

Nomination: 19237

Harnessing the Power of Partnerships in Shaping a Waste-Free Future

<b>Page: General Information</b>
<b>Name of Organization / Company</b> Nestlé Philippines
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<b>Page: Entry Information</b>
<b>Entry Title</b> Harnessing the Power of Partnerships in Shaping a Waste-Free Future
<b>Category</b> U01 - U11 - Award for Innovation in Sustainability > U07. Climate Protection and Sustainability Campaign of the Year
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

### The Plastics Crisis.

Plastic pollution is a Philippine crisis with 35 percent of total plastic waste leaking into the environment; 33 percent disposed of in sanitary landfills, and a mere nine percent recycled. Given such a complex problem, multisectoral collaboration is an imperative to reduce plastic waste.

### The Role of Nestlé PH.

As one of the country's largest F&B companies, Nestlé PH has the responsibility to take a leadership role in environmental sustainability through groundbreaking initiatives and partnerships. Its comprehensive strategy to tackle plastic waste is to: (1) reduce plastic use and find alternatives; (2) collect and divert plastic waste from nature; and (3) help shape consumer behavior for a waste-free future. Across these areas, multi-stakeholder partnerships are indispensable to building a circular economy in which waste is converted into useful products so that value is maintained, and environmental impact is minimized.

### Advocacy Communication.

Nestlé PH collaborates with other private and public sector stakeholders in line with its strategy. Notably, it started a landmark partnership with GMA Network for an advocacy campaign to promote the 3Rs (reduce, reuse, recycle) of solid waste management (SWM) with educational content.

A partnership highlight is the 4-part Kalikasanovela (Naturenovela) series with 30-second videos starring influential GMA Sparkle artists. The series tapped into the love of Filipinos for entertainment and storytelling to communicate the importance of the 3Rs, to inspire consumers to embrace environmental stewardship. Each episode used a popular Filipino movie or TV genre to deliver a message about plastic waste.

The series, launched in April 2023, reached over 78 million Filipinos on free TV with airtime provided by GMA Network at no direct cost to Nestlé PH, and garnered 215,523 views across social media platforms.

### Reaching School Children, Teaching Communities.

Recognizing the importance of education, Nestlé PH with the Department of Education has developed SWM modules in school curricula. The program covers 11 million grades 1-10 students in 20,000 public schools nationwide, teaching them SWM concepts and habits. The company has likewise conducted two-day Barangay Solid Waste Management Action Planning workshops in partnership with USAID for local officials, to help them formulate three-year SWM action plans for their communities. Materials recovery facilities (MRFs) have been turned over to barangays.

### Volunteerism.

Nestlé PH champions volunteerism across its supply chain, and among its activities has organized a closed loop cleanup activity with employee volunteers, and partners from GMA Network, the Climate Change Commission, and the Philippine Coast Guard.

### Achieving Plastic Neutrality, EPR for Plastic Waste.

As the first multinational FMCG to achieve and maintain plastic neutrality - collecting plastic waste equivalent to the volume of its plastic packaging - Nestlé PH is supported by Ecoloop in collecting and managing post-consumer plastic; as of October 2023, it has diverted from the environment 79 million kilos of plastic waste. Two years before Extended Producer Responsibility (EPR) for plastic waste lapsed into law in 2022, Nestlé PH had started voluntarily practicing EPR when it attained full plastic neutrality in August 2020.

As an advocate of the EPR law, Nestlé PH continues to partner with the Department of Environment and Natural Resources to drive its implementation. In 2023, the two organized multi-sectoral roundtable discussions about the law in three key cities, to reach more obliged enterprises, provide guidance on EPR program registration, and raise awareness on the need for private sector compliance. Over 350 stakeholders participated in the discussions.

### The Power and Necessity of Partnerships.

In working closely with its partners on strategic priorities, and helping to generate cooperation among various industries and sectors, from its position of leadership, Nestlé PH is successfully expanding its trailblazing sustainability initiatives, while doing its share to foster effective and productive approaches to environmental challenges.

## For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

## Credits

BrandPlay, Inc.

GMA Network

Department of Environment and Natural Resources

Eco-Business

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Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

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