

GEF-8 REQUEST FOR CEO CHILD ENDORSEMENT/APPROVAL

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General Child Project Information

Child Project Title

Promoting Circular Solutions to Single-Use Plastic Consumption in Lao PDR. (Plastics IP)

Region	GEF Project ID
Lao PDR	11190
Country(ies)	Type of Project
Lao PDR	FSP
GEF Agency(ies)	GEF Agency Project ID
WWF-US	G0042
Project Executing Entity(s)	Project Executing Type
Ministry of Natural Resources and Environment	Government
WWF Laos	CSO
GEF Focal Area (s)	Submission Date
Multi Focal Area	6/28/2024
Type of Trust Fund	Project Duration (Months)
GET	60
GEF Project Grant: (a)	Agency Fee(s) Grant: (b)
3,978,440.00	358,060.00
PPG Amount: (c)	PPG Agency Fee(s): (d)
150,000.00	13,500.00
Total GEF Financing: (a+b+c+d)	Total Co-financing
4500000	6,818,047.00

Project Sector (CCM Only)

Rio Markers

Climate Change Mitigation	Climate Change Adaptation	Biodiversity	Land Degradation
Significant Objective 1	No Contribution 0	Significant Objective 1	No Contribution 0

Project Summary

Provide a brief summary description of the project, to offer a snapshot of what is being proposed. The summary should include: (i) what is the problem and issues to be addressed? ii) as a child project under a program, explain how the description fits in the broader context of the specific program; (iii) what are the project objectives, and if the project is intended to be transformative, how will this be achieved? and (iv) what are the GEBs and/or adaptation benefits, and other key expected results. (max. 250 words, approximately 1/2 page)

Economic and social changes in Laos have led to a surge in single-use plastics (SUPs), overwhelming the waste management system and causing significant pollution through illegal dumping and burning. The food and beverage sector generates 50% of SUP waste, and current waste management efforts cannot keep pace with rising waste levels.

This project aligns to the Plastic Reboot goals, with an upstream, circular economy approach to reduce SUPs by promoting sustainable alternatives. It aims to create a supportive business environment for local decision-making in tourism and hospitality. Technical support will be provided to government partners to develop inclusive policies that engage women and marginalized communities. Enterprises producing plastic alternatives will benefit from incubator and accelerator programs, while market research will ensure diverse customer needs are addressed.

Implemented in Vientiane, Vang Vieng, and Luang Prabang, the project will collaborate with partners, including the Ministry of Natural Resources and Environment (MONRE), Swisscontact, Plan International, and WWF Laos. Additional funding from the French Facility for Global Environment (FFEM) is being sought to complement GEF activities and support downstream waste solutions.

The project aims to reduce 39,697 metric tonnes of plastic pollution in international waters, improve water ecosystems, and cut 142,386 metric tonnes of carbon dioxide equivalents linked to SUP production. It will also reduce 2.278 grams of toxic equivalents and enhance waste management for 5,900 individuals, focusing on vulnerable groups such as women, youth, and marginalized communities. The project will participate in knowledge sharing, communications, and monitoring activities to align with Plastic Reboot.

Child Project Description Overview

Project Objective

Reduce the use of problematic single-use plastic food and beverage packaging and increase the market share of more sustainable alternatives through inclusive upstream and midstream approaches, targeting policymakers, private sector and local actors, and consumers.

Project Components

Component 1. Enabling regulatory framework for the reduction of SUPs and increase in sustainable and accessible substitutes

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
1,144,066.00	1,960,642.00

Outcome:

1.1 Improved enabling environment and cross-sectoral collaboration to phase out SUPs, particularly problematic SUPs in the food and beverage sectors, and introduce environmentally & socially viable substitutes that are accessible, cost-effective and achieve circularity

Output:

1.1.1 Develop national policies that:

- Disincentivise and phase out key problematic SUPs
- Incentivize substitute materials/products

1.1.2 Develop city-level action plans to phase out problematic SUPs in the F&B sector for the three target cities (VTE, VV, LPB)

1.1.3 Develop and strengthen the value of relevant certifications and their integration into wider policies (e.g., Plastic Free Laos, Lasting Laos):

- Strengthen criteria on SUPs in the food and beverage sectors
- Develop harmonised guidelines on implementation and business uptake
- Strengthen the capacity of Lao National Chamber of Commerce and Industry (LNCCI) coaches and assessors concerning certifications on F&B SUP criteria and alternative materials

Component 2. Enterprise engagement and product/ service/ business development

Component Type	Trust Fund
Investment	GET
GEF Project Financing (\$)	Co-financing (\$)
1,148,398.00	1,968,066.00

Outcome:

2.1 Understand supply chains and markets for financially and socially accessible alternatives to food and beverage SUPs in Laos

2.2 Promote the enterprise development of domestically produced substitute products and services to SUPs in Laos' food and beverage sectors

Output:

2.1.1 Material flow analysis of substitutes to SUPs

2.1.2 Conduct market research to understand the market size and buying behaviour of diverse consumers

2.2.1 Business Incubator Programme for businesses and organisations to support SUP substitute products and schemes, catalysing the design and development of prototypes and services

2.2.2 Launch the Eco-Challenge Competition to identify viable ideas and business concepts in Laos

2.2.3 Accelerator Programme: Technical support and advice to competition winners (e.g., product testing, product due diligence, marketing, business planning) (also financial grants from FFEM)

2.2.4 Trial new products/services in pilot tourism and hospitality businesses (Component 3 pilots)

Component 3. Tourism and Hospitality Business Support and Marketing

Component Type	Trust Fund
Investment	GET
GEF Project Financing (\$)	Co-financing (\$)
709,015.00	1,215,074.00

Outcome:

3.1 Support to tourism and hospitality businesses through technical assistance and mentoring

3.2 Achieving behaviour changes in purchasing and use through marketing

Output:

3.1.1 Provide support and mentoring to tourism/hospitality businesses to phase out problematic SUPs and complete the transition to more sustainable approaches

3.1.2 Support certification through training, mentoring, auditing and awarding

3.1.3 Promoting hygiene practices for reusable food and beverage alternatives

3.2.1 Develop a marketing strategy to promote the environmental, social and economic benefits of new products and services, best practices, and certification

3.2.2. Launch a marketing campaign targeted at diverse communities to encourage the shift from SUPs to accessible alternative products and services

Component 4. Knowledge management, communication and coordination

Component Type	Trust Fund
Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
611,674.00	1,048,256.00

Outcome:

4.1. Lessons, knowledge and best practices from the project are shared across Laos, the region and globally to allow for shared learning experiences and upscaling of initiatives

4.2. Coordination with the global program

Output:

4.1.1. Project communications strategy developed through consultation with relevant partners and stakeholders and implemented

4.1.2. Develop and disseminate knowledge products in multiple languages and accessible formats based on project lessons, including trade fair

4.2.1 Coordinate with regional and national GEF projects and the global programme (Circular Solutions to Plastic Pollution Integrated Program), including attendance at annual workshops, webinars, and other virtual meetings

M&E

Component Type	Trust Fund
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Technical Assistance	GET
GEF Project Financing (\$)	Co-financing (\$)
189,273.00	324,366.00

Outcome:

Effective on-going Monitoring and Evaluation

Output:

Timely project progress reports and monitoring against the (a) annual work plan and (b) results framework

Independent mid-term and terminal evaluations, including Gender Impact Assessment

Component Balances

Project Components	GEF Project Financing (\$)	Co-financing (\$)
Component 1. Enabling regulatory framework for the reduction of SUPs and increase in sustainable and accessible substitutes	1,144,066.00	1,960,642.00
Component 2. Enterprise engagement and product/ service/ business development	1,148,398.00	1,968,066.00
Component 3. Tourism and Hospitality Business Support and Marketing	709,015.00	1,215,074.00
Component 4. Knowledge management, communication and coordination	611,674.00	1,048,256.00
M&E	189,273.00	324,366.00
Subtotal	3,802,426.00	6,516,404.00
Project Management Cost	176,014.00	301,643.00
Total Project Cost (\$)	3,978,440.00	6,818,047.00

Please provide Justification

CHILD PROJECT OUTLINE

A. PROJECT RATIONALE

Describe the current situation: the global environmental problems and/or climate vulnerabilities that the project will address, the key elements of the system, and underlying drivers of environmental change in the project context, such as population growth, economic development, climate change, sociocultural and political factors, including conflicts, or technological changes. Since this

is a child project under a program, please include an explanation of how the context fits within the specific program agenda. Describe the objective of the project, and the justification for it. (Approximately 3-5 pages) see guidance here

Updates from Concept Note

During the project preparation phase, some adjustments were made to the design from what was originally detailed in the Concept Note. These changes resulted from feedback during community consultations and with local business owners (e.g., the need to examine hygiene aspects of reusable products) and the theory of change (e.g., changes to sequencing and requirements for upfront studies and market research). As such, the following key adjustments were made to the project design:

The project title was amended to note that Lao PDR does not produce many of its own single-use plastics (SUPs), so the focus is now on reducing their use and introducing alternative materials.

The enabling environment component has been modified and expanded. The specific policies are not defined at this stage, noting the need to undertake the full policy cycle of assessment, consultation, and analysis before determining the blend of policies required. City-level plans will also be developed, contributing to the National Plastics Action Plan. Certification schemes (e.g., Lasting Laos) will be strengthened to incorporate SUP criteria, links to policy, and enhanced capacity in implementation.

There is now a greater focus on supporting the private sector, including helping local enterprises develop more sustainable substitute products/services and helping the tourism and hospitality sectors transition from SUPs and adopt more sustainable practices.

There is now a greater focus on commercial marketing than basic awareness-raising, utilising a range of market research studies (e.g., buying behaviour) and the launch of a marketing campaign to promote the environmental, social, and economic benefits of alternatives to SUPs.

Additional surveys have been incorporated, including research into the market size for alternatives and substitute products, marketplace analysis to identify buying/selling platforms, material flow analysis to determine the sustainability of new products/services, and research into the hygiene requirements to ensure adequate sanitation of reusable products.

Further details are provided with regard to alignment with the Circular Solutions for Plastic Pollution Integrated Program (herein referred to as the Plastic Reboot).

Problem Statement

In recent years, Laos has experienced significant economic and social transformation due to economic development, urbanisation, lifestyle changes, transport infrastructure development, growth in travel and tourism, and increases in living standards. These changes impact consumption and production patterns and have led to the growth in supermarkets, minimarts, convenience foods, restaurants, hotels, and home deliveries. These developments have resulted in higher volumes of waste and an increasingly complex waste stream. Data shows that waste has more than doubled over five years, from 352,000 tonnes in 2015 to 910,000 tonnes in 2020, and is predicted to grow to 1.4 million tons by 2035 (World Bank, 2018, 2022). As detailed below, an increasing proportion of the waste stream is single-use plastics (SUPs), including those considered problematic or unnecessary.

As further detailed below, an increasing proportion of the waste stream is single-use plastics (SUPs), including those considered problematic or unnecessary.

Plastic has become the ubiquitous material of modern society. Due to its cost-effectiveness and functionality, plastic is used widely in food and beverage (F&B) products and packaging. However, ineffective waste

management has meant that plastic has rapidly become one of the most widespread pollutants on the planet. Plastic is predominantly produced from crude oil, and its use is symbolic of the linear economy, a take-make-dispose approach that is dependent on fossil fuels and leaks material out of the economy.

After disposal, plastic does not readily biodegrade. Some polymers may take tens or hundreds of years to degrade, although their longevity in the natural environment is only an educated guess. However, it is abundantly clear that their persistent nature means plastic accumulates and impacts ecosystems, wildlife and human health. Poor management of plastics is resulting in widespread pollution in Laos. Studies show that 95% of plastic pollution is attributed to only ten SUP items (the top ten items include drinks bottles, plastic caps/lids from bottles, bags, shopping bags, cups and cup lids, food containers, foam packaging, polystyrene pieces, straws and stirrers, cleaner bottles and containers), with F&B packaging and products representing over 50% of products (World Bank, 2021). The study identified restaurants, cafes, bars, and tourist activities as major contributors to plastic pollution hotspots. As such, the Project will concentrate on the tourism and hospitality sectors as these are the major producers of plastic waste in Laos, and also tourism is important to the green growth of other sectors, including agri-food and textiles/handicrafts. Laos has recently developed a National Plastics Action Plan (NPAP) to address the use and pollution from plastics. However, there are limited existing budgets that are contributing to the NPAP's objectives. Several factors contribute to the plastic pollution problem in Laos:

Problematic and Unnecessary Plastics: While plastics are beneficial in certain applications, their prevalent use has meant that they are in many products that could use more sustainable materials. As such, the use of certain plastics is deemed problematic and unnecessary. The following criteria define these plastics: (i) use is avoidable or a reusable alternative is available; (ii) cannot be easily recycled, or it hampers the recycling process; (iii) commonly littered and pollutes the environment (this definition has been taken from WRAP, 2019).

Increases in Plastic Waste: Waste composition surveys show that plastics are fast becoming a significant and increasing component in waste streams in Laos, particularly those used in the F&B sectors and packaging. In 2015, plastics were 6.1% of the average waste composition in Vientiane (CCAC, 2015). By 2020, the proportion doubled to 12.1% and by 2023, it had reached 15% (GGGI, 2020; ESL, 2023). The trend in increased plastic use is set to continue, and the proportions of plastics may be much higher than these surveys show. Indeed, the World Bank states that 15-25% of solid waste generated in Laos is plastic waste, 95% of which are SUPs (World Bank, 2022). Almost half of these SUPs are used for F&B products, with the tourism and hospitality sectors utilising 50% of these products.

Challenges with Waste Management and Pollution: Increasing urbanisation rates in Laos are outpacing existing infrastructure and municipal services, with higher levels of waste generation putting additional pressure on the already struggling waste management system. The existing waste management approach is underregulated and underdeveloped, has low capacity, a lack of data, and has unclear responsibilities across different ministries and local government departments. Waste is often inappropriately disposed of, mismanaged or leaked out of supply chains. A large proportion of this mismanaged waste is plastic.

Waste Collection and Disposal: Policies, institutional arrangements, infrastructure and service provision are failing to keep up with increasing urbanisation and rising waste volumes. Waste collection services are limited in coverage and have low participation (31% in Vientiane). Many households and businesses directly dump or burn waste (World Bank, 2022b). Although controlled landfills are increasing, the primary disposal approach for formal waste collections is open dumpsites, which are usually poorly sited and have limited management to contain waste (e.g., compaction or cover).

Collection of Recyclables: In the absence of formal collection schemes, recyclables are predominantly collected by informal workers (e.g., street pickers, staff on waste collection trucks as a sideline to their main job, and landfill pickers). As these materials are picked out of general municipal waste, they are heavily

contaminated and degraded, and it is impossible to pick out all recyclables physically. As such, the percentage of plastics recycled in Laos is currently very low, with an estimated 2% of total waste recovered in Vang Vieng and Vientiane, and 3% in Luang Prabang. (World Bank 2022a; ESL, 2023).

Limited Recycling Capacity: Plastic recycling in Laos is predominantly only conducted by a few private companies in and around Vientiane Capital, focusing on low-quality polyethylene terephthalate (PET). Most post-consumer plastic recyclables are exported to Thailand or Vietnam without processing. However, both countries have signalled the intention to ban plastic waste imports, prompting the need for sustainable domestic solutions in Laos. Where recycling is undertaken in Laos, concerns are noted in the NPAP about the lack of compliance procedures and unregulated pollution resulting from these plants.

Alternative Materials: A range of environmentally and socially viable alternatives are used in Laos as substitutes for plastic products, including traditional materials (e.g., bamboo straws and eco-plates) and innovative products (e.g., compostable packaging). However, the businesses behind these products are often small and family-based and have received limited investment and have not undertaken expansive marketing campaigns, with few products produced, tested and sold at any significant scale in Laos. Consultations with tourism and hospitality businesses in the three cities during project design showed that there is certainly demand (see Annex 5 for the full list of who was consulted). However, these businesses expressed frustrations with sourcing products within Laos, resulting in the need to import sustainable products from Thailand at a high cost.

Impacts of Pollution

The environmental, social, and economic impacts are diverse, particularly with respect to the protection of environmental and human health:

Social Impacts: Waste burning is common in Laos, even in areas with waste collection services, contributing significantly to air pollution. This practice disproportionately affects women, children, and economically disadvantaged groups due to their higher exposure and physiological vulnerabilities. A 2021 World Bank report attributed around 10,000 deaths in Laos in 2017 to environmental health risks, with 44% linked to household air pollution and 27% to outdoor air pollution.

Environmental Impacts: According to WWF's recent waste survey (ESL, 2023), a significant portion of Laos' waste is disposed of in uncontrolled environments: Vientiane (49%), Vang Vieng (50%), and Luang Prabang (12%). Much of this waste ends up in the Mekong River, one of the world's most polluted rivers and a major contributor to ocean plastic pollution, transporting tens of thousands of tons of plastic across ASEAN. The non-biodegradability of plastics leads to bioaccumulation in food chains and wildlife deaths through ingestion, while also threatening local economies dependent on fishing, tourism, and agriculture. Microplastics in human food and water raise public health concerns.

Economic Impacts: Poor waste management incurs direct costs, such as clean-up efforts and clearing waste-induced drainage blockages. More significantly, the indirect costs are far-reaching, including environmental degradation, which negatively affects tourism, property values, and overall quality of life. Tourism, a key economic driver in Laos, is especially critical in the three project cities. These cities face challenges in balancing the influx of tourists with maintaining clean environments, essential for attracting visitors, all while operating within limited waste management budgets. As noted by the Lao Green Growth Strategy, pollution in these areas threatens long-term economic sustainability, growth, and livelihoods.

Causes of Problems

Plastic Use: Most plastics are polymers of small organic molecules synthesised from crude oil and natural gas. Plastic is the ubiquitous key material of the modern economy, replacing many other traditional materials such as paper, metals, and glass. The key to its prevalence is the material's unrivalled functional properties and low cost. Plastic use has increased twenty-fold in the past half-century and is forecast to double again in the next 20 years (World Economic Forum, 2016). However, after a short first-use cycle, 95% of the value of plastic packaging material is lost to the economy. The low costs are due to abundant raw materials, subsidies, well-established infrastructure, ease of formation, and highly efficient production. Plastic is highly versatile due to its inherent functions, including a high strength-to-weight ratio, resistance to temperature fluctuations, chemical resistance, and electrical insulation. The material is malleable and can be easily moulded into various applications. Plastic's benefits have led it to be used widely in F&B packaging and products. Plastic is food contact safe and provides a hygienic way of preserving, transporting, and consuming food and beverages.

Laos' economic and social changes are impacting the volume and types of waste (SWITCH-Asia, 2022). Historically, organic waste has been the highest fraction (50-70%). However, as economies grow, the fraction of organic waste decreases, while those materials associated with packaging increase (World Bank, 2018). New consumer retail channels are increasing the volumes of primary, secondary and tertiary plastic packaging, particularly as consumers are exposed to regional and global F&B products and those associated with convenience foodstuffs as opposed to organic products sold in wet markets (SWITCH-Asia 2022).

Alternative Use: Environmentally friendly alternative materials present various challenges regarding costs and functionality. Plastics are derived from fossil fuels, which are relatively inexpensive compared to many environmentally friendly materials that come from renewable resources or require more complex processing. Laos's existing manufacturers/retailers of substitute products are small businesses with constrained resources, small production lines, limited infrastructure, lack of access to finance, and inadequate marketing/business skills. As such, the demand for substitute products is not as widespread as the demand for conventional plastics, so smaller production volumes result in higher costs. As adoption increases, economies of scale may help make these substitute products more affordable.

