



Knowledge hub
-
Collection of best practices

Summary of the best practice

1. Title of the best practice (e.g. name of policy, programme, project, etc.) *

Tide Turners Plastic Challenge Badge

2. Country or countries where the practice is implemented *

Abu Dhabi, Algeria, Antigua & Barbados, Bangladesh, Belize, Benin, Bhutan, Burkina Faso, Côte d'Ivoire, Cameroon, Eswatini, Gambia, Ghana, India, Indonesia, Kenya, Liberia, Madagascar, Mauritius, Malaysia, Nigeria, Pakistan, Philippines, Rwanda, Saint Lucia, Senegal, Sierra Leone, South Africa, South Sudan, Uganda, Tanzania, Thailand, Zambia and Zimbabwe.

3. Please select the **most relevant** Action Track(s) the best practice applies to *

- Action Track 1. Inclusive, equitable, safe, and healthy schools
- Action Track 2. Learning and skills for life, work, and sustainable development
- Action Track 3. Teachers, teaching and the teaching profession
- Action Track 4. Digital learning and transformation
- Action Track 5. Financing of education

4. Implementation lead/partner organization(s) *

"Tide Turners Plastic Challenge Badge" seeks to increase awareness and educate young people across largely Commonwealth countries on challenges and solutions related to the production and waste of single use plastics. Since February 2019, over 500,000 young people have started the badge in over thirty five countries in Africa, Asia and the Caribbean.

5. Key words (5-15 words): Please add key descriptive words around aims, modalities, target groups etc. *

Empower youth to progress & reach a new Tide Turners level 4 of the program

6. What makes it a best practice? *

Tide Turners is committed to implementing global Best Practices that prevent, minimize and manage plastic, both as a resource, and as a waste

Description of the best practice

7. Introduction (350-400 words)

This section should ideally provide the context of, and justification for, the practice and address the following issues:

- i) Which population was affected?
- ii) What was the problem that needed to be addressed?
- iii) Which approach was taken and what objectives were achieved? *

i) The Youth

ii) Every minute, the equivalent of one garbage truck of plastic is dumped into the ocean. This marine litter and plastic pollution endangers aquatic life, threatens human health and results in myriad hidden costs for the economy. Such a global threat requires a global response- TTC

iii) Training of Trainers conducted to implementing partners

Engage 2,000 Tide Turners into the level 4 advocacy stream; Train up to 500,000 participants as Tide Turners in circa 35 countries in African, Caribbean, Pacific and Asian regions.

8. Implementation (350-450 words)

Please describe the implementation modalities or processes, where possible in relation to:

- i) What are the main activities carried out?
- ii) When and where the activities were carried out (including the start date and whether it is ongoing)?
- iii) Who were the key implementation actors and collaborators? (civil society organizations, private sector, foundations, coalitions, networks etc.)?
- iv) What were the resources needed (budget and sources) for the implementation?

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i) Training of Trainers conducted to implementing partners , sensitizing/advocacy the youth on dangers of plastic pollution and marine litter.

ii) Project was implemented in January 2019 and is ongoing

iii) Key implementing partners include; World Scouts Association Movement, World Associations of Girl Guides and Scouts (WAGGS), Junior Achievement

iv) Grants from UNEP to implementing partners to facilitate TTC activities

9. Results – outputs and outcomes (250-350 words)

To the extent possible, please reply to the questions below:

- i) How was the practice identified as transformative? (e.g., impact on policies, impact on management processes, impact on delivery arrangements or education monitoring, impact on teachers, learners and beneficiary communities etc.);
- ii) What were the concrete results achieved with regard to outputs and outcomes?
- iii) Has an assessment of the practice been carried out? If yes, what were the results? *

i) Sneha Shahi (India): Sneha started her journey in 2019 with 350 students and is now working with policy makers, vendors and farmers to clean the Bukhi River in Gujarat which has led to the return of crocodiles and flapjack turtles –as a result of this experience she is now doing a PhD in Environmental Science and expanding the reach of her source-to-sea activism, couched in science.

Alicia Moraa (Kenya): Alicia is a young leader, peer to peer trainer and Girl Guide from Kenya who has trained over 5,000 youth on Tide Turners Challenge and has organized sensitization events in her community, carried out street clean ups. With tenacity and vision, Alicia used her Tide Turner skills to turn Kisii’s County Governor into a plastic advocate resulting in more investment in waste disposal sites across Kisii County.

iii) M&E ongoing

10. Lessons learnt (300 words)

To the extent possible, please reply to the following questions:

- i) What were the key triggers for transformation?
- ii) What worked really well – what facilitated this?
- iii) What did not work – why did it not work? *

i) Negligence is the main cause. In fact, it is estimated that 80% of marine litter comes from land. This pollution comes mainly from household waste, which is poorly recycled, dumped in landfills or abandoned in nature.

ii). Great and capable implementing partners

iii). Lack of sufficient funding to help roll out the campaign in more countries

11. Conclusions (250 words)

Please describe why may this intervention be considered a “best practice”. What recommendations can be made for those intending to adopt the documented “best practice” or how can it help people working on the same issue(s)? *

In 2016, the world generated 242 million tonnes of plastic waste. The visibility of plastic waste is increasing because of its accumulation in recent decades and its negative impact on the surrounding environment and human health.

TTC teaches youth on the many ways to curb plastic waste—by producing less, consuming less, and better managing the waste that already exists to prevent contamination or leakage. Taking these actions requires engagement from numerous stakeholders in society, including citizens, governments, community organizations, businesses, and manufacturers. Policy solutions, increased awareness, and improved design and disposal processes, among others, can minimize the impact of plastic waste on society.

12. Further reading

Please provide a list and URLs of key reference documents for additional information on the “best practice” for those who may be interested in knowing how the results benefited the beneficiary group/s. *

<https://wedocs.unep.org/bitstream/handle/20.500.11822/28007/ChallengeBagdeTkt.pdf?sequence=1&isAllowed=y>