



DAY-2: Special Thematic Session 14

September 20, 2023 (Wednesday); Time: 14:00-15:30 hrs (GMT +5:30)

Theme: Engaging youth through education and advocacy for solutions to Plastic Pollution through UNEP's Tide Turners Plastic Initiative

Venue: India Habitat Centre, Silver Oak 2

Background

UNEP's Tide Turner Plastic challenge (TTPC) is a global initiative engaging youth across the country to address the issue of plastic pollution threatening life in oceans, rivers and on land across 40 countries. The initiative seeks to educate young individuals on single use plastics leading to action that will reduce land and marine plastic pollution. It also aims to motivate them to alter behaviour and norms around plastic usage at both individual and community levels.

The Tide Turner Plastic Challenge is in its fifth phase in India and since its initiation in 2019, has seen participation from more than **5.5 lakh** youth from across all states of India. The 5th phase of this initiative is on and now has support from government authorities, youth organisations and associations. It has proved to be very popular among the youth.

While this initiative is run in over 40 countries, India stands first in terms of the number of youth participation and ground level impact.

CEE India and WWF have been the implementing partners for this initiative and have greatly contributed to the success of this initiative in India.

The impact and learning from of this initiative are worth sharing both in terms of concrete and measurable ground level solution and dissemination of knowledge and awareness at a mass scale in the community. The pedagogical approach taken by this initiative has been unique and has largely contributed to its success.

Session Objectives

UNEP at 2023 ICSE session, would like to discuss the complex issue of plastic pollution and the solutions to this pollution as advocated by TTPC youth. The session will be conducted jointly by UNEP/ CEE and WWF and will highlight the following through panel discussion and expert presentations.

1. Rationale behind initiating this initiative.
2. Format and pedagogical approach taken towards this initiative.
3. Qualitative and quantitative Impact of this initiative
4. Showcase Solutions to beat the plastic pollution through green entrepreneurship and opportunities to work with the waste management sector for youth.

Programme Schedule

Part I

Setting the Context

1. Mr Sam Barratt, UNEP Chief Youth, Education and Advocacy Unit
2. Mr Sumit Sharma, Programme Officer, UNEP India

Part II

Tide Turner Plastic Challenge (TTPC) India, its impact pedagogical approach - strength and weaknesses

1. Ms Arpan Singh, Youth Officer UNEP India, Moderator
2. Ms Ambreen Khan, Project Manager WWF
3. Mr Utsav Modi, Project officer CEE
4. Mrs Gayatri Raghwa , Environment Education expert UNEP
5. Dr V A V Raman, Prof Shaheed Bhagat Singh College Directorate of Education Delhi
6. Sneha Shahi, TTPC Ambassador and PhD student

Part III

Solutions to beat the plastic pollution through green entrepreneurship and Jobs

1. Ms Anita Shankar, Chief, ASTU Eco Pvt Ltd
2. Ms Sonal Shukla, Chief, Eco Conscious
3. Mr Pranav Desai, Chief, Reco Solutions
4. Rumit Walia , Manager Youth Initiative, EDN
5. Ms Neha Shivaji Naikwade, Chief, Climate Collective
6. Sumit Sharma, Programme Officer, UNEP India
7. Kaushik Chandreshekar, UNEP Expert