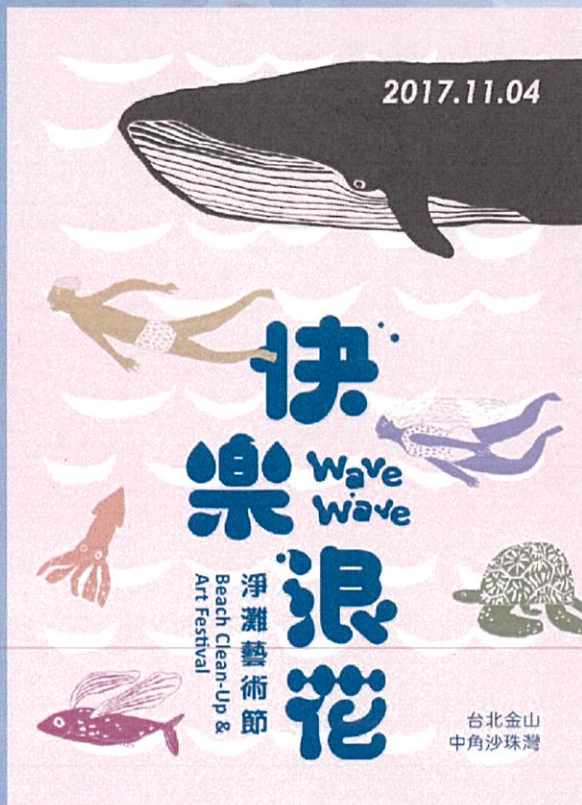


## CASES

### -2017 WAVE WAVE

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## 2017 Wave Wave Beach Clean-up & Art Festival



Spread the environmental message, through art.

### Event

- 300 people
- 1.5 hours
- 1,500 kilograms of garbage
- Admission fee:
  - 600 NTD (20 USD) /per
  - 300 tickets sold out

Source: inBloom  
(<http://studioinbloom.blogspot.tw/>)

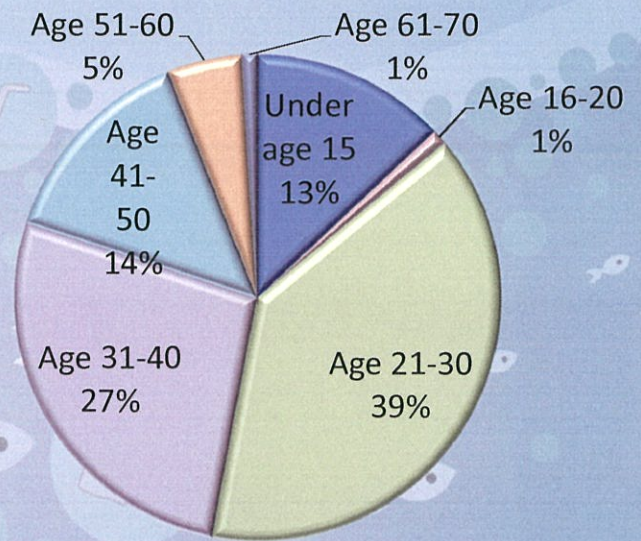
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# Results: Age Distribution of Volunteers

| Age          | Number of volunteers |
|--------------|----------------------|
| Under age 15 | 38                   |
| Age 16-20    | 4                    |
| Age 21-30    | 117                  |
| Age 31-40    | 82                   |
| Age 41-50    | 41                   |
| Age 51-60    | 16                   |
| Age 61-70    | 2                    |



Source: RE-THINK Environmental Education Association  
(<https://www.facebook.com/rethink.tw>)



# Participants' Feedback

- The coast is incredibly dirty.
- I am very happy to do something for the ocean.
- We saw garbage from distant China.
- I am surprised by the huge amount of garbage.
- I decided to buy a durable rain coat. I will not buy disposal rain coat unless it is necessary.
- It is great to know stores that sell products with less footprints.
- Hope to join the next event.
- I appreciate this event to let us recognize the importance of our environment.