There are difficulties with alternative materials that provide the same level of functionality as the plastics they replace. During project development consultations, tourism and hospitality businesses expressed concern about the hygiene of alternative materials, which is why some are hesitant to switch to substitute products. Indeed, the poor storage, sanitation and use of reusable items, such as straws and bottles, can potentially result in foodborne disease (McDowell, 2020).

The environmental/social benefits of alternatives over traditional plastics can vary depending on the raw materials, production processes, product lifespans, and end-of-life solutions. As such, there are trade-offs in terms of greenhouse gas emissions, energy use in production, water and fertilizer use in plant-based crops, impacts of alternative crops on land use and food production, transport requirements throughout the supply chain, end-of-life processing/disposal, and land, water and air pollution.

Limitations in Private Sector Finance: Lao PDR is currently struggling due to high public debt levels that have contributed to persistent macroeconomic instability, which is undermining development prospects. As outlined by the World Bank in its economic monitoring, Lao PDR is facing both solvency and liquidity challenges owing to significant financing needs, limited financing options, low foreign exchange reserves, and considerable depreciation pressures. Despite a recovery in nominal earnings for poor households, rising domestic prices are threatening living standards, particularly in the absence of social assistance.

As part of a recent technical assistance project that analysed sustainable consumption and production (SCP) financing options for Small and Medium Enterprises (SMEs) across Asia, SWITCH-Asia concluded that Laos PDR does not have a sustainable finance policy to support green or sustainable enterprises. As such, there are

very few private or government finance options available to SMEs, although once taxonomy is in place, more options could result.

As further noted by Plan International, the investment climate is very limited due to the small population size and low GDP, meaning that Laos has been viewed as too small for financial service providers and other investors to implement green financing instruments. In 2021-22, the SUSTOUR Lao project with the International Labour Organization, Lao National Chamber of Commerce and Industry (LNCCI) conducted research into available financing for MSMEs, which found that any potential finance was limited to loans from a small number of banks. However, very few institutions provide loans to non-registered businesses, and salary guarantees are required from registered businesses. The situation is also reinforced by Swisscontact, who notes that in their previous startup programme with ASEAN that access to private sector financing is generally a challenge, while in Laos, it is virtually non-existent. Unfortunately, this is in stark contrast to the other four ASEAN countries that were part of the startup programme.

Project Objective

The objective is to reduce the use of problematic SUP food and beverage packaging use and increase the market share of more sustainable alternatives through upstream and midstream approaches targeting policymakers, private sector actors and consumers. Based on current trends, unless action is taken, Laos faces increased challenges with waste management in relation to SUPs as waste volumes increase and management systems continue to be under pressure. By contrast, addressing the use of plastics through a circular economy approach will help align Lao PDR with regional and global initiatives to combat plastic pollution and reduce the reliance on natural resources and material leakage out of the economy, while also creating more employment opportunities. The objective does not include reducing the production of SUPs, noting that most plastics are imported into Laos, so the focus is on use and transitioning to substitute products made with alternative materials. Environmentally-friendly and socially-responsible products are expected to provide a range of equal or additional benefits over the SUPs they replace, including sustainable produced raw materials, functional and hygienic use, and end-of-life processing that provides value as opposed to pollution.

Future Narratives

Key System Drivers: The following drivers detail how the socio-ecological system may unfold:

Oil sector development and prices impacting plastic costs: The cost of plastic products is intrinsically linked to global crude oil prices, the key raw material in production. With the shift to electric vehicles, the fossil fuel industry seeks to diversify its revenues by investing in plastics. As such, plastics are predicted to drive global oil demand and are projected to represent 20% of global crude oil consumption by 2050, producing 445 million metric tonnes of plastic annually by 2050 (Staista, 2024).

Changing economy, lifestyles and consumer habits: Economic and social transformation, along with new retail channels, is resulting in higher waste volumes, of which plastics are an increasing proportion. Laos is not a significant producer of plastic itself, and its position in regional supply chains, primarily as an importer of packaged F&B goods, means controlling plastic-based product offerings is challenging.

Innovation and development of new alternative materials: Laos's resources and financial backing required for R&D in this sector are limited, relying on importing technologies and materials, which are then utilised in product development within Laos. Some materials are associated with greenwashing, noting that they may have higher environmental footprints than the plastics they replace.

International, regional, and domestic policies on plastics: There is widespread global and regional attention on plastic production and use, with the negotiation of a UN Global Plastics Treaty and the establishment of regional declarations (e.g., Bangkok Declaration on Combating Marine Debris in the ASEAN Region). The

Government of Lao PDR has also developed policies that signal the transition to a circular economy (e.g., Green Growth Strategy to 2030). These policies may impact the desirability of plastic (i.e., financial costs) and commitments for reduction.

Axes of Uncertainty: The main areas of uncertainty relate to the costs associated with plastics and the level of accessible/affordable viable alternatives:

Narrative 1. Cheap plastics and low levels of accessible/affordable viable alternatives: The diversification of the fossil fuel industry into plastic production means that production costs remain low. Global and governmental policies cannot curb the growth in plastics, and demand remains high as Laos' population continues to benefit from economic development and exposure to processed and semi-processed foodstuffs. Meanwhile, the development of substitute products using alternative materials remains limited due to low demand, underdeveloped production processes, and a lack of marketing. As such, plastics are prevalent, and substitutes are sold at a higher cost in narrow markets.

Narrative 2. Cheap plastics and high levels of accessible/affordable viable alternatives: The fossil fuel industry's focus on plastics results in low production costs, which are not controlled by wider policies. Meanwhile, improved production, marketing, and policies have led to the development of substitute products, which can be sold at a near-cost equivalent to plastics. Some consumers gravitate toward alternatives due to environmental concerns, but widespread uptake is limited. Although there is more competition in the market, the impact is still a widespread prevalence of plastic products and an increasing (albeit slowly) market share in alternatives as consumer awareness grows.

Narrative 3. More expensive plastics and low levels of accessible/affordable, viable alternatives: The fossil fuel industry's desire for diversification into plastics is kept in check by global, regional and domestic policies, such as additional taxes, which result in higher prices for plastic products. However, the development of alternatives has not kept pace with the modifications to the plastic market due to a lack of complimentary incentivising policies, limited mechanisation in production, and low marketing. Plastic production and use continue to dominate the market, pushing additional costs onto consumers.

Narrative 4. More expensive plastics and high levels of accessible/affordable viable alternatives: An optimistic future. The fossil fuel industry's desire to diversify into plastics is kept in check by global/regional/domestic policies, such as additional taxes, resulting in higher prices for plastic products. Conversely, the substitute products and alternatives market is thriving, as it has developed due to global, regional and government policies to incentivise the shift from plastics, improved production processes and infrastructure, and widespread marketing. More affordable and effective substitute products are available on the market, with widespread uptake due to the cost of plastic, the reliability and performance of alternatives, and heightened consumer awareness of environmental issues.

Baseline

Waste Management: Developing and implementing policies, legal instruments and mechanisms relating to waste management and pollution control are still relatively new in Lao PDR. A legal framework for SWM is lacking (the Environmental Protection Law 1999 refers to waste, but the provisions are weak). The roles and responsibilities of different government agencies are poorly defined in providing the technical, financial, institutional, cultural, and social interventions required for an integrated approach to waste management. Operational effectiveness and waste services are limited, with large parts of the country not having access to waste collections and controlled waste disposal facilities. Where waste collection is available, participation rates are low, with people still dumping or burning their waste. Waste management requires investment to develop a comprehensive waste collection, transportation, processing, recycling, and final disposal system. Although foreign assistance (e.g., ADB projects to develop engineered landfills) has provided some investment in various parts of the country, the inability to sustain these facilities over time due to

unsustainable finance mechanisms (limited government budgets and revenue generation) and poor human capacity often leads to neglect in infrastructure, operations and services.

Policy: The World Bank and the European Union (SWITCH Asia) have provided support to the government in undertaking surveys on plastic pollution (World Bank, 2021) and developing policy options for addressing SUPs (SWITCH-Asia, 2022) as well as in developing Laos' first National Plastic Action Plan (NPAP) launched in 2024. The reduction of SUPs is one of the key components of the NPAP. The plan sets the tone for a different approach to waste management that emphasises the need to reduce pollution and for an upstream waste management approach. In this regard, the NPAP includes activities determining regulations and taxes to reduce SUPs, subsidies for eco-friendly products, improving the regulation of recycling plants in Laos, creating pilots that include extended producer responsibility, and promoting waste separation at source. The NPAP has been completed and is due for launch in 2024. However, the implementation of the NPAP is dependent on development funds.

Reduction in SUPs: WWF-Laos has identified Vientiane, Vang Vieng and Luang Prabang as having the potential to become Laos' first 'Plastic Smart Cities' under the campaign 'No Plastic in Nature', noting the importance of these locations for tourism and local inhabitants. This initiative seeks to reduce the amount of new plastic produced, increase reuse and recycling, and eliminate uncontrolled waste management. The three cities have signed a declaration of intent to become 'clean and green' cities and environmentally friendly tourism spots. With funding from The Coca-Cola Foundation, WWF-Laos has recently completed waste composition profiles for each city (ESL, 2023).

Under the EU-funded SUSTOUR Laos project, Plan International has supported medium, small and micro enterprises (MSME) in the tourism sector since 2020 to develop sustainable practices through the Lasting Laos certification system. Lasting Laos is based on the Travelife certification and is administered by the LNCCI. The Plastic Free Laos certification scheme provides certification to hospitality businesses that adopt sustainable practices and reduce reliance on SUPs. The scheme was initially set up with GIZ funding and is now administered by a national social enterprise, Econox

Swisscontact has been implementing a Waste to Value Project, which includes support for service sector SMEs to improve environmental performance. Under the project's green products and services component, SwissContact, along with Lao Makerbox, developed the Eco-Challenge competition to accelerate the development of a broad range of green solutions into physical prototypes.

Strategic Approach

This GEF project seeks to capitalize on and build on the work undertaken in past projects by focusing on SUPS and alternatives in the F&B sector and providing more enduring interventions. The Project will also seek leverage from the global GEF project in implementing activities and using technical expertise, while also contributing valuable lessons learned to other national projects through knowledge dissemination.

Limitations with Downstream Approaches: Most previous development projects in Laos have focused on post-consumer interventions and waste management. However, simply concentrating on downstream interventions is already proving ineffective since achieving cost recoverability in waste management services and operations is highly challenging due to a lack of government budgets. In projects such as the ADB's Greater Mekong Subregion (GMS) Tourism Infrastructure for Inclusive Growth Project, which is developing a new landfill in Vang Vieng (and also plans to create one in Luang Prabang), the reduction and diversion of waste are seen as essential in reducing the downstream operating costs associated with disposal. As such, the investment under this Project in upstream approaches will make a key contribution to downstream waste management.

Requirements for Upstream Approaches: The project shifts the focus to upstream and midstream approaches. Upstream approaches will help to reduce unnecessary, avoidable, and problematic plastic products by reducing SUPS and shifting to substitute products and services that use more sustainable alternative materials. Mid-stream interventions (e.g., services) will help to extend the life of products by focusing on those that are reusable.

Regional Commitments: The Government of Lao PDR (GoL) is collaborating with other Association of Southeast Asian Nations (ASEAN) Member States to combat marine debris by adopting the Bangkok Declaration on Combating Marine Debris in the ASEAN Region. This project will contribute towards the key pillars under the Regional Action Plan, including policy support and planning, innovation, public awareness, and private sector engagement.

NPAP Implementation: There are extremely limited government budgets and projects to deliver the activities identified in the NPAP. Under the World Bank financed Pollution Waste Management Project (PWMP), there is some funding to address a limited number of activities, primarily the development of a National Waste Management Decree (the policies developed under this project will be complimentary) and the strengthening of the plastic recycling sector. This GEF project will contribute to the NPAP's outcome of reducing pollution and improving resource use, particularly with regard to reducing SUPs and promoting the use of alternative products. Key indicators in this regard are that alternative products are becoming increasingly popular and accessible.

Plastic Smart Cities: The GEF project will further support the three cities becoming Plastic Smart Cities, noting the limitations with existing Coca-Cola Foundation funding and the fact that the associated WWF-Laos project only focuses on downstream interventions.

Private Sector and Livelihood Support: The Project recognizes that helping businesses develop and thrive is the best way to achieve enduring change and financial sustainability, and this approach has been widely endorsed through project design consultations, as detailed in Annex 5. Firstly, the Project focuses on enterprise development (Component 2), supporting businesses in innovating new products and services. Secondly, it targets the tourism and hospitality sectors as key consumers of food and beverage packaging and the products and services developed under Component 2, which are then retailed to end consumers (Component 3). Additionally, Component 1 aims to establish a supportive policy framework conducive to alternative materials production in Laos. This entails extensive dialogue with the private sector to address their concerns and interests. Representation of the private sector on the National Project Steering Committee, facilitated by LNCCI and other relevant business associations, ensures their involvement in shaping project direction. The potential for working with global corporations will be assessed, in coordination with Plastic Reboot Global Project, during implementation.

Presently, many MSMEs operate on an informal basis (i.e., without enterprise registration or license). Many MSMEs are constrained by low capacity (specifically on sustainable and green business practices), low access to sustainable suppliers, and a lack of capital and access to finance. As such, many MSMEs are unable to achieve the level of environmental and social standards required and achieve competitiveness. Many MSMEs in the tourism value chain are unaware of the benefits of sustainable consumption and production. The Project will provide them with technical assistance to improve practices and achieve accreditation under sustainability certification programmes, business development skills, and financial support via the FFEM.

The approach involves supporting enterprises to develop new products and services and supporting tourism and hospitality businesses to improve their triple bottom lines (i.e., profit, people, planet). In this way, it is envisaged that the Project will lead to additional job creation within the manufacturing, retail and delivery of

new products and services, the enhanced tourism and hospitality sector, and waste management and recovery sectors, including benefits to the informal waste pickers.

As noted, there are very limited options for private or public sector finance for SMEs in regard to sustainable enterprises. Although, Plan International's connected project (Lasting Laos – Supporting Young Entrepreneurs and MSMEs in the Lao Tourism Value Chain to Adopt and Promote Sustainable Consumption and Production, Circular Economy and Decent Work Practices), which SWITCH-Asia funds, will collaborate with local financial institutions, including banks and microfinance providers, to explore and implement innovative green financing instruments. Additionally, it will provide MSMEs with essential resources, including information, training, and mentorship, to enhance their ability to secure funding. Furthermore, the World Bank's SEA-MaP (Southeast Asia Regional Program on Combating Marine Plastics) initiative is currently building platforms for promoting innovation and knowledge sharing, including a marketplace to link investors with innovators. The GEF Project design team has been in touch with the SEA-Map team and sees future collaboration as key. Businesses under the GEF National Project will be provided with access to all the aforementioned resources and platforms.

The Project will also draw on any opportunities for finance identified via the Global Project that may be applicable in Laos. Private sector funding will also be provided via the FFEM, which will help enterprises with product/service and business development, as well as providing small grants to tourism and hospitality businesses to support them in transitioning away from SUPs and adopting sustainable practices. The Project will follow the Plastic Reboot's Private Sector Engagement Guidelines to ensure good partnerships and an aligned vision.

Certification: The Lasting Laos scheme's current criteria are limited, as is the range of sectors that can apply. The GEF Project will strengthen this certification by developing specific criteria on SUPs and alternatives, helping expand the scheme to broader tourism and hospitality businesses, providing links to policy, developing guidelines, and marketing certification schemes' benefits. Furthermore, the GEF Project will seek to support the Laos social enterprise Econox in delivering Plastic Free Laos to broaden outreach.

Addressing Barriers: The main barriers to transitioning away from SUPs are plastic's low costs and functionality and the current lack of accessible and affordable alternatives. The challenge is huge but not impossible, requiring multiple interventions. It is envisaged that a positive tipping point will occur, where the benefits of alternatives outweigh those of plastic, and a significant shift will occur.

Collaboration: The project takes a unique collaborative approach instead of having development partners working in isolation. This approach recognizes that achieving enduring change requires contributions from multiple sectors and stakeholders in a way that builds on past achievements and uses combined knowledge.

Project Approach

Upstream and Mid-stream (GEF): The Project seeks to reverse the negative trends associated with SUPs by shifting from problematic and unnecessary SUPs in the F&B sectors and developing substitute products and services produced from alternative materials that are more sustainable than plastic. This will be one of the first significant projects in Laos focusing on upstream interventions instead of waste management. While progress is being made with downstream interventions, it is clear that significant gaps remain in making the system sustainable and that there is a need to reduce waste generation in the first place.

The Project focuses on the tourism and hospitality sectors, noting that the World Bank's 2021 study on plastic pollution found that 95% of plastic pollution is attributed to only ten SUP items, half of which are food and beverage items. The World Bank study stated that the hospitality and tourism sectors, particularly areas with

high concentrations of restaurants, cafes, bars, and tourist activities, are identified as major contributors to plastic pollution hotspots. The NPAP also focuses on the plastic generated in the tourism and hospitality sectors. According to the Ministry of Tourism, Information and Culture (MICT), tourism is also important to the green growth of other sectors, including agri-food and textiles/handicrafts so there is potential for further spill over into other sectors.

This project focuses on policy and business development instead of simply raising public awareness, recognising that participating businesses must develop their triple bottom lines to achieve enduring sustainability beyond the Project's lifespan. The Project recognises the importance of global/regional/domestic policy development but is also realistic regarding Laos' ability to enact, implement, and enforce legislation within the timeframe of the project. By putting an emphasis on the private sector, it is envisaged that a self-sustaining business approach to reducing plastics and shifting to alternatives can be achieved. Developing domestic capacity will increase the country's resilience and exposure to global volatility in the virgin plastic market, which is tied to crude oil prices.

Women face higher dependence on SUPs, given their prime household management role. In this regard, women have a high capacity for leading household consumer habits and raising public awareness of environmental threats. The Project will engage women as prime consumers through, for example, household-level campaigns to influence women's consumption choice towards less packaging. Additionally, the Project will ensure that female entrepreneurs are well represented in policy consultations and industry-wide dialogues aimed at promoting upstream and midstream solutions to SUP reduction while empowering female entrepreneurs as innovators of refill/reuse systems and environmentally-friendly alternative packaging products.

Underlying policies and plans can help 'tilt the playing field' from SUPs to alternatives (Outcome 1). As such, the project will provide technical assistance to the government in developing national policies (e.g., regulatory, economic, information, or supportive instruments) that disincentivise SUPs and incentivise alternatives. Recognising that plastic pollution is mostly an urban problem against which municipal authorities have a frontline role to play, the project will also support target cities to develop and adopt city-level plastic action plans aimed at setting targets and strategies to reduce plastic waste leakage into nature at city-level and, therefore, contributing to the outcomes of the NPAP.

People and businesses will only shift from SUPs if they have viable substitute products. Ideas for alternative products already exist in Laos, but are poorly developed due to a lack of capacity and resources. The project will support the private sector to drive solutions. Market research and broader studies will be undertaken to understand buyer behaviour, what constitutes a viable substitute to SUPs, and how markets can be developed. Using the information from studies and research, local enterprises will be provided with technical and business support to develop their products and businesses (Outcome 2). This will be undertaken via a multi-stage approach comprising a Business Incubator, an Eco-Challenge Competition, and an Accelerator Programme (the overall programme will be referred to as the Eco-Challenge). This approach builds on Swisscontact's earlier one-off Eco-Challenge approach via more focused and sustained support to enterprises developing alternatives to SUPs, thereby reducing plastic waste and associated pollution. Complimentary funding is being sought from the French Facility for Global Environment (FFEM). If FFEM funding is confirmed, financial support will also be made available to local enterprises for product development.

