



VB4E
VIETNAM BUSINESS
FOR ENVIRONMENT



WORKSHOP REPORT

IMPLEMENTATING COMMUNICATION PLAN ON PLASTIC WASTE REDUCTION IN SUPERMARKETS & RETAILERS - TH TRUE MART



Hanoi, 27 August 2021



Implemented by



Table of Contents

1. Workshop objective	2
2. Date and revenue	2
3. Participant.....	2
4. Workshop agenda	2
Section 1: Updates on current status on single-use plastic bags in supermarket chains and its link to the health	2
Section 2: The project’s communication plan and the enterprise’s action plan.....	4
Section 3: Discussion	5
5. Workshop closing.....	8
ANNEX 1: SELECTED PHOTOS OF THE WORKSHOP	9
ANNEX 2: WINNERS OF THE MINI GAME	13

1. Workshop objective

- To provide TH Group and TH true mart employees with information about the linkage between plastic waste pollution and health, the current status of single-use plastic bags in supermarkets, thereby promoting communication activities for employees on plastic waste pollution and reduction;
- To get feedback from TH employees on the Plastic Alliance project's communication strategy;
- To integrate the TH's communication activities into the Plastic Alliance's communication plan, mobilise the resources from different stakeholders such as IUCN, Vietnam Business for Environment (VB4E), For Vietnamese Stature Foundation (VSF) and Institute for Strategy, Policy on Natural Resources and Environment (ISPONRE).

2. Date and revenue

The online workshop was organized in the morning of 27 August 2021 in Hanoi.

3. Participant

97 participants are representatives of IUCN; ISPONRE; VB4E; VSF; TH Group and TH true mart's employees, Hanoi University of Public Health, Vietnam One Health Network, University of Civil Engineering.

4. Workshop agenda

The workshop was opened with two short videos on plastic waste management on Cu Lao Cham Island and plastic waste pollution in Sai Gon River.

Then, Ms. Nguyen Thuy Anh (IUCN) had a brief introduction on the Rethinking Plastic Project, the establishment of the VB4E as well as the workshop participants, objectives and agenda.

The workshop agenda comprised of 3 sections:

Section 1: Updates on current status on single-use plastic bags in supermarket chains and its link to the health

Section 1 started with a presentation given by Dr. Pham Duc Phuc from Hanoi University of Public Health, coordinator of Vietnam One Health Network, about the linkage between plastic waste and health. Notable points of the presentation were as follows:

- Plastic waste can affect the immune, digestive, nervous and reproductive systems to varying degrees, depending on the form of exposure, duration of exposure and health condition of each individual.
- Microplastics are available everywhere (oceans, sea salts, fish and aquatic organisms, tap water, Antarctic ice, etc.): on average, one person swallows 50 – 120 thousand microplastic

articles per year, a part of microplastic articles will stay in the body, causing potential health risks to human.

- Microplastics are a serious problem since they cannot be purified by wastewater treatment plants, are difficult to decompose, and remain in the human body for a long time.
- There are evidence showing the linkage between the amount of microplastic accumulated into the body and an increased risk of being cancer (for example, some studies in the world show that people exposed to styrene at work have 5 time higher risk of nose cancer than normal. In Viet Nam, new cancer cases are detected every 3.5 minutes and 205 people died by cancers everyday due to various causes, including of being exposed to microplastics). However, these evidences have not yet verified and need further researches.

Following Dr. Phuc, Dr. Hoang Minh Giang from Hanoi University of Civil Engineering – a member of the research team of the Rethinking Plastic Project – gave a presentation about current status of single-use plastic bag usage in Hanoi supermarkets. According to his presentation:

- Unsustainable consumption habit is leading to a rapid increase in the amount of disposable plastic waste in urban areas.
- On average, one surveyed supermarket uses 1,454 plastic bags per day (and all surveyed supermarkets use around 200,000 plastic bags or 1 ton of plastics per day).
- On average, the cost of plastic bags used at the cashier counters of a small and medium sized supermarket is about VND 11 million per month (equivalent to 0.2% of that supermarket's expenditure). For big-sized ones with 3,000 orders per day, the cost can reach up to VND 900 million – 1,2 billion per year, of which, 40-70% belongs to cashier counters.
- Plastic bags are used at cashier counters and fresh food stalls are 37% and 63% respectively.
- 83% of surveyed supermarkets confirmed to have switched to biodegradable plastic bags, however, these types of bags leave microplastics after being decomposed.
- Customers show a quite positive perception towards reducing plastic bags but know little about alternatives and are not able to identify what type of bags affecting environment. 88% of customers use plastic bags received from supermarkets as garbage bags without considering reusing or recycling them. There is a need to develop a specific roadmap and prepare alternatives for plastic bags to assist customers in reducing plastic bags.
- Feasible targets and action plans to reduce the consumption of plastic bags in supermarkets by 2025 include: 30% of single use bags will be reduced; 70-100% of plastic bags used at cashiers counters will be replaced by recycle/organic products, etc.

