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National Awareness & Education Programme

for the National Strategy Plan/ Roadmap for a Plastic Pollution-Free Mauritius

FINAL REPORT

Ministry of Environment, Solid Waste Management and Climate Change



IslandPlas



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Executive Summary

Plastic pollution has emerged as one of the most critical environmental, public health, and socio-economic challenges confronting Mauritius. As a Small Island Developing State (SIDS), Mauritius is particularly vulnerable to plastic pollution due to its high dependence on imported plastic packaged goods, limited landfill capacity, fragile marine ecosystems, and exposure to marine litter. Recent national evidence highlights the severity of the issue: in 2022 alone, Mauritius imported 53,829 tonnes of plastic while generating approximately 72,566 tonnes of plastic waste annually, of which 96% is landfilled and only 4% recycled. These figures underscore the structural imbalance between plastic consumption patterns and the country's capacity for sustainable waste management.

The consequences of plastic pollution extend much beyond waste volumes, plastic pollution results in growing risks to biodiversity, fisheries, tourism, human health, and climate mitigation efforts. Scientific evidence increasingly demonstrates the presence of microplastics in marine species, drinking water, and food chains, raising concerns for public health in a country where seafood consumption and coastal livelihoods are central. Despite the introduction of regulatory measures, including bans on selected single-use plastics and the PET Bottle Regulations, behavioural change has remained limited, enforcement uneven, and alternatives insufficiently mainstreamed. These challenges point to a critical gap: regulation alone is insufficient without sustained education, awareness, and societal engagement.

The National Awareness and Education Programme (NAEP) is designed as a cornerstone intervention under Cross-Cutting Action 1 (Education, Awareness and Behavioural Change) of the National Strategy Plan (NSP)/Roadmap for a Plastic Pollution-Free Mauritius. It provides a coherent, long-term framework to transform knowledge, attitudes, social norms, and daily practices related to plastic use and disposal across Mauritian society. Rather than a one-off communication campaign, the NAEP is conceived as a ten-year, system-level programme aimed at embedding sustainability into institutions, communities, and cultural practices.

The primary objectives of the NAEP are to:

1. Increase public understanding of the environmental, health, and socio-economic impacts of plastic pollution, including microplastics and marine degradation;
2. Promote the adoption of reusable and recyclable alternatives by addressing affordability, accessibility, and behavioural barriers;
3. Institutionalise waste sorting and sustainable practices across schools, universities, workplaces, places of worship, communities, and public institutions;

4. Foster long-term behavioural change by embedding sustainability within education systems, community programmes, and social norms; and
5. Align national action with regional and international commitments, including the Sustainable Development Goals (SDGs 12, 13, and 14), Indian Ocean Commission initiatives, and emerging global plastics governance frameworks.

The NAEP is grounded in evidence from the National Source Inventory (NSI), the State of Knowledge (SoK) Report, stakeholder consultations, and a critical review of past campaigns in Mauritius. It draws explicitly on established behavioural theories, namely the Theory of Planned Behaviour (TPB), Theory of Interpersonal Behaviour (TIB), Value-Belief-Norm (VBN) theory, and the Knowledge-Attitude-Practice (KAP) model. These frameworks demonstrate that knowledge alone does not translate into action. Effective behavioural change requires enabling infrastructure, positive social norms, emotional engagement, and supportive institutional environments.

Lessons from previous Mauritian initiatives such as Moris Nou Zoli Pei, Eco-Schools, Mission Verte, We-Recycle, and corporate CSR programmes, show strong national pride, youth engagement, and positive messaging. However, these efforts have often been fragmented, unevenly supported by infrastructure, and insufficiently institutionalised. The NAEP therefore prioritises integration, scale, and continuity.

The Programme is structured around three mutually reinforcing pillars:

Pillar 1: Education

This pillar focuses on embedding plastic literacy and sustainable practices throughout the education system, from pre-primary to tertiary and vocational training. It proposes explicit integration of plastic pollution, plastic life-cycle thinking, and circular economy principles into curricula; additional teacher training; deployment of proven pedagogical tools; school and campus recycling infrastructure; and student-led “zero plastic” action plans. Universities and training centres will act as hubs for innovation, applied research, and green skills development.

Pillar 2: Awareness and Public Mobilisation

This pillar targets households, communities, and the general public through coordinated digital and offline communication, storytelling, influencer engagement, and grassroots mobilisation. Key instruments include a national digital platform, gamified pledges, media partnerships, community challenges, clean-ups, citizen workshops, mobile collection caravans, and

recognition schemes such as Plastic-Free Awards. Messaging prioritises positive emotions, pride, responsibility, and collective efficacy, over guilt or fear.

Pillar 3: Governance, Monitoring, and Partnerships

Effective implementation of the NAEP relies on strong coordination under the Ministry of Environment, supported by multi-stakeholder governance structures aligned with the NSP/Roadmap. The Programme introduces District Citizen Councils, ambassador networks, and collaboration platforms to ensure local ownership. Monitoring and evaluation will combine quantitative indicators (participation, engagement, waste avoidance) with qualitative and quantitative tools (citizen barometers, focus groups), supported by digital innovations such as a Plastic Pollution Radar and a public-facing Plastic Clock. Financing will be mobilised through Extended Producer Responsibility (EPR) schemes, environmental levies, CSR contributions, and international partners.

The total estimated budget for the NAEP over ten years amounts to MUR 9.1 million, with MUR 8.2 million allocated for the first five years, reflecting the Programme's emphasis on cost-effective behavioural interventions, institutional integration, and leveraging existing initiatives rather than duplicating efforts.

In conclusion, the National Awareness and Education Programme represents a transformative pathway for Mauritius to move from fragmented awareness-raising towards a coherent, whole-of-society transition away from plastic dependency. By integrating education, behavioural science, community mobilisation, and institutional leadership, the NAEP complements regulatory and infrastructural measures under the NSP/Roadmap. Its successful implementation will enable measurable reductions in plastic leakage, strengthened environmental stewardship, protection of public health, and enhanced resilience of Mauritius' ecosystems and economy. More broadly, it positions Mauritius as a regional leader among SIDS in demonstrating that sustained behavioural change is both achievable and central to building a circular, plastic-pollution-free future.

1. BACKGROUND & RATIONALE

One of the most immediate environmental dangers facing Mauritius is plastic pollution. The 2025 National Source Inventory (NSI) report reveals that although plastic import data amounts to 53,829 tonnes for the year 2022, total plastic waste generated for the same year is estimated at 72, 566 tonnes, of which 69,663 tonnes are landfilled (96%) and only 2902 tonnes (4%) destined for recycling.

The NSI report (2025) also states that the primary sources of plastic pollution in Mauritius could be due to inefficient waste management (including poor infrastructure), illegal dumping and the high reliance on food imports, which often come in the form of plastic packaging, thus contributing to the overall plastic waste problem. Furthermore, the above-mentioned figures clearly show that recycling of post-consumer plastics is still in its embryonic stage. Despite the introduction of bans on certain single-use plastics and regulatory measures such as the PET Bottle Regulation, enforcement remains inconsistent, and many legal instruments lack a comprehensive scope, probably fueled by the fact that the change towards biodegradable or reusable alternatives is still very slow.

Many studies show that microplastics are entering the human body through food, water, and even the air we breathe, with potential links to respiratory, cardiovascular, and reproductive health risks. For Mauritius, where seafood is a major dietary and economic component, the ingestion of microplastics by marine organisms poses both health and livelihood concerns.

Therefore, a coordinated, multisectoral response that entails the formulation of a national strategic roadmap that will bring about bold policy changes and secure stakeholder engagement and commitment via mass awareness, official education, community mobilisation, and multi-sector cooperation is desperately needed. The answer resides in changing institutional cultures, daily practices, and society values as much as in controlling plastic use.

2. OBJECTIVES OF THE NATIONAL AWARENESS AND EDUCATION PROGRAMME (NAEP)

Designed to be complementing pillars of a comprehensive reaction to Mauritius' endeavour to reduce the use of plastic and create an ecosystem for its responsible use, the national awareness campaign and associated educational programme are meant to:

1. **Educate** the public on the environmental, health, and socio-economic impacts of plastic waste, particularly its effects on **terrestrial and marine ecosystems**, food chains, tourism, and human health.
2. **Promote the adoption of reusable and recyclable eco-friendly alternatives** by improving access to and affordability of sustainable products.
3. **Institutionalise waste sorting and sustainable practices** within schools, communities, places of worship, and public and private institutions to foster a culture of environmental responsibility. Religious bodies, in particular, will be encouraged to adopt proper waste sorting and management practices, since many places of worship generate significant plastic waste. Their visible leadership will inspire surrounding communities to adopt similar practices at home
4. **Foster long-term behavioural change** by embedding sustainability values at the grassroots level through school curricula, community programmes, and social norms, thus enabling a generational shift in mindset.

These goals closely complement Mauritius's obligations under regional initiatives to improve environmental stewardship among Small Island Developing States (SIDS) and under international environmental frameworks (e.g., the UN SDGs, especially Goals 12, 13, and 14).



3. POLICY LANDSCAPE AND STRATEGIC GAPS

Mauritius has shown policy leadership by putting in place various initiatives pertaining to plastic control. Regularly revised since their first publication, the Environment (Control of Single Use Plastic Products) Regulations have outlawed a broad spectrum of plastic products including cups, plates, bowls, trays containers, straws. The State of Knowledge (SoK) Report exposes, meanwhile, that policy execution is still uneven and that enforcement differs greatly among different sectors and areas.

Furthermore, the compartmentalised character of the policy structure has constrained it. Many times operating separately, ministries and agencies cause inefficiencies, duplication of work, and lost chances for synergy. For instance, changes in schooling aimed at embedding environmental knowledge have not adequately matched emerging environmental consideration including recycling systems.

Crucially, there has not been a strong behavioural change plan accompanying the current rules. For instance, bans by themselves run the danger of being seen as punitive rather than transformative, especially if they are not accompanied by meaningful community outreach.

There is a need to adopt a holistic approach involving civil society, private sector and government institutions and all levels in the educational sector to capture collective commitment, and nurture grassroots creativity. By means of shared ownership of environmental goals, provision of the required instruments for sustainable action, and reward of positive change, it seeks to close the gap between regulation and conduct.

The existing education curricula already expose learners to *some* environmental and waste-related content, without explicitly considering plastics as a systemic issue. The current primary and secondary curriculum lays general foundations in environmental awareness, waste reduction and responsible citizenship, but does not treat plastics as a specific, critical issue. Plastic waste, plastic pollution and plastic management in Mauritius are effectively “*subsumed*” under generic phrases like “*waste*,” “*litter*,” and “*pollution*.”

4. REVIEW OF THE APPLICATION OF BEHAVIOURAL THEORIES

There are various behavioural theories which have been applied by past studies to institutionalise better understand the behaviours and attitudes of various stakeholders regarding the use of plastics. The theories and past studies provide valuable insights which can be used for the development of effective awareness campaigns and educational programmes.

Firstly, the theory of planned behaviour (TBP) has been applied extensively to better understand and predict the behaviours of individuals based on their respective attitudes, subjective norms and perceived behavioural control. For example, Loh et al (2020) provides evidence from the Malaysian context, that those variables have significant effects on plastic use behaviours. Specifically, the study found that the subjective norms based on the expectations of peers and family members were strong determinants.

Secondly, the theory of interpersonal behaviour (TIB), suggest that concepts such as habit formation and might be important predictors of plastic use behaviours. The study of Goh (2021) which applied TIB indicate that facilitating conditions such as the sorting of wastes through dedicated bins and access to substitutes play key roles and their absence result in a major barrier to behavioural change.

Thirdly the Value-Belief-Norm (VBN) theory (Stern et al., 1999) highlights the importance and relevance of personal values (e.g., being altruistic) in influencing individuals' beliefs (e.g., awareness of consequences regarding the use of plastics), and their impact on norm activation. The whole process is moderated by emotional states as suggested by the study of Latif et al. (2023) which show that concern for marine life, guilt over pollution and empathy for future generations, have significant effects on willingness to reduce the use of plastics and take actions to reduce plastic wastes.

Fourthly, the Knowledge-Attitude-Practice (KAP) Model also provides a framework to understand the discrepancy between behaviours and cognitive domains. It suggests that while individuals might have relevant knowledge and favourable attitude regarding the detrimental effects of plastic use, their behaviours might not be aligned. It is therefore worth noting that as demonstrated by the study of Mustafa and Yusoff's (2011), knowledge dissemination and policy development might not be enough to change behaviours. Accordingly, efforts should also be geared towards fostering the relevant emotional reaction at individual level (for instance, realizing the presence of microplastics in an individual) to bring about behavioural change.

Determinant	Application	Implication
Attitude	Belief that reducing plastic use is beneficial	Strong positive correlation with intention (Loh et al., 2020)
Subjective Norms	Social pressure from peers and family	Especially relevant in collectivist cultures (Goh et al., 2018)
Perceived Behavioural Control	Confidence in one's ability to act	Strong influence on intention and behaviour (Mamun et al., 2018)
Habit	Automatic recycling and avoidance practices	Must be instilled via repetitive exposure (TIB model)
Facilitating Conditions	Access to sorting bins, reusable products	Critical for behaviour maintenance (Latif et al., 2018)
Emotional Appeals	Empathy for marine life, children's future	Reinforces attitude and norm change (Mustafa & Yusoff, 2011)
Cognitive Dissonance	Compulsion without internalisation	Risk of superficial compliance (Mustafa & Yusoff, 2011)
Structural Constraints	Lack of bins or reusable packaging access	Limits conversion of intention to action
Cost Perception	Reusables perceived as expensive	Affects low-income adoption
Inconsistent Policy	Partial bans, weak enforcement	Undermines credibility and continuity







A comprehensive strategy to promote behavioural change towards sustainable practices should use two models: the Theory of Planned Behaviour (TPB) for educational campaigns that focus on attitudes, perceived norms, and behavioural control, and the Theory of Interpersonal Behaviour (TIB) for structural planning that creates environments that encourage habit

formation and makes supportive tools available. By promoting low-barrier commitments like signing pledges or taking part in reusable bag challenges, pledge-based triggers can be used to elicit self-justification and attitude reinforcement. Finding and empowering champions such as young people, educators, and community leaders who set an example of the desired behaviours in public places is a good way to advance social norms. Campaigns should provide free or heavily discounted reusable bags, and sorting bins should be placed in community centres, schools, and other significant public spaces. Finally, a key component of campaign design should be emotive storytelling, which uses narratives and images focused on children's health and local marine life to create strong emotional bonds with the audience.