In addition to having viable alternatives, the project recognises that customers need support in transitioning from SUPs. In the first instance, the focus is on the business customers in the tourism and hospitality sectors (e.g., hotels and restaurants) in helping them replace their inventories and develop more sustainable practices and offerings (Outcome 3). These businesses will be supported in achieving accreditation through existing sustainability schemes, including Lasting Laos. Using pilot businesses, trailing the new products/services and undertaking more specific market research will be possible.

These initiatives will provide valuable data to develop a commercial marketing campaign to collectively promote the benefits of the new products and services, the best practices undertaken by tourism and hospitality businesses, and the value of certification. This marketing campaign will be aimed at wider businesses beyond the pilots (i.e., hotels and restaurants) and the end consumers themselves. The marketing campaign will culminate in a trade fair during the project's final year (Outcome 4).

Knowledge management is a key part of the Project, particularly under Component 4 as well as in Component 3. As the Project is innovative, a pilot approach is being utilised under Component 3 with regard to the transition from SUPs and the use of sustainable practices in tourism and hospitality businesses. The Project recognises that this will be an iterative process, so using pilots helps to determine best practices for specific business types, which can then be promoted more broadly through workshops, toolkits, and other marketing. Component 4 is specifically focused on knowledge management to capture, store, and distribute the learnings from the Project, including with the Plastic Reboot. A communications strategy will be developed in the early stages of the Project. During the final year, the promotion of lessons learned and best practices will be the primary focus of the Project. Domestically, government (local and national), NGOs and civil society organisations (e.g., Zerowaste Laos), national organisations (e.g., Lao Women's Union), and private sector associations will all be key in distributing learnings and help with awareness-raising, particularly with regard to changing consumer behaviour from the negative impacts of plastic to more sustainable alternative materials. At the conclusion of the Project, a trade fair will be held, which will be an important way of promoting best practices.

Down Stream (FFEM): If the FFEM funding is confirmed, the two projects will work in conjunction across upstream and downstream. The complimentary use of the FFEM recognizes that Laos still requires downstream interventions for uncollected and uncontrolled waste disposal. Products made from alternative materials, as well as those that are reusable, will still require end-of-life solutions. For example, plant-based products often require commercial composting operations since they do not break down in home compost units and their disposal in anaerobic conditions at landfills results in methane production. There are limited commercial processing facilities for organic waste in Laos. However, as the waste stream in Laos is typically 50-70% organic, there are significant opportunities to develop services and infrastructure which will reduce waste sent to landfills and the costs associated with disposal. The development of organic processing would also provide end-of-life solutions for any plant-based and compostable products that are developed through this project. Noting the high proportion of organics and Laos's challenges with the mechanical recycling of plastics (limited and highly polluting recycling facilities, with decreasing routes for post-consumer waste), then focusing on organic processing would make strategic sense for new products and general waste management.

Stakeholders

Achieving sustainable change in this area requires cooperation among various stakeholders. As such, the GEF project design has involved extensive consultation with various stakeholders, utilising bilateral meetings, workshops, and transect walks. The Table below provides details of the key implementing stakeholders, with further details and a full stakeholder engagement plan in Annex 5.

Stakeholder	Mandate	Project Responsibility
Department of the Environment (MONRE)	Central governing agency regulating the management of the environment, land, forest, water, air, and biodiversity conservation.	Lead Executing Agency; PMU; Steering Committee Chair; Coordination; Implementation of Component 1 Activities.
Central Government	Ministries responsible for economic, environmental and social development (MICT, MOIC, MOF).	Development of policies under Component 1 and influencing behaviour change.
Local Government: PONRE/DONRE	Raising awareness, disseminating regulations, and enforcing various laws related to waste management and the environment.	Points of contact: Coordinate support and facilitate engagement at local levels; support the development of city-level plastic action plans.

Swisscontact	Independent non-profit development organization focused on development work in developing and emerging countries.	Sub-grantee; Implementing Component 2, including the Eco-Challenge and Accelerator Programme; Steering Committee member.
Plan International/ SUSTOUR Laos	An independent non-profit youth and children's rights organization that implements SUSTOUR-Laos, dedicated to fostering sustainable consumption practices in the tourism sector to contribute to building more inclusive and sustainable communities, and ensuring a better future for children and advancing the broader goals of social justice.	Sub-grantee; Implementing activities under Components 1&2 - strengthening Lasting Laos certification on sustainable tourism (C1); supporting pilot tourism and hospitality businesses (C2). Steering Committee member.
WWF	Global conservation organization focused on preserving wildlife, combating climate change, and promoting sustainable development.	Project executor. Developing city-level plastic action plans (C1), supporting the PMU, and delivering Component 4.
Industry bodies	Represent commercial interests and the growth of their relevant sectors (e.g., Lao National Chamber of Commerce (LNCCI)).	LNCCI is responsible for administering the Lasting Laos certification scheme; Steering Committee member.
Local Enterprises	Various businesses that are developing products and services as substitutes for plastics.	Beneficiaries receiving support from the Eco-Challenge and Accelerator Programme.
Local Businesses	Tourism and hospitality businesses (e.g., hotels) that are the primary customers of products from enterprises and retailers to end consumers.	Beneficiaries receiving direct technical and business support in transitioning from SUPs, developing certification, and introducing sustainable practices.
End consumers	Patron of tourism and hospitality businesses who consume goods or utilise services.	Behaviour change by understanding the impacts of SUPs and the value of alternatives.
NGOs/National Organizations	Awareness-raising; training; organizing community-based activities.	Information dissemination and awareness-raising.
International Development Agencies	Provision of funding to resource management and waste products (e.g., World Bank, ADB, GGGI).	Ensuring projects work collaboratively, providing synergies and effectiveness with stakeholder consultations.
Vulnerable Groups	Consideration of the needs of the informal sector, young entrepreneurs, women, and marginalised groups will be considered in all project components.	Contributing views during market research and surveys. Receiving support through Components 1 and 2 (private sector support).

B. CHILD PROJECT DESCRIPTION

This section asks for a theory of change as part of a joined-up description of the project as a whole, including how it addresses priorities related to the specific program, and how it will benefit from the coordination platform. The project description is expected to cover the key elements of good project design in an integrated way. It is also expected to meet the GEF's policy requirements on gender, stakeholders, private sector, and knowledge management and learning (see section D). This section should be a narrative that reads like a joined-up story and not independent elements that answer the guiding questions contained in the guidance document. (Approximately 3-5 pages) see guidance here

Project Objective and Global Environment Benefits

The project will focus on three key cities in Laos: Vientiane, Vang Vieng and Luang Prabang. These cities have been selected because of their population size, current resource use and waste management trends, and concentration of cultural and economic activities, including tourism (details on the sites are provided in Annex 15).

This transformative project aims to reduce problematic and unnecessary single-use plastic F&B packaging and increase the market share of suitable environmentally-friendly alternatives through upstream and midstream approaches targeting policymakers, private sector actors and consumers. This will contribute to the GEF 8 Circular Solutions to Plastic Pollution Integrated Program's impact on reducing plastic pollution to improve the health of people, wildlife and habitats.

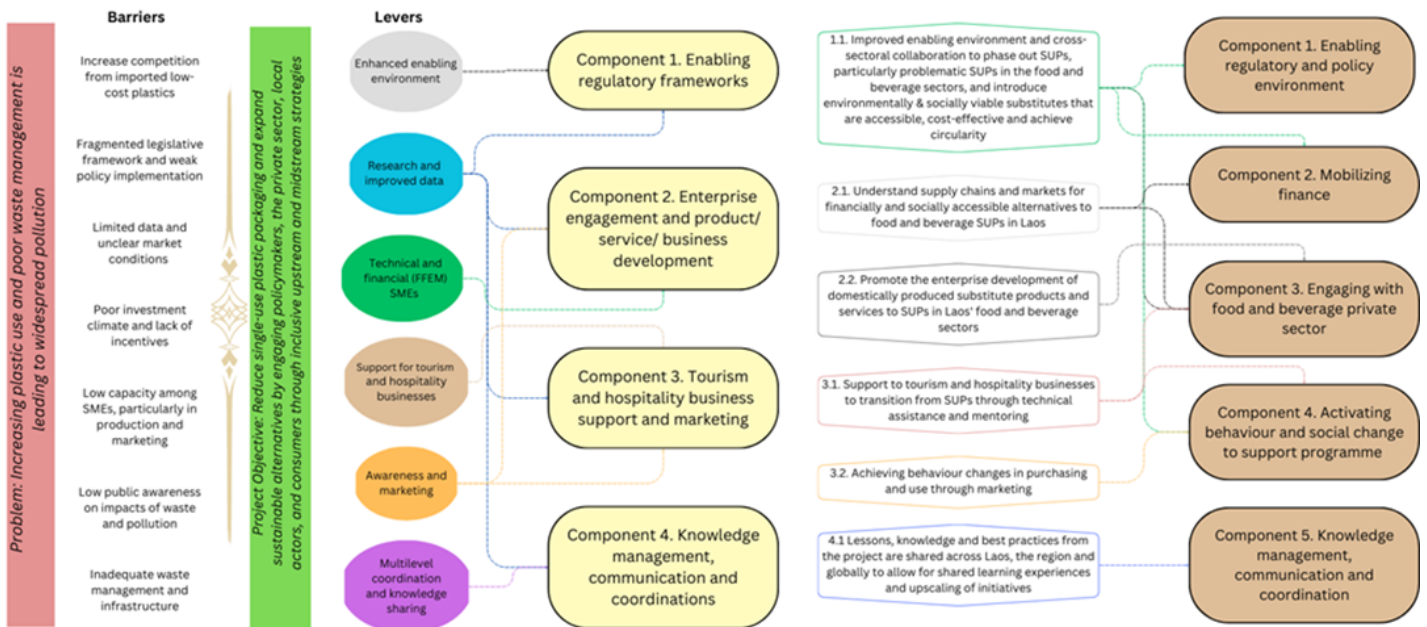
The project will contribute to various global environmental benefits (GEBs), including reduced plastic pollution of international waters (contributing to GEB land degradation and international waters), noting the contribution of plastic pollution to oceans from the Mekong River. The shift from the production and use of SUPs will also support the low-carbon transition to alternative materials with a lower footprint (climate change mitigation). Finally, reducing poor waste management practices (dumping and burning) will also benefit human and environmental health (chemicals and waste), including the health of shared water ecosystems.

The project follows the eight enabling elements to improve the efficiency/effectiveness of the GEF investment (as stated in the STAP Guidance Document, November 2021). Subject to funding, the GEF project will work in parallel with the FFEM project, allowing for a systems approach (#1) at both upstream (GEF) and downstream levels (FFEM). The Project will invest in innovative (#5) products and services that follow circular economic principles (#3), and facilitate consumer behavioural change in purchasing (#4), resulting in a transformation of material use in the F&B sectors (#6). By supporting a wide range of public and private stakeholders (#2), and utilising multiple development partners, it will be possible to develop best practices for sustainability (#8) in tourism and hospitality businesses that can be more widely promoted. The Project Purpose takes a business approach to create profitable and successful businesses that are enduring (#7).

Theory of Change

This transformative Project aims to reduce the use of problematic and unnecessary SUPs food & beverage packaging and increase the market share of suitable environmentally-friendly alternatives. In turn, this project will contribute to Plastic Reboot (Plastics IP) to reduce plastic pollution. The Project addresses the enabling environment and moves beyond this by directly supporting businesses and achieving behaviour change through commercial marketing approaches aimed at the private sector. The Project will contribute to an enduring and systematic solution through this approach. The Theory of Change (ToC) builds on the existing situation and the system shifts required to transition from SUPs to alternatives.

Project Focus: The Project focuses on the tourism and hospitality sector, based on the World Bank's 2021 study on plastic pollution in Laos, which found that 95% of plastic pollution is attributed to only ten SUP items, half of which are food and beverage items. The World Bank study stated that the hospitality and tourism sectors, particularly areas with high concentrations of restaurants, cafes, bars, and tourist activities, are identified as major contributors to plastic pollution hotspots. Tourism is a vital sector in all three project cities, with the Ministry of Information, Culture, and Tourism setting a nationwide target to attract over 6 million visitors in 2024, including 2.2 million domestic tourists and 4 million international travellers. Beyond tourism, dining in restaurants and bars is a significant aspect of daily life in Laos, with many families enjoying meals out several times a week. According to the Ministry of Tourism, Information and Culture (MICT), tourism is also important to the green growth of other sectors, including agri-food and textiles/handicrafts. The NPAP also focuses on the plastic generated in the tourism and hospitality sectors.



Given the current lack of data on SUP use in Laos and the demand for alternatives from tourism and hospitality businesses, **if** market research and broader studies are initially undertaken, **then** it will be possible to determine what constitutes a sustainable product/service, the size of potential markets, the dynamics of marketplaces for buying/selling products, how to eliminate hygiene concerns with reusable products, and buying behaviour around SUPs and alternatives. This data will then feed into policy development, criteria for the Eco-Challenge, and future development of a marketing strategy and campaign.

Given that the national government has acknowledged the problem & indicated that they would like to address the plastic issues, **if** technical support is provided to national and local governments for policy development, data analysis, coordination, cost/benefit analysis, capacity building, and drafting policies and plans and improving certification, **then** the national government and local governments will be aware of the issues, care about the issues, and have what they need to take action to put in place policies, plans, and incentives to provide the enabling environment for the system shift to disincentivise SUPs and incentivise substitute products and alternative materials. In particular, this project will give support to the NPAP, which is currently unfinanced, with all components helping to contribute to the aims of this plan.

Given that there are existing enterprises and ideas in Laos but many lack commercial acumen, **if** they are provided with support, **then** there is an increased chance of their products and services and associated businesses being competitive and for alternative products/services to be in demand from tourism and hospitality businesses and their end consumers. This component requires a multi-stage approach so that the best ideas emerge and are then given the necessary support to produce and market their offerings. This component also recognises that most MSMEs in Laos are small, family-run, and often unregistered businesses. These businesses face significant limitations in business development, including a lack of access to markets, resources, and formal recognition. Through initiatives like the Eco-Challenge, along with the business incubator and accelerator programs for winners, assistance can be provided for these enterprises to become registered and compliant. This registration not only legitimizes their operations but also enables them to access broader support networks and resources. While financial support in Laos is currently extremely limited, offering technical assistance and networking opportunities can greatly facilitate business development.

Given that tourism and hospitality businesses are the initial customers and subsequent retailers of SUPs, **if** businesses are provided with technical and business support over a number of years, **then** their level of understanding of the long-term environmental, social, and economic benefits of switching to more sustainable products may increase. In turn, this will **help** them recognize the impact of their procurement choices on operational costs and the wider community. This awareness can prompt them to adopt waste-reduction strategies and align their offerings with the values of eco-conscious customers and staff. Accreditation programs like Lasting Laos can further incentivize sustainable practices, validating efforts and serving as a marketing tool to attract environmentally-minded tourists. By equipping these businesses with the necessary knowledge and tools, a more sustainable tourism industry can be fostered that benefits the environment, economy, and society as a whole.

Given that new products/services have been successfully trialled and market research has generated valuable new data, **if** a marketing strategy is developed, the benefits of the new products/services can be promoted to wider businesses and end consumers. **If**, through the subsequent marketing campaign, people understand that substitutes can be equally convenient and functional to the plastics that they replace, have more costs but present greater social and environmental benefits, and offer a better experience, **then** buying behaviour may change. In Laos, it's essential to highlight that while sustainable substitutes may have a higher upfront cost, they provide significant social and environmental benefits that can shift consumer perceptions. By emphasizing their stylishness and cultural connections, the marketing strategy can engage consumers and encourage greater demand for these products.

Given that policy development within the enabling environment is essential yet may take time to enact, and considering the limited access to private financing, **if** there is a focused effort on directly supporting business development, **then** this will foster independent and resilient business practices, and will **result** in businesses becoming self-sustaining and resilient over the long term.

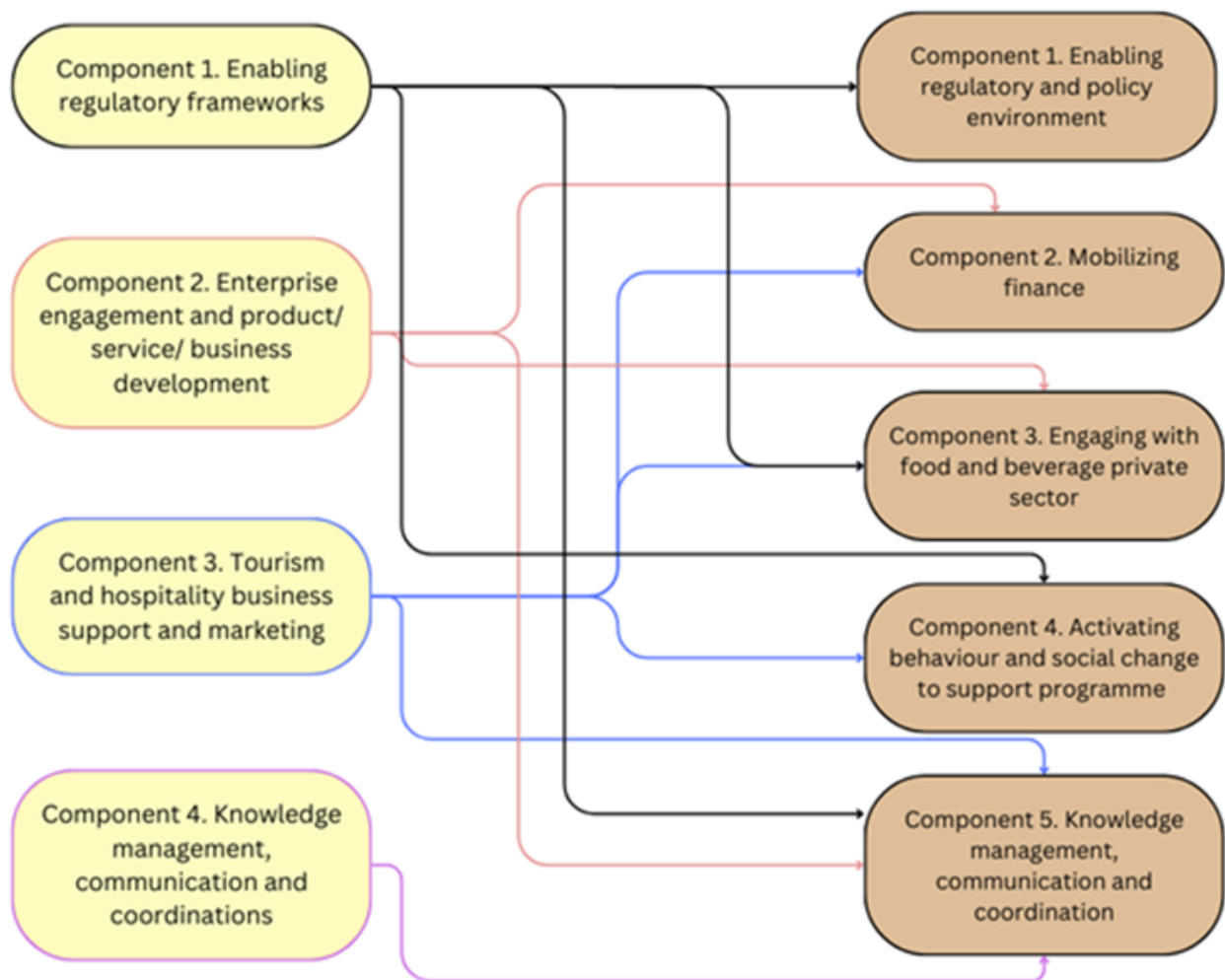
Given that the combination of the use of single-use plastics (SUPs) and poor waste practices contributes to pollution, **if** the project promotes a transition to sustainable alternatives, **then** there will be a reduction in pollution, **resulting** in healthier communities, lower healthcare costs, and improved productivity. This improvement will not only boost the local economy, particularly in tourism, but also create job opportunities in manufacturing, retail, and waste management.