Source: RE-THINK Environmental Education Association  
(<https://www.facebook.com/rethink.tw>)





# Waste Marine Plastic Recycling AT RECYCLER

<https://www.youtube.com/watch?v=XqFDL-jmj3M&feature=youtu.be>



## Regeneration Experience of Marine Debris

Preliminary classification  
and cleaning



Cutting with scissors

Source: Da Fon Environmental Technology Co., Ltd.  
(<http://www.df-recycle.com/>)





**The second cleaning**



**Smashing**

Source: Da Fon Environmental Technology Co., Ltd.  
(<http://www.df-recycle.com/>)

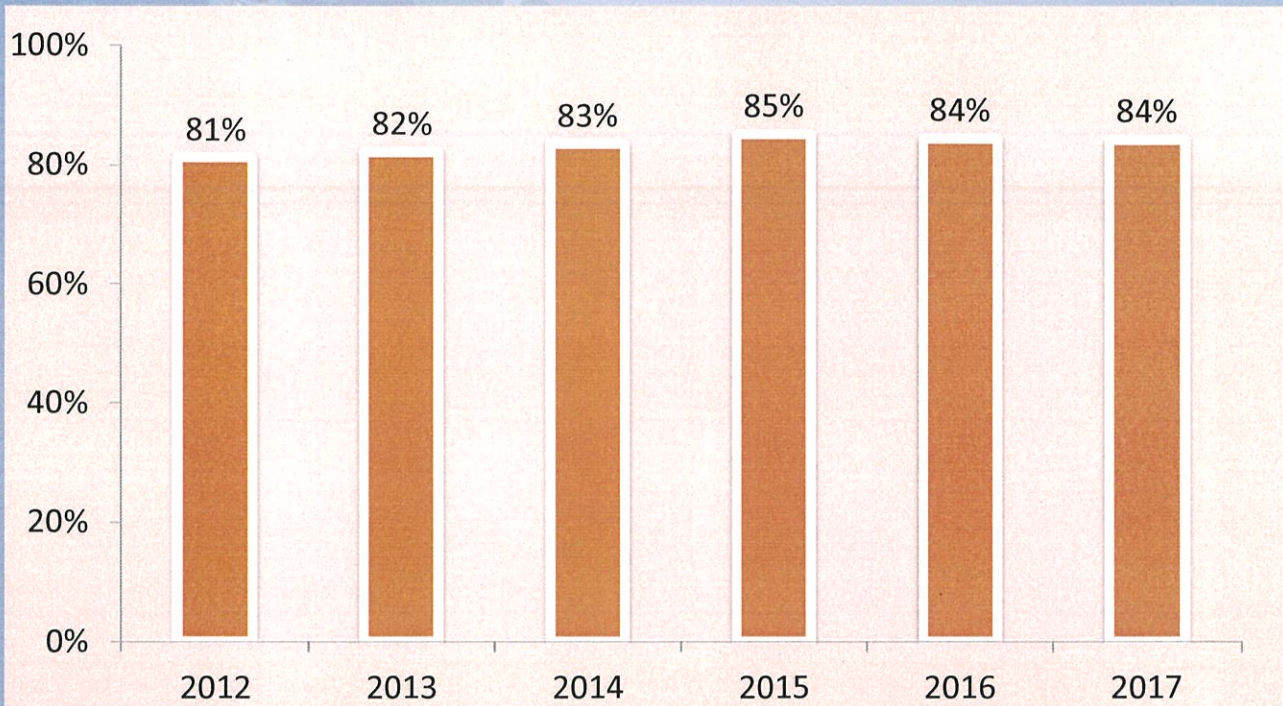
## Final Result



Source: Da Fon Environmental Technology Co., Ltd.  
(<http://www.df-recycle.com/>)



# The Plastic Containers' Recycling Rate in Taiwan



Source: Recycling Fund Management Board of TEPA  
 (<https://recycle.epa.gov.tw/>)



## Other Recycled Plastic Products Design and Development



# Other Recycled Plastic Product Design and Development

Designed by Taiwan-based company  
**Hair O'right International Corporation®**  
and **Da-Fon Environmental Technology®**

- The First Shampoo Bottle Made of 100% Recycled HDPE material in Asia
- Certified by Blue Angel-The German Ecolabel.
- Hair O'right won the second place of 2017 Sustainable Beauty Awards.



Source: Hair O'right International Corporation®  
(<https://www.orient.com.tw/>)

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# Other Recycled Plastic Product Design and Development

**Miniwiz Re-Case iPhone Case**



Miniwiz RE-view is a  
Sunglasses made out of  
recycled materials

**Shoebox—made out of  
recycled materials**

Source: Miniwiz Co.,Ltd.  
(<http://www.miniwiz.com/home.php/>)

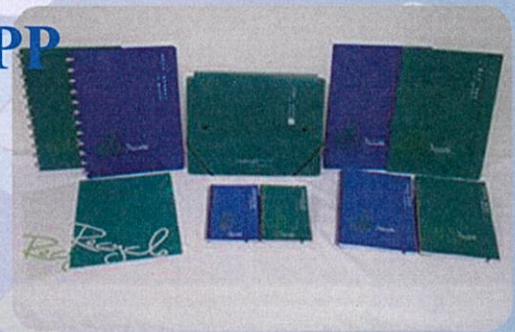
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# Other Recycled Plastic Product Design and Development