5. LESSONS LEARNT FROM THE ANALYSIS OF PAST CAMPAIGNS





Reduction of plastic pollution and influence of personal behaviour depend on good communication techniques. Designed under the Sustainable Lifestyles and Education (SLE) Program of the One Planet Network, the report "Campaigns That Work" offers an evidence-based framework for creating powerful campaigns. Combining real-world case studies, knowledge on sustainable consumption, and insights from behavioural psychology, the report divides campaign techniques into three main areas: successful strategies, warning "watch-outs," and typical blunders. Knowing and using these components can help programs meant to promote sustainable plastic use to be far more successful.

Six successful approaches for creating campaigns to lower plastic pollution by means of behavioural modification are highlighted in the paper. First, customising messaging to particular audiences is essential since people react differently depending on their demographics, values, life stage, and personality features; for example, changes like parenthood or retirement are perfect times for habit changes. Second, applying good standards means employing descriptive and injunctive social cues people often copy others, especially credible leaders or peers, and are more likely to engage in sustainable activities if these are seen as normal and socially anticipated. Third, messages ought to be explicit about what people can and should do (e.g., utilising reusable bags) rather than nebulous pleas. Fourth, by appealing to consistency, personal standards, and reputation, catalysing promises by voluntary and ideally public pledges enhances habit change. Fifth, it has been demonstrated that in inspiring pro-environmental actions, harnessing positive emotions such as pride, hope, and optimism is more efficient and long-lasting than negative ones. Finally, demonstrating the significance of personal acts by stressing their real influence is more effective than general broad based environmental campaigns.

Effective Strategy	
 <p>#1 Customizing Recognize that different approaches will work for different people (e.g. introverts vs extroverts), and that major life transitions such as moving home and becoming a parent are opportunities to change habits.</p>	 <p>#2 Using Good Norms Use social norms to shape behaviour. People imitate others, especially those with recognized status such as celebrities, and they respond to norm-based cues about what is acceptable and expected.</p>
 <p>#3 Specifying Action Be specific about what to do. Especially when it comes to plastic, where people can feel disempowered, provide clear direction on what meaningful actions people can take.</p>	 <p>#4 Catalyzing Commitments Challenge people to make a public or private commitment to do something specific. Once people make that commitment, they are more likely to follow through and even shift habits over time.</p>
 <p>#5 Tapping Positive Emotions Tap into pride, hope and optimism. People who experience pride, hope and optimism as part of their pro-environmental behaviours tend to stick with them.</p>	 <p>#6 Showing it Matters Show that the results – even for just one person's actions – matter. In the face of a global crisis, it is easy to believe that a bottle here or a candy wrapper there doesn't matter. Show people that they do.</p>





Summary of the Six Effective Strategies (Moss, 2021)

The report also lists four watch-out strategies which are tabled below. Although incentives, especially financial ones may produce temporary gains, depending just on them runs the danger of weakening natural drive. While humour can make advertising more interesting and unforgettable, however if done incorrectly, it could compromise the gravity of the message.

Watch-outs	
 <p>#1 Fear Fear is most productive when there is something effective that a person can do to alleviate the threat. When the threat is existential or there is no immediate remedy, it just leads to anxiety and passivity.</p>	 <p>#2 Incentives Incentives work – but the behaviour goes away when the incentive goes away. Worse, intrinsic motivation can be eroded through incentives.</p>
 <p>#3 Humour People enjoy funny or clever campaigns and they can be more memorable. However, they do not necessarily translate into the desired behaviour change, and sometimes they do the opposite.</p>	 <p>#4 Altruism While altruistic claims resonate with some, in general, people make behavioural choices that prioritize their present needs and wants over the good of the group and even over meeting their own future needs.</p>

Summary of the Four Watch-Outs (Moss, 2021)

Finally, the structure alerts against four typical errors that reduce the effectiveness of campaigns. The first is stopping at awareness, on the premise that knowledge alone can result in behavioural change. Second, most of the time using guilt to motivate action is not effective and could cause emotional defensiveness. Third, by highlighting the frequency of negative behaviours, which could unintentionally help to justify them, ads sometimes support poor standards. Fourth, over relying on statistics to portray the gravity of the plastic issue can cause people to feel distant to this systemic issue.

Common Mistake	
 <p>#1 Stopping at Awareness Assuming that making people aware of the problem will lead to behaviour change. Awareness can be a first step on the path to action, but the journey is not inevitable.</p>	 <p>#2 Using Guilt Using guilt to try to change behaviour. Appeals to guilt will create resistance in many people. For the rest, their guilt cup is already overflowing, reducing potential effectiveness.</p>
 <p>#3 Reinforcing Bad Norms Showing the regrettable frequency of undesirable behaviours. Social norms are effective at shaping behaviour – so showing the prevalence of bad behaviour backfires.</p>	 <p>#4 Allowing Distance Allowing the problem to feel distant or intangible, and relying more on statistics than images and stories. People are more moved to action by problems that are local, urgent and tangible. Physical, temporal or psychological distance all undermine our motivation to act.</p>

Summary of the Four Common Mistakes (Moss, 2021)

6. ASSESSMENT OF PAST INITIATIVES IN MAURITIUS

Mauritius has launched a number of initiatives and campaigns in recent years to encourage recycling, lessen plastic waste, and develop sustainable consumption patterns. The government, non-governmental organisations (NGOs), educational institutions, and foreign partners have spearheaded these initiatives, which have been instrumental in addressing the environmental issues brought about by plastic pollution on the island. This analysis uses the behavioural framework created in the 2021 report "Reducing Plastic Pollution: Campaigns That Work" by the UNEP–Sustainable Lifestyles and Education (SLE) Programme to assess the efficacy of these interventions.

The SLE framework describes four watch-outs (fear, incentives, humour, altruism), four common mistakes (stopping at awareness, using guilt, reinforcing bad norms, allowing distance), and six effective behavioural strategies (customising, using good norms, specifying action, catalysing commitments, tapping positive emotions, and demonstrating it matters) that influence the success or failure of environmental behaviour change campaigns. This report synthesises data from national plastic bans, the "Moris Nou Zoli Pei" campaign, school-based programs like Eco-Schools and Eco-Warriors, partnerships like Plastic Odyssey and Destination Zero Waste, and NGO-led educational initiatives like Mission Verte and We-Recycle.

6.1. Summary of comparative analysis

Alignment with the Six Effective Strategies

Strategy	Evidence from Mauritian Campaigns	Assessment
1. Customizing	Strong localisation across campaigns: "Moris Nou Zoli Pei" appeals to national pride; NGO campaigns adapted to schools and regions	Strong
2. Using Good Norms	Eco-Schools and NGO-led clean-up drives create visible norms around recycling and sustainability	Strong
3. Specifying Action	Clear behaviours promoted: using reusable bags, sorting waste, pledging to avoid single-use plastics	Moderate– Strong
4. Catalyzing Commitments	Use of pledges, competitions (e.g., school bottle collection), and symbolic actions (e.g., Eco-Warriors challenge)	Moderate

5. Tapping Positive Emotions	Campaigns focus on pride in a clean island, love for marine life, and children's health	Strong
6. Showing It Matters	Use of storytelling, local marine imagery, community impact data; participation in global treaties supports salience	Moderate– Strong

Presence of Watch-Outs (Risks to Avoid)

Watch-Out	Evidence or Risk in Mauritius Campaigns	Presence
Fear	Rarely used; some campaigns hint at ocean death or health harm, but not prominently	Low
Incentives	Bottle collection rewards or competitions present in some school and NGO efforts	Moderate
Humour	Very limited use; most campaigns maintain serious or inspirational tone	Minimal
Altruism	Appeals to protect children/future generations common but not over-relied upon	Moderate

Common Mistakes Identified

Mistake	Evidence or Observation	Presence
Stopping at Awareness	Some public campaigns focus only on messaging (e.g., posters, slogans) without supporting infrastructure	Moderate
Using Guilt	Avoided in most campaigns; positive framing preferred	Low
Reinforcing Bad Norms	Rare, though campaigns showing large piles of waste without clear action may risk normalising pollution	Low– Moderate
Allowing Distance	Less applicable due to small-island context; campaigns emphasize local impact	Low

Campaigns in Mauritius show a comparatively high degree of alignment with best practices for changing environmental behaviour. Well-suited to the island's cultural and environmental context, initiatives like "Moris Nou Zoli Pei," Eco-Schools, and NGO initiatives from Mission

Verte and We-Recycle effectively capitalise on positive emotions, social norms, and visual customisation. Programs that are implemented in schools are particularly good at establishing lasting environmental values and connecting behaviour to identity.

Nonetheless, a significant flaw is the sporadic disconnection between structural support and awareness-raising. While some campaigns are successful in increasing awareness, they fall short in terms of infrastructure (such as collection systems or sorting bins) or sustained community involvement. Positive incentives (such as reward programs or social recognition) and commitment tools (such as digital pledges or community monitoring) could be more effectively institutionalised.

Future projects should concentrate on strengthening behavioural commitment mechanisms, such as digital pledges, community challenges, and "zero plastic" certifications for homes and schools, in order to increase the efficacy of Mauritius's plastic waste reduction and recycling campaigns. In order to support public awareness, campaigns must be methodically connected to enabling infrastructure, such as easily accessible sorting bins, collection systems, and well-defined recycling pathways. To promote positive social norms, more focus should also be put on presenting local success stories, which highlight businesses, communities, and schools that have quantifiable effects. Increased use of incentive-based strategies, such as contests, prizes for recognition, and reward programs, can encourage participation from a wider range of demographics. Incorporating interactive components like gamification, mobile apps, and community-driven events into campaign strategies can help them transcend static messaging. Lastly, campaign designers should investigate the innovative use of storytelling and local influencers to convey sustainability messages in memorable and culturally relevant ways in order to increase outreach and engagement, particularly among younger audiences.

7. RECOMMENDATIONS

The recommendations of this National Awareness and Educational Programme report are organised into cross-cutting areas and thematic pillars. This structure ensures that governance, education, awareness, and sectoral engagement are linked under a coherent national framework. This report supports the Cross-Cutting Action 1 (CCA 1 – Education, Awareness & Behavioural Change) of the National Strategy Plan (NSP)/Roadmap.

CCA 1 – Education, Awareness & Behavioural Change

It is essential to ensure that the strategic objectives for combating plastic pollution are translated coherently across all levels of implementation. This National Awareness and Education Programme (NAEP) is built upon three pillars:

1. ***Inclusive Participation***: Actively involving stakeholders in designing, implementing, and evaluating actions.
2. ***Transparency and Accountability***: Systematically documenting decision-making processes and reporting on outcomes regularly.
3. ***Complementarity of Roles***: Leveraging the specific expertise of public, private, civil society, academic, and citizen actors.

All governance bodies must reflect the country's territorial and socio-professional diversity while ensuring that operations are effective, coherent, and transparent.

One of the NAEP's central objectives is establishing a functional multi-stakeholder coordination structure that operates effectively nationally and can be adapted regionally. The aim is to guarantee smooth, transparent, and effective governance that enables a transition from intention to action across the entire territory. This structure will enhance traceability and clarity in decision-making throughout the campaign and help maintain institutional continuity, regardless of changes in political or administrative contexts. Moreover, it seeks to ensure balanced representation from different regions, youth groups, NGOs, businesses, and academic institutions, so that all local perspectives and lived realities are considered and integrated into the national strategy.

This campaign should involve a wide range of stakeholders, whose roles are numerous and complementary. At the centre of the initiative are the public institutions such as the Ministry of Environment, Solid Waste Management and Climate Change, the Ministry of Education and

Human Resource, the Ministry of Local Government and Disaster Management, the Ministry of Tourism, and the Ministry of Industry, SME & Cooperatives. Alongside these institutions, local authorities including municipalities, district councils, and village councils will play a key role in operationalising the campaign at the community level and in leading grassroots engagement.

Civil society organisations will form a vital link in the campaign’s architecture. These include environmental NGOs (such as Zero Waste, We-Recycle, Mission Verte, Reef Conservation, Plateforme Maurice l’Environnement...), philanthropic foundations (Odysseo, Eclasia, Rogers, MCB CIEL...), youth associations (such as the University of Mauritius Student Association), and various active citizen collectives.

The private sector, represented through entities such as Business Mauritius, the Association of Mauritian Manufacturers (AMM), the Mauritius Chamber of Commerce and Industry (MCCI), Consumer Association of Mauritius (ACIM) and the Association of Hoteliers and Restaurateurs in Mauritius (AHRIM), will be called upon to reform practices and support awareness-raising efforts. Businesses engaged in collection and recycling, such as Polypet, PIM, DKD, Recyclar, Reso Up, Phoenix Earth Initiative, will be particularly involved.

Several Mauritian companies are already leading the way through CSR initiatives. For example, Phoenix Beverages has funded large-scale plastic collection drives under its ‘World Without Waste’ programme, while Rogers Foundation has supported artistic awareness campaigns linking creativity and sustainability. Similarly, MCB Foundation’s ‘Green School’ programme has mobilised students nationwide on waste reduction practices.

The academic sector will support the campaign through research, education, innovation, and monitoring and evaluation efforts through the University of Mauritius, the Mauritius Research and Innovation Council (MRIC), and other technical and research institutions.