Given that behaviour change is occurring, **if** a positive tipping point occurs where more businesses want to participate and more consumers demand these products and services, **then** the use of SUPs will be reduced along with pollution associated with these materials, **resulting** in enhanced climate, ecosystems, biodiversity, and human well-being. This shift would not only mitigate pollution associated with these materials but also address the growing problem of plastic waste in the Mekong River, which threatens aquatic life and local communities reliant on the river for their livelihoods.

The Laos Child Project contributes to multiple outcomes of the Global Project, as show below.

Outcome of the Lao Child Project

Outcome of the Integrated Program



A full theory of change and diagrams across all components is in Annex 13. The following sections provide details on Project components, outcomes, and outputs.

The following sections provide details on Project components, outcomes, and outputs.

C1. Enabling Regulatory Framework for the Reduction of SUPs and Increase in Sustainable and Accessible Substitutes

Output: Policies, plans & strengthened certification	Responsibility: MoNRE, WWF, Plan International, LNCCI
Target: National and city level	Timeframe: Years 1-4
Precursor: Market research on buyer behaviour (3.1.1)	Dependencies: Long-term macro-economy shifts
Justification: The enabling environment can help improve the financial and social attractiveness of alternatives over SUPs.	

1.1 Improved enabling environment and cross-sectoral collaboration to phase out SUPs, particularly problematic SUPs in the food and beverage sectors, and introduce environmentally viable substitutes that are accessible, cost-effective and achieve circularity.

1.1.1 Develop national policies to disincentivize and phase out key problematic SUPs and incentivize substitute materials/products: National policies will aim to create a more level playing field between plastics and other more sustainable materials. The GoL will consider a range of policy tools during the policy cycle (assessment and analysis) to determine the blend of policies that fit within wider government strategies and the Laos context. While it is not possible to state what these exact policies will be at this stage (since a full policy cycle will be undertaken to determine them), these policies will take on board previous policy options

recommended under the EU SWITCH-Asia programme report (2022) and the World Bank report (2021). These include regulatory instruments (e.g., product bans), economic instruments (e.g., taxes/subsidies), information instruments (e.g., communication platforms), and supportive instruments (e.g., extended producer responsibility). Where possible, alignment will be sought across the policy and sustainability certification schemes (1.1.3). Guidance will be sought from Plastic Reboot, the Global Plastic Action Partnership (GPAP) and other regional/global platform to ensure that Laos' legislative approach is in line with broader approaches, particularly with regard to the forthcoming UN International Legally Binding Instrument on Plastic Pollution.

A structured policy development cycle will be conducted whereby policy is drafted through an iterative process, including (i) an analysis of existing legislation; (ii) research and review of policy options and the development of a priority list of plastics to target, utilising past work undertaken by SWITCH-Asia (2022) and the World Bank (2021), leveraging policy guidance and support from the Global Project, and undertaking two study tours to learn best practices in other countries in the region, as well as visit a country with a national plastics project (exact locations to be determined during implementation); (iii) development of a list of priority problematic and unnecessary SUPs (building on those identified by the World Bank study three years ago) and a roadmap for phasing out in the Laos context and drawing on advice from the global project; (iv) cost-benefit analysis of the preferred option; (v) consultation with key stakeholders; and, (vi) drafting of final policy options. At this stage, it is unclear whether this policy will be passed into legislation during the project period, noting that this is subject to political processes outside the scope of this Project.

This activity will be delivered using technical assistance (consultant) provided to the Project Management Unit (PMU) at the Department of Environment (DoE), MONRE. This full-time (duration of the project) human resource will provide technical and policy development support, as well as coordination across government and the private sector, and broader stakeholder engagement with diverse demographics, including women and socio-economic stakeholders in urban and rural settings. Initial market research on buying behaviour (3.1.1.) will provide valuable data for developing these policies.

1.1.2 Develop city-level action plans to phase out problematic SUPs in the F&B sector for the three target cities: In 2024, the National Plastic Action Plan (NPAP), developed through support from the EU and the World Bank and in consultation with local communities, especially women and marginalized groups, will be launched to reduce SUPs. This project output will complement the NPAP by developing city-level action plans, which provide city-level targets for SUP reduction and local activities. These activities will consider an intersectional approach to inclusion (i.e., cultural nuances, disability inclusion, urban/rural divide, etc) to ensure no unintended discrimination or barriers as a result of interventions. Having city-level plans on plastics is a key part of the process of becoming a Plastic Smart City so that priority interventions can be identified. This status is only achievable when the needs and considerations of all members of society have been integrated into the interventions. The GEF project will focus on upstream F&B components of the plans, while the FFEM will include a broader range of SUPs and waste management aspects. WWF-Lao will provide technical support to develop these action plans.

1.1.3 Develop and strengthen the value of relevant certifications and their integration into wider policies: A range of sustainability certification schemes have already been developed in Laos, including *Plastic Free Laos*, which is administered by Econox (a social enterprise) and the Laos National Chamber of Commerce and Industry (LNCCI); and *Lasting Laos*, which has been established by Plan International under its EU-funded SUSTOUR Laos project, using Travelife criteria. These certification schemes play a crucial role in promoting sustainable practices, providing uniform criteria and standardisation, an approach for continuous improvement, community benefits, market differentiation, enhanced reputations, and increased customer loyalty and trust. Where possible, links will be drawn between national policies (1.1.1) and certification schemes, encouraging businesses to seek accreditation.

Plan International will deliver this output in conjunction with various national industry bodies including the LNCCI, the Lao Hotel and Restaurant Association and the Lao Tourism Association. The outputs will include

strengthening existing Lasting Laos criteria in relation to the use of SUPs and substitute products and seeking better alignment between the Lasting Laos and Plastic Free Laos schemes with respect to administration and outreach.

Lasting Laos will be extended across different business types (hotels and tour operators/travel agents are to be added to the scheme. Opportunities for incorporating certification schemes into wider government policies and strategies, such as the new policies developed under 1.1.1., as well as the Laos Gender Equality Law, which commits to promoting more women in business, production, and services, will be examined, including the development of guidelines to support compliance. The LNCCI's capacity for coaching and auditing the schemes will be strengthened, and an online reporting system will be enhanced. The results of Output 1.1.3 on certification will be shared with the other Plastic Reboot country projects, with particular focus on sharing with the Cambodia project.

C2. Enterprise Engagement and Product/Service/Business Development

Output: Market research; New products and services	Responsibility: Swisscontact
Target: Local enterprises	Timeframe: Years 1-5
Precursor: Market research (3.1.1)	Dependencies: Tourism and hospitality pilots (C3)
Justification: To shift from SUPs, new products/services are required.	

2.1 Understanding supply chains and markets for substitutes for food and beverage SUPs.

2.1.1 Material flow analysis of substitutes to SUPs: While a full quantitative life-cycle analysis of alternative materials is not practical for a project of this nature, it is important to understand the environmental and social impacts across the supply chain for alternative materials (ensuring that alternatives are viable). A broad material flow assessment will help develop some of the Eco-Challenge criteria, as well as provide information to Plastic Reboot. For example, this would provide qualitative considerations about the sourcing of raw materials (e.g., if plant-based materials result in the substitution of food crops, increased deforestation, or additional fertiliser use), manufacturing needs (e.g., energy requirements), transportation requirements, and the management needs when the products reach the end of their useful life (e.g., specialised recyclers or commercial composting). During the Accelerator Programme (2.1.3), the enterprises will receive support in assessing their supply chains to ensure that raw materials, manufacturing and transport are sustainable, understand the product lifespan (i.e., how long a product will typically last), and identify end-of-life processors.

2.1.2 Conduct market research to understand the market size and buying behaviour: Market research will consider direct business customers (hotels and restaurants) and end consumers (patrons and tourists) and will be conducted over two phases, both using a mix of primary (e.g., surveys) and secondary research and modelling. The data will also be shared with Plastic Reboot, as well as relevant national projects in the region, such as Cambodia. Market research will be undertaken by a commercial marketing company contracted by Swisscontact and will include the following:

- **General market research:** Initial market research will be conducted early in the project to determine general buying behaviour, examining knowledge, attitudes, influences, barriers, and willingness to pay for plastics and substitute products. The research will adopt gender-conscious methodologies to reflect the differentiated data and results. In addition, market sizing will be undertaken to determine potential demand for substitute products and services by looking at individual segments within the tourism and hospitality sectors in each target city (e.g., the number of hotels, guesthouses, and restaurants). Furthermore, existing research will identify existing suppliers of environmentally friendly F&B products/services to understand the level of competition. This research will be publicly available before the business incubator (2.2.1) to help local enterprises evaluate product/service development opportunities strategically. This data will also be used in national policy development (1.1.1) to identify how consumer behaviour change may be altered to shift from SUPs.

- Product/service-specific market research: This research will be conducted during the Accelerator Programme and the trialling of products and services (2.2.3 and 2.2.4) concerning each new product and service. This research will help understand specific buying behaviour and market dynamics, informing the marketing strategy (3.2.2) and marketing mix (product, price, place and promotion).

2.2 Promote the development of local enterprises and domestically produced substitute products and services to SUPs in Laos' food and beverage sectors.

Component 1 aims to phase out problematic and unnecessary single-use plastics. However, the challenge is finding replacement materials/products that are both environmentally sustainable, have equal functionality, including hygiene, and are accessible across Laos regarding availability and cost. Alternatives to plastics can be categorised into two main groups. The first category is related to the materials themselves and how they are produced, including traditional materials (e.g., glass and paper), natural fibres (e.g., bamboo) and various bio-based (e.g., compostable) and novel materials. The second category is related to alternatives based on systems or processes such as reducing, reusing or recycling primary, secondary and tertiary packaging. These second areas could include refill, container deposit, or other product stewardship schemes. This will involve understanding the demand and needs of the tourism and hospitality sector, while supporting financially and technically local eco-enterprises active in this sector.

This Component focuses on product and market development of substitutes to SUPs. It will be led by Swisscontact, utilising their past experiences of implementing the inaugural Eco-Challenge and complimenting the existing Waste to Value Project, which seeks to improve the environmental performance in service sector SMEs through access to green products and better waste management practices (broader environmental aspects than SUPs). By adopting business models under circular economy principles, the project hopes to provide new openings for employment and entrepreneurship, including creating opportunities for women and youth. These new employment opportunities will result from improved businesses and new retail and waste recovery and management opportunities. Full details on the stages and approach to the Eco-Challenge are provided in Annex 12 but are summarised as follows:

2.2.1 Business Incubator Programme: Initial support will be provided to businesses and organisations (herein referred to as enterprises) to support them in developing substitute products and schemes, catalysing the design and development of prototypes and services. The activities under this component will build on Swisscontact's previous work to accelerate local innovative green solutions into physical prototypes. Following an initial launch and pre-screening, approximately 15 local enterprises will receive six months of support and mentoring via various events and workshops, with presentations from various experts (e.g., on marketing and product development). This programme will be potentially delivered by Makerbox Laos (a social enterprise that ran a similar business incubator for Swisscontact in the earlier Eco-Challenge), utilising in-house experts and guest speakers.

The business incubator aims to ensure enterprises are in a good position to pitch their offerings in the subsequent Eco-Challenge Competition. It is envisaged that three categories of enterprises will enter the business incubator, including a) those with basic ideas for new products/services, b) those that have developed prototypes, and c) those that have products/services on the market but are struggling with business development. As the Eco-Challenge competition requires only registered businesses with prototypes to enter, the Business Incubator allows collaboration to occur through networking events. In this regard, enterprises with new ideas may join forces with other experienced and licensed businesses and develop a prototype within the six months that the Business Incubator Programme occurs. In other cases, informal businesses will be supported and provided with information on how to become registered businesses.

2.2.2 The Eco-Challenge Competition: This competition will identify the best viable ideas and business concepts in Laos (this will include the enterprises from the Business Incubator and will also be open to others who did not take part). The competition will focus on substitute products and services for SUPs, providing an opportunity to showcase and screen innovative ideas and businesses. Only licensed businesses will be able to enter the competition, with the eligibility criteria stating that the product/service must be at least at the prototype stage and have the potential to be placed on the market during the mid-point of the project timeframe.

The exact competition categories will be confirmed during project implementation at the commencement of the Eco-Challenge. The categories will be based on the previous World Bank surveys, initial policy work under the project (priority plastics) and market research (buyer behaviour). These categories are likely to include F&B packaging solutions (business-to-business and retail), service innovations (refill schemes, return and reuse programs), food service products (cutlery and utensils, plates and bowls), and carrying solutions (shopping bags, takeaway containers, cups and cup carriers).

The winners of the Eco-Challenge will qualify for enduring one-on-one technical and financial assistance (which will be funded by FFEM) under the Accelerator Programme. While there will only be five winners, it is envisaged that other participants will gain valuable experience and insights, which may help them independently develop their products/services further.

2.2.3 Accelerator Programme: The winners of each category will receive tailored one-on-one advice and assistance from experts to develop products/services further and the businesses themselves (i.e., help the enterprises develop their business skills). Swisscontact will provide a range of experts, using in-house advisors and procured consultants. These experts are likely to include product/service technical experts, business advisors, and waste management consultants. This support will be provided over a three-year period. Support may help with raw material sourcing (focused material flow analysis in 2.2.1), improving production processes, product testing (e.g., hygiene and food-contact testing), due diligence, marketing and sales, and customer service. In this regard, the support will help the new products/services compete with the SUPs they replace through various strategies, including achieving economies of scale, lowering production costs, and increasing consumer demand. The winners can also apply for grants of up to \$50,000 for equipment/business tools (provided by the FFEM project). The enterprises will also be supported by experts with respect to additional finance acquisition, business planning, and identifying potential additional finance sources from international and domestic banks.

2.2.4 Product/Service Trials: Under Component 3, 60 pilot tourism and hospitality businesses will be provided with technical support and mentoring (as well as financial support through the FFEM project) in transitioning away from SUPs. These businesses provide an opportunity to pilot, test, and showcase the new products and services that are developed under the Eco-Challenge before marketing these to wider markets. The products and services will be trialled, including the use of promotions and discounts (subsidised under the FFEM). The pilot will provide an opportunity to understand approaches for training staff (e.g., sanitation and food hygiene aspects with reusable products). These trials will provide valuable marketing data (e.g., customer and staff feedback, engagement levels, and sales data), which can then be used to develop the marketing strategy. The trials will last a minimum of one year so that data can be generated during the tourist and off-season.

C3. Tourism and Hospitality Business Support and Marketing

Output: Tourism and hospitality businesses are supported in the transition from SUPs; market research is undertaken, and a marketing campaign is delivered to change behaviour.	Responsibility: Plan International, LNCCI, PMU
Target: Tourism & hospitality businesses (customers); end-consumers (patrons).	Timeframe: Years 2-5

Precursor: Enabling environment (C1); Enterprise development (C3)

Dependencies: Knowledge management (C4)

Justification: Customers and end-consumers understand the value of alternatives and are transitioning away from SUPs.

3.1 Support to tourism and hospitality businesses through technical assistance and mentoring

3.1.1 Provide support and mentoring to tourism/hospitality businesses to phase out problematic SUPs and complete the transition to more sustainable approaches:

This support will be provided over three years and aims to help pilot tourism and hospitality businesses undertake a staged transition from SUPs to substitutes and monitor the improvements to their triple bottom lines (i.e., profit, people, planet). In doing so, it is envisaged that this will help the tourism and hospitality industry to be more robust in terms of threats from unsustainable practices, leading to enhanced job creation and the protection of livelihoods.

These businesses are major buyers and sellers of SUPs in Laos, so it is envisioned that they will become customers of the substitute products and services developed under Component 2. The focus will be on 20 pilot tourism and hospitality businesses (i.e., hotels, restaurants, cafes, bars, and tourism operators) in each city (60 in total). These businesses will be provided with technical and business advice over a three-year period delivered by Plan International and consultants, potentially in conjunction with Econox. Furthermore, mentorship from male and female local leaders in the Laos business community may be provided. This advice may include aspects such as developing a greater understanding of plastics and waste management impacts, the environmental benefits of alternatives, how to change procurement practices and source alternative materials, supporting staff in sanitising reusable items, and marketing products to end consumers.

While selection and due diligence criteria will be further decided at the start of the programme in consultation with project partners (WWF, LNCCI, MICT, etc.), priority will be given to those businesses which have received some existing certification (e.g., Plastic Free Laos, Lasting Laos) or other commitments (e.g., apply 'equal opportunity for all' principle for recruitment and staff development, does not employ child labour, use local suppliers for goods and services).

The initial phase of one-on-one support for each business will begin with assessing existing practices concerning plastic, including the procurement of products, practices in line with Lasting Laos standards, waste management (under the FFEM), and a survey of customer/staff views on the benefits and use of alternatives over plastics. Establishing a baseline and monitoring throughout the project support will determine the reduced levels of SUPs and each business' general economic, social, and environmental performance (for example, SUPs volume will be measured by weight, so that the change in use and increase in alternative materials can be monitored). Indicators will include various metrics, such as revenue growth, customer satisfaction, use of SUPs and alternatives, and waste management.

This assessment will inform areas for improvement, with the businesses then receiving tailored support to develop action plans to reduce SUPs and waste, develop sustainable procurement and services, and reach higher accreditation levels through Lasting Laos and other certification schemes (3.1.2).

The pilot businesses will also be expected to trial the new Eco-Challenge products/services while allowing market researchers access to study uptake (2.2.4). This aspect provides a strong connection with local enterprises under Component 2, allowing them to test their products/services and assess whether these meet the needs of businesses and their end consumers. The GEF will be focused on F&B beverages and the associated FFEM project on broader plastics (e.g., personal products in hotels). The FFEM will also provide small grants of up to \$5,000 per business, which can be utilised to improve waste management and/or subsidise purchasing new products/services.

3.1.2 Support certification through training, mentoring, auditing and awarding

Plan International and LNCCI will help approximately 200 MSMEs (50% female-owned) achieve the Lasting Laos certification. Support will include introductory training and courses on environmental conservation, waste management, gender equality, and child safeguarding. Ongoing mentoring will assist MSMEs in applying the certification process. Compliance will be audited by LNCCI, and successful businesses will be awarded the certification. Plan International and LNCCI will assist 60 pilot businesses (3.1.1) in achieving the Lasting Laos sustainability certification, which adapts the Travelife certification to the Laos context. This certification, developed by the SUSTOUR Laos project and administered by LNCCI, helps bridge the gap between the low capacity of Laos' MSMEs and the high standards of international certifications like Travelife.

Lasting Laos certification is available to MSMEs in food services, handicrafts, transportation, and cultural excursions, with plans through the project to expand to tourism sectors like accommodation and travel agents. Businesses will be engaged through LNCCI's network to register for certification via events and the website. Support will include training, mentorship, and audits. Training will cover environmental conservation, waste management, gender equality, and child safeguarding. Post-training, businesses will be mentored to complete the certification process, which includes internal assessments and an online certification report. Certification requires passing an LNCCI audit, after which successful businesses will be publicly awarded and promoted. More information is available at www.lastinglaos.lncci.la.

Plan International has also received funding from the SWITCH-ASIA SCP initiative to support MSMEs in Laos' tourism value chain, with a focus on access to green finance. This complementary project will explore the potential for innovative green financing instruments, noting the current limitations in access to finance for green products and services. Additionally, Plan International's project will provide MSMEs with essential resources, including information, training, and mentorship, to enhance their ability to secure funding. Enterprises under Component 2 and pilot businesses in Component 3 will have the opportunity to participate in these initiatives. Furthermore, the Project will work with the Plastic Reboot, SEA-MaP, and GPAP and other relevant agencies and platforms to identify any other international funding sources that could be utilised in Laos.