**Stationery Made of Recycled PE & PP**



Source: DA.AI Technology Co., Ltd.  
(<http://www.daait.com/index.php/en/>)

# Other Recycled Plastic Product Design and Development



**Bags Made of 100% Recycled HDPE & PP**



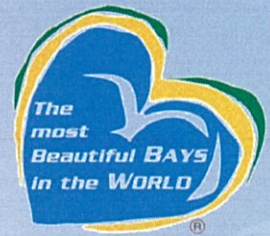
**Stationery Made of 100% Recycled HDPE & PP**



Source: Da Fon Environmental Technology Co., Ltd.  
(<http://www.df-recycle.com/>)

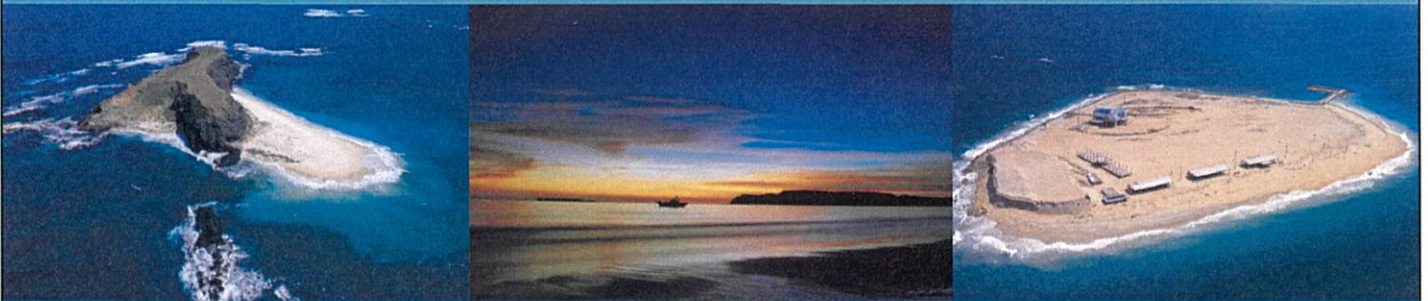


## Event



### International Workshop on “the Most Beautiful Bays in the World (MBBW)”

- OCT.1-OCT.5, 2018
- Penghu, Taiwan



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## Conclusion

- Taiwan has been placing great efforts in utilizing the power of social media in order to promote people’s awareness toward the significance and the public’s involvement in environmental issues.

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# Thanks for your attendance

*Taiwan has been working hard...*  
台灣一直在努力...

Email: [hcsung@epa.gov.tw](mailto:hcsung@epa.gov.tw)

## The main plastic restriction policy in Taiwan

2002

Banned the 7 sectors and businesses from providing free plastic bags to customers.

2006

Banned the dining room of public departments & schools from providing disposable tableware

2007

Restrained the use of plastic trays & packaging boxes for products such as eggs, fresh food, pastry & bread at discount stores and supermarkets

2011

Fast food restaurant chains, convenience stores, beverage shops, & coffee shops are required to provide the incentive programs to reward customers that bring the reusable cups.

2018

- Extended the ban on free plastic bags to 14 sectors & businesses.
- Banned the manufacturing & importing of cosmetics and personal beauty products that contain plastic microbeads.



# Taiwan is planning a blanket ban on single-use plastic items by 2030

2020

- To extend the ban of free plastic bags to all the shops where invoices are issued.
- To ban the restaurants and catering venues to provide disposable plastic tableware or drinking straws for customers who are eating in.

2025

To implement a pricing system to help restrain the use of plastic bags, disposable tableware, takeaway drink cups and straw.

2030

To ban the plastic bags, disposable tableware, takeaway drink cups and plastic straw entirely.

*Many foreign media had reported that Taiwan aim to implement a blanket ban by 2030 to significantly reduce plastic waste.*

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APPENDIX

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# Welcome to Tomorrow's Technical Session: *Global Single- Use Product Case Studies*

- Location: Capri
- Session Chair: Erica Nuñez, National Oceanic and Atmospheric Administration, Office of International Affairs
- This session will explore ways in which the international community has taken action to reduce plastic pollution within our oceans.
- **11:30 AM Taiwan's PET Bottle Recycling System and Application | Hsin-Chen Sung, Taiwan**