Lastly, citizens, whether teachers, students, workers, or retirees, will be actively engaged as ambassadors, field mobilisers, event participants, or public debate contributors. Their mobilisation will be a key ingredient to the campaign’s success.

The governance of the NAEP on plastic pollution will be overseen by the Ministry of Environment.



To ensure effective and participatory implementation, the five subcommittees created under the NSP/Roadmap will also be tasked with the responsibility of integrating the recommendations underlying the national awareness and education campaign.

Under the NSP/Roadmap, Division 4 – Education, Awareness and Behavioural Change, falling under the proposed Department Plastic Management (DPM), will initiate discussion on the creation of a network of District Citizen Councils (DCCs) - comprising youth volunteers, educators, community leaders, and local economic actors - that will in the long run be deployed nationwide to adapt national actions to the local level. As territorial relays, they will also co-organise activities such as mobilisation days, field surveys, and educational displays in public spaces.

The establishment of a shared charter that will detail each actor's roles and responsibilities, validation mechanisms, ethical collaboration principles, meeting calendars, and accountability procedures can also be considered. Multi-stakeholder dialogue sessions will be held biannually in national forums (such as Assises). These sessions will review progress, adjust actions, and strengthen stakeholder synergies.

Under CCA 1.4 of the NSP/Roadmap, it is important to mobilise the Environmental Observatory and Science to Policy Platform, as well as, any future online platforms (such as the '*Observatoire des déchets*' under the National Waste Management Strategy), for data dissemination and visible actions that will be undertaken.

The Ministry of Environment will drive this initiative in close collaboration with the DCCs, IOC, Local Authorities, HRDC (Human Resources Development Council) and NPCC (National Productivity and Competitiveness Council). Municipalities and district councils will also provide targeted support to effectively implement the campaign using appropriate tools such as contextualised posters, awareness days, and proximity campaigns.

PILLAR 1: EDUCATION – Learning to Refuse, Reuse, and Recycle (CCA 1.2 of the NSP/Roadmap)

Education forms the foundation of sustainable change. This pillar aims to transmit knowledge, stimulate curiosity, nurture critical thinking, and equip younger generations to become responsible actors in the ecological transition. By training children, adolescents, and students today to understand the challenges of plastic use and adopt concrete behavioural changes, the campaign seeks to initiate a profound cultural shift. It involves sowing seeds of environmental

engagement in every school, positioning Mauritius as a model educational and resilient island in response to the plastics crisis.

At this stage, it would be insightful to critically review the school curricula *vis-a-vis* the array of plastic concepts relevant to understanding the magnitude of plastic pollution. The primary and secondary curricula contain broad and recurring references to environmental protection, waste reduction and responsible citizenship, yet a close analysis of the learning outcomes across Grades 1–9 reveals a significant and systemic omission of explicit content relating to plastic waste, plastic pollution and plastic management, despite plastics being one of the country’s most pressing environmental challenges. While subjects such as Values and Citizenship, Science, Geography, and Food and Textile Studies introduce learners to general concepts such as caring for the environment, avoiding littering, reducing waste, protecting natural resources, minimising packaging and understanding human impacts on the environment, these themes remain largely generic and are not articulated in ways that meaningfully address the environmental, social, economic and health dimensions of plastics in the Mauritian context.

The curriculum encourages foundational attitudes—such as cleanliness, respect for public spaces and basic ecological awareness—but it fails to name “plastic waste”, “plastic pollution”, “marine litter”, “single-use plastics” or “microplastics” within the prescribed learning expectations, thereby weakening conceptual clarity, content specificity and pedagogical coherence. Consequently, although teachers may choose to interpret “waste” or “pollution” through the lens of plastics, such interpretation remains discretionary rather than guaranteed, leading to a lack of harmonisation in learning experiences and a lack of continuity across grade levels. The curriculum also misses opportunities to anchor environmental themes within the real-world ecological vulnerabilities of Mauritius, including the country’s dependence on coastal tourism, the fragility of its lagoon ecosystem, limited landfill space, growing volumes of packaging waste and the national push towards circular economy interventions, extended producer responsibility, behavioural change and sustainable consumption patterns. Instead of situating plastics within these socio-ecological realities, the curriculum treats pollution largely through the conventional science lens of air, water and soil quality, with examples such as eutrophication, acid rain and global warming—topics that are important but do not reflect the most visible or locally impactful waste stream in the country.

Moreover, the curriculum does not engage learners in the life-cycle of plastics—from production and consumption through disposal, leakage into the environment and transformation into microplastics—nor does it introduce systems-thinking or circular economy principles that would enable students to understand why plastics persist in ecosystems, how local infrastructure manages or fails to manage plastic flows, and what roles households, communities, businesses, and government play in addressing the problem. Similarly, the curriculum lacks structured opportunities for inquiry-based, experiential and project-based learning focused on plastics; learners are not required to conduct plastic waste audits, analyse beach clean-up data, observe plastic degradation, map waste flows in their communities or design solutions grounded in local realities. Such investigative and practical activities would not only strengthen higher-order skills—analysing, evaluating, creating—but also foster behavioural change, civic responsibility and community engagement. Learning about plastics remains fragmented and dependent on teacher initiative, preventing the development of deep conceptual understanding or long-term attitudes.

The curriculum also misses the chance to integrate plastics as a cross-cutting theme spanning Science, Geography, Values Education, Business, Art and Civic Studies; instead of being a unifying interdisciplinary topic, plastics remain hidden within broad environmental objectives. Furthermore, teacher support is not adequately structured: curriculum documents do not provide teacher guides, case studies, datasets or lesson templates that reference local challenges such as coastal litter, drain blockages, flash floods linked to plastic waste, local recycling facilities, informal sector roles or national bans and levies. This absence of pedagogical resources limits the ability of teachers to translate generic outcomes into concrete and contextually relevant lessons.

Therefore, while the curriculum offers a strong moral and conceptual foundation for environmental stewardship, it is insufficiently tuned to the urgent and highly visible challenges posed by plastic waste in Mauritius.

CCA1.2 of the NSP/Roadmap proposes to integrate the following measures at pre-primary, primary, secondary, tertiary institutions and Vocational Education and Training (VET):

- plastic usage and plastic wastes literacy
- ‘Train-the-Trainers’ programme on how to inculcate the importance of behavioural change in one’s everyday life towards responsible plastic usage and plastic wastes disposal

- Invite NGOs/environmental activists for talks on the necessity of a plastic-pollution free environment
- existing environment clubs/societies in educational institutions must regularly organise events and activities to embrace a culture geared towards a plastic-pollution free society (for example, promote upcycling of plastic wastes, competition on how to reduce the proliferation of plastics, etc.)

1.1. Primary and Secondary Schools

Basic education is critical in embedding sustainable behaviours from an early age. Primary and secondary schools will serve as laboratories of change, delivering knowledge and building a culture around refusing unnecessary plastics, promoting creative reuse, and encouraging daily waste sorting.

To strengthen the curriculum, Mauritius would benefit from explicitly embedding plastic-related concepts at each grade level—for example, teaching younger learners to identify common plastic items and understand why plastics should not be thrown into drains or beaches; guiding upper primary students to describe the impacts of plastic waste on marine life, public health and tourism; and supporting lower secondary learners to explore the plastic life-cycle, the science of microplastics, national policy frameworks, circular economy principles and entrepreneurship opportunities. This should be reinforced with authentic assessment strategies such as school waste audits, project-based campaigns, field observations, simple experiments, creative reuse challenges and analytical tasks requiring learners to interpret real data from Mauritian beaches or waste sites.

Integrating plastics explicitly into the curriculum would align the education sector with national priorities under the Plastic Pollution-Free Mauritius agenda, the Circular Economy Roadmap (2023), SDGs 12, 13 and 14, and global developments under the international plastics treaty negotiations. It would also empower the next generation with the knowledge, values and practical skills required to participate meaningfully in the country’s transition towards more sustainable production and consumption systems.

Educational content should be embedded within science, citizenship, and arts education disciplines. For example, educational toolkits comprising sorting tools, visual mind maps on the plastic life cycle, and collaborative games could be developed. These materials will draw

from proven initiatives such as the MARECO toolkit developed under the PAREO programme by IRD and Reef Conservation.



Example of MARECO Pedagogical Toolkit

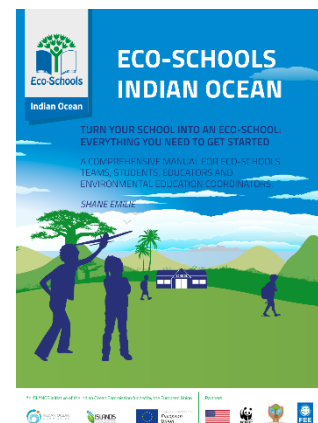
Other examples include Coco le Cateau Vert by We-Recycle, which uses storytelling and flashcards for classroom engagement, and Mission Verte and Precious Plastic Mauritius initiatives. International programmes implemented in Mauritius, such as Captain Fanplastic, Plastic Odyssey’s Code Océan, and Green School, will be maintained and strengthened. Given the role that teachers play in conveying school learning materials, teacher should receive targeted training by NGOs already heavily and actively involved in educational and sensitization programmes..



Captain fanplastic



Code Océan (Plastic Odyssey)



*Eco-schools
(Reef conservation)*

Schools will mobilise students’ engagement through clean-up of beaches and other public spaces, creation of objects from recycled materials, performing recycling roleplays, upcycling activities and organization of exhibitions. Visits to facilities such as Freedom Plastic, Precious

Plastic Mauritius, Green Ranger by QBL, and Bis Lamer will give students hands-on insight into the impacts of plastic pollution and opportunities for material reuse and innovation.



Coco the Green Parakeet, an educational programme developed by We-Recycle, is the most context-appropriate initiative for Mauritius. With a strong focus on plastic waste and sorting behaviours, it has already reached nearly 9,000 students across the island in 2024.

Open days will also be organised with companies using plastic packaging but committed to reduction strategies (e.g. Maurilait, Phoenix Bev) and recycling companies (e.g. PIM, DKD, WeCycle) to familiarise students with the waste valorisation chain. Visits to enterprises engaged in reuse solutions (e.g., washing and bottling systems) or producing alternatives (e.g., cardboard manufacturing) will further expose students to sustainable practices and solutions.

Plastic waste collection and management infrastructure will gradually be introduced in all schools. Participatory “zero plastic waste” referendums or action plans co-developed by students and educators will promote reduction, reuse, and on-site recycling. Communication tools such as posters and murals will be displayed across classrooms, schoolyards, and canteens to reinforce behavioural messages and sustain engagement.



Visit of Freedom plastic-circular economy pedagogical fablab

1.2. Universities and Vocational Training Centres

The campaign will target future professionals and decision-makers at the tertiary level, aiming to cultivate innovation, practical skills in the circular economy, and environmental leadership.

University campuses and professional institutes (including the University of Mauritius, UTM, UDM, and Polytechnics) will host thematic lecture series addressing topics such as:

- Plastics in Society
- Circular and Low-Tech Design

- Industrial Ecology and Extended Producer Responsibility (EPR)

Multidisciplinary design workshops will bring together engineering, design, economics, and law students to co-create tangible solutions, including deposit-refund schemes, reuse cooperatives, and bio-based innovations.

An annual competition, the Plastic Waste Free Challenge, will reward outstanding projects in three categories: technical, social, and behaviour change. Winners will receive incubation support from partner organisations such as La Turbine, Trampoline, and MRIC.

Vocational training institutions, especially under MITD, will incorporate modules on recycled plastic transformation, waste sorting logistics, and selective collection practices, contributing to developing new green jobs for Mauritius' plastic transition.

As is the case in most schools, plastic waste infrastructure will be progressively deployed in universities and training centres. Participatory “zero plastic waste” plans will be developed, and visual tools such as posters and murals will be displayed in classrooms and cafeterias to promote continuous engagement and behavioural reinforcement.

PILLAR 2: AWARENESS – Mobilising and Reaching the General Public

Awareness fosters broad, accessible, and emotionally resonant understanding of plastic pollution challenges. While education builds long-term change through structured learning, awareness seeks to trigger immediate engagement, behavioural shifts, and transformation of social norms in favour of responsible practices. It is based on multiplying contact points with the public, tailoring tools to various audience profiles, and narrating relatable local stories. This pillar is structured across three interrelated components: digital communication, offline communication, and field mobilisation.

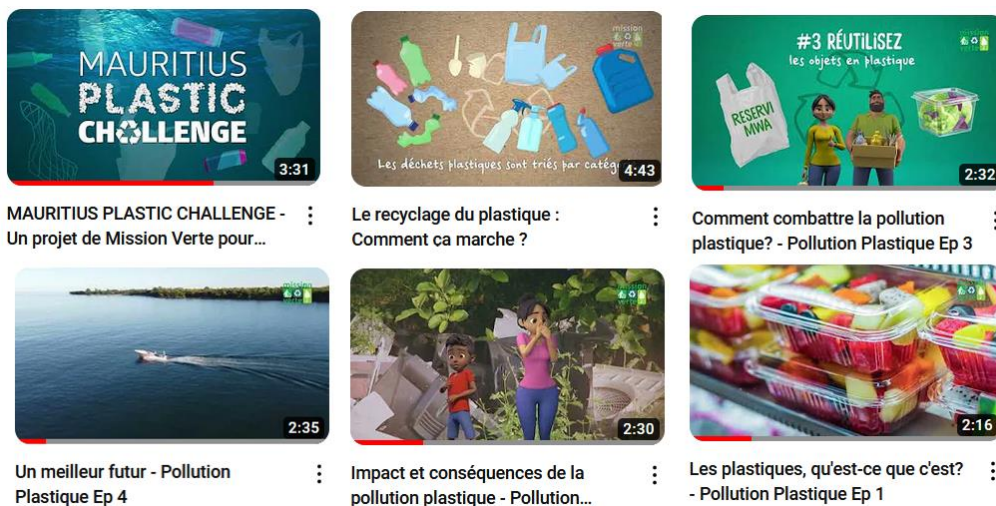
CCA 1.3 of the NSP/Roadmap focuses on launching separate awareness campaigns targeting households, coastal communities including beach users and businesses on the necessity and benefits of reuse, source sorting, and safe disposal.