3.1.3 Promoting hygiene practices with reusable food and beverage alternatives: During project consultations, tourism and hospitality businesses highlighted consumer hygiene and food safety concerns with reusable or alternative material products (e.g., drinking water, straws, chopsticks), posing a barrier to moving away from SUPs. Food hygiene is a critical requirement in the F&B sector to prevent contamination and foodborne illnesses and diseases. To address this, a food safety expert will study the Eco-Challenge products and the requirements for different reusable materials. The study will focus on best practices for maintaining hygiene, preventing cross-contamination, and identifying where plastics are essential for hygiene in the F&B sector. Findings will be promoted to wider businesses through toolkits (image-based), workshops, and training sessions for both pilot and non-pilot businesses.

3.2 Achieving behaviour changes in purchasing and use through marketing

These activities will be developed by the PMU (using a professional marketing firm), which will seek to promote products, services, best practices, and certification.

3.2.1 Develop an inclusive marketing strategy to promote the environmental, social and economic benefits of new products and services, best practices, and certification: General awareness-raising alone will not suffice for transitioning away from single-use plastics (SUPs). Instead, this project will use business marketing methods to deliver accessible and affordable value-added products/services. Gender-sensitive market research (2.1.2) will inform an inclusive marketing strategy for Eco-Challenge products/services, addressing market segmentation, targeting, and positioning. The strategy will highlight environmental, social, and economic benefits, best practices in tourism and hospitality, and the value of certification schemes. Enterprises will also receive separate support for direct marketing through the Accelerator Programme (2.2.3).

3.2.2. Launch a marketing campaign to encourage the shift from SUPs to suitable alternative products and services:

The marketing strategy will drive a collective campaign to promote products and services by highlighting additional benefits beyond sustainability, such as convenience, style, and cultural factors like supporting locally manufactured goods. Recognizing that environmental arguments alone may not persuade all consumers, the campaign will address various needs and barriers of different consumer groups. Best practices from pilot tourism and hospitality businesses will be shared through toolkits, workshops, and advice sessions, emphasizing the advantages of certification schemes for businesses in positioning themselves as socially and environmentally responsible. The campaign will leverage traditional media, social influencers, business leaders, national organizations, and civil society organizations. It will culminate in a trade show in the project's final year, showcasing best practices and promoting businesses. This approach aims to extend awareness of sustainability and reduce SUPs beyond the 60 pilot businesses. New initiatives in the tourism and hospitality sectors in Laos often cause other businesses to follow, creating a tipping point where sustainable practices become a competitive necessity.

C4. Knowledge Management, Communication and Coordination

Output: Workshops, conferences, media, toolkits, trade fair	Responsibility: MoNRE, WWF
Target: National and regional	Timeframe: Years 1-5
Precursor: Components 1-3	Dependencies: Global programme
Justification: Successes and lessons learned are promoted to a wider audience beyond direct project stakeholders.	

4.1. Lessons, knowledge and best practices from the project are shared across Laos, the region and globally to allow for shared learning experiences and upscaling of initiatives

4.1.1. Project communications strategy developed and implemented: The PMU will develop the communications strategy in the first four months of the project, aiming to raise awareness and enhance the impact of all components and activities. This national strategy will be aligned with the aims and objectives of the Plastic Reboot's communications strategy. This evolving document will outline communication protocols across executing partners, channels for different target audiences (both internal and external), branding will be incorporated from the Plastic Reboot (graphics and logos), media use (e.g., Plastic Reboot webpages, events, workshops, social media), and communication frequency. The Project will provide updates and inputs into Plastic Reboot web-site webpages including publishing content for national partners and stakeholders to increase uptake. It will also identify entry points for gender and youth mainstreaming throughout the Project. Knowledge management tools will be developed through a lens of gender and social inclusion, with accessibility for women, youth, and local ethnic groups a high priority. Translation of all products into local dialects and accessible formats, as well as training/workshops developed to enable participation from diverse groups. Peer-to-peer exchanges and knowledge-sharing events from the global south and rural practitioners will empower local actors within the knowledge management space and promote women and marginalised persons influencing capacity in SUPs decision-making.

The Project will liaise with the Global Plastic Action Partnership (GPAP) to ensure coordinated efforts for implementing sustainable plastic management practices, alignment with global environmental goals, and widespread promotion of a circular economy for plastics in Laos. The World Economic Forum recently announced the UNDP as the GPAP Secretariat Host for Lao PDR. The Project will also collaborate with other agencies and regional platforms (e.g., ASEAN Circular Economy Platform and forthcoming SEA-MaP platform) to disseminate learnings and knowledge products.

4.1.2. Develop and disseminate knowledge products based on project lessons, including trade fair: Best practices will be shared through toolkits and workshops to benefit tourism and hospitality businesses beyond the pilot phase. In the final year, a trade show in Vientiane will showcase new products and services, highlight successful practices, and facilitate knowledge transfer. Collaborating with various development partners,

including local civil society, will ensure lessons learned are widely disseminated through multiple channels, reaching a broader and more inclusive audience. Project results including challenges and successes will be shared with the NPAP Secretariat, regionally via platforms like the ASEAN Circular Economy Platform, and with the Plastics Global Project.

Key knowledge products that will be developed through the Project include:

- A documented approach to developing policies and the resulting policies.
- City-level plastic action plans, which can be replicated in other cities.
- Documented methods for developing certification criteria for SUPs and alternatives.
- A comprehensive material flow analysis to guide the assessment of alternatives to SUPs.
- Market research on demand, willingness to pay, and insights into Laos' markets.
- A documented framework for executing the Eco-Challenge, including its business incubator and accelerator programs.
- A toolkit of best practices and success stories in the tourism and hospitality sectors.
- A report on hygiene and sanitation approaches for reusable alternatives.
- A marketing strategy and campaign plan.

4.2. Coordination with the global programme

4.2.1 Coordinate with regional national GEF projects and the global programme (Circular Solutions to Plastic Pollution Integrated Program), including attendance at annual workshops, webinars, and other virtual meetings: Project and government staff will coordinate with the national GEF projects and the Global Project, as well as attend the annual workshops and join webinars and other virtual meetings to disseminate best practices and knowledge transfer including lessons learned from the gender and social inclusion perspective. These interactions will be two-way, seeking guidance from Plastic Reboot to develop policy and project approaches, and providing the Global Project with data and results of surveys, project successes, best practices, and research and knowledge information products, such as toolkits. A dedicated staff member from the PMU will be responsible for liaising with the Global Project on communication and reporting matters related to the Program, as well as directly with other national projects, especially those in the region. This staff member will be responsible for ensuring that Project monitoring and reporting align with the wider program's guidance, including the provision of data for core indicators.

The Global Project will host events, webinars, and meetings to ensure regular coordination across the Program. Budget and staff resources have been allocated to actively participate and engage in the following activities.

- Participation and contribution of inputs (to documents, agenda, etc.) in the Annual Conference, starting in 2025, in order to share and exchange experiences, knowledge and best practices. Representation from government and the Project Management Unit have been budgeted.

- Attendance and contributions to at least two virtual learning sessions on relevant topics per month, in order to apply IP assets to national planning and adapt these to the local national context.
- Participation and contributions to working groups organized by the Global Project, in particular the Advisory Committee, Private Sector Working Group and Technical Working Group meetings.

Overall Knowledge Management

Knowledge management is a key part of the Project, particularly under Component 4 as well as in Component 3. As the Project is innovative, a pilot approach is being utilised under Component 3 with regard to the transition from SUPs and the use of sustainable practices in tourism and hospitality businesses. The Project recognises that this will be an iterative process, so using pilots helps to determine best practices for specific business types, which can then be promoted more broadly through workshops, toolkits, and other marketing. Component 4 is specifically focused on knowledge management to capture, store, and distribute the learnings from the Project, including with the global programme. A communications strategy will be developed in the early stages of the Project. During the final year, the promotion of lessons learned and best practices will be the primary focus of the Project. Domestically, government (local and national), NGOs, national organisations, and private sector associations will all be key in distributing learnings. At the conclusion of the Project, a trade fair will be held, which will be an important way

Monitoring and Evaluation

The project Monitoring & Evaluation System will be delivered by the PMU in MONRE, with inputs from all project partners and support from WWF-Laos. M&E is composed of the following elements:

Annual Work Plan and Budget (AWPB): Towards the end of each project year, the PMU, in coordination with the project partners, will develop a detailed AWPB that includes targets for key activities to achieve the outputs. The development of the annual work plan will consider adaptive management and lessons learned, pay attention to gender-responsive activities, and make gender disaggregated targets.

Project Results Framework (PRF): The PRF includes core and additional indicators at the objective and outcome level, along with a data collection and analysis methodology. It defines responsible parties and frequency of data collection, provides baseline information, outlines yearly or mid-term targets and addresses key assumptions or related risks that should be monitored or mitigated. The monitoring and reporting framework also includes specific provisions for monitoring the gender dimensions of the project. The M&E Framework has been designed to ensure alignment with the wider program's guidance. This includes following the Global Project's methodologies on the core indicators, as well as tracking and reporting of program-level indicators. Throughout the project's duration, the data collected on these indicators will be analysed to determine if the project strategies are working towards achieving its expected results, including gender-related outcomes. Progress against the indicator targets, including gender-related ones, will be reported on at the end of each project year.

Project Progress Reports (PPRs): The PMU, with inputs from project partners, will complete a PPR after six months and 12 months of each project year. The PPR will report on the progress against the AWPB and the PRF. The PPRs will also monitor achievements on the Gender Action Plan and the Stakeholder Engagement Plan. The 12-month PPR will include the project results delivered and tracked under the AWPB and the PRF. The Project will share PPRs, Project Implementation Reports and Results Framework Tracking to the Global Project and provide inputs to the Global Projects M&E reporting including the Annual Report and Mid-term Evaluation and Terminal Evaluation if appropriate.

Project Close Report (PCR): The PMU, with inputs from project partners, will develop a PCR. The report will outline the same areas as the PPRs but will be cumulative for the whole project period and will also

include information on any project equipment handover, an assessment of project performance, an exit and sustainability plan, and will focus on key lessons from the project. This report is due within one month after the project closes.

Mid-term and Terminal Evaluation Report: Independent Mid-term and Terminal Evaluation will take place at project mid-term and within six months of project completion, providing an external evaluation of the overall project effectiveness and efficiency. The Terms of Reference for the midterm and terminal evaluations will be drafted by the WWF-GEF Agency and the PMU in accordance with GEF requirements, and the WWF-US evaluation unit will contract the consultant. The funding for the evaluations will come from the project budget.

Tracking Global Environmental Benefits and Indicators: The PMU will track the effectiveness of the Project based on the results framework, which includes SMART indicators at goal, outcome, and output levels (see Annex 4). These indicators will use a number of monitoring tools as well as data generated by executing partners.

Stakeholders: Records, disaggregated by position, location and sex, will be taken at all events and meetings, including workshops. The Project is also committed to following the Private Sector Engagement Guidelines to ensure good partnerships and an aligned vision.

Policy Coherence: National policy development will occur under the globally recognised policy cycle. This will include full analysis, consultation, and considerations of different government departments and ministries working together to align economic, social, and environmental policies for common outcomes.

Capacities: The capacity of individual consultants will be assessed as part of a robust procurement process, which will be recorded at all stages. The capacity of enterprises and pilot tourism and hospitality businesses will be assessed as part of the due diligence undertaken during the Project.

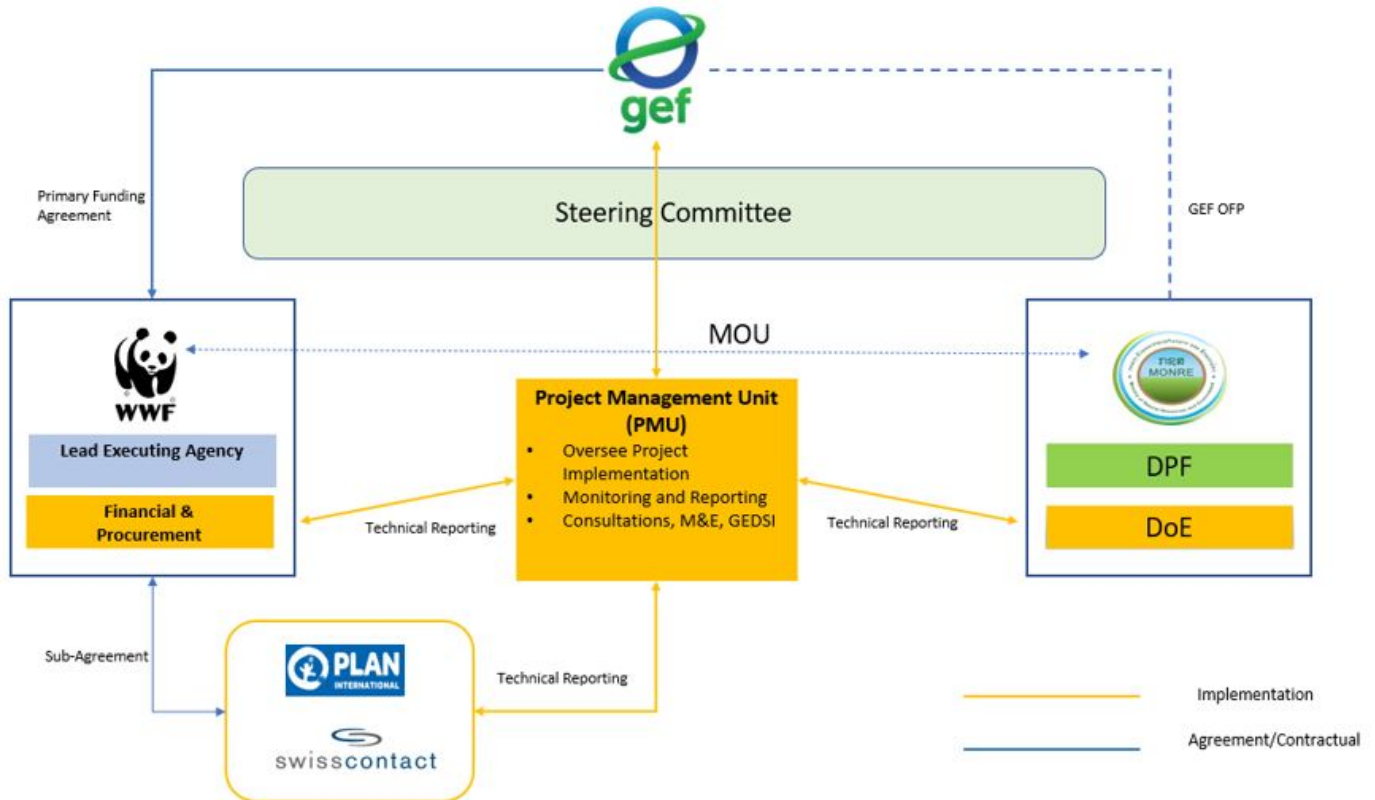
Integration of the Gender Action Plan (GAP): The recommendations of the GAP have been incorporated into the M&E elements. Each year, the development of the AWPB will be coordinated with the project's gender staff [GESI Specialist] to facilitate gender responsiveness across the project activities and to include gender targets. The PRF includes specific gender indicators and indicators with targets disaggregated by gender as well as other social dimensions where appropriate. These will be tracked throughout the project implementation and reported on as part of monitoring and evaluation. The six-month and 12-month project progress reports will include subsections on the implementation of the gender action plan, reporting on gender inclusion, and reporting against specific gender indicators. TORs for the midterm and terminal evaluations will include specific provisions for the evaluation of progress and results regarding gender inclusion in the implementation of the project, including an independent Gender Impact Assessment. Overall, the monitoring of the gender action plan has been accounted for through integration into the overall project and integration into the project's M&E systems and budget.

Institutional Arrangement and Coordination with Ongoing Initiatives and Project.

Please describe the Institutional Arrangements for the execution of this child project, including framework and mechanisms for coordination, governance, financial management and procurement. This should include consideration for linking with other relevant initiatives at country-level (if a country child project) or regional/global level (for coordination platform child project). If possible, please summarize the flow of funds (diagram), accountabilities for project management and financial reporting (organogram), including audit, and staffing plans. (max. 500 words, approximately 1 page)

Funds Flow: All funds will flow through WWF-Laos. Swisscontact and Plan International will be classed as sub-grantees, responsible for the budgets that cover their specific components and activities. Budgets for the

PMU, including the procurement of consultants and event costs, will be handled by WWF-Laos staff on behalf of, and in coordination with, MONRE. The Project will be delivered by a mix of agency staff, government staff (MONRE – Department of Environment (DPF) and Department of Planning and Finance (DPF), and contracted consultants. Due diligence has been undertaken on the partner executing agencies (i.e., Plan International and Swisscontact) by WWF-Laos.



National Project Steering Committee (NPSC): A NPSC will be established as a high-level decision-making and coordination body for the combined GEF and FFEM projects (hereafter referred to as the Project). The role of the NPSC will provide overall strategic and management direction for the Project. In this capacity, the Committee will review and approve annual work plans and budgets; oversee technical and financial execution; provide guidance and advice to the Executing Agency; facilitate coordination and communication between the various project partners and ministries; resolve any internal conflicts; monitor and assess the progress and outputs of the project in meeting objectives; and take strategic decisions, where appropriate, on adaptive management and restructuring the project to respond to any challenges or gaps that the project may face.

The MONRE will chair the Committee and will comprise representatives from (i) WWF Laos; (ii) key ministries/departments including MONRE (as well as potentially MOIC, MICT, and MoF [to be confirmed]); (iii) local government representatives (VCOMS, UDAA, USO, and PONRE/DONRE), (iv) LNCCI; (v) the Lao Hotel and Restaurant Association and the Lao Tourism Association; and, (vi) executing partners (Plan International, Swisscontact). In order to assist in coordination and where relevant, other development partners (e.g., World Bank, EU, ADB, GGGI) may be invited to attend individual Steering Committee meetings as observers. The NPSC will be active during the entire project period, and its composition may be adapted as needed. It is envisaged that the Steering Committee will ordinarily meet twice a year initially (three times in year one). A full ToR for the NPSC is provided in Annex 9, including full details on roles and general business.

Project Management Unit (PMU): A PMU will be housed within the DoE, MoNRE. The PMU will act as the Secretariat for the NPSC and will be responsible for organising meetings and coordination. The PMU will be managed by a Project Manager (procured via WWF and seconded to the PMU), an M&E Officer (part time) and the plastics city pilot coordinators (all procured). WWF-Laos will provide a GESI specialist, ESSF, communications, procurement staff and finance staff, who will sit in WWF, and coordinate with the PMU.

Will the GEF Agency play an execution role on this child project? Yes

If so, please describe that role here and the justification.

The executing entity is the Department of Environment (DoE) in the Ministry of Natural Resources and Environment (MONRE). A Project Management Unit (PMU) will be established and hosted in DoE. The PMU will coordinate and deliver the project activities in close cooperation with key partners, including Swiss Contact, Plan International and LNCCI, and the three pilot cities.