The last presentation in Section 1 was of Ms. Nguyen Bich Hien (IUCN) on solutions to reduce plastic waste pollution for supermarkets. The presentation showed that:

- Vietnam is in the top 5 countries generating plastic waste in the world
- Steps to reduce plastic waste in enterprises include: (i) assessment of current status of plastic waste management to get baseline information; (ii) having employees assigned as focal point for plastic waste reduction; (iii) selecting simple and feasible solutions for implementation first; (iv) establishment of short-term, medium-term and long-term targets for reducing plastic waste; (v) mobilization of employee's engagement, (vi) development of a list of specific activities; (vii) development of a monitoring mechanism. (i.e., for 3 or 6 months), (viii) development of trust among employees; and (ix) working closely with partners towards plastic waste reduction.
- Specific activities to help reduce plastic waste include: Rethink, Refuse, Reduce, Reuse, and Recycle.
- The world's experience in reducing plastic waste in supermarkets include: rental of shopping bags (e.g., customers will get the deposit back after returning shopping bags to the supermarkets), (ii) promoting sales of products with reusable/recyclable/decomposable packaging; (iii) refill station and auto weighting system (for product containers), (iv) promoting sales of vegetables with no/little packaging, (v) eliminating products with unnecessary and bulky packaging; (vi) preferring condensed products to reduce the size of packaging; and (vii) providing directions for customers to reach the nearest plastic-free supermarkets.

Section 1 ended with a mini game, in which, staff of TH true mart were asked 10 questions about the topics presented by 3 speakers. The list of top 10 best players who would be awarded by the workshop organizer is in Annex 2.

Section 2: The project's communication plan and the enterprise's action plan

Ms. Kim Thuy Ngoc (ISPONRE) opened Section 2 with a presentation on the communication strategy to promote reuse and elimination of single-use plastic bags at retail chains towards sustainable consumption. Accordingly:

- On average, one supermarket uses up 1,500 plastic bags per day (large-sized supermarkets can use up to 5,000 bags per day), mostly at cashier counters and fresh food stalls.
- The Plastic Alliance on reducing plastic bags was formed with the participation of 14 supermarkets/retailers and 164 branches.
- Communication plan's audience include: policy makers, retailers and public/customers. Each type of audience is approached by a separate strategy. For policy makers, policy dialogues are preferred. For retailers, the project supports to develop appropriate communication strategy for promote enterprise's image. For public/customers, project develop strategy for encourage sustainable consumption.

Next to Ms. Ngoc's presentation was Mr. Thai's, which comprised of 4 topics:

- Introduction of the VSF
- Introduction of the program “Youth for Environment”
- Introduction of the Plastic Talk Competition
- Proposals on communication cooperations: dialogues with enterprises, environmental day, communication promotion in TH true mart, Mega Market, BigC

Section 2 was closed with the presentation of Mr. Nguyen The Phuong (from TH true mart) on solutions for reducing plastic pollution in TH true mart retailers, focusing on:

- Core values of TH Group
- Retail system of TH true mart
- Environmentally friendly products of TH true mart: eco-friendly plastic bags, eco-friendly bio-plastic spoons, canvas bags, non-shrink bottle caps
- Communication plan to reduce plastic bags at TH true mart stores
- Development of KPIs for employees on reducing plastic bags at True Mart stores

Section 3: Discussion

Workshop participants were divided into 4 groups and discussed on 4 topics:

1. What activities in Plastic Alliance project’s communication plan is feasible and can be applied in TH true mart stores?
2. What are obstacles for the implementation these communication activities?
3. What support do you need to implement these activities?
4. Any more ideas/initiatives to fulfill the commitments from TH true mart when joining Plastic Alliance project?

Discussion results were summarized as in table below:

Nội dung	Group 1 (facilitated by Ms. Ngọc)	Group 2 (facilitated by Mr. Thọ)	Group 3 (facilitated by Ms. Hiền)	Group 4 (facilitated by Mr. Thai)
Appropriate and feasible activities	<ul style="list-style-type: none"> • Sales of canvas bags for reducing plastic bags at the store • Included the target of reducing plastic bags into KPI of employees • Apply a charge on plastic bags instead of giving for free 		<ul style="list-style-type: none"> • Sales of canvas bags 	
Obstacles	<ul style="list-style-type: none"> • Negative reactions from customers who are familiar with free plastic bags • Not many customers are aware and need cloth bags instead of convenient single-use plastic bags (in reality, number of sold cloth bags are quite limited) 	<ul style="list-style-type: none"> • Some of TH's eco-friendly products are not convenient to use, making it difficult to convince customers to accept them 	<ul style="list-style-type: none"> • Negative reactions from customers • Many customers are not willing to pay for eco-friendly products of TH true mart 	<ul style="list-style-type: none"> • Customers visits stores at different points of time, making it difficult to organize communication activities • Communication videos are not recommended because customers do not have enough time to watch • Narrow spaces in stores are not suitable for displaying communication standees as well
Proposals for additional support	<ul style="list-style-type: none"> • Development of a communication roadmap for customers in regard to TH's plan on reducing plastic bags and collecting plastic bag charge (i.e., a 3 month roadmap) • Development of a communication program for employees, supporting employees in delivering right message to customers 			<ul style="list-style-type: none"> • It is possible to give leaflets to customers but this option might generate more waste

More ideas	<ul style="list-style-type: none"> • Development of promotion programs (i.e., giving away cloth bags, selling products at good prices, adding points to membership card) for TH stores • Implementation of communication activities at the weekend in TH true mart stores 		<ul style="list-style-type: none"> • Encouraging suppliers to reduce plastic products first • Applying a deposit for bags, money will be payback to customers when bags are returned • Successful lessons sharing on the project's fanpage • Honoring enterprises with good practices by government 	<ul style="list-style-type: none"> • Development of a TOT program for employees • Setting up a countdown table to remind customers about the date to start reducing plastic waste
------------	---	--	---	---

Added to the discussion, Mr. Nguyen The Phuong shared his points of view that: TH Group had already developed a long-term strategy for convincing customers to reduce plastic waste. Allmost all proposed ideas in today's discussion are included in that strategy. However, the implementation would depend on the overall business plan of the TH Group.

In repsonse to Mr. Phuong's opinion, Mrs. Thuy Anh affirmed: IUCN, ISPONRE and VSF are always willing to accompany TH Group to overcome foreseeing difficulties (i.e, customers' negative reaction, increasing bussiness costs, etc) to accelarate the Group's plan on reducing plastic waste. TH true mart should consider to deploy TOT training for employees as soon as possible for them to firmly grasp the knowledge and be able to communicate effectively with customers. In addition, TH true mart should consider to include ideas proposed by the employees in this workshop into the overall plan of the Group.

In response to Ms. Bich Hien's ideas on honoring enterprises with awards or benchmarking programme, Ms. Kim Thuy Ngoc affirmed that the project would work closely with the Department of Industry and Trade as well as the Department of Natural Resources and Enviroment to identify the most appropriate form of honoring to create motivations for participating enterprises.

Mr. Le Huyen (TH Group) also sugested to organize a competition among enterprises towards reducing plastic waste in general and single-use plastic bags in particular. Lessons learnt from best performing enterpises would be shared and used as base for creating a common playing ground for every interested enterprise. The more enterprises joining the game, the more negative reactions from customers reduced.

According to Ms. Thuy Anh, the Government had issued Decision No.1316. Accordingly, by 2025, 100% supermarkets and retails stores must use environmentally friendly plastic bags/packageging. Enterprises volunterily join in this pilot program (Plastic Alliance) may meet difficulties but are always honored as pioneers whose lessons will be replicated nationwide at the later stage.

5. Workshop closing

Ms. Thuy Anh concluded that: IUCN, ISPONRE and Rethinking Plastics Project are always in companion with TH true mart. She also suggested:

- The project to build a TOT program supporting for TH true mart's employees;
- TH true mart to share the plans working with suppliers to reduce plastic waste in packging and minimise negative reactions from customers when not being provide free plastic bags for timely support from stakeholders;
- ISPONRE to cooperate with Department of Industry and Trade in developing a plan to spead out good practices and honour leading enterprises in reducing plastic

waste, encouraging as many enterprises joining in the Business Alliance for Environment as possible.

ANNEX 1: SELECTED PHOTOS OF THE WORKSHOP

EHSO Insitute of Environmental Health and Sustainable Development

USAID
TỰ NHIÊN DÂN MỸ

RÁC THẢI NHỰA & SỨC KHOẺ

How does microplastics affect our health?