2.1. Digital Communication

In a country where digital usage is rapidly expanding, digital communication is a key channel to engage youth, urban residents, and opinion leaders. The Ministry of Environment can set up a national web portal, for example, www.mauritiusplastic.com, that will be a central hub for updates, practical resources, multimedia content, quizzes, upcoming events, and a tool to report problematic and unnecessary plastics.

The Ministry of Environment can co-drive the inclusion of social media messages on Instagram, TikTok, Facebook, YouTube and LinkedIn platforms. Content strategies will leverage diverse formats from 30-second video clips to 5 to 15-minute documentaries alongside filmed testimonials, animations, and practical tutorials.

Notable existing content includes educational videos by Mission Verte that blend informational rigour with engaging formats:



The Plastic Odyssey expedition has also produced over twenty short videos (2–8 minutes), showcasing global solutions and alternatives to plastic pollution.



A longer-term project could even consider the creation of an original, local TV/web series that will portray families, fishers, shopkeepers, and students who have progressively altered their habits. A “Myths vs. Realities” section could also convey common misconceptions, such as the belief that bioplastics are always compostable or that recycling alone is a sufficient solution.

Visual, audible and accessible content should be prioritized with infographics and clear imagery/sound to highlight key plastic-related statistics (e.g., waste volumes, recycling rates, behavioural trends) and showcase local actions/success stories.



2.2. Offline Communication

Offline communication will be structured across four main channels: print media, radio, television, and public display, each reinforcing message visibility within Mauritian daily life.

2.2.1. Print Media

Partnerships will be developed with major media houses, including Le Défi Média, La Sentinelle, MBC, and Le Mauricien, and niche publications such as Le Journal des Archipels, Star, La Vie Catholique, and Eco-Austral. An editorial alliance will coordinate the daily publication of articles, interviews, and features that raise awareness of plastic risks and highlight local solutions.



To ensure accuracy and relevance, journalists will be offered training workshops to deepen their understanding of key concepts, such as life cycle analysis, circular economy, and context-specific technical and social solutions.

2.2.2. Television

National television, especially MBC’s 7:30 p.m. news programme, with its audience of over 300,000, will be a key tool for mobilisation. MBC will be encouraged to report on field actions regularly, showcasing efforts by NGOs, schools, and businesses.

Rather than producing new content, MBC could broadcast short, impactful videos already created by campaign partners, such as those from Mission Verte (with LUNANIM) or Plastic Odyssey, ensuring broad reach while optimising resources.

2.2.3. Radio

A wide-reaching radio campaign will be launched, including daily segments, interviews, brief announcements, and street vox pops in Creole and French. This strategy aims to reach less-connected populations. Collaborations will target popular stations such as Radio Plus, Radio One, Top FM, Kool FM, and Wazaa FM to ensure wide resonance and diversity of formats. This communication activity will be integrated into the media alliance to ensure strong resonance of the campaign through alternating coverage across different radio stations, without becoming overly intrusive.

2.2.4. Public Display

Public spaces will be activated through targeted, multi-site poster campaigns. Posters will appear in high-traffic areas, such as markets, bus shelters, metro stations, public buildings, and public transport.

Success stories include Mission Verte’s “Mauritius Plastic Challenge,” which featured posters on RHT buses and the Metro Express, and Plastic Odyssey’s ExPLOI campaign, with



placements at key locations like Port Louis billboards, cinemas, shopping malls (e.g. Caudan), and MCB branches.

Mauritius Plastic Challenge Poster promoting “Reuse” in RHT buses and in Metro Express

A partnership with advertising companies will be pursued, encouraging voluntary contributions of billboard space for several days annually, ensuring consistent visibility and optimised public communication budgets.

These offline actions will build campaign credibility, reinforce message consistency, and ensure outreach beyond digital audiences. Online and offline channels will share a unified brand guideline for strong visual coherence.

2.3. Mobilising Influencers and Relay Networks

Leveraging existing human networks, formal and informal, is vital to amplify the campaign's impact. Influencers and structured relays can diffuse messages organically through trust-based community relationships.

2.3.1. Private Sector

The first strategic lever involves mobilising sectoral representatives. The Mauritian economic landscape is structured around strong representative organisations: AMM (Association of Mauritian Manufacturers), AHRIM (hospitality sector), MCA (Chamber of Agriculture), Business Mauritius (employers' federation), MCCI (Chamber of Commerce and Industry), BACECA (construction and contractors' sector), MVDA (vehicle dealers), BMMA (construction materials), and MBA (banking sector). It is proposed that active partnerships be established with each of these entities to raise awareness and mobilise their members around concrete commitments against plastic pollution, tailored to the specific realities of each sector.



GTPI training with AHRIM

CSR-backed initiatives like the Coca-Cola/Phoenix Earth Initiative's 'World Without Waste' caravan show how private sector resources can scale up awareness and collection in rural areas. Partnering with these actors will ensure replication of proven models.



COMMUNIQUÉ DE PRESSE

« World Without Waste » à Maurice : un programme conjoint signé Coca-Cola et PhoenixEarth Initiative



Dans le cadre de la mise en œuvre de sa stratégie de développement durable, Coca-Cola par le biais de son programme World Without Waste réitère son engagement pour le bien-être de l'île Maurice. Avec l'appui de partenaires tels que Phoenix Beverages Group à travers PhoenixEarth Initiative, We-Recycle, New Invaders Club, ainsi que Yes No Solutions, une organisation non-lucrative qui vise à sensibiliser les populations locales afin de combattre la pollution des déchets plastiques, Coca-Cola souhaite renforcer des consommateurs « éco-responsables ».

Les 18 et 19 décembre 2021 dernier, Coca-Cola avec l'aide de ses partenaires a organisé une

World Without Waste Initiative by Coca-Cola and PhoenixEarth

2.3.2. Sustainability Champions Network

A growing network of sustainability professionals, officers, coordinators, and managers will be structured and supported through regular events, newsletters, internal challenges, and ready-to-use awareness kits to mainstream change across institutions and companies.

2.3.3. Political and Public Sector Leaders

The training of political and administrative decision-makers is also essential. It is proposed that a short training session (such as a "Fresque du Plastique" workshop or a 30-minute presentation) targeting members of parliament, mayors, and district council presidents be organised, in collaboration with the National Assembly office. These sessions would be complemented by a training component integrated into the Civil Service College programme for senior civil servants, to ensure a comprehensive understanding of the issues at all levels of governance.

2.3.4. Influencers

Local influencers and public figures will be invited to participate in obvious actions such as beach cleanups or “Plastic Waste Free Challenges.” They will also be encouraged to sign a public pledge against plastic pollution, asserting their role as ambassadors.

Religious and spiritual leaders, given their central role in Mauritian social life, will be engaged to integrate campaign messages into sermons and community events, reinforcing the ethical and cultural grounding of the campaign.

2.4. Grassroots Mobilisation

Field actions constitute a fundamental pillar of the campaign, as they translate messages into tangible experiences, deepen understanding, and, above all, engage citizens in an active and participatory dynamic. These activities are not merely symbolic; they raise awareness, provide education, and foster lasting personal and collective transformation.

2.4.1. Cleanup Operations

Land and coastal cleanups will be conducted monthly in each constituency, involving schools, businesses, and volunteers. NGOs like Mission Verte, We-Recycle, Precious Plastic Mauritius, Odysseo Foundation, and Reef Conservation will help coordinate these events.

Each mobilisation will be documented and mapped visually, including participant numbers, waste quantities collected, and recycled plastics. National and local ambassadors will monitor sites over time, sharing photos and alerts on new pollution incidents.

This component draws inspiration from Sungai Watch in Indonesia, which is known for its effective public engagement through maps, data, and media visibility.



Clean-up organised by We-Recycle

2.4.2 Citizen Workshops

Beyond collection efforts, providing opportunities for dialogue and collective reflection is essential. Two formats of citizen workshops are recommended:

“Fresque du plastiques” participatory quiz version: Conducted in high-traffic areas such as Metro Express stations or shopping centres, this interactive and educational activity will engage a diverse public in discussions of plastics' life cycle, impacts, and existing solutions.

Neighbourhood consultations: These will be organised in villages or urban areas by trained regional ambassadors and will take the form of informal gatherings in village halls or community centres. The sessions will feature displays of educational materials (posters, games, videos) and collect residents' expectations, ideas, and commitments.

Workshops will not only highlight environmental degradation but also underline the growing scientific evidence of microplastics in seafood and drinking water, linking personal health to plastic reduction

2.4.3 Community Challenges and Events

Friendly and inclusive events like Plastic Waste Free Festivals will provide opportunities to bring families together around cultural, sporting, and educational activities. A dedicated label could be developed and implemented based on defined criteria, drawing inspiration from the Made in Moris methodology.

In parallel, community challenges will be launched for neighbourhoods, businesses, and schools, with trophies and public recognition awarded to the winners. These initiatives aim to generate visible and replicable local momentum.

The annual Environmental Awards, which could include a dedicated “Plastics” category, will recognise, honour, and thank stakeholders from the public sector, private enterprises, and civil society for their commitment and actions.



Environment Award 2023 by the Ministry of Environment

2.4.5 Local Outreach and Mobile Tours

Investing in proximity-based initiatives is essential to complement large-scale mobilisation efforts. Annual campaigns such as those under the World Without Waste programme have proven highly effective. This model is based on organising a "collection caravan" that travels through villages, meeting residents where they live to collect plastic bottles. This mobile format facilitates the collection of significant volumes of plastic waste and enables direct awareness-raising within communities.



World Without Waste from Phoenix Earth Initiative & Coca-Cola

It is recommended that such operations be conducted twice a year in partnership with local authorities, packaging producers, and recycling stakeholders. Each caravan visit can be accompanied by light educational activities (games, quizzes, distribution of sorting bags, etc.),

creating a festive, instructive, and impactful experience. This approach will enhance the campaign’s visibility even in rural or underserved areas that may not be reached through other communication channels.



Precious plastic Mauritius campaign

2.4.6 Network of Local Ambassadors

Another key proximity-based initiative involves deploying a network of ambassadors across neighbourhoods, villages, and densely populated areas. These ambassadors are tasked with raising awareness among local communities, supporting small businesses to avoid unnecessary plastic use, and conducting targeted clean-up actions.

This model draws inspiration from the Mauritius Plastic Challenge campaign, which trained and equipped six ambassadors with cargo bicycles, biosafety gear, mobile sorting bins, and visual communication tools. These ambassadors operate as waste collectors, field educators, neighbourhood facilitators, and intermediaries between residents and waste management infrastructure. Similar initiatives have been implemented by organisations such as Precious Plastic Mauritius (Pointe d’Esny area), We-Recycle, and the New Invaders Club, who deployed



teams to collect plastic waste, inform residents, and foster community engagement around environmentally responsible practices.

Mission Verte Ambassadors (Mauritius Plastic Challenge)

Two categories of ambassadors may be mobilised:

- Volunteer individuals motivated to support local action in villages and neighbourhoods;
- Employees (reintegration) individuals in professional reintegration or from vulnerable communities.

Ambassadors will be trained and coordinated at the regional level. For efficient coordination, it would be prudent to collaborate with organisations with a strong operational presence across the country, such as CARITAS, especially for the employment-based ambassadors.

These ambassadors may also support workshop facilitation, distribution of materials (collection and communication tools), and reporting of field data to feed into monitoring indicators. This network will reinforce territorial coherence, community mobilisation, and continuity of campaign actions.

In parallel, community challenges will be launched in neighbourhoods, schools, and businesses, with awards and public recognition for the winners. These initiatives are designed to spark visible and replicable local momentum.

Altogether, these field-based activities will foster strong citizen ownership and make the transition to a plastic pollution-free Mauritius tangible and inclusive.

Youth ambassador programmes will be reinforced by structured NGO-private sector partnerships. Successful initiatives such as QBL's 'Green Rangers' show how training, equipment, and mentorship can empower youth to lead recycling, awareness, and community clean-ups. Scaling up these initiatives nationally, with private sponsors and NGO trainers, will institutionalise youth engagement as a permanent feature of the campaign.

Cross-Cutting Area 2: Messages and campaign Identity

The effectiveness of a communication campaign relies heavily on the clarity of its messages, the coherence of its visual identity, and its ability to mobilise collective imagination. This second axis aims to establish a shared language, unifying visual cues and accessible narratives, enabling everyone to take ownership of the transition towards a plastic pollution-free

Mauritius. The goal is to capture attention and foster a sense of belonging to a collective cause that is just, necessary, and hopeful.

A strong identity anchors the emotional framework of the campaign. It is built on a memorable name, an engaging slogan, a consistent graphic universe, an emblematic figure (or family), and clear messages. The example of Plastic Odyssey is illustrative: its effectiveness lies in a harmonious combination of the ship as a symbol, Simon as an ambassador, dark blue as a consistent colour theme, a recognisable logo, and a recurring tagline. The identity remains intact and recognisable even when launching new initiatives like “Restore”. This consistency builds continuity, trust, and facilitates ownership.



Plastic Odyssey Expedition

Similarly, the Mauritian campaign will adopt a recognisable visual and narrative approach. The chosen slogan will express a break from unnecessary plastic dependency and an aspiration towards a healthier, more sustainable way of life. The logo will convey ecological urgency and a reinvented cycle's vision. A mascot, designed for schools and family events, will create a strong emotional connection, particularly with younger audiences.

The overarching objective is to build a common language. This will be achieved through local narratives illustrating ongoing transitions, such as a market stall eliminating plastic bags, a family setting up household sorting, and a shopkeeper offering reusable containers. These stories will be incorporated into visual materials, videos, animations, posters, and radio or television segments. They are meant to inspire, encourage, reassure, and engage.