Based on discussion among DoE, WWF-Laos, WWF-US (GEF Agency) and the OFP office, it has been agreed that DoE will lead the project, and to support that, WWF-Laos will provide the project administration and some limited technical execution for the project. The scope of this support has been discussed among DoE, WWF-Laos and WWF-US, and indicatively includes WWF-Laos undertaking the following tasks for the project:

- Financial management and preparation of financial reports for the project
- Sub-grant assessments, awards and management
- Procurement (based on plans developed with the PMU)
- PMU Staff recruitment (Project Manager, M&E Officer, and Cities Coordinator recruited by WWF-Laos on behalf of government but seconded to DoE and hosted at the DoE office)
- Assistance to deliver Output 1.1.2 on City Level Action Plans, by provision of specialist technical assistance
- Backstopping DoE, Swiss Contact, Plan International and LNCCI, and other project partners and participants for: gender responsive project outcomes (with 10% time budgeted for the WWF Laos GESI staff), safeguards compliance (12.5% time of the WWF Laos safeguards staff), and development and delivery of the project communications plan (40% time of the WWF Laos communications staff)
- Technical assistance to support government and sub-grantee delivery of the project.

The execution services to be provided by Department of Environment (MONRE) will include:

- Hosting the PMU
- Preparation of procurement plans (with WWF-Laos)
- Preparation of terms of references for consultants and PMU positions (with WWF-Laos)
- Management of consultant activities and management of the PMU
- Management of output deliverables
- Maintenance of records of all project-related documentation
- Project M&E and preparation of technical progress reports (Project Manager and M&E Officer)
- Consultation with project stakeholders
- Coordination with the pilots in the three cities (City Pilots Coordinator)
- Organizing workshops
- Coordination with project partners, including sub-grantees.

Also, please add a short explanation to describe cooperation with ongoing initiatives and projects, including potential for co-location and/or sharing of expertise/staffing (max. 500 words, approximately 1 page)

The project will complement ongoing work in Laos. This involves strategically selecting WWF-Laos, Swisscontact Laos, and PLAN International Laos as co-executing partners for the delivery of this GEF project.

WWF-Laos is currently in the second phase of a Coca-Cola Foundation funding initiative, piloting community-based waste management systems in the cities of Vientiane, Vang Vieng, and Luang Prabang. Additionally, WWF-Laos has implemented the Plastics Action Plan at the village and district levels. Through component 1 of this GEF project, WWF-Laos will expand into a City Level Action Plan. The organization has also played a crucial role in supporting the government of Laos during the Global Plastics Treaty negotiations by providing technical advice. Furthermore, WWF-Laos is progressing with the proposal development stage of the French Global Environment Fund (FFEM) project called 'Plastics Smart Laos.' With a proposed budget of 3 million Euros, the project aims to complement the upstream GEF efforts while adding downstream waste management components to address plastic pollution in a circular manner

Swisscontact is currently implementing the Sustainable Consumption and Production (SCP) in Lao PDR project which aims to address the country's environmental challenges, including low rates of waste collection and recycling, low levels of source separation by waste generators, and poor coordination between key public, private and civil society stakeholders. Additionally, Swiss Contact has funding to expand on their Waste to Value project which aims to strengthen collaboration with the service sector SMES by improving their waste management practices and access to green products.

Plan International is proposing to implement 'The Lasting Laos' project, which aims to support micro, small, and medium-sized enterprises (MSMES) in the Lao tourism value chain. Additionally, young entrepreneurs will be encouraged to adopt sustainable consumption and production practices, circular economy principles, and decent work standards. The project aligns with various national and international strategies. Through the Lasting Laos sustainability certification program, MSMES throughout the Lao tourism supply chain will be guided to adopt sustainable practices. This program, supported by an enabling policy environment, emphasizes circular economy principles and decent work practices.

WWF will bring strong technical expertise in plastics, Swisscontact has experience working with SMES in Laos, particularly in the service sector. PLAN International Laos will offer expertise in quality certification and leverages its relationship with the Lao National Chamber of Commerce

Additionally, other synergies include:

- **Presence in Targeted Cities:** All three organizations currently have a presence in the three targeted cities (Vientiane, Vang Vieng, and Luang Prabang).
- **Co-Location and Office Sharing:** When the implementation phase begins in 2025, there are plans for co-locating and sharing office spaces. This collaborative setup will enhance efficiency and coordination.
- **Involvement of MONRE:** The Ministry of Natural Resources and Environment (MONRE) is actively associated with all the respective projects. Specifically, the Department of Environment within MONRE plays a crucial role.
- **Coordinated Approach with Government:** To avoid duplication of consultation and workshops, establishing a coordinated approach with the government is essential. This ensures efficient use of resources and prevents redundancy.

Some of the positions mentioned above will be coordinated with the FFEM project that is in development, including the finance officer, procurement officer, City Plastic Pilots Coordinator and M&E officer, to bring these positions to full time funded by both FFEM and the GEF project.

Utilizing WWF staff for GESI, safeguards and communications allows cost savings, avoiding the need for full time positions by sharing these expertise with other ongoing projects in WWF Laos.

Table On Core Indicators

Core Indicators

Indicate expected results in each relevant indicator using methodologies indicated in the GEF-8 Results Measurement Framework Guidelines. There is no need to complete this table for climate adaptation projects financed solely through LDCF and SCCF.

Indicator 5 Area of marine habitat under improved practices to benefit biodiversity (excluding protected areas)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Indicator 5.1 Fisheries under third-party certification incorporating biodiversity considerations

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)

Type/name of the third-party certification

Indicator 5.2 Large Marine Ecosystems with reduced pollution and hypoxia

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)

LME at PIF	LME at CEO Endorsement	LME at MTR	LME at TE

Indicator 5.3 Marine OECMs supported

Name of the OECMs	WDPA-ID	Total Ha (Expected at PIF)	Total Ha (Expected at CEO Endorsement)	Total Ha (Achieved at MTR)	Total Ha (Achieved at TE)

Indicator 6 Greenhouse Gas Emissions Mitigated

Total Target Benefit	(At PIF)	(At CEO Endorsement)	(Achieved at MTR)	(Achieved at TE)
Expected metric tons of CO₂e (direct)	133690	142386	0	0
Expected metric tons of CO₂e (indirect)	0	0	0	0

Indicator 6.1 Carbon Sequestered or Emissions Avoided in the AFOLU (Agriculture, Forestry and Other Land Use) sector

Total Target Benefit	(At PIF)	(At CEO Endorsement)	(Achieved at MTR)	(Achieved at TE)
Expected metric tons of CO₂e (direct)				
Expected metric tons of CO₂e (indirect)				

Anticipated start year of accounting				
Duration of accounting				

Indicator 6.2 Emissions Avoided Outside AFOLU (Agriculture, Forestry and Other Land Use) Sector

Total Target Benefit	(At PIF)	(At CEO Endorsement)	(Achieved at MTR)	(Achieved at TE)
Expected metric tons of CO₂e (direct)	133,690	142,386		
Expected metric tons of CO₂e (indirect)				
Anticipated start year of accounting	2024	2024		
Duration of accounting	10	10		

Indicator 6.3 Energy Saved (Use this sub-indicator in addition to the sub-indicator 6.2 if applicable)

Total Target Benefit	Energy (MJ) (At PIF)	Energy (MJ) (At CEO Endorsement)	Energy (MJ) (Achieved at MTR)	Energy (MJ) (Achieved at TE)
Target Energy Saved (MJ)				

Indicator 6.4 Increase in Installed Renewable Energy Capacity per Technology (Use this sub-indicator in addition to the sub-indicator 6.2 if applicable)

Technology	Capacity (MW) (Expected at PIF)	Capacity (MW) (Expected at CEO Endorsement)	Capacity (MW) (Achieved at MTR)	Capacity (MW) (Achieved at TE)

Indicator 7 Shared water ecosystems under new or improved cooperative management

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
Shared water Ecosystem	Mekong	Mekong		
Count	1	1	0	0

Indicator 7.1 Level of Transboundary Diagnostic Analysis and Strategic Action Program (TDA/SAP) formulation and implementation (scale of 1 to 4; see Guidance)

Shared Water Ecosystem	Rating (Expected at PIF)	Rating (Expected at CEO Endorsement)	Rating (Achieved at MTR)	Rating (Achieved at TE)

Indicator 7.2 Level of Regional Legal Agreements and Regional management institution(s) (RMI) to support its implementation (scale of 1 to 4; see Guidance)

Shared Water Ecosystem	Rating (Expected at PIF)	Rating (Expected at CEO Endorsement)	Rating (Achieved at MTR)	Rating (Achieved at TE)

Indicator 7.3 Level of National/Local reforms and active participation of Inter-Ministeral Committees (IMC; scale 1 to 4; See Guidance)

Shared Water Ecosystem	Rating (Expected at PIF)	Rating (Expected at CEO Endorsement)	Rating (Achieved at MTR)	Rating (Achieved at TE)

Indicator 7.4 Level of engagement in IWLEARN through participation and delivery of key products(scale 1 to 4; see Guidance)

Shared Water Ecosystem	Rating (Expected at PIF)	Rating (Expected at CEO Endorsement)	Rating (Achieved at MTR)	Rating (Achieved at TE)
Mekong	1	4		

Indicator 9 Chemicals of global concern and their waste reduced

Metric Tons (Expected at PIF)	Metric Tons (Expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)
0.00	0.00	0.00	0.00

Indicator 9.1 Solid and liquid Persistent Organic Pollutants (POPs) removed or disposed (POPs type)

POPs type	Metric Tons (Expected at PIF)	Metric Tons (Expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)

Indicator 9.2 Quantity of mercury reduced (metric tons)

Metric Tons (Expected at PIF)	Metric Tons (Expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)

Indicator 9.3 Hydrochlorofluorocarbons (HCFC) Reduced/Phased out (metric tons)

Metric Tons (Expected at PIF)	Metric Tons (Expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)

Indicator 9.4 Number of countries with legislation and policy implemented to control chemicals and waste (Use this sub-indicator in addition to one of the sub-indicators 9.1, 9.2 and 9.3 if applicable)

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)

Indicator 9.5 Number of low-chemical/non-chemical systems implemented, particularly in food production, manufacturing and cities (Use this sub-indicator in addition to one of the sub-indicators 9.1, 9.2 and 9.3 if applicable)

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)

Indicator 9.6 POPs/Mercury containing materials and products directly avoided

Metric Tons (Expected at PIF)	Metric Tons (Expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)

Indicator 9.7 Highly Hazardous Pesticides eliminated

Metric Tons (Expected at PIF)	Metric Tons (Expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)

Indicator 9.8 Avoided residual plastic waste

Metric Tons (Expected at PIF)	Metric Tons (Expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)
39,967.00	39,967.00		

Indicator 10 Persistent organic pollutants to air reduced

Grams of toxic equivalent gTEQ (Expected at PIF)	Grams of toxic equivalent gTEQ (Expected at CEO Endorsement)	Grams of toxic equivalent gTEQ (Achieved at MTR)	Grams of toxic equivalent gTEQ (Achieved at TE)
5.00	2.28		

Indicator 10.1 Number of countries with legislation and policy implemented to control emissions of POPs to air (Use this sub-indicator in addition to Core Indicator 10 if applicable)

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)

Indicator 10.2 Number of emission control technologies/practices implemented (Use this sub-indicator in addition to Core Indicator 10 if applicable)

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)

Indicator 11 People benefiting from GEF-financed investments

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
Female	28,100	2,355		
Male	28,100	3,545		
Total	56,200	5,900	0	0

Explain the methodological approach and underlying logic to justify target levels for Core and Sub-Indicators (max. 250 words, approximately 1/2 page)

1. The target value of Core Indicators 6, 9 and 10 is calculated based on the methodological approach provided by the GEF IP Circular Solutions to Plastic Pollution and using the baseline estimation provided by the 2021 World Bank Report 'Supporting Lao PDR to improve solid and plastic waste management' which estimates the national rate of waste generation at 910,000 metric tonnes per year, 20% of which are plastic waste (1).
2. The target for Indicator 7, under Sub-Indicator 7.4 is 2- website in line with iW:LEARN guidance. There is one shared watershed, given that this project and the Cambodia child project will both be leading to improved cooperative management of the Mekong.
3. The target value of Core Indicator 11 is composed of the following:
 - 100 national-level government officials and 300 city-level officials (65% men; 35% women)(2) informed/trained on policy best practices regarding SUP reduction of circularity for plastics; and involved in policy development.
 - 500 representatives (60% men; 40% women) of beverage, food and hospitality businesses are consulted on policies and provide input to policy development
 - 300 representatives (60% men; 40% women) of food, beverage and hospitality businesses commit to reducing the use of plastic packaging and creating and/or distributing environmentally-friendly products through innovative circular business models
 - 5,000 workers (60% men; 40% women) of food, beverage and hospitality businesses are engaged in creating and/or distributing environmentally-friendly products through innovative circular business models

footnotes-----(1) World Bank, (2021). Supporting Lao PDR to improve solid and plastic waste management: solid waste assessments. p.17. -----(2) Based on the current average gender distribution among government civil servants.

Key Risks

	Rating	Explanation of risk and mitigation measures
CONTEXT		
Climate	Low	The reduction in plastics will contribute to the reduction of waste that is burned in Laos. The shift to alternatives will substitute the consumption of crude oil utilised in manufacturing plastic, as well as a reduction in associated GHG emissions. Material flow analysis will identify low-emission pathways.
Environmental and Social	Low	There is a risk that the new products/services are less sustainable than the SUPS they replace, noting that there are multiple trade-offs at various life cycle stages. The Project includes a material flow analysis to examine the environmental/social aspects of supply chains for new products/services. While an environmental and social safeguard plan has not been developed as the Project is Category C, the Project has a gender strategy and action plan to ensure that the considerations and needs of different stakeholders are taken into account, including women, youth, and indigenous peoples. Environmental and social data will be monitored throughout the Project.

Political and Governance	Low	National and local government, particularly the DoE at MoNRE, has actively participated through its technical and managerial staff in the design of the Project, and will have key roles in implementation. The government will also be supported with capacity development through technical assistance. The need to develop policies and initiatives is already signalled in the NPAP. A full policy cycle will be undertaken to ensure that new policies are aligned with wider government strategies, are consulted on, and that cost-benefit assessments are undertaken.
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INNOVATION

Institutional and Policy	Low	The Project utilises multiple development partners, building on their past experiences (e.g., Eco-Challenge) and utilising their combined technical capacities. This approach builds on tried and tested activities and introduces new innovative ideas, with a high degree of interconnectivity across all components. A PMU will lead the Project administration (under the guidance of a Steering Committee) and coordinate across different components, partners, and the target cities. All partners will collaborate on technical aspects, communications and knowledge sharing.
Technological	Moderate	While the Project is innovative in its approach and the development of innovative solutions, there will not be a research and development component. It is envisaged that the innovation will be in how existing materials are used and scaled up in new products and services instead of undertaking research and development on untried materials. There is a risk that there are not enough innovative products in Laos.
Financial and Business Model	Moderate	The need to shift to circular-economic principles has already been signalled by the GoL (e.g., Green Growth Strategy and National Socio-Economic Development Plans). The Project will provide tangible activities to help with this transition. The development of national policies is likely to include economic instruments. Beyond macro-policy, the Project takes an inclusive micro-economic approach to develop new business models and improve businesses involved in producing and retail alternatives. However, it is acknowledged that the challenge is in competing with the low costs of plastic.

EXECUTION

Capacity	Low	DoE, MONRE as the Executing Agency, supported by WWF-Laos, other key development partners (i.e., Swisscontact and Plan International), and other government departments will be the main implementers of the Project. The arrangements will include a blend of existing staff, consultants and firms procured (e.g., PMU and individual activities). WWF-Laos will be responsible for project administration. All partners are experienced in the delivery of projects.
Fiduciary	Low	WWF-Laos will be responsible for financial oversight, with each key development partner having robust and transparent financial systems and strong procurement rules in place (due diligence has been conducted).

Stakeholder	Low	Widespread consultation (workshops and transect walks) was conducted during the project design, and a stakeholder engagement plan that identified all stakeholders was developed. A wide range of stakeholders will have roles to play during implementation (public and private sectors, CSOs, and the general public), and the project design has ensured timely and sequential involvement throughout all of the different components. Marketing forms a key part of the Project, which will be critical in understanding customer and consumer needs. Many businesses will receive direct support from the Project, and best practices will be widely promoted to others
Other	Low	Other: Cultural resistance to products: The marketing strategy will communicate information on sustainable products/services in a way that is sensitive to local cultures and demonstrates benefits by adopting these alternatives to SUPs.
Overall Risk Rating	Low	Overall, the risk is considered low due to limited negative impacts.

C. ALIGNMENT WITH GEF-8 PROGRAMMING STRATEGIES AND COUNTRY/REGIONAL PRIORITIES

Explain how the proposed interventions are aligned with GEF- 8 programming strategies, including the specific integrated program priorities, and country and regional priorities, Describe how these country strategies and plans relate to the multilateral environmental agreements, such as through NDCs, NBSAPs, etc.

For projects aiming to generate biodiversity benefits (regardless of what the source of the resources is - i.e., BD, CC or LD), please identify which of the 23 targets of the Kunming-Montreal Global Biodiversity Framework the project contributes to and explain how.

(max. 500 words, approximately 1 page)

The Project aligns with the objectives of the GEF-8 Circular Solutions to Plastic Pollution Integrated Program, which intends to catalyze circular economy approaches across the entire plastic value chain to reduce plastic production, consumption and waste and invest in national and city-level initiatives. The Project targets upstream and midstream interventions targeting policy-makers at national and subnational levels, relevant private sector industries and consumers.

The Project interventions address some of the key drivers of environmental degradation as a result of land, air, and water-based pollution from plastics, as well as unsustainable resource use. The Project will align to a range of domestic (e.g., NPAP, Grene Growth Strategy), regional (e.g., ASEAN Bangkok Declaration on Marine Plastics), and global (e.g., Basel Convention, UN Global Treaty on Plastic Pollution) commitments, with project outcomes having no contradictions to these policies.

The Project will contribute principally to Global Environmental Benefits (GEB) tied to four STAR focal areas:

- **Chemicals and Waste:** Chemicals and additives in plastic products pose human health and environmental hazards when waste products are improperly disposed of, such as through burning and dumping. The project will develop alternative solutions to plastic F&B products that contain fewer chemicals and additives.

- **Biodiversity:** Plastic pollution impacts terrestrial, freshwater, and marine ecosystems and the ability to support biodiversity. Plastic waste can lead to ingestion, physical harm and entanglement, bioaccumulation in food chains and malnutrition in wildlife. Waste reduction will reduce the input of plastic into ecosystems.
- **International Waters:** The Mekong River is among the world’s most polluted rivers and one of the top 10 major rivers responsible for over 90% of plastic pollution in oceans. By reducing landbased pollution in Laos, the Project will contribute towards reducing the amount of plastic pollution entering transboundary freshwater and marine ecosystems, protecting environmental assets by keeping plastic out of nature.
- **Climate Change Mitigation:** The shift from internationally produced fossil-fuel-based plastics to locally produced substitute products made from more sustainable materials will reduce greenhouse gas emissions associated with the plastic lifecycle.

The shift from SUPs to domestically produced sustainable packaging using alternative materials could provide transitions in key sectors associated with F&B beverages in tourism and hospitality, thereby reducing the reliance on imported packaged goods. While R&D of new materials is not the focus, it is envisaged that innovative solutions and ways of using new materials in products and services will be developed as a result of the project. By taking a systems perspective and improving environmental and human health (green and blue recovery) by improving resource use and reducing pollution, the Project will make valuable contributions to the GEF-8 programming strategies.

The project will contribute to the following targets of the Kunming-Montreal Global Biodiversity Framework:

- Target 7 Reduce Pollution Risks: The project will contribute towards reducing pollution from plastics and associated chemicals.
- Target 15: Business Assess Risks and Impacts: The project will support businesses in developing more sustainable practices and provide information to promote sustainable consumption.
- Target 16: Enable Sustainable Consumption Choices: The project will draft national policies, strengthen certification schemes, help develop alternatives to plastics, give consumers more choices, and will also promote these through a marketing campaign.
- Target 20: Strengthen Capacity-Building: Knowledge management and communication will promote best practices amongst the private sector.