NERVOUS SYSTEM: [171] Schenzo et al., 2017

KIDNEY SYSTEM: [170] Moriri et al., 2015

DIGESTIVE AND EXCRETORY SYSTEM: [154] Cui et al., 2019; [156] Liao & Yang, 2019; [174] Shickel et al., 2019; [159] Schwab et al., 2019; [174] Hinescu-Chiriac et al., 2018; [178] Harvey & Watts 2018; [156] Smith et al., 2018; [151] Wright & Kelly 2017; [173] Forte et al., 2016; [177] Thakagan & Rintamäki 2010

RESPIRATORY SYSTEM: [150] Lorenzi et al., 2019; [161] Vianello et al., 2019; [163] Xu et al., 2019; [160] Gargari et al., 2018; [162] Castano et al., 2018; [17] Prati et al., 2018; [165] Delghani et al., 2017; [153] Wright & Kelly 2017; [166] Pignatelli et al., 2015

PLACENTAL BARRIER: [168] Grahmacker et al., 2015

SKIN: [122] Reyer et al., 2018

Hệ thần kinh trung ương
Hệ tiết niệu
Hệ tiêu hóa và bài tiết
Hệ hô hấp
Nhau thai
Da

TS. BS. Phạm Đức Phúc
ĐTDD: 0904049969
Email: pdp@vohun.org

VOHUN
greenhub
Enabling Sustainable Communities
ponre
Viet Nam
Gimasys
Sustainable Innovation
www.iehsd.vn

VB4E
VIETNAM BUSINESS
FOR ENVIRONMENT

Rethinking Plastics
United Nations Environment Programme

True
pomre
EU
giz
EXPERTISE
FRANCE

HỘI THẢO

khai kế hoạch truyền thông
c thải nhựa tại chuỗi các siêu thị
các nhà bán lẻ - TH True Mart

Hà Nội, ngày 27 tháng 8 năm 2021

IUCN

VB4E
VIETNAM BUSINESS
FOR ENVIRONMENT

Giải pháp giảm ô nhiễm rác thải nhựa đối với các siêu thị

Nguyễn Thị Bích Hiền
Tổ chức Bảo tồn Thiên nhiên Quốc tế tại Việt Nam
Email: hien.nguyen@iucn.org . Tel: 0988220288

**JOIN THE FIGHT
FOR A HEALTHY OCEAN**

EN

Game PIN: **940 5188**

Join at www.kahoot.it or with the Kahoot! app

Kahoot!

23

Start

Tống thu Phan Thị Diệu Tạ Minh Sơn 1 Trần Thị Thu Hà Cam Linh

Thùy Anh 301144 Vũ Thành Công Đặng Hoài Lệ Th 300942-nhung

Bui Hồng Thắm Nguyễn Huyền Phạm Thị Thu Thai Vu Diệu Trang

Phuong Nguyễn thị Hà Pho Duc Hoan 9405188 Hương giang

Quân 70 sd

01:51:21 03:58:43








Chiến lược truyền thông
Thúc đẩy túi tái sử dụng để loại bỏ
túi ni-lông dùng một lần tại các chuỗi bán lẻ
hướng tới tiêu dùng bền vững

Túi xanh đi chợ,
nội trợ thông minh

idh iponre



GIỚI THIỆU VỀ QUỸ VÌ TẦM VÓC VIỆT













Quỹ Vì Tầm Vóc Việt (VSF) là tổ chức phi lợi nhuận, được thành lập năm 2014 với sứ mệnh đóng góp cho Mục tiêu Phát triển Bền vững (SDGs), đặc biệt là các mục tiêu về giáo dục, sức khỏe, công bằng và phát triển bền vững.



 Nguyen Thuy Anh	 Trần Thị Thu Hà	 Kim Ngọc	 Van Tho Duong	 Hien-IUCN
 Vu Xuan Thai	 Nguyen The Phuong	 Công Vũ Thành	 300651_Nguyễn Thị Hà	 Chu hồng hạnh-300678
 Huyen Le	 301146 - Hải Anh	 Quyên Lê Thị Lệ	 Huyền Nguyễn	 Nguyễn Thị Diệu Trang
 Nguyễn Bảo Yến	 Tạ Thị Đào	 300647- Trần Thị Quỳnh Giang	 Duc Nguyen	 Nguyễn Hoài Phương...
 306995 Lã Thị Thu H...	 307276- Nông Quan...	 Ngọc minh Nguyễn	 Lan Anh Hoàng	 Nguyễn Thị Trang
 306995 Lã Thị Thu Hằng	 307276- Nông Quang Hoàng	 Ngọc minh Nguyễn	 Lan Anh Hoàng	 Nguyễn Thị Trang

ANNEX 2: WINNERS OF THE MINI GAME

Pro Home Discover Library Reports Groups Upgrade Create

Cam Linh	1	 60%	2	4 027
Vũ Thành Công	2	 50%	3	3 495
Pho Duc Hoan	3	 40%	3	3 128
Lê thị nhung	4	 40%	2	3 026
Hài Anh	5	 40%	3	2 988
Hương giang	6	 30%	2	2 089
Đặng Hoài Lệ Th	7	 30%	3	1 999
Thủy Anh 301144	8	 30%	1	1 969
Tống hồng vân	9	 20%	2	1 675
Đặng Hoa	10	 20%	5	1 545