Finally, the campaign's behavioural messaging will focus on positive action: not instilling fear or guilt, but showing that change is possible easily and collectively. A successful campaign is one where everyone can say, “I can do it too; I'm part of the change.”

Visual identity and narratives will also integrate health-focused messaging, such as the risks of microplastics entering the body, alongside marine and ecosystem impacts, to make the problem directly relatable to families and individuals.

Cross-Cutting Area 3: Monitoring, evaluation and feedback

A fundamental challenge for the campaign's success lies in communicating better both plastic avoidance solutions and the relevant laws and regulations. Many citizens, business owners, and public officials still lack a clear understanding of what is allowed or prohibited and the practical alternatives available. Therefore, a dedicated strategy for regulatory communication will be implemented, aimed at explaining the applicable laws in a simple, visual, and context-specific manner. This will include key deadlines, possible sanctions, and viable practical solutions. This legal pedagogy will be a critical lever to increase compliance and facilitate implementation.

At the same time, field operators such as police officers, health inspectors, local authority agents, and environmental officers will receive specific training on plastic-related issues. They will be provided with practical handbooks summarising the key regulatory points, illustrated with concrete examples and technical sheets on different types of plastics, sustainable alternatives, and preventive practices. These trainings and tools aim to strengthen their capacity to inform, support, and, when necessary, enforce the law educationally and constructively.

The image displays three informational sheets from the Mauritius Plastic Challenge. The first sheet, 'LES PLASTIQUES', details various plastic types, their uses, and disposal methods, including sections on compostable plastics, PLA (Acide Polylactique), OXO degradable plastics, and microplastics. The second sheet, 'LES TYPES DE DÉCHETS', categorizes packaging waste into pallets, stretch films, group wrap, plastic crates, cardboard, and tied bags, providing specific handling and recycling instructions for each. The third sheet, 'LA SENSIBILISATION VIA LES COMMERCES', focuses on consumer education, offering strategies to reduce environmental impact through shop visits and highlighting visible actions businesses can take.

Actions sheet from Mauritius Plastic Challenge

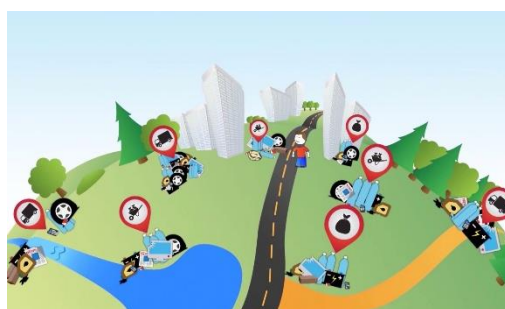
For a campaign focused on social and environmental transformation to fulfil its promises, it is essential to implement a robust, transparent, and learning-oriented monitoring and evaluation system. This third axis is intended to equip the campaign with tools and methods to measure

and analyse results, draw lessons, and continuously adjust actions. This evidence-based governance approach will enhance the campaign’s credibility, ensure continuous improvement, and encourage the active engagement of all stakeholders.

The objectives of this axis are multifaceted: to document progress, identify bottlenecks, provide public accountability, highlight promising practices, and strengthen collective capacity for action.

The indicators will combine quantitative data such as the number of videos viewed or shared, online engagement rates, students trained, or participating schools with qualitative indicators gathered through citizen interviews, focus group discussions, and a perception barometer conducted twice a year. Since source separation for waste will only be implemented starting in 2027, monitoring will not be limited to sorting equipment but will also incorporate other markers such as the number of events organised, participation rates in community challenges, and the level of involvement by local authorities.

A dedicated mobile application, “Plastic Pollution Radar” will be developed to enable citizens to report plastic-related offences (e.g., illegal dumping, plastic litter hotspots), while also mapping good practices and fostering a sense of community engagement. This application could be built on the technological foundation of Trash Out, previously deployed in Mauritius by the operator Emtel. Leveraging this existing platform will save time, control costs, and build on usage habits already familiar to the population. In addition, an online platform will allow for the easy submission of local initiatives, field reports, and emerging innovations.



Emtel Trashout App



Yes/No Solution map

Lastly, an independent scientific evaluation committee will be established. Comprising researchers from local universities (UoM, UDM...), the Mauritius Research and Innovation Council (MRIC), and representatives from qualified NGOs, the committee will be tasked with producing an annual public report analysing the campaign's impact, providing recommendations, and offering a critical yet constructive assessment of the outcomes achieved.

This work will also draw on data and analysis from the Environmental Observatory, recently established under the Ministry of Environment. The observatory will act as a regular relay for key campaign statistics, aligned with the performance indicators set out in the national roadmap, ensuring data consistency and accessibility for both the public and decision-makers.

To make this data more tangible and accessible to the general public, it is proposed to create a digital “Plastic Clock” displayed in Port Louis and accessible online that will indicate in real time the level of plastic consumption in Mauritius, along with a complementary dial showing the volume of plastic recycled and the amount avoided thanks to ongoing actions. This dynamic visualisation will help strengthen transparency, understanding of the issues, and citizen engagement. The objective is not to punish, but to foster understanding, learning, and collective progress.

An online platform will also be developed to serve as a central hub for resources, participation, and coordination. It may be modelled on the one created by Mission Verte as part of the Mauritius Plastic Challenge (www.mauritiusplastic.com). The platform will compile all awareness-raising materials (posters, videos, guides, educational content), enabling citizens, teachers, NGOs, and businesses to easily access ready-to-use tools to run workshops, organise local campaigns, or integrate the campaign’s messages into their daily activities. It will also host action sheets, an interactive map of voluntary drop-off points (based on the Yes/No Solutions model), recyclers and collection sites, and downloadable communication kits for schools, neighbourhoods, local authorities, or companies. A participatory space will allow people to submit ideas, feedback, and citizen proposals.

The platform will also be used to democratise the national roadmap and support population appropriation of it.

Implementation and Contractual Arrangements

To ensure the national campaign's quality, efficiency, and coherence, a public call for tenders will be launched targeting communication agencies based in Mauritius or within the region. This call for tenders will cover the detailed design of the campaign, including messaging, visuals, and media strategy and its multi-channel implementation, both online and offline, over a period aligned with the National Roadmap (NSP) timelines. The terms of reference will require close alignment with the present framing document, ensuring consistency with its educational approach, priority target groups, and identified communication channels.

To ensure strong local anchoring, bidding agencies will be required to include in their consortium at least one Mauritian non-governmental organisation (NGO) with recognised expertise in raising awareness about plastic pollution. NGOs such as Mission Verte, We-Recycle, Reef Conservation or Precious Plastic Mauritius, 0 Waste ...which have already developed practical tools, active grassroots networks, and a deep understanding of target audiences, must be involved from the design phase. This requirement aims to ensure better local ownership, avoid duplication, and build on the achievements of previous campaigns.

Preference margins will also be granted to consortia composed of a pool of local stakeholders, including NGOs, local creative agencies, researchers, and technical experts. Proposals incorporating a strategy for reusing, optimising, or adapting existing campaigns, whether led by institutional partners or civil society initiatives, will receive additional merit.

The Plastic Management Committee (PMC) will oversee the implementation. It will validate all campaign deliverables, including key messages, communication materials, educational formats, and execution timelines. The PMC will ensure that the campaign aligns fully with the National Strategy Plan (NSP) strategic orientations and international commitments (such as GPML and the SDGs) while remaining adapted to the Mauritian context.

The campaign plan submitted by bidders must include a detailed retro-planning schedule, impact indicators, coordination modalities with stakeholders, and precise reporting mechanisms. It must also incorporate innovative components, whether digital, immersive or participatory, to maximise message outreach and retention. Integrating educational and behavioural approaches must be demonstrated per the tools and recommendations outlined in this guidance document.

Campaign Financing

The financing of this national campaign will rely on a combination of public resources, mandatory contributions from environmental tax mechanisms, private partnerships, and solidarity-based schemes. The Extended Producer Responsibility (EPR) systems set to be implemented in the short term under the NSP roadmap should constitute a stable and structural funding source. These EPR mechanisms require producers to place plastic packaging and other high-impact products on the market to contribute financially to the prevention, management, and awareness of the waste they generate.

In addition, environmental protection fees (EPF) have already been levied on certain economic activities, and the PET tax applied to bottled beverages will be specifically earmarked to support the campaign's communication and educational components. These fiscal tools must be directed towards the actions they were designed to support, ensuring the legitimacy of the levies and their real impact on reducing plastic pollution.

Support from international partners assisting Mauritius in its environmental policies for decades will also play a crucial role. Institutions such as the Agence Française de Développement (AFD), IOC, the European Union (EU), the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and the SGP-GEF program have already expressed supported educational and awareness-raising initiatives rooted in local communities.

The Corporate Social Responsibility (CSR) scheme, managed through the Mauritius Revenue Authority and the emerging Corporate Climate Responsibility (CCR) framework, may also be mobilised at the local level. Several Mauritian companies, such as MCB, Phoenix Beverages, Currimjee, QBL, Eclasia, and Rogers, through their respective foundations (Odysseo, Joseph Lagesse Foundation, Rogers Foundation...), have already demonstrated their commitment by supporting field-based NGO initiatives. Their financial or operational involvement can significantly enhance the campaign's reach.

Finally, a citizen funding strategy will be developed to support specific events (e.g. exhibitions, festivals, competitions) through online donations, participatory sponsorships, or solidarity sales. Business contributions may also take the form of in-kind support (e.g. provision of staff, loan of logistics trucks, donation of awareness materials, printing of posters, etc.), helping to pool resources and reduce direct costs for public institutions.

Regional Cooperation and Synergies

This campaign is also part of a broader dynamic of strengthened cooperation with the states of the South-West Indian Ocean, beginning with initiatives led by the Indian Ocean Commission (IOC). A flagship example is the ExPLOI project (Expédition Plastique Océan Indien), launched in 2021 for a five-year duration with a funding of €6.7 million. ExPLOI aims to enhance knowledge about marine plastic pollution, raise awareness among island populations, and promote the circular economy at a regional level. Building on this programme, the Mauritian campaign will incorporate regional educational tools, shared databases, and eco-informed awareness-raising activities based on best practices identified across the region.



Furthermore, the partnership with Réunion Island will add significant value. Collaborative efforts are already planned with eco-organisations such as CITEO, which manages the collection and recycling of packaging in France, and with Réunion's local authorities (e.g. CINOR, SYDNEY) and ADEME. These exchanges will enable Mauritius to benefit from practical experience in collection logistics, communication on sorting practices, and locally adapted educational campaigns suited to insular contexts. The objective is to build on these successful experiences, adapt digital and educational tools to the Mauritian context, and lay the groundwork for a genuine Indian Ocean network to combat plastic pollution.

In this framework, technical exchanges, joint actions (e.g. expert exchanges, cross-border community events, joint training sessions), and the establishment of standard measures will support shared capacity building. This cooperation will help structure a coherent regional strategy, backed by scientific, educational, and economic outcomes, amplifying the campaign's impact beyond national borders.

Raising Awareness Through Art, Music and Creativity

Art has the unique power to stir emotions, spark awareness, and inspire collective action beyond words. The national campaign against plastic pollution will include a strong artistic and cultural component. Initiatives such as exhibitions of sculptures made from plastic waste, mural contests in schools and public spaces, music events with environmental messages, and street theatre performances will bring the message to life. Local artists will be invited to create pieces inspired by the themes of refusing, reusing, and respecting nature. The aim is to

communicate key messages in a memorable, sensitive, and inclusive way, to audiences. The campaign will build on existing local experiences, including Kan Chan Kin and Move 4 Art, two programs that use artistic expression as a tool for ecological and civic engagement in Mauritius. These creative pathways offer powerful avenues to deepen public understanding and participation in the fight against plastic pollution.



Kan Chan Kin artist



CONCLUSION

The National Campaign Against Plastic Pollution in Mauritius aspires to go beyond a simple communication initiative. It is a genuine lever for cultural, social, and economic transformation. This campaign is grounded in a firm conviction: to sustainably guide a country toward reducing its dependence on plastic, one must combine active pedagogy, widespread awareness, citizen participation, and institutional leadership by example.

Its success will depend on mobilising various stakeholders, unifying energies, and generating widespread support. This campaign can reach its full potential by focusing on innovative formats, empowering grassroots ambassadors, highlighting local stories, building a strong and positive identity, and engaging all territories. It is not intended to be a one-off event but a foundational, continuous movement extending beyond its initial stages.

The construction of a media alliance, the creation of a national pledge, the engagement of opinion leaders, and the integration of visible indicators such as the “plastic clock” are key tools to embody this shift. Tangible results, such as millions of plastic items avoided in the hospitality sector or the success of bulk distribution, give substance to the action and demonstrate that progress is already underway.

This national mobilisation aligns with an international cooperation dynamic that is already well established. Several partners actively support the Mauritian state's transition toward a plastic pollution-free island. The Agence Française de Développement (AFD) and ADEME provide structural support for the circular economy and source separation, particularly through pilot projects. The European Union, through its "Circular Economy Mauritius" programme, is deploying a team of experts within ministries and the private sector to support the implementation of concrete solutions. Through its ISLANDS initiative, the United Nations Development Programme (UNDP) supports the development of ambitious public policies on plastic management. The International Union for Conservation of Nature (IUCN), through the IslandPlas project, is enhancing the scientific understanding of plastic impacts on island territories and contributing to environmental monitoring. These partnerships strengthen local capacities, inform the national roadmap with evidence-based data, and help develop solutions tailored to the Mauritian context.



8. SUMMARY OF RECOMMENDATIONS, RESPONSIBLE PARTIES AND TIMELINE

The following summary of recommendations consolidates the proposed actions of the National Campaign and Educational Programme into clear, time-bound priorities. Organised across education, public and community awareness, private and public sector engagement, and governance and monitoring, these recommendations provide a practical roadmap for implementation. Each activity identifies responsible parties and time frames to ensure accountability and coherence. By combining short-term (1-2 years), medium-term (3-5 years), and long-term (6-10 years) measures, the campaign aims to generate immediate impact while laying the foundations for systemic, sustainable change towards a plastic-free Mauritius.

