

Project STOP

Status December 2022

Initiated by **Borealis** and co-founded together with SYSTEMIQ in 2017, **Project STOP** works hand-in-hand with city governments to create effective circular waste management systems in high-pollution areas of Southeast Asia. The initiative supports cities with technical expertise to achieve zero-leakage of waste, increase recycling, build economically sustainable programs, create new jobs and reduce the harmful impact of mismanaged waste on public health, tourism and fisheries.

Our belief is that a sustainable transformation can only be achieved by applying a holistic approach that addresses all system failures at once. This systemic approach includes setting up a waste collection and sorting system across the entire city; establishing a sustainable financing model; building institutional capacity; ensuring a solid waste management governance; and enabling know-how transfer.

While the first city partnership was established in 2018 in Muncar, Project STOP also operates two additional city partnerships, in Pasuruan Regency, also on the island of Java, and Jembrana Regency, on the north coast of Bali. As a major milestone in 2022, the first city partnership, Project STOP Muncar, started its new autonomous phase and was handed over to the city authorities in February 2022. Pasuruan and Jembrana are planned to follow in 2023. To ensure the system continued to function once the Project STOP team handed it over to the municipality, a comprehensive education programme was developed to train municipal employees to operate the waste system.

Of equal importance is ensuring that the system can be scaled up and sustainably financed in the long term. Project STOP collects not only plastic but all waste fractions, including organic waste, ensuring that no waste material whatsoever ends up in the environment. Whilst today's collection and sorting costs are already covered by revenues from the sale of materials and waste collection service fees, it is crucial to continue to increase the value of waste, create a market for recycled materials, and foster a circular economy. To reinforce the financing model and create a financially robust system, additional private-sector support will be required, such as Extended Producer Responsibility (EPR) schemes. As a novel financing instrument, Project STOP will start issuing plastic credits as of 2023.

Project STOP's holistic approach and tangible impact have, in a very short time, generated widespread acceptance and support among local and national authorities, who have asked to expand the activity across the entire region of Banyuwangi. Moreover, a shift in mind-set can be observed: waste collection, traditionally a job for the poorest of the poor, has now become a decent job that people are proud to hold.

The results demonstrate proof of concept: As of December 2022, more than 303,900 people in three cities now receive waste collection services (many for the first time ever), five material recovery facilities have been built, 333 new full-time equivalent jobs in waste collection, sorting, administration and management have been created, and over 41,000 tonnes of waste (including 5,092 tonnes of plastic) were collected since the programme's inception.

Meanwhile, Project STOP responds to the request of the Indonesian Government and has started to expand its activities across the Banyuwangi region. Once completed, this expansion plan will have enabled Project STOP to provide waste collection services to 2 million people, establish over 1,000 new jobs, and collect 25,000 tons of plastic waste annually.

Project STOP's underlying ambition however, is not to scale-up the programme over the entire nation or even globally, but to develop and prove a blueprint model for success, as well as to share lessons and tools that enable as many stakeholders as possible, including governments, to replicate its approach in other regions, with more speed and more efficient use of cost and resources in the implementation.

Project STOP's four main goals

1. **Stop plastic leakage into the environment at the source** by establishing collection services for all households and businesses, increasing the number of waste collection points and sorting facilities, and enlisting more waste collection workers.
2. **Create circular systems** that generate added value from waste and use resources more efficiently.
3. **Ensure the sustained financing** and economic viability of waste management systems.
4. **Provide benefit to local communities** by creating new jobs in waste management whilst reducing negative impacts of waste mismanagement on public health, tourism and fisheries.

Project STOP is part of the [EverMinds™](#) platform created by Borealis to unite and inspire customers, partners and interest groups to develop innovative technologies and products that promote plastic circularity. A key Borealis sustainability goal is to ensure that by 2025, 100% of consumer products are recyclable, re-usable, or made with renewable materials.

Project STOP's corporate partners include the Norwegian Government, Borouge, Nestlé the Alliance to End Plastic Waste, Siegwirk, SchwarzGroup and Hewlett-Packard and is supported by P4G, Accenture Foundation and the Norwegian Embassy.

Project STOP's success is in large part thanks to these collaborations as well as its close partnership with government offices in Indonesia, including the National Ministry for Environment and Forestry (KLHK) which it has a Memorandum of Understanding (MOU) with, the Coordinating Ministry for Maritime and Investment Affairs (CMMAI) and the Regency governments in the regions it works. STOP now has a team of around 40 committed environmental leaders.

For more information on Project STOP:
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