D. POLICY REQUIREMENTS

Gender Equality and Women’s Empowerment:

We confirm that gender dimensions relevant to the project have been addressed during Project Preparation as per GEF Policy and are clearly articulated in the child Project Description (Section B).

Yes

1) Does the project expect to include any gender-responsive-measures to address gender gaps or promote gender equality and women's empowerment?

Yes

If the child project expects to include any gender-responsive measures to address gender gaps or promote gender equality and women empowerment, please indicate in which results area(s) the project is expected to contribute to gender equality:

Closing gender gaps in access to and control over natural resources;

Improving women's participation and decision-making; and/or

Yes

Generating socio-economic benefits or services for women.

Yes

2) Does the child project's results framework or logical framework include gender-sensitive indicators?

Yes

Stakeholder Engagement

We confirm that key stakeholders were consulted during Project Preparation as required per GEF policy, their relevant roles to project outcomes has been clearly articulated in the Child Project Description (Section B) and that a Stakeholder Engagement Plan has been developed before CEO endorsement.

Yes

Select what role civil society will play in the Project:

Consulted only;

Member of Advisory Body; Contractor;

Co-financier;

Member of project steering committee or equivalent decision-making body ;

Executor or co-executor;

Other (Please explain) Yes

Private Sector

Will there be private sector engagement in the Child project?

Yes

And if so, has its role been described and justified in section B "Child project description"?

Yes

Environmental and Social Safeguards

We confirm that we have provided information regarding Environmental and Social risks associated with the proposed child project or program, including risk screenings/ assessments and, if applicable, management plans or other measures to address identified risks and impacts (this information should be presented in Annex E).

Yes

Please provide overall Project/Program Risk Classification

Overall Project/Program Risk Classification

PIF	CEO Endorsement/Approval	MTR	TE
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	Low		
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E. OTHER REQUIREMENTS

Knowledge management

We confirm that an approach to Knowledge Management and Learning has been clearly described during Project Preparation in the Project Description and that these activities have been budgeted and an anticipated timeline for delivery of relevant outputs has been provided. This includes budget for linking with and participation in knowledge exchange activities organized through the coordination platform.

Yes

Socio-economic Benefits

We confirm that the child project design has considered socio-economic benefits to be delivered by the project and these have been clearly described in the Project Description and will be monitored and reported on during project implementation (at MTR and TER).

Improving human health: The Project has been designed to have multiple socio-economic benefits. At present, waste management in Laos suffers as a result of an ineffective SWM system, with dumping and burning of waste widely practised even in areas where waste collection services are available (World Bank, 2022). Burning of waste is a key contributor to air pollution in Laos as well as a range of significant health impacts that are disproportionately higher among women, children and other economically challenged groups due to physiological differences and higher rates of exposure. According to a 2021 World Bank, about 10,000 deaths were attributed to environmental health risk factors in Laos in 2017, of which 44% were the result of household air pollution and 27% from outdoor ambient air pollution (World Bank, 2021b). Healthier communities with fewer pollution-related issues reduce healthcare costs and improve productivity.

Improving the economy and livelihoods: According to government statistics, tourism previously contributed to 10.4% of the economy prior to COVID-19, and is expected to rebound to these levels in the next 3-4 years. Tourism is also seen as important to the green growth of other sectors, including agri-food and textiles/handicrafts. However, land and water pollution, especially from plastics, poses a significant threat to economic development and tourism in Laos, as recognised by the Lao Green Growth Strategy. Tourist cities continue to face a difficult balancing act: growing visitor numbers generate more waste, yet tourists expect clean environments. This challenge is compounded by limited local government budgets. The inability to effectively manage pollution is already affecting cities like Vang Vieng, which was recently denied the ASEAN Clean Tourist Cities Standard due to ongoing solid waste issues, highlighting the need for better waste management strategies. The sector is essential for employment opportunities, particularly for young adults and women. The inability to sustainably develop these tourist cities may result in lower livelihood opportunities. As such, the Project seeks to improve resource use and, in turn, improve waste management, lower pollution, and make these tourist destinations more attractive, providing a boost to the local economy. This is achieved through the development of the enabling environment and support to enterprises and tourism and hospitality businesses to become more sustainable. Sustainability refers to businesses being socially responsible for their employees, customers, and communities, as well as environmentally responsible with regard to resource use and waste.

Business Development: At the moment, most Micro, Small and Medium Enterprises (MSMEs) are very small, family-run, and operate on an informal basis (i.e., without an enterprise registration certificate from the Department of Enterprise Registration and Management or the District Office of Industry and Commerce). Many MSMEs are constrained by low capacity (specifically on sustainable and green business practices), low

access to sustainable suppliers, and a lack of capital and access to finance. As such, many MSMEs are unable to achieve the level of standard required and achieve competitiveness. Many MSMEs in the tourism value chain are unaware of the benefits of sustainable consumption and production. The Project will provide them with technical assistance to improve practices and achieve accreditation under sustainability certification programmes, business development skills, and financial support via the FFEM.

Job and Revenue Creation: The support of domestic enterprises that produce more sustainable packaging is envisaged to lead to additional job and revenue creation. Supporting tourism and hospitality businesses aims to improve their triple bottom line, which includes helping them be profitable while sustainable. The establishment of new enterprises will generate new employment opportunities in products and services, as well as in waste management and recovery sectors.

Access to Finance: The project will build on the broader work undertaken by Plan International to support MSMEs in Laos' tourism value chain, with a focus on access to green finance through funding from the SWITCH-ASIA SCP initiative. This complementary project will collaborate with the Ministry of Industry and Commerce and local financial institutions, including banks and microfinance providers, to explore and implement innovative green financing instruments. However, beyond the ADB's Frontier Fund, it is recognised that investment in MSMEs in Laos is limited, so this is very much exploratory work. Additionally, Plan International's project will provide MSMEs with essential resources, including information, training, and mentorship, to enhance their ability to secure funding. Enterprises under Component 2 and pilot businesses in Component 3 will have the opportunity to participate in these initiatives. Furthermore, the project will work with the PLASTIC Reboot, GPAP, SEA-MaP and any other relevant mechanisms to identify any other international funding sources that could be utilised in Laos

ANNEX A: FINANCING TABLES

GEF Financing Table

Trust Fund Resources Requested by Agency(ies), Country(ies), Focal Area and the Programming of Funds

GEF Agency	Trust Fund	Country/ Regional/ Global	Focal Area	Programming of Funds	Grant / Non- Grant	GEF Project Grant(\$)	Agency Fee(\$)	Total GEF Financing (\$)
WWF- US	GET	Lao PDR	International Waters	International Waters: IW IP Contributions	Grant	3,978,440.00	358,060.00	4,336,500.00
Total GEF Resources (\$)						3,978,440.00	358,060.00	4,336,500.00

Project Preparation Grant (PPG)

Was a Project Preparation Grant requested? true

PPG Amount (\$) 150000

PPG Agency Fee (\$) 13500

GEF Agency	Trust Fund	Country/ Regional/ Global	Focal Area	Programming of Funds	PPG(\$)	Agency Fee(\$)	Total PPG Funding(\$)
WWF- US	GET	Lao PDR	International Waters	International Waters: IW IP Contributions	150,000.00	13,500.00	163,500.00
Total PPG Amount (\$)					150,000.00	13,500.00	163,500.00

Please provide Justification

Sources of Funds for Country Star Allocation

GEF Agency	Trust Fund	Country/ Regional/ Global	Focal Area	Sources of Funds	Total(\$)
Total GEF Resources					0.00

Focal Area Elements

Programming Directions	Trust Fund	GEF Project Financing(\$)	Co-financing(\$)
Plastics IP	GET	3,978,440.00	6818047
Total Project Cost		3,978,440.00	6,818,047.00

Confirmed Co-financing for the project, by name and type

Please include evidence for each co-financing source for this project in the tab of the portal

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Investment Mobilized	Amount(\$)
Civil Society Organization	WWF-Laos	In-kind	Recurrent expenditures	268000
Civil Society Organization	Plan International Laos	Grant	Investment mobilized	2461599
Civil Society Organization	Swiss Contact Laos	Grant	Investment mobilized	2675000
GEF Agency	WWF-US	In-kind	Investment mobilized	477412
Civil Society Organization	Swiss Contact Laos	In-kind	Recurrent expenditures	166000
Civil Society Organization	WWF-Laos	Grant	Investment mobilized	370436
Recipient Country Government	MONRE	In-kind	Recurrent expenditures	399600

Total Co-financing				6,818,047.00
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Please describe the investment mobilized portion of the co-financing

- WWF Laos investment mobilized is comprised of grant funding from The Coca Cola Foundation (TCCF) for Plastic Smart Cities work in Lao PDR.

- The PLAN International Laos co-finance is identified as Investment Mobilized as it is Grant funding from EU Switch Asia. Under the EU Switch Asia grant has an overall objective to contribute to Laos 9th Five-Year National Socio-Economic Development Plan, National Green Growth Strategy, Sustainable Consumption and Production (SCP) Roadmap and the EU’s New Green Deal by supporting Micro, Small and Medium Enterprises (MSMEs) and young entrepreneurs (YEs) in the Lao tourism value chain to adopt and promote SCP, circular economy and decent work practices. It has 2 specific Objective.

SPECIFIC OBJECTIVE 1: MSMEs in the Lao tourism supply chain adopt SCP, circular economy and decent work practices through the Lasting Laos (LL) sustainability certification supported by an enabling policy environment.

SPECIFIC OBJECTIVE 2: MSMEs and YEs are supported to access green financing instruments (GFIs) to produce, adopt and promote green products, services and solutions that demonstrate circular economy, low carbon and SCP practices.

- Swisscontact Laos co-finance is identified as Investment Mobilized as it is Grant funding from the EU and the Swiss Agency for Development and Cooperation (SDC). The grants are implementing the Sustainable Consumption and Production (SCP) in Lao PDR project which aims to address the country's environmental challenges, including low rates of waste collection and recycling, low levels of source separation by waste generators, and poor coordination between key public, private and civil society stakeholders. The project proposes to strengthen the technical capacity of Lao civil society organisations to promote sustainable consumption and production, with a particular focus on youth and women. This will be achieved by strengthening their capacities in three main areas: policy dialogue, awareness raising, and income generation.

The Waste to Value project strengthens the environmental performance in service sector SMEs (hotels, restaurants, cafés and mini-marts) by improving their waste management practices and access to green products. The project further strengthens business operations and improves workplace safety for informal waste pickers increasing their income and quality of livelihood. This is complemented with awareness raising among service sector SMEs and the wider population along with encouraging public-private consultation meetings in the Lao PDR in line with national and municipal government strategies.

- In addition to the co-finance listed in the table, French Global Environment Fund (FFEM) – Plastic Smart Laos is anticipated as co-finance to the GEF project, at up to \$3,000,000. The FFEM project will fully complement the GEF-funded project by providing practical on-the-ground initiatives. The overall objective of the project is to reduce the impacts of pollution from plastic waste and improve the sustainability and circularity of resource use in Laos. The project will support Laos in its 'plastic smart' journey through innovative upstream interventions to reduce the production and use of SUPs, while extending support for downstream waste management. This proposal is in development, and co-finance will be reported during implementation.

ANNEX B: ENDORSEMENT

GEF Agency(ies) Certification

GEF Agency Coordinator	Date	Project Contact Person	Telephone	Email
GEF Agency Coordinator	6/26/2024	Rena Stenhouse	2027669372	renae.stenhouse@wwfus.org
Project Coordinator	6/26/2024	Jacquelyn Beattie	2028306302	Jacquelyn.beattie@wwfus.org

Record of Endorsement of GEF Operational Focal Point (s) on Behalf of the Government(s):

Please attach the Operational Focal Point endorsement letter(s) with this template.

Name of GEF OFP	Position	Ministry	Date (MM/DD/YYYY)
Ms. Phakkavanh Phissamay	Director General	Ministry of Natural Resources and Environment	4/6/2023

ANNEX C: PROJECT RESULTS FRAMEWORK

Please indicate the page number in the Project Document where the project results and M&E frameworks can be found. Please also paste below the Project Results Framework from the Agency document. For the Integrated Programs' global/regional coordination child project, please include the program-wide results framework, inclusive of results specific to the coordination child project. For any country child project, please ensure that relevant program level indicators are included.

Please see Annex 4 for the detailed results framework

The indicators are outlined on three levels

- Laos national project level indicators across each component.
- Contribution to GEF core indicators
- Contribution to global programme draft indicators

Laos National Project Indicators

The GEF Core Indicators (CIs) are impacted as a result of shifts from SUPs to substitutes that are more environmentally-friendly (reduced GHG), as well as changed practices by tourism and hospitality businesses and end consumers, which in turn result in a reduction in pollution from improper waste management (impacting all indicators).

Indicator/unit	Definition (note if cumulative)	Method/source	Responsible	Disaggregation	Baseline	Targets (annual, or mid-term and close)					Notes/A
						YR1	YR2	YR3	YR 4	YR 5	
Core Indicators											
GEF Core Indicator 6: Greenhouse gas emission mitigated :											

Sub-Indicator 6.7 emissions avoided outside AFOLU sector (direct)		Material Flow Analysis estimates	Swisscontact	Products and services	0		142,386 mt	Based on estimates of flow and number of new products (see indi
	Anticipated start year of accounting	2025						
	Duration of accounting	10						
GEF Core Indicator 7: Shared water ecosystems under new or improved cooperative management								
Shared water ecosystems	Under new or improved cooperative management Name of Shared Water Ecosystem: Mekong	Link to Mekong River Commission river monitoring	PMU	By the three main rivers across each city	1		1- Mekong	It is envi the plasti will redu Mekong Nam Son and Nam rivers. Th the altern provide t the volun form exis uncontro using % ESL was composit (all indic
Sub-Indicator 7.4 Level of engagement in IWLEARN through participation and delivery of key products		Based on a rating scale 1-4						4
Rating Scale: 1. No participation 2. Website in line with IW:LEARN guidance active 3. As above, plus strong participation in training/twinning events and production of at least one experience note and one results note 4. as above, plus active participation of project staff and country representatives at IW Conferences and the provision of spatial data and other data points via project website								
GEF Core Indicator 9 Chemicals of global concern and their waste reduced: Shared water ecosystems under new or improved coope								

Sub- Indicator 9.8 Avoided residual plastic waste		Material flow analysis; Sales units and plastic reduction in businesses	PMU	Products and services	0					39,967	As subst... number of products services give an i the amou plastic re material analysis estimate chemical (see indi
Metric ton of toxic chemicals reduced											
GEF Core Indicator 10: Persistent organic pollutants to air reduced											
Indicator 10: Persistent organic pollutants to air reduced	Gram of toxic equivalent gTEQ	Material flow analysis; Sales units and plastic reduction in businesses	PMU	TBD	0					2,278 gTEQ	This redu... relates to reduction and the p that wou... been esti... have bee... before th... All indic
GEF Core Indicator 11: People benefitting from GEF investments											
	Direct and indirect beneficiaries	Project data from all components	PMU		0					5,900 total	Project d... disaggre... sex and r... PMU. A... indicator
	Disaggregated by men and women				0					3,545 men; 2,355 women	
						Targets (annual, or mid-term and close)					
Indicator/unit	Definition (note if cumulative)	Method/source	Responsible	Disaggregation	Baseline	YR1	YR2	YR3	YR 4	YR 5	Notes/As
1.1: Improved enabling environment and cross-sectoral collaboration to phase out SUPs, particularly problematic SUPs in the food and beverage and introduce environmentally & socially viable substitutes that are accessible, cost-effective and achieve circularity											
Outcome Indicator 1.1.1: Level of stakeholder engagement and support for drafted national policies and local plans aimed at reducing problematic SUPs	Measured by the number of endorsements or positive feedback from key stakeholders by 2029.	Gauged through surveys, meetings, or workshops where stakeholders provide feedback on the drafts, indicating their willingness to support and implement these policies once passed.	PMU	Sector (e.g., government, private, NGOs).	0				25 endorsements		The indic... focused... as the ab... drafted p... be passe... legislatio... the contr... project (p... decisions... the focus... engagem... endorsen
2.1 Understand supply chains and markets for financially and socially accessible alternatives to food and beverage SUPs in Laos											
Outcome Indicator 2.1.1: Increased understanding of market dynamics and opportunities for alternatives to SUPs	Measured by the percentage of a) government staff and b) enterprises in the business incubator who report improved knowledge following the dissemination	Surveys	a) PMU b) Swisscontact	a) Govt department b) By gender, age, ethnicity; product or service type	a) 0 b) 0	a) 100% b) 75%					Market r... inform th... developm... policies... Compon... the devel... new products... from the... Challeng... (marketin

	of market analysis findings by end of 2025.											
2.2 Promote the enterprise development of domestically produced substitute products and services to SUPs in Laos' food and beverage sectors												
Outcome Indicator 2.2.1: Increase in market share or sales of environmentally friendly products and services compared to SUPs.	Measured by the cumulative percentage growth in sales revenue over the project period for the 5 winners of the Eco-Challenge: a) Total value of sales (year-on-year) b) Percentage growth in sales (year-on-year)	Market research and sales reports	Swisscontact	By product and service type; geographic coverage of sales; Gender, age and ethnicity of business owners.	0			TBD	TBD	TBD	TBD	The value will depend on product type. The percentage will be determined during the Acceleration program of the 5 winners of the Eco-Challenge. Reduction CIs.
3.1. Description: Support to tourism and hospitality businesses through technical assistance and mentoring												
Outcome Indicator 3.1.1: Percentage reduction in SUP usage among pilot businesses supported in each target city, with a target of at least 30% reduction by the end of the project.	A cumulative measure of the initial volume or weight of SUPs used by each pilot business before support is provided and how these change over time.	Pilot Businesses monitoring reports	Plan International	By business type (e.g., hotel, restaurant); gender, age and ethnicity of owners; and city	0					60%		A total of 60 businesses supported. Assumes 60 businesses project to assessors to business. Reduction CIs.
Outcome Indicator 3.1.2: Percentage of tourism and hospitality businesses that attended workshops and subsequently implemented strategies to reduce SUP usage.	Non-pilot businesses are tracked following attendance at workshops. The specific actions undertaken by businesses will be documented.	Pre and post workshop surveys	Plan International	By business type (e.g., hotel, restaurant); gender, age and ethnicity of owners; and city	0					50%		Broader hospitality businesses interested developing sustainable practices they are the same support and they have information transition SUPs. Reduction CIs.
Outcome 3.2 Description: Achieving behaviour changes in purchasing and use through marketing												