1. Educational Programmes

Activity	Description	Responsible Parties	Time Frame
Pre-Primary, Primary & Secondary Education	Integrate zero plastic content into curricula; use toolkits (e.g. Coco le Cateau Vert); conduct cleanups and recycled art projects; promote student-led initiatives.	Ministry of Education (Lead), MIE, MOESWMCC, NGOs	Short Term
TVET and Vocational Training	Train trainers and certify learners in reuse, repair, and recycling skills; amending existing modules to incorporate units on plastic pollution and circular economy.	MITD (Lead), MQA, HRDC, Polytechnics Mauritius	Short Term
Higher Education	Fund research and course development on circular economy; host capstone projects and competitions; establish a Chair in Zero Plastic & CE.	Ministry of Tertiary Education, Science, Research and Technology (Lead), HEC, MRIC, Universities (UoM, UTM, UDM)	Medium Term

2. Public and Community Awareness

Activity	Description	Responsible Parties	Time Frame
National Digital Platform	Integrate an educational section to the ODE web portal. The section will include additional resources, quizzes, reporting tools, and videos. Gamified challenges (points, badges, leaderboards) to convert awareness into lasting behavioural commitments	MOESWMCC (Lead) with the support of Information and Education Division	Short Term
Offline Communication	Use TV, radio, print, and public posters; publish regular stories and visuals; leverage MBC and media houses for outreach.	MOESWMCC (Lead) with the support of Information and Education Division, MBC, Media Alliance, NGOs	Short Term
Influencer Network & Mobilisation	Engage opinion leaders, sectoral bodies, and spiritual leaders; use pledges and media appearances to amplify reach.	MOESWMCC (Lead) with the support of Information and Education Division Business Mauritius, MCCI, AMM, Influencers	Medium Term
Ambassador Network	Train and deploy ambassadors (volunteer and employment-	MOESWMCC (Lead), NGOs (e.g.	Medium Term

	based) on plastic regulation and plastic engagement; support cleanups, workshops, data reporting.	Mission Verte, Caritas)	
Community Events and Challenges	Organise cleanups (e.g, beach, lagoon and river), Plastic Waste Free Challenges, Plastic Fresco workshops, and mobile collection caravans in villages and schools.	MOESWMCC (Lead), NGOs, Local Authorities (e.g, Beach Authority), Ambassadors, MACOSS	Short Term
Media Partnerships & Editorial Alliance	Collaborate with media outlets and niche outlets for consistent coverage; provide journalist training on CE.	MOESWMCC (Lead) with the support of Information and Education Division, Media Outlets, Civil Society	Medium Term

3. Private and Public Sector Organisations / Training

Activity	Description	Responsible Parties	Time Frame
Training for Public Sector	Develop accredited courses and short sessions (e.g. “Plastic Fresco”) for civil servants and political leaders; include in Civil Service College. Plastic regulation and public engagement.	HRDC / NPCC (Lead); MOESWMCC, Atal Bihari Vajpayee Institute of Public Service and Innovation	Medium Term

Green Office Certification	Introduce a certification for CE/zero plastic compliance in public and private offices; provide guidelines and recognition.	Mauritius Standards Bureau (Lead), MOESWMCC, AMM	Long Term
Sectoral Engagement (Business Club)	Strengthen the Club des Entrepreneurs with technical support, best practices, and reporting tools tailored to each sector.	AMM (Lead), Business Mauritius, MCCI, NGOs, MACOSS	Medium Term
Innovation Grants & Incentives	Offer co-financing and tax relief for reuse, refill, and circular economy pilots (e.g. reverse logistics, refill stations).	Ministry of Finance (Lead), EDB, MOESWMCC, MRIC (Lead for Innovation Grants)	Medium Term

4. Monitoring, Governance, And Regional Cooperation

Activity	Description	Responsible Parties	Time Frame
Monitoring Framework	Track participation, awareness, and behavioural indicators; combine quantitative metrics with qualitative insights (e.g. barometers, focus groups).	MOESWMCC (Lead), Environmental Observatory, NGOs, Schools	Medium Term
Scientific Oversight	Establish an independent committee to evaluate impact and publish annual public reports; draw on data	MOESWMCC (Lead), MRIC, HEC, Universities, NGO	Medium Term

	from the Environmental Observatory.	representatives, Ministry of Health and Wellness	
Citizen Tools (App + Clock)	Launch “Plastic Pollution Radar” app and public-facing “Plastic Clock” to track consumption, avoidance, and recycling in real time.	MOESWMCC (Lead), NGOs	Long Term
Campaign Financing	Mobilise EPR, environmental taxes, CSR, donor funds, and in-kind contributions from private actors; ensure alignment with NSP and transparency.	MOESWMCC (Lead), Ministry of Finance, AFD, EU, UNDP, Private Foundations	Medium Term
Regional Cooperation	Strengthen ties with IOC, Réunion (e.g. ADEME, CITEO); conduct joint trainings and share platforms/tools under ExPLOI and regional education projects.	MOESWMCC (Lead), IOC, Réunion Authorities (CINOR, SYDNEY), ADEME, CITEO	Short Term

The implementation of these recommendations will require careful prioritisation and sustained collaboration among all stakeholders. While the activities outlined are designed to be phased and realistic, their success will ultimately depend on the availability of financial resources and the efficiency of governance mechanisms. The required budget will be defined based on the total funds available under Cross-Cutting Action 1 (CCA1: Education, Awareness, and Behavioural Change), which represents the central pillar of this campaign. By anchoring financing within this framework, the campaign ensures that resources are aligned with its most transformative levers: education, awareness, and citizen engagement, while leveraging complementary funding streams from EPR, CSR, and international partners. This alignment

will not only guarantee coherence and accountability but also maximise the impact of each rupee invested in building a plastic-free Mauritius.

9. ESTIMATED BUDGET

The total budget for the implementation of NAEP over a 10-year period amounts to Rs 9.1M. For the first 5 years of the NAEP, the estimated cost would amount to MUR 8.2M.

1. Educational Programmes

Activity	Remarks	Division / Cross-Cutting Actions	Costing over a 10-year period
Primary & Secondary Education TVET and Vocational Training Higher Education	Existing syllabuses already include relevant content pertaining to environment, pollution, sustainable waste management etc. As well as practical initiatives via school environmental clubs and competitions. Relevant cost therefore relates to the following additional activities: review of syllabus related to plastic pollution, recycling, upcycling, sustainable plastic alternatives; extra-curricular activities.	Division 4 / CCA1.2	Human Resources One-off: Rs 500 000 Recurring: Rs 300 000 / year = Rs 3 000 000 for 10 years

2. Public and Community Awareness

Activity	Remarks	Division / Cross-Cutting Actions	Costing over a 10-year period
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National Digital Platform and Gamified Mobile App	Integrate an educational section to the ODE web portal. The section will include additional resources, quizzes, reporting tools, and videos. Gamified challenges (points, badges, leaderboards) to convert awareness into lasting behavioural commitments	Division 4/ CCA1.4	Human Resource for content development: Rs 800 000 Mobile App development: Rs 1 000 000
Offline Communication Ambassador Network Community Events and Challenges Media Partnerships & Editorial Alliance	Cost relates mainly to content development, consumables, printing, transportation, renting of equipment and charges by media outlets. Coordination will be taken care of by division leaders.	Division 4/ CCA1.3, CCA1.5	Rs 200 000 / year = Rs 2 000 000 for 10 years

3. Private and Public Sector Organisations / Training

Activity	Description	Division / Cross-Cutting Actions	Costing over a 10-year period
Training for Public Sector	Develop accredited courses and short sessions (e.g. “Plastic	Division 4/ CCA1.5	Rs 300 000 per workshop, 4 over 10 years. Total cost 1.2 m

	Fresco”) for civil servants and political leaders; include in Civil Service College.		
Sectoral Engagement (Business Club)	Strengthen the Club des Entrepreneurs with technical support, best practices, and reporting tools tailored to each sector.	Division 4/ CCA1.5	Rs 300 000 per workshop, 2 over 10 years. Total cost Rs 600 000

4. Monitoring, Governance, And Regional Cooperation

Activity	Remarks	Division / Cross-Cutting Actions	Costing over a 10-year period
Monitoring Framework	Track participation, awareness, and behavioural indicators; combine quantitative metrics with qualitative insights (e.g. barometers, focus groups).	Division 4	No additional cost
Scientific Oversight	Evaluate impact and publish annual public reports; draw on data from the Environmental Observatory.	Division 4	No additional cost
Citizen Tools (App)	Integration of “Plastic Pollution Radar” app integrated in the mobile app using gamified learning.		No additional cost

Campaign Financing	Mobilise EPR, environmental taxes, CSR, donor funds, and in-kind contributions from private actors; ensure alignment with NSP and transparency.		No additional cost
Regional Cooperation	Strengthen ties with IOC, Réunion (e.g. ADEME, CITEO); conduct joint trainings and share platforms/tools under ExPLOI and regional education projects.		IOC is willing to provide financial support for the implantation of the roadmap / NSP until 2029.

10. REFERENCES

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- Loh, M. L., Omar, M. K., Lee, T. C., & Tan, C. S. (2020). Behavioural intention of youth towards the practice of reduce, reuse and recycle for sustainable development. *Environment and Sustainability Indicators*, 7, 100046. <https://doi.org/10.1016/j.indic.2020.100046>
- Moss, E., 2021. Reducing plastic pollution: Campaigns that work. *Stockholm Environment Institute and United Nations Environment Programme*. Retrieved January, 14, p.2022.
- Mustafa, M., & Yusoff, M. (2011). Measuring the long-term effectiveness of a compulsory approach to behaviour change: Analysis of the “No Plastic Bag Day” campaign in Malaysia. *Asian Social Science*, 7(8), 39–5

11. ANNEXES

Annex 1: We-Recycle Campaign

KOLEK BOUTEY PLASTIK #BeatPlasticPollution

Samdi 1er Zilye 2023

PORT-A-PORT DAN BANN VILAZ
BAIE DU CAP, ST MARTIN, BEL OMBRE
9h - 12h



Nou pou ramass ou bann boutey plastik.
Pa met ou bann boutey dan kamyon salte.
Nou bann volonter pou pass kot ou pou
explik ou kifer bizin resikle plastik.



Ki plastik kapav resykler ?



Atelier de confection d'instruments
de musique et mini-concert pour
enfants et jeunes (6-18 ans)

DIMANCHE 28 JUILLET 2024
09:30 - 12:30
TERRAIN DE BASKET, LA VALETTE

Inscription obligatoire. Tout enfant non inscrit ne pourra pas participer. Pour toute information complémentaire, merci de contacter We-Recycle ou 434-3475 ou l'un des membres du MCL.



Protez lanvironman

Bann boutey ek container
plastik kapav ena ene
deziem lavi

Pa met sa bann boutey ek
container la dan kamyon
salter

Zett ou bann plastik
resyklar dan poubel
special pou plastik

Annex 2: Ad from Mauritius Plastic Challenge Campaign



Annex 3 : FEE – Eco-School from Reef Conservation with the Ministry of Education



**FEE
Educational
Programmes**



FOUNDATION FOR ENVIRONMENTAL EDUCATION FEE

Eco-Schools

Eco-Schools
Engaging the youth of today to protect the planet of tomorrow

The banner features an orange background on the left with the FEE and Eco-Schools logos. On the right, a photograph shows children participating in an outdoor activity, with a young girl in the foreground crouching and using a blue net to catch something in a stream.

Annex 4: Zero Waste Campaign with TUI care Foundation x Reef Conservation



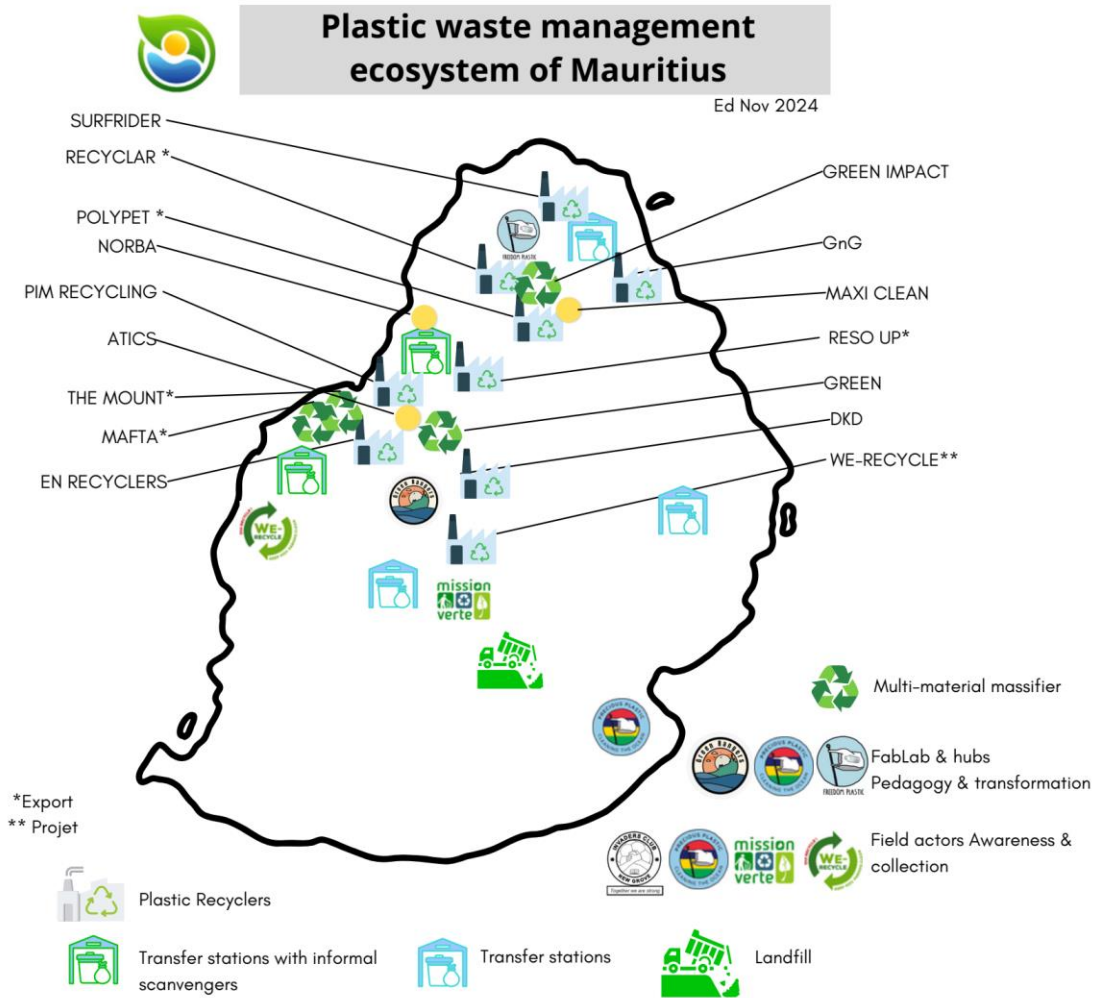
For teachers and educators in formal and non-formal learning settings



