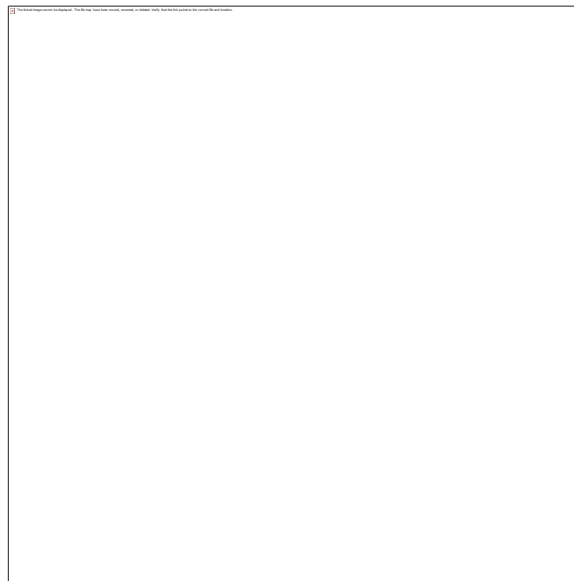


From: [REDACTED] (CAB-SIMSON) on behalf of SIMSON Kadri (CAB-SIMSON)
Sent: vendredi 23 juillet 2021 15:07
To: CAB SIMSON ARCHIVES
Subject: FW: Southern Region Event - Awareness Generation Campaign on Single-Use Plastics - 2021

From: [REDACTED] <[\[REDACTED\]@ficci.com](mailto:[REDACTED]@ficci.com)>
Sent: Friday, July 23, 2021 2:18 PM
To: SIMSON Kadri (CAB-SIMSON) <Kadri.SIMSON@ec.europa.eu>
Subject: Southern Region Event - Awareness Generation Campaign on Single-Use Plastics - 2021



**AWARENESS CAMPAIGN ON SINGLE-USE PLASTICS-2021
SOUTHERN REGION EVENT**

Dear Sir/Ma'am,

We are pleased to inform you that the **Ministry of Environment, Forest & Climate Change (MoEFCC), Government of India, UN Environment Programme, GIZ, and Federation of Indian Chambers of Commerce and Industry (FICCI)** are organizing a two month long national awareness campaign on single-use plastics (SUPs). This campaign will comprise of four on-line regional events and a social media campaign to spread the awareness on the usage of SUP items and mitigation of plastic pollution.

Taking the vision of Hon'ble Prime Minister, Shri Narendra Modi ahead in phasing out SUPs by 2022, Ministry of Environment, Forest & Climate Change, Government of India under the leadership and guidance of Hon'ble Union Minister Shri Prakash Javadekar, has launched a "**National Awareness**

Campaign on Single-Use Plastics” on 8th June 2021.

In this context, the campaign aims at creating awareness on single-use plastic (SUPs) items, in a systemic manner, by not only emphasizing the need to reduce usage of SUP items but also identify and engage with stakeholders closely related to plastic waste management. We believe that it is awareness generation that is requisite for bringing about a behavioral change with respect to the usage of SUP items. The campaign is an attempt to highlight the present status of plastic waste management with a focus on SUP items in the country and how it can be effectively managed to reduce the harmful effects of littered plastic waste.

Rapid urbanisation and consumerism have led to an increase in plastic waste generation in the country. In such a scenario, we need to re-invent and find plausible solutions for sustainable plastic waste management. The campaign has identified the following themes to build on this comprehensive engagement: (i) Information on SUPs, (ii) Alternatives to Plastics and Rethinking Packaging, (iii) Value Chain Actors and (iv) Extended Producer Responsibility (EPR) system.

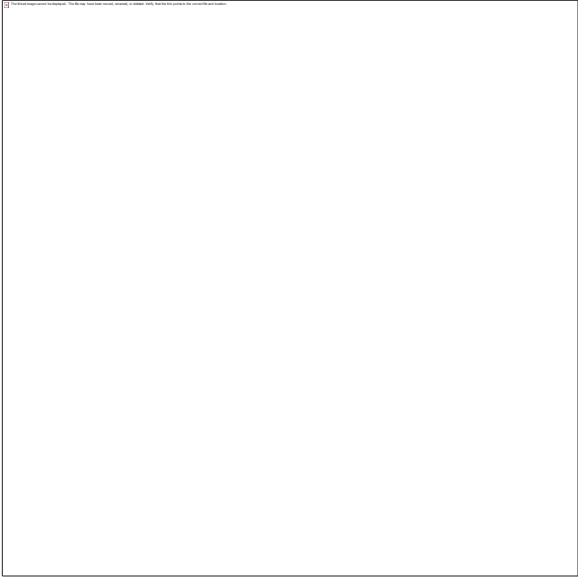
On behalf of the Organizing Committee, we are honoured to invite you at the Southern Regional Event “**Awareness Campaign on Single-use plastics-2021**”. **The event is scheduled for July 27, 2021.** There will be opportunities for enriching deliberations with participation from MoEFCC, State Governments, CPCB, SPCBs, Urban Local Bodies, Municipal Commissioners etc. Focal members and experts from United Nations Environment Programme; GIZ, technical experts, professionals, development partners, academia, civil society organizations, have also been invited to intervene along the conceptual theme ([Click here to download Concept Note](#))

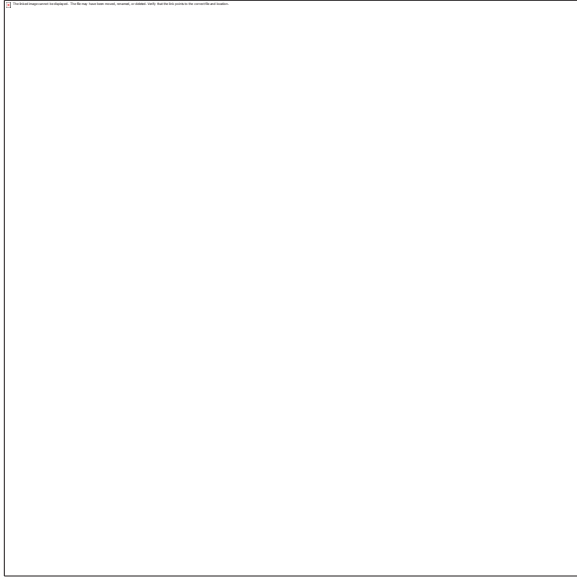
In this regard, we request your participation for the second event which would be covering the Southern region. We request you to register for the event (<https://ficcibike.com/plastic/registration.php>).

In case of any queries or clarification please do not hesitate to contact 

The virtual Southern Region event will be done on virtual platform of FICCI. (FICCI BIKE <https://ficcibike.com/plastic/>)

**Organizing Team,
Awareness Campaign on Single Use Plastics-2021.**





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