

Bangkok, Thailand:

Khlong Toei Circular Economy Model

Model:
Market-Shaping Policy

Bangkok and Thailand's Public Private Partnership for Plastic and Waste Management (PPP Plastic) worked with companies and communities to **develop a dynamic and adaptable circular economy model.**



THE CHALLENGE

Marine plastic pollution is an increasing threat facing Thailand. As its largest city, Bangkok needed to leverage scarce resources to innovate with all stakeholders in the value chain.



HOW IT WORKS

The city and PPP Plastic set up a joint steering committee and began the project in the district of Khlong Toei. PPP Plastic is a mixed-ownership company that **convenes public and private sectors on circular economy systems.**

The team signed MOUs with various large companies and buildings to **co-design functional waste systems.** More efficient waste management for companies would bring a 10-15% reduction in waste collection fees, as well as improved standing with their increasingly climate-conscious consumers and investors.

Working with community groups and consumer behaviour experts, the city and PPP Plastic created an application **connecting buyers and sellers** of recyclable and organic waste materials, undertook **research and awareness campaigns**, and designed easy to use drop-off sites to facilitate pre-sorting of waste.

Through the process, they developed a handbook based on the Khlong Toei model so that it could be replicated or adapted in other parts of the city **without extensive resources.**



LESSONS

Cities can **use pilots and real time validation**, as seen in Khlong Toei, to test and develop commercially viable systems for waste management, with clear benefits to stakeholders.

Solving complex waste management challenges requires expertise from a diverse group of stakeholders on **consumer behaviour and circular economy systems.** PPP Plastic brought industry, academic, and government knowledge together to solve this challenge; **making the sum greater than its parts.**