Annex 5: Bis Lamer from Reef Conservation



Annex 6: Plastic stakeholders for consultations and competencies



Plastic recycling ecosystem

DKD NS & U	En Recyclers LS, LC, NS, U	GnG NS, U, LS, LC	PIM Recycling NS, U, LS, LC	Polypet* LS & LC	Recyclar* NS, U, LS, LC, S, C	Reso Up* LS & LC	SurfRider NS, U, LS, LC, S, C	We-Recycle** LS & LC
4 LDPE	4 LDPE	2 HDPE	2 HDPE	1 PET	2 HDPE	1 PET	2 HDPE	1 PET
2 HDPE	5 PP	5 PP	5 PP		5 PP		5 PP	
5 PP	2 HDPE				4 LDPE		4 LDPE	
3 PVC					1 PET		1 PET	
6 PS								

NS : Non soiled
U : Uncontaminated
LS : Lightly soiled
LC : Low contamination
S : Soiled
c : Contaminated

*Export
**Project

MAUTOPIA
Solutions pour la Transition Écologique
For more informations : gregory.martin@mautopia.com



PLASTIC WASTE MANAGEMENT ECOSYSTEM OF MAURITIUS

*Export
**Projet



PIM RECYCLING - Plastiques HDPE, PP
Tel : 216 30 00
Email : pim@pimltd.mu
Site : www.pimltd.mu
Adresse : Quay Road, Port Louis



POLYPET - Plastique PET (export)*
Tel : 261 7171
Email : admin@polypetmru.com
Site : N/A
Adresse : Industrial Zone, Solitude



DKD - Plastiques LDPE, HDPE, PP, PS, PVC
Tel : 5446 1964
Email : info@dkdltd.mu
Site : www.dkdld.mu
Adresse : Royal Road L'Avenir, Saint Pierre



GNG - Plastiques HDPE, PP
Tel : 5909 6079
Email : gngplasticltd@gmail.com
FB : GnG Plastic Ltd
Adresse : La Clémence, Rivière du Rempart



RESO UP - Plastique PET (export)*
Tel : 249 28 28
Email : N/A
Site : N/A
Adresse : Motorway M2, Port-Louis



Maxi Clean - Collecteur
Tel : 243 0530
Email : mxclean.info@gmail.com
Site : www.maxiclean.mu
Adresse : Grande Rosalie, D'Epinay



ATICS - Collecteur
Tel : 211 2280
Email : atics.headoffice@atics.mu
Site : www.atics-mauritius.com
Adresse : Allée des Mangues, Les Pailles, Port Louis



NORBA - Collecteur
Tel : 247 26 62
Email : info@norbanettoyage.com
Site : www.atics-mauritius.com
Adresse : Royal Road, St Malo, Tombeau Bay



Precious Plastic Mauritius - Hub - Pedagogy & transformation
Tel : 5499 1102
Email : info@preciousplastic.mu
Site : www.preciousplastic.mu
Adresse : Coastal Road, Pointe d'Esny



Green Rangers - Hub - Pedagogy & transformation
Tel : N/A
Email : greenrangers@currimjefnb.com
Site : N/A
Adresse : QBL, Royal Road, Belle-Rose



We-Recycle - Collect & pedagogy
Tel : 5 976 6355
Email : contact@missionverte.org
Site : www.missionverte.org
Adresse : 3A, rue Avrillon, Curepipe



SURFRIDER - Plastiques HDPE, PP, LDPE, PET
Tel : 266 81 82
Email : surfridermauritiush@gmail.com
Site : www.surfridermauritiush.com
Adresse : Main Road, Forbach, Cottage



RECYCLAR - Plastiques HDPE, PP, LDPE, PET (export)*
Tel : 249 67 36
Email : info@groupe-recyclar.com
Site : www.groupe-recyclar.com
Adresse : Flexeo Business Park, Solitude



EN RECYCLERS - Plastiques LDPE, HDPE, PP
Tel : 233 08 88
Email : info@enpackaging.com
Site : N/A
Adresse : Industrial Zone, Coromandel



WE-RECYCLE - Plastique PET **
Tel : 434 3475
Email : info@we-recyclemauritiush.org
Site : www.we-recyclemauritiush.org
Adresse : Les Kocottes, Moka



Green Impact - Collect & Multi-material massifier
Tel : 59 44 25 90
Email : grk@greenimpact.mu
Fb : greenimpactmauritiush
Adresse : Flexeo Business Park, Solitude



GREEN LTD - Collect & Multi-material massifier
Tel : 208 61 55
Email : greenltd@intnet.mu
Site : N/A
Adresse : One Way Road, Industrial Zone, Plaine Lauzun



The Mount - Collect & Multi-material massifier (export)*
Tel : 5723 9938
Email : agen3206@gmail.com
Site : N/A
Adresse : Zone industrielle, La Tour Koenig



MAFTA - Collect & Multi-material massifier (export)*
Tel : 235 1725
Email : recycle@mafta.mu
Site : N/A
Adresse : Zone industrielle, La Tour Koenig



Freedom Plastic - FabLab & hubs - Pedagogy & transformation
Tel : 5785 7819
Email : freedomplastic@missionverte.org
Site : www.freedom-plastic.com
Adresse : Domaine Labourdonnais, Mapou



We-Recycle - Collect & pedagogy
Tel : 5258 3396
Email : info@we-recyclemauritiush.org
Site : www.we-recyclemauritiush.org
Adresse : Les Kocotes, Moka



New Invaders Club - Collect & sensitization
Tel : 5763 2618
Email : hurrees@gmail.com
Site : N/A
Adresse : Royal road, New Grove

For more informations : gregory.martinemautopia.com

Public Sector

Plastic Division - Ministry Of Environment

Dr Rajendra Kumar FOOLMAUN
Email : rfoolmaun@govmu.org
Plastic Division of the Ministry - Legislation and Regulations.

Ministry of Environment - Education division

Mrs Nisha MANIC
Email : nmanic@govmu.org
Awareness and education by the Ministry.

Ministry of Environment - Solid Waste Division

M. B.BEERACHEE
Email : bbeerachee01@gmail.com
Waste management Division of the ministry

Academic

University of Mauritius (UoM)

Haree RAMASAWMY
Email : haree@uom.ac.mu
Development of alternatives from local biomass (pineapple, banana plants, etc.).

UoM - Circular Economy Departement

Geeta SOOMAROO
Email : g.somaroo@uom.ac.mu
Team leader of the Plastic Free Roadmap study in progress

Private sector

AHRIM (Hotel association)

Jocelyn KWOK
Email : ceo@ahrim.mu
Strong involvement of Tourism sector - hotels - in 0 plastic waste policy with no plastic usage in customer experience and back office

Association of Mauritius Manufacturers (AMM) & MiM

Samuel MAUJEAN & Anya DUNDOO
Email : samuel.maujean@mauritianmanufacturers.mu
anyamadeinmoris.mu
Representative of Manufacturers and recyclers in Mauritius
Brand and community engagement from local manufacturers.
Alternatives solutions (refill system...)

Mauritius Chamber of Commerce & Industry (MCCI)

Rooma NARRAINEN
Email : rnarrainen@mcci.org
MCCI has set up a plastic Committee for policy implementation and dialog with public sector. In 2021 a Waste Plastic Free Roadmap have been released from the chamber.

Business Mauritius

Amandine DE ROSNAY
Email : a.derosnay@businessmauriti.us.org
Representative of Private sectors (1200 members) with a strong commitment in Ecological Transition.

This mapping identifies the various people engaged against plastic pollution. Some are involved as individuals, while others do so through their companies or universities. The objective of this document is to understand the dynamics and identify the people to meet or bring together to structure a national approach against plastic pollution.

Plastic Recyclers involved in the dynamic

PIM Recycling

Eric CORSON
Email : pim@pimltd.mu
Main Recycler of "hard" plastic such as HDPE, PP with +55 years of experience in plastic industry.
Ingrid DE SPEVILLE - idespeville@pimltd.mu

DKD Recycling

Herwin CORNET & Jiovani GOPAL
Email : herwin@dkdltd.mu
Soft plastic recyclers. Strong knowledge of material challenge.
+15 years of experience in LDPE, PP, HDPE, PP transformation

NGO & civil society

We-Recycle

Stéphanie JACQUIN
Email : stephanie@we-recyclemauriti.us.org
NGO involved in collection of recyclable waste (plastics...) with a curriculum for schools

Mission Verte

Sébastien RAFFRAY
Email : sebastien@missionverte.org
NGO involved in collection of recyclable waste (plastics...) with an innovative program in 2023 : Mauritius Plastic Challenge

Reef Conservation

Francois ROGERS
Email : Francois.Rogers@reefconservation.mu
NGO champion in Reef preservation and Marine plastic pollution. Representative of Eco-School program in 300 schools.

Precious Plastic Mauritius

Karim CURRIMJEE
Email : karimcurrimjee19@gmail.com
Precious Plastic workshop in the south - recycling and sensitization

New Invaders Club

Sanjay HURREE
Email : hurree.s@gmail.com
Citizen comitment in waste collection in the south - more than 1000 families involved.

YES NO SOLUTION

Tej SOODAYE
Email : contact@ezethical.com
CE platform for Plastic recycling for PET

ODYSSEO

Stéphane ROBERT
Email : srobert.oml@eclosia.com
Commitment in nature preservation and stakeholder in beach cleaning + biodiversity conservation - Strong commitment against plastic Pollution
Bernardo NASCIMENTO - BNascimento.oml@eclosia.com

Industry

BOTTLER'S ASSOCIATION

G rard MERLE
Email : gmerle@phoenixbev.mu
Association representing the PET industry in Mauritius.
Supporting collect and recycling through finance and logistics.

Quality Beverages Ltd

Leila VEERASAMY
Email : leila@currimjee@fb.com
QBL has set up a recycling hub with Precious Plastic. They are involved in the Botter's Association.

INNODIS

Sonny WONG
Email : S.Wong@innodisgroup.com
Agro-industry with strong commitment against plastic pollution.
Member of MCCI plastic Committee.

Phoenix Earth Initiative

Bernard THEYS
Email : BTheys@phoenixbev.mu
Initiative for PET collection and recycling. Support of the PET ecosystem from NGO to small scavengers.

MAURILAIT

Olivier ZUEL
Email : ozuel.maurilait@eclosia.com
Agro-industry with strong commitment against plastic pollution.
Member of MCCI plastic Committee. HDPE, PS specialist.
Louis De Labauve D'Arifat - Idrifat.maurilait@eclosia.com

ECLOSIA

Caroline RAULT
Email : crault@eclosia.com
Part of the Plastic Committee in MCCI. Involved with Business Mauritius and AMM on Circular Economy.

SOFAP

Oormilla SAHODREE
Email : oormilla.sahodree@sofap.mu
Industrial commitment to 0 waste to landfill - Deployment of plastic avoidance solutions in the industrial process.

ARCHEMICS

Nidhi RAMLOGUN
Email : Nidhi.Ramlogun@archemics.mu
Industrial commitment against plastic pollution. Also support as a citizen.

Regional organisation

SGP-GEF PNUD

Pamela BAPOO-DUNDOO
Email : pamela.bapoo.dundoo@undp.org
Commitment for over 25 years - support for innovative projects against plastic pollution. Strong field knowledge of stakeholders.

Indian Ocean Commission (IOC) - ExPLOI program

Jean-Marie ILY
Email : jean-marie.ily@coi-ioc.org
Head of technical team - Expedition Plastic Oc an Indien ExPLOI from IOC. Strong knowledge on CE and plastic pollution.

Beachcomber

G raldine KOENIG
Email : gkoenig@beachcomber.com
Hotel with strong commitments against plastic pollution.
Elimination of SUP (Single-Use Plastics) in the customer experience.

Attitude

Juliette DELOUSTAL
Email : Juliette@hotels-attitude.com
Hotel with strong commitments against plastic pollution.
Elimination of SUP (Single-Use Plastics) in the customer experience. 3.6 millions of SUP avoided.

Rogers Hospitality

Axelle MAZERY
Email : axelle.mazery@rogershospitality.com
Hotel with strong commitments against plastic pollution.
Elimination of SUP (Single-Use Plastics) in the customer experience..
Alexandre PIAT - Alexandre.Piat@rogershospitality.com

Experts

Fresque du Plastique & CE

Victoria DESVEAUX et Nathalie SANCHEZ
Email : victoriafauve.contact@gmail.com et
nathalie@alinea-consulting.com
Awareness through innovative workshops and support.

