



Project STOP:
A pioneering initiative
that creates circular waste
management systems
to stop ocean plastics
at the source

STOP OCEAN PLASTICS AT THE SOURCE

Plastic waste is one of the most urgent challenges faced by society today. Plastics ending up in the environment harm biodiversity, as well as community's livelihoods and people's health. Solving this challenge requires financially viable, sustainable and circular waste management systems, where waste is collected, sorted and recycled.

Waste collection levels are lowest in rapidly developing countries where the pace of growth and consumption has outpaced the development of effective solid waste management systems. For example, prior to Project STOP, in the city of Muncar, East Java, only 12% of household waste was collected. All the rest was dumped into the environment, including waterways and ocean, or burned with grave environmental, health and economic consequences.

PROJECT STOP: THE FIRST INITIATIVE OF ITS KIND

Project STOP was initiated by Borealis and SYSTEMIQ, and is today led jointly by passionate leaders in sustainability, who are united by the same vision: to permanently stop waste leaking into the environment by transforming inadequate linear systems into sustainable, circular ones, creating real impact through action on the ground.

PROJECT STOP'S OBJECTIVES

1. **Zero leakage of waste** by providing affordable, clean waste collection to all citizens
2. **Resource efficiency and circularity** that transform waste into feedstock for a circular economy
3. **Economic sustainability** through circular business models and innovative co-financing instruments
4. **Benefit for the communities** by reducing the impact of mismanaged waste on public health, and by creating collection and material sorting jobs

PROJECT STOP: A UNIQUE SYSTEM-ENABLER INITIATIVE AT SCALE

Waste management systems around the globe fail for a variety of reasons, including insufficient waste system funding, inadequate waste system governance and lack of technical training and capacity. Project STOP applies a holistic "system-enabler" approach to tackle all these issues together, rather than targeting only selected gaps in the system.





Sustainable transformation can only be achieved by addressing all system failures together

Based on an in-depth understanding of the local context, culture and legal/regulatory environment, Project STOP works in governmental partnerships, deploying a multi-disciplinary expert team to support local authorities. Together, they assess the current system failures and then design and implement an improved, low-cost and end-to-end solution. This includes implementing waste collection and sorting as well as establishing downstream supply chains for circular materials, including plastics. Project STOP's system-enabler approach includes campaigns to create consumer awareness and behaviour change, building institutional capacity and establishing an improved waste governance and legal environment to create long-term viable and sustainable circular systems.

WALKING THE TALK: PROJECT STOP DELIVERS IMPACT ON THE GROUND FROM DAY ONE

Project STOP's first city partnership started in 2017 in Muncar, a coastal fishing community in Banyuwangi, Indonesia, followed by two more cities, Pasuruan in East Java and Jembrana in Bali. In February 2022 Muncar was handed over to the local government followed by Pasuruan in 2023. Currently, Project STOP operates in Jembrana and has started a major expansion across the entire Banyuwangi Regency. The program focuses on delivering real, measurable impact on the ground, with a lean organization and a high cost/benefit ratio. In a very short time it has delivered measurable and tangible impact, built a solid reputation amongst local and national authorities and created widespread interest among international institutions, academia and the plastics value chain.

Since its inception, Project STOP has*:

- created 333 full-time jobs
- collected 47,000 tons of waste (of which 5,800 tons of plastic waste)
- served 320,000 people with waste collection
- built five material recovery facilities
- handed over the program in Muncar to the city authorities
- developed waste collection and sorting contracts across multiple municipalities
- determined and deployed a more effective and robust waste governance model
- developed a comprehensive waste management training program

* impact figures as per March 2023



City Partnerships in Java and Bali



IMPACT AT SCALE: PROJECT STOP EXPANSION

Project STOP's underlying ambition is to develop a blueprint model and share its learnings, to enable as many interested stakeholders as possible to replicate Project STOP's approach on a global scale. The learnings gained from the three city partnerships allow the project to scale up across a wider region, whilst being even faster and more cost and resource efficient in the implementation.

Project STOP has started the expansion from Muncar across the entire Banyuwangi Regency aiming to provide waste collection services to 2 million people, establishing over 1,000 new jobs and collecting 25,000 tonnes of plastic waste annually, keeping it permanently out of the environment.

PROJECT STOP 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 (25,000 tons of plastic)

LET'S STOP OCEAN PLASTICS TOGETHER AND MAKE A SYSTEM CHANGE POSSIBLE

The global challenge of mismanaged waste and a transition from a linear economy to a circular economy can only be tackled if we all work together. Project STOP seeks to collaborate with stakeholders across the entire plastics value chain as well as with non-governmental and governmental organizations and institutions that actively participate, contribute to and enrich the program with know-how, manpower, strategic guidance and financial support.

Project STOP also supports its collaboration partners' philanthropic engagement and sustainability strategies by creating measurable impact on the environment and local communities. Project STOP collaboration partners and funders further benefit from know-how and insights generated, while the program provides an ideal brownfield environment to pilot new tools, products, services and solutions. Partners are welcome to explore, develop and implement circular economy business models and to participate in innovative co-financing schemes.



FIND US ONLINE

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