Yashvin NEEHAUL

Email : yneehaul@eclosia.com
Expert in marine plastic pollution and micro-plastic (ex scientist of MOI). Strong Sustainability engagement.

Toolseeram RAMJEAWON

Email : toolseeramramjeawon@gmail.com
Circular Economy Specialist - Author of the national CE roadmap for the Ministry of Environment

MAUTOPIA - Team

Gr gory MARTIN

Tel : +230 54 22 53 54
Email : gregory.martin@mautopia.com
Knowledge of CE ecosystem focus plastic. Coordination of Plastic Recycling Fab Lab -Freedom Plastic- and national campaign Mauritius Plastic Challenge. Involved in Plastic Odyssey campaign and adviser on EC to industries, recyclers and hotels.

Sebastien GENEUIL

Email : sebastien.geneuil@mautopia.com
Citizen involvement partnership with NGO. Strong commitment against plastic pollution. Field knowledge. Freedom Plastic and Mauritius Plastic Challenge co-founder.

Zumar BUNDHOO

Email : zumar.bundhoo@gmail.com
Waste & Circular Economy Specialist - Law et reglementations.

Country Dynamics :

1. Plastic Odyssey expedition in avril 2025
2. Zero plastic Roadmap from Ministry of Environment
3. Plastic Waste Committee from Ministry of Environment
4. IslandPlas from IUCN - 2024 - 2026
5. Global Tourism Plastics Initiative - UNEP & UNWTO in nov 2024
6. ExPLOI from IOC - 2024 - 2027

Annex 7: We-Recycle Corporate training workshop

SUSTAINABLE PLASTIC CONSUMPTION A CORPORATE RESPONSIBILITY



Guide, educate, and empower Mauritian companies in adopting sustainable practices related to plastic consumption in the workplace

MOA APPROVED
COURSE




This 9-hour training will allow you to dive into the controversial topics of plastic consumption and waste management. You will learn, through a mix of theory and practice, the various issues caused by plastics, the dynamics of plastic recycling, the need for responsible plastic consumption and how you, as a corporate leader, can make a difference and bring change for a more sustainable future.

Why enroll in this course?

- **Improve your environmental knowledge**
Raise collective knowledge on contemporary environmental issues within your company
- **Distinguish yourself from competitors**
Differentiate your company by incorporating sustainable practices in your operations
- **Contribute to the local circular economy**
Rethink your waste management measures and participate in the national effort for circularity
- **Be innovative for a purpose**
Put your creativity to the test by collaboratively finding solutions to cut down plastic waste
- **Show your commitment**
Walk the talk ! Demonstrate to your employees that you have sustainable development at heart

Tel: +230 434 3473 | Email: info@we-recyclemauritius.org | Website: we-recyclemauritius.org
Operations: 18, Les Kocottes, Old Post Office Road, St Pierre 81406, Moka | Registered Office: 14, 819 Rue De La Grande Riviere, Au Bout Du Monde, Ebene 80618

Annex 8: We-Recycle Secondary Program

<p style="text-align: center;">WE-RECYCLE TRAINING PROGRAM</p> 
<p>Secondary Section</p>
<p>Summary: To learn about what happens to plastic we throw away</p>
<p>Learning Objectives:</p> <p>After completion of the lesson students will be able to:</p> <ol style="list-style-type: none">1. Understand the origins of plastic2. Describe the life cycles of plastic bottles that have been thrown away3. Identify the dangers of disposable plastic to our planet4. List ways to reduce plastic's impact on the environment - 3 R6. Use the WE-RECYCLE eco-bins
<p>Keywords : pollution - gardage(déchets) - Landfills (dépotoirs) - Leachate (Lixiviat) - Biodegrade (biodégradé) - Gyres (tourbillons océaniques) - Microplastics (microplastiques) - reuse (réutiliser) - reduce (réduire) - recycling (recyclage)</p>
<p>Duration: 30 / 40 mins</p>
<p>Lesson Materials</p> <p>To complete this lesson with your students, you need:</p> <ul style="list-style-type: none">▪ Lesson plan / Pedagogical guide▪ Story (The Triplets / Les Triplettes)▪ Flashcards + blu tack (or any other adhesive)▪ White/black board + marker

Annex 9: We-Recycle Primary program



Annex 10: Example of community awareness from We-Recycle



MOUVEMENT CONSTRUCTIF LA VALETTE

CLEANUP!

LA VALETTE

DIMANCHE 17 MARS 2024 | 9:00 - 13:00
LA RUCHE, LA VALETTE



Formation gratuite sur la gestion des déchets et le recyclage pour les résidents du village par We-Recycle :
Lundi 11 mars 2024 | 19:00 - 20:30

Contact MCL :
Claudino 5507-6163 Gilbert 5932-5028



EN COLLABORATION AVEC



Annex 11: Mission Verte Guide

NOS POINTS DE COLLECTE
Papiers, cartons, plastiques, canettes en aluminium...

mission verte

QUI SOMMES-NOUS?
Mission Verte est une association mauricienne créée en 2007 et comptant 230 membres.
Notre but est de sensibiliser la population à la réduction, la réutilisation, le recyclage et le compostage des déchets.
Numéro d'association: 9990
Numéro CSR: NCSRF/2017/0166
Vous êtes une entreprise ou une institution, nous pouvons vous accompagner. Vous souhaitez vous engager en tant que particulier, vous aussi soutenez-nous avec un peu de votre temps ou un don.
Contactez-nous!
3a Rue Avrillon,
Curepipe - Ile Maurice
Tel : +230 676 30 26 / 5976 6355
Email : contact@missionverte.org
www.missionverte.org
Retrouvez nous sur

Scannez pour la carte

la NATIR EK LA MER NU LE RITAZ

RECYCLABLES (DANS NOS BENNES)
Les contenants doivent être rincés et compactés

Plastiques et canettes

- Bouteilles d'eau et de boissons gazeuses
- Bassines, boîtes en plastique
- Bouteilles de lait
- Bidons, détergents et produits d'entretien
- Racons, Shampoing gel douche...
- Canettes en aluminium


Papiers et Cartons

- Boîtes en carton (à plier)
- Conteneurs d'œufs
- Cartonnettes et emballages
- Magazines, revues et journaux
- Annuaire et livres
- Liasses, enveloppes et cahiers


NON-RECYCLABLES

- Emballages plastifiés ou métallisés de bonbons, de beurre, de chocolat...
- Couverts et vaisselle en aluminium
- Barquettes en aluminium, aluminium ou polystyrène
- Aérosols / Sprays
- Boîtes de conserve
- Jouets contenant du métal
- Cartons sales
- Boîtes ayant contenu de la nourriture
- Papiers essuie-tout
- Serviettes à mouchoirs
- Briques de lait, de soupe, de jus de fruits
- Papiers gras

Annex 12: Sungai Watch Platform (Indonesia)



[RIVERS](#)
[CLEANUPS](#)
[ABOUT](#)
[DONATE](#)





We organize emergency cleanups at illegal dumps and along riverbanks to prevent plastic from entering rivers as well as work on enforcing proper waste management at the local level.

[Learn more](#) →

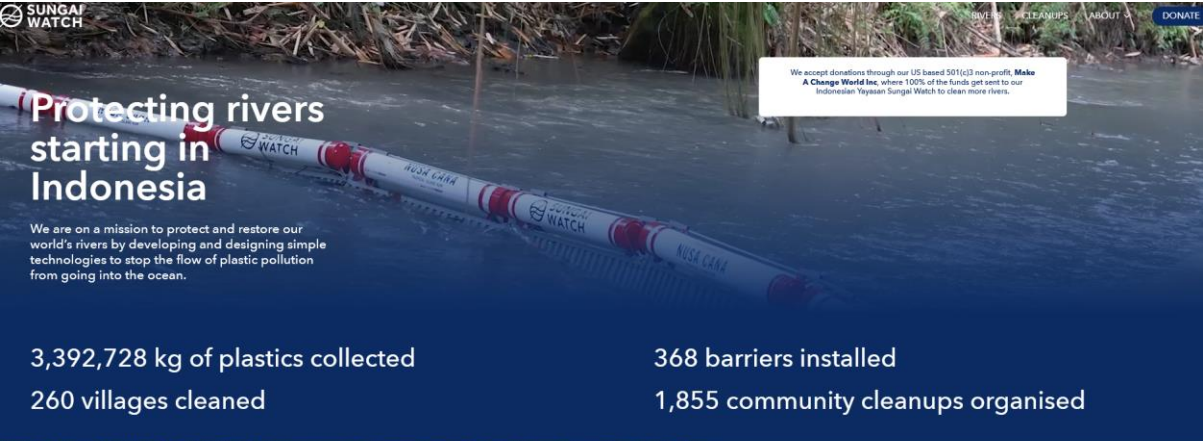
MAPPING OUR WORK

To better track the sources of plastic pollution, we are dedicated to collecting as much data as possible about rivers and trash illegal landfills (in red). We use our barriers (in blue) and cleanups (in green) as a tool to work with communities and governments to improve local waste management practices.





[RIVERS](#)
[CLEANUPS](#)
[ABOUT](#)
[DONATE](#)



We accept donations through our US based 501(c)(3) non-profit, **Make A Change World Inc.**, where 100% of the funds get sent to our Indonesian Yayasan Sungai Watch to clean more rivers.

Protecting rivers starting in Indonesia


We are on a mission to protect and restore our world's rivers by developing and designing simple technologies to stop the flow of plastic pollution from going into the ocean.

3,392,728 kg of plastics collected

260 villages cleaned

368 barriers installed

1,855 community cleanups organised




Annex 13: Plastic Odyssey – Pedagogical tool (exposition and visit)



Annex 14: Mauritius Plastic Challenge – National Campaign



Annex 15: Highlights of existing curriculum (Source: Ministry of Education and Human Resource)

	Grade Taught	Subject	Details
Energy	Grades 4-6	Science	Recognise, list and identify different sources and forms of energy. Recognise the importance of the Sun and fossil fuel as sources of energy. State some measures that we can take to save energy. Recognise polluting and non-polluting sources of energy. Recognise renewable and non-renewable sources of energy.
	Grades 7-9	Science	Energy is an important unifying theme in science as all living things need energy. It has an impact on many non-living things too. This theme will allow learners to inquire about the different forms of energy and understand how human beings and other living things use energy. They will also learn about the significance of energy transformations and conservation.
Water	Grades 3-5	Science	Investigate and recognise the presence of water around us. Demonstrate understanding of the need to conserve water. Demonstrate an understanding of the importance of water. Compare the three states of water. Recognise the interchangeable states of water. Recognise the importance of the water cycle.
	Grades 7-9	Food and Textile Studies	Food and Textile Studies sensitizes students on environmental issues, reducing energy and water consumption within the home, and sustainability, thus creating understanding of the 4 R's (Reduce, Reuse, Recycle, Refuse) and the importance of reducing consumerism, overall waste and packaging.

	Grades 7-9	Science	These challenges include, among others: climate change, poverty, food security, energy crisis, sustainable development and sustainable use of terrestrial and marine resources, health-related issues, access to safe water, and natural calamities. Demonstrate understanding of the causes and effects of water and air pollution, including eutrophication, acid rain, and global warming
Waste	Grades 1 - 2, Grades 5-6	Values and Citizenship Education	Demonstrate good citizenship behaviours (e.g. no littering, protect the environment, public property)
	Grade 4	History & Geography	Recognise how to care for and protect the environment (e.g. reducing waste, reusing and recycling materials).
	Grades 7-9	Food and Textile Studies	Food and Textile Studies sensitizes students on environmental issues, reducing energy and water consumption within the home, and sustainability, thus creating understanding of the 4 R's (Reduce, Reuse, Recycle, Refuse) and the importance of reducing consumerism, overall waste and packaging.
Healthy Living	Grades 1-9	Life skills/ Intercultural Education/ Sexuality Education/ Health and	Integrated in all learning areas

		Physical Education	
	Grade 5-6	History, Geography, Science and Environmental Education	
Biodiversity		Social, Scientific and Environmental Education (SSEE)	The SSEE curriculum enables learners to acquire knowledge and develop inquiry skills, conceptual understanding, requisite attitudes and values for a critical understanding of the three dimensions of the environment: natural, cultural and social.
	Grade 4-6	Geography. And Science.	Show awareness of the importance of the sustainable use of natural resources. Demonstrate the need to protect and care for the environment. Recognise how to care for and protect the environment (e.g. reducing waste, reusing and recycling materials). Recall that the environment is made up of natural features and man-made features. Recognise ways in which human activity affects the environment.
	Grade 7-9	Science & Technology	Develop respect, care and responsibility towards the environment

Climate Change	Grade 8-9	Science & Technology	1. Recognise the importance of biodiversity and show concern for how its threats contribute to global warming and climate change. 2. Demonstrate an understanding of the causes of climate change, its impact and measures to be taken to combat it.
Soil and Air	Grade 1-3	The Arts,	Learning skills - literacy, numeracy, personal, social, communication and motor skills
Livelihoods	Grades 1 - 2, Grades 5-6	Values and Citizenship Education	Demonstrate good citizenship behaviours (e.g. no littering, protect the environment, public property)
	Grades 1-9	Health Education and Physical Education	Integrated as a single subject
Cultural Heritage	Grades 1-9	Intercultural Education: The Arts, Language subjects & History	Intercultural Education is education which respects, celebrates and recognises diversity. It makes the learners aware that humans have different ways of life, customs and worldviews, and that this diversity enriches all of them. It is education which promotes equality and human rights, and challenges unfair discrimination.

	Values Education: Integration in all subjects	The teaching of widely accepted values such as integrity, respect, resilience, care, empathy, responsibility, tolerance and peace contributes towards the development of better individuals and a humane society.
Grade 5-6	History & Geography	Key Historical concepts, cultural diversity and preserve natural resources.
Grade 9	Business and Entrepreneurship Education	Promote a culture of lifelong learning for greater access to an ever changing job market. Develop entrepreneurship culture