<p>Outcome Indicator 3.2.1: Percentage of individuals reached by awareness-raising and marketing campaigns who report a change in consumer behaviour towards reducing SUPs and adopting alternatives.</p>	<p>Track the total number of individuals exposed to the campaigns (e.g., through social media, events, workshops). Document the types of behavioral changes individuals have made, focusing on their purchasing decisions and product usage.</p>	<p>Face-to-face surveys; Online surveys.</p>	<p>PMU</p>	<p>By city; Gender, age, ethnicity, and socio-economic status of consumers.</p>	<p>0</p>			<p>50%</p>		<p>Consumers need to understand the benefits of sustainable products, frequent business switching, SUPs; use business alternatives, achieved certification, being willing to pay higher prices for sustainable products and services. Reduction of CIs.</p>
<p>Outcome 4.1 Description: Lessons, knowledge and best practices from the project are shared across Laos, the region and globally to allow for shared learning experience and upscaling of initiatives</p>										
<p>Outcome Indicator 4.1.1: Percentage of stakeholders who report increased understanding of best practices and lessons learned from the project after attending knowledge-sharing events.</p>	<p>Measure of the increase in knowledge and understanding after attending workshops and other events.</p>	<p>Surveys</p>	<p>PMU</p>	<p>By gender, age, ethnicity and organization type.</p>	<p>0</p>			<p>75%</p>	<p>75%</p>	<p>Records of attendance, knowledge gained, events were maintained, correlated survey results. Likert scale (1 to 5) will gauge change in understanding before and after event. Reduction of CIs.</p>
<p>Outcome Description 4.2 Coordination with the global programme</p>										
<p>Outcome Indicator 4.1.1: Degree of alignment between project outcomes and global programme objectives, as assessed through stakeholder feedback and evaluation reports.</p>	<p>a) Number of workshops, webinars, and conferences attended. b) Number of presentations made on the Laos project to regional/global forum. c) Percentage of respondents who feel coordination is aligned.</p>	<p>Surveys and feedback mechanisms; Records of events</p>	<p>PMU</p>	<p>a) By event type b) 0 c) 0</p>	<p>0</p>	<p>a) 10</p>	<p>a) 10 c) 75%</p>	<p>a) 10 b) 2</p>	<p>a) 10 b) 2 c) 100%</p>	<p>Regular communication mechanisms in place, all projects aligned and improved on shared experience, outcomes to be a mix of qualitative (example alignment) and quantitative (surveys and Likert scale)</p>

ANNEX D: STATUS OF UTILIZATION OF PROJECT PREPARATION GRANT (PPG)

Provide detailed funding amount of the PPG activities financing status in the table below:

Project Preparation Activities Implemented	GETF/LDCF/SCCF Amount (\$)		
	Budgeted Amount	Amount Spent To date	Amount Committed
Gender and Safeguards Analysis	21,195.00	13,833.00	7,362.00
Stakeholder Engagement	42,603.00	11,402.00	31,201.00
CEO Endorsement Request and Supporting Document Development	86,202.00	53,686.00	32,516.00
Total	150,000.00	78,921.00	71,079.00

ANNEX E: PROJECT MAP AND COORDINATES

Please provide geo-referenced information and map where the project interventions will take place

Location Name	Latitude	Longitude	GeoName ID
Vientiane Capital	17.975706	102.633102	

Location Description:

Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Vang Vieng	18.950090	102.443787	

Location Description:

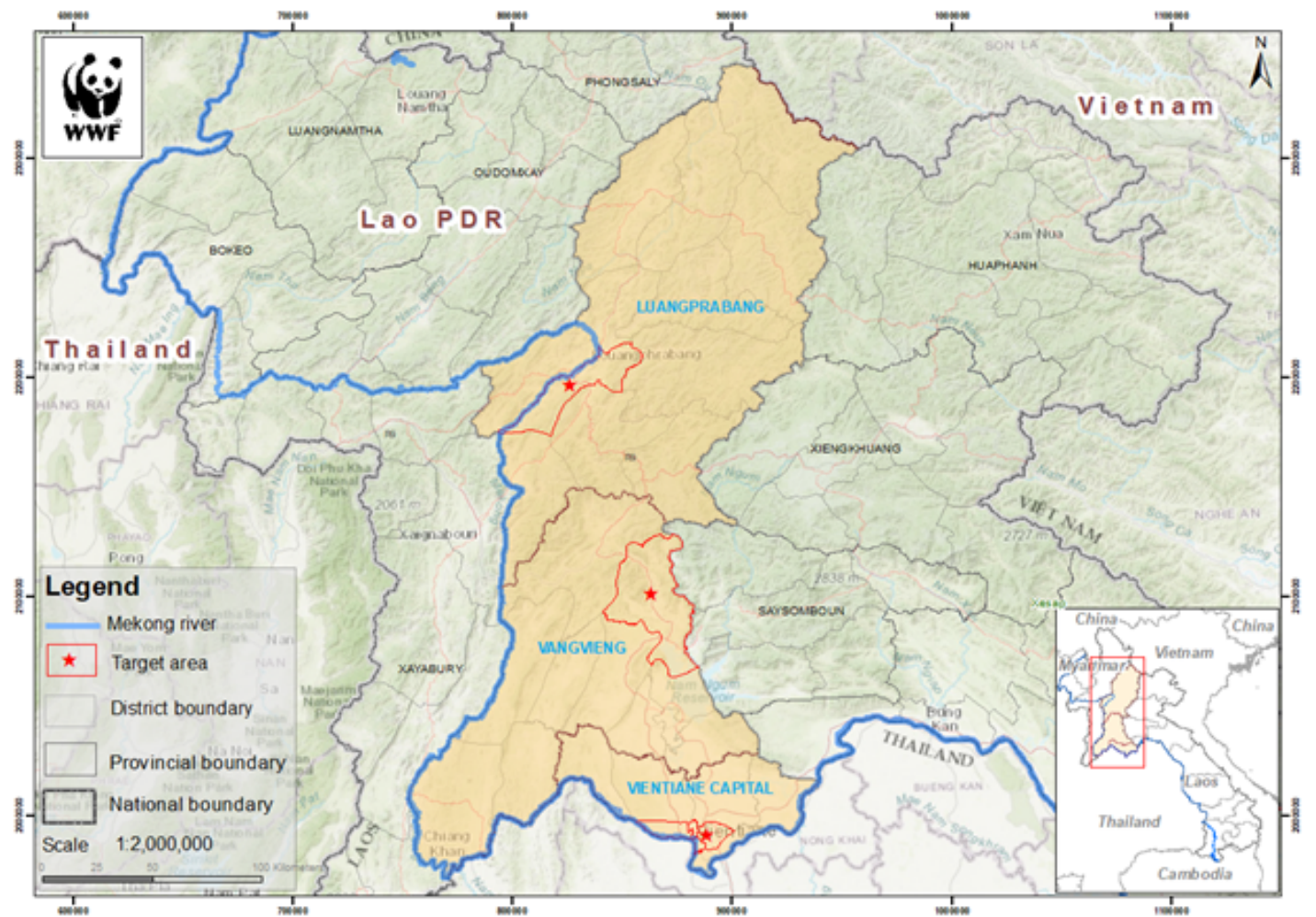
Activity Description:

Location Name	Latitude	Longitude	GeoName ID
Luang Prabang	19.889271	102.133453	

Location Description:

Activity Description:

Please provide any further geo-referenced information and map where project interventions are taking place as appropriate.



ANNEX F: ENVIRONMENTAL AND SOCIAL SAFEGUARDS DOCUMENTS INCLUDING RATING

Attach agency safeguard datasheet/assessment report(s), including ratings of risk types and overall project/program risk classification as well as any management plans or measures to address identified risks and impacts (as applicable).

Title

ANNEX 6 Gender Analysis and Action Plan WWF GEF Laos Plastics

ANNEX 5 Stakeholder Engagement Plan LAOS WWF GEF

Categorization Memo Safeguards Laos WWFGEF

ANNEX G: BUDGET TABLE

Please upload the budget table here.

ANNEX G: OUTCOME LEVEL BUDGET AND COMPONENT LEVEL BUDGET FOR LAOS PLASTICS PROJECT

COMPONENT LEVEL BUDGET:

TITLE: Circular Solutions to Plastics Solutions GEF 8, Lao PDR											
Project Budget by Output Date: 2 October 2024											
Expenditure Category	Detailed Description	Budget notes and assumptions # (Please include footnotes below)	TOTAL COMPONENT 1: Enabling regulatory and policy framework	TOTAL COMPONENT 2: Enterprise Engagement and Product/Services Business Development	TOTAL COMPONENT 3: Tourism and Hospitality Business Support and Marketing	TOTAL COMPONENT 4: Knowledge Management, Communication, and Program-level Coordination	M&E Total: Effective on-going Monitoring and Evaluation	Subtotal	Program Management Cost (PMC)	Total Project	Responsible Entity
Total Sub-grants			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
D Sub-contract to executing partner/ entity			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Executing Partner	SWISS CONTACT	1	\$ -	\$ 987,490.16	\$ -	\$ -	\$ -	\$ 987,490.16		\$ 987,490	SWISS CONTACT
Executing Partner	PLAN INTERNATIONAL	2	\$ 300,994.92	\$ -	\$ 429,375.62	\$ -	\$ -	\$ 730,370.54		\$ 730,371	PLAN INTERNATIONAL
Total Sub-contracts			\$ 300,994.92	\$ 987,490.16	\$ 429,375.62	\$ -	\$ -	\$ 1,717,860.70	\$ -	\$ 1,717,861	\$ -
F Contractual Services – Company	...		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Contractual Services – Company	Mid-Term Evaluation	3	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00		\$ 25,000	MONRE
Contractual Services – Company	End Term Evaluation	4	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00	\$ 30,000.00		\$ 30,000	MONRE
Contractual Services – Company	Marketing firm - strategy and launch for SUP alternative	5	\$ -	\$ -	\$ 71,250.00	\$ -	\$ -	\$ 71,250.00		\$ 71,250	MONRE
Total Contractual Services - Company			\$ -	\$ -	\$ 71,250.00	\$ -	\$ 55,000.00	\$ 126,250.00	\$ -	\$ 126,250	
G International Consultants			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
International consultant	100 days Policy review, consultation and recommendations	6	\$ 104,898.67	\$ -	\$ -	\$ -	\$ -	\$ 104,898.67		\$ 104,899	MONRE
International consultant	Plastics Circular Solutions TA - For ongoing technical advice to PMU and partners	7	\$ 121,563.89	\$ -	\$ -	\$ -	\$ -	\$ 121,563.89		\$ 121,564	MONRE
Total International Consultants			\$ 226,462.55	\$ -	\$ -	\$ -	\$ -	\$ 226,462.55	\$ -	\$ 226,463	
H Local Consultants	...		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Local Consultants	NPAP Secretariat (National Consultant)	8	\$ 123,774.14	\$ -	\$ -	\$ -	\$ -	\$ 123,774.14		\$ 123,774	MONRE
Total Local Consultants			\$ 123,774.14	\$ -	\$ -	\$ -	\$ -	\$ 123,774.14	\$ -	\$ 123,774	
I Salary and benefits / Staff costs			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	

City Level Action Plan TA - WWF	Leading Component 1.3 - City level action plan; 2.3 City level pilots + support	40.0%	\$ 34,440.00	\$ -	\$ -	\$ -	\$ -	\$ 34,440.00	\$ -	\$ 34,440	WWF-Laos
GESI Specialist - WWF	TA for implementation of Gender Action Plan across all Components	10.0%	\$ 7,429.74	\$ 7,429.74	\$ 7,429.74	\$ 7,429.74	\$ -	\$ 29,718.98	\$ -	\$ 29,719	WWF-Laos
ESSF Officer - WWF	WWF staff to support ESSF efforts across all components and support partners	12.5%	\$ 4,286.39	\$ 4,286.39	\$ 4,286.39	\$ 4,286.39	\$ -	\$ 17,145.56	\$ -	\$ 17,146	WWF-Laos
Communication Manager - WWF	Leading Component 4.1 - Comms Strategy and implementation	40.0%	\$ -	\$ -	\$ -	\$ 42,547.20	\$ -	\$ 42,547.20	\$ -	\$ 42,547	WWF-Laos
M&E Officer - PMU	M&E focal point	50.0%	\$ -	\$ -	\$ -	\$ 64,649.89	\$ 64,649.89	\$ 129,299.77	\$ -	\$ 129,300	MONRE
Project Manager - PMU	100% seconded into PMU overseeing overall coordination and compliance	100.0%	\$ 59,676.82	\$ 119,353.64	\$ 99,461.36	\$ 59,676.82	\$ 39,784.55	\$ 377,953.18	\$ 19,892.27	\$ 397,845	MONRE
City Plastics Pilot Coordinator - PMU	Lead for Plastics TA within the province	50.0%	\$ 14,919.20	\$ 29,838.41	\$ 24,865.34	\$ 14,919.20	\$ 9,946.14	\$ 94,488.29	\$ 4,973.07	\$ 99,461	MONRE
Finance Officer (Vientiane) - WWF	Ensuring Financial compliance and reporting	50.0%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 116,038.26	\$ 116,038	WWF-Laos
Procurement and Sub-Grant Compliance Officer - WWF	Ensuring Procurement compliance	50.0%	\$ 19,892.27	\$ -	\$ 19,892.27	\$ 29,838.41	\$ 19,892.27	\$ 89,515.23	\$ 9,846.14	\$ 99,461	WWF-Laos
Total Staff Costs			\$ 140,644.43	\$ 160,908.18	\$ 155,935.11	\$ 223,347.65	\$ 134,272.84	\$ 815,108.21	\$ 150,849.73	\$ 965,958	
Trainings, Workshops, Meetings			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Trainings, Workshops, Meetings	Workshops and Meetings - by PMU		\$ 154,603.16	\$ -	\$ 11,228.96	\$ 71,033.10	\$ -	\$ 236,865.23	\$ -	\$ 236,865	MONRE
Trainings, Workshops, Meetings	Workshops and Meetings - by WWF Laos		\$ 119,689.43	\$ -	\$ -	\$ 169,494.13	\$ -	\$ 289,183.55	\$ -	\$ 289,184	WWF-Laos
Total Trainings, Workshops, Meetings			\$ 274,292.59	\$ -	\$ 11,228.96	\$ 240,527.23	\$ -	\$ 526,048.78	\$ -	\$ 526,049	\$ -
Travel			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Domestic Travel			\$ 31,849.01	\$ -	\$ 20,985.43	\$ 19,496.46	\$ -	\$ 73,330.89	\$ -	\$ 72,331	MONRE
Regional Travel			\$ 24,750.00	\$ -	\$ -	\$ 55,894.09	\$ -	\$ 80,644.09	\$ -	\$ 80,644	MONRE
International Travel			\$ 11,178.57	\$ -	\$ -	\$ 60,981.09	\$ -	\$ 72,159.67	\$ -	\$ 72,160	MONRE
Total Travel			\$ 67,777.59	\$ -	\$ 20,985.43	\$ 136,371.64	\$ -	\$ 225,134.65	\$ -	\$ 225,135	

L Office Supplies			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Supplies	Laptop, hardware and workstations x 5 PMU staff		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,350.00	\$ 16,350	MONRE
Total Office Supplies			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,350.00	\$ 16,350	
M Other Operating Costs			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Other Operating Costs	PMU operating costs	9	\$ 10,119.98	\$ -	\$ 20,239.97	\$ 11,427.18	\$ -	\$ 41,787.13	\$ 8,814.20	\$ 50,601	MONRE
Total Other Operating costs			\$ 10,119.98	\$ -	\$ 20,239.97	\$ 11,427.18	\$ -	\$ 41,787.13	\$ 8,814.20	\$ 50,601	
Grand Total			\$ 1,144,066.21	\$ 1,148,398.34	\$ 709,015.09	\$ 611,673.70	\$ 189,272.84	\$ 3,802,426.17	\$ 176,013.93	\$ 3,978,440	

Budget Notes and Assumptions

Executing Partner - Swisscontact Laos will lead component 2 which focuses on product and market development of substitutes to SUPs. This will be complementing Swiss Contact existing Waste to Value Project and Sustainable Consumption and Production (SCP) project which seeks to improve the environmental performance in service sector SMEs through access to green products and better waste management practices (broader environmental aspects than SUPs). SC will share 50% of their operating costs and 3 staff positions as well as managing their existing incubator and supply chain consultant (Makerbox and Econoi)

Executing Partner - PLAN International Laos will provide support and mentoring to tourism/hospitality businesses to phase out problematic SUPs and complete the transition to more sustainable approaches. This will be building on PLAN's 'lasting Laos' certification project where businesses are supported with introductory training and courses on environmental conservation, waste management, gender equality, and child safeguarding. The GEF project will ensure Plastics forms an integral part of the certification audit which will be undertaken by the Lao National Chamber of Commerce.

3 Mid-term evaluation - Independent consultants will be recruited by the WWF US evaluation office, in coordination with MONRE and WWF Laos.

4 End Term evaluation - Independent consultants will be recruited by the WWF US evaluation office, in coordination with MONRE and WWF Laos.

5 Specialist Marketing firm to develop and implement a behaviour change strategy in support of the piloting businesses to use SUP alternatives

6 International Consultant - 100 days Policy review, consultation and recommendations

7 Plastics Circular Solutions TA - For ongoing technical advice to PMU and partners

8 NPAP Secretariat supporting the coordination of multistakeholders and projects to align with MONRE's National Plastic Action Plan.

9 PMU operating costs charged to PMC - includes utilities, stationary etc

MONRE/DOE, through the PMU, will have oversight of the workshops and training budgets for the outputs and activities under their responsibilities. However, the procurement of venues, paying of DSAs and travels and the associated accounting, payment of invoices and financial reports will be independently processed by a dedicated WWF-Laos financial staff specifically hired for this project.

11 WWF Laos will oversee and manage workshop budgets specifically related to the City Level action plan, communication strategy and dissemination across the 3 cities. This mainly includes venue hire, travels, DSAs and organising launching events

OUTCOME LEVEL BUDGET:

TITLE: Circular Solutions to Plastics Solutions GEF 8, Lao PDR
Project Budget by Output Date: 2 October 2024

Expenditure Category	Detailed Description	Budget notes and assumptions	Outcome 2.1	Outcome 2.2	Outcome 3.1	Outcome 3.2	Outcome 3.3	Outcome 4.1	Outcome 4.2	Outcome 4.3	Outcome 4.4	Subtotal	Program Management Cost (PMC)	Total Project	Responsible
			TOTAL COMPONENT 1: Enabling regulatory and policy framework	TOTAL COMPONENT 2: Enterprise development for new Products and Services	TOTAL COMPONENT 2: Enterprise Engagement and Product/Service Business Development	TOTAL COMPONENT 3: Business Support, Mentoring and Certification	TOTAL COMPONENT 3: Behavior Change through Marketing	TOTAL COMPONENT 3: Tourism and Hospitality Business Support and Marketing	TOTAL COMPONENT 4: Lessons, knowledge and best practices from the project are shared across Laos, the region and globally	TOTAL COMPONENT 4: Knowledge Management, Communication, and Program Level Coordination	MBE Total: Effective on-going Monitoring and Evaluation				
Total Sub-grants			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-contract to executing partner/ entity			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Executing Partner	SWISS CONTACT	1	\$ -	\$ -	\$ 18,055.36	\$ 863,435.00	\$ 987,490.36	\$ -	\$ -	\$ -	\$ -	\$ 987,490.36	\$ -	\$ 987,490.36	SWISS CONTACT
Executing Partner	PLAN INTERNATIONAL	2	\$ 300,394.92	\$ 300,394.92	\$ -	\$ -	\$ 429,375.62	\$ -	\$ 429,375.62	\$ -	\$ -	\$ 730,370.54	\$ -	\$ 730,370.54	PLAN INTERNATIONAL
Total Sub-contracts			\$ 300,394.92	\$ 300,394.92	\$ 18,055.36	\$ 863,435.00	\$ 987,490.36	\$ 429,375.62	\$ 429,375.62	\$ -	\$ -	\$ 1,717,660.70	\$ -	\$ 1,717,660.70	
Contractual Services - Company			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Contractual Services - Company	Mid Term Evaluation	3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25,000.00	\$ -	\$ 25,000.00	MONRE
Contractual Services - Company	End Term Evaluation	4	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00	\$ -	\$ 30,000.00	MONRE
Contractual Services - Company	Marketing firm - strategy and launch for SUP alternative	5	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 71,250.00	\$ 71,250.00	\$ -	\$ -	\$ 71,250.00	\$ -	\$ 71,250.00	MONRE
Total Contractual Services - Company			\$ -	\$ -	\$ -	\$ -	\$ -	\$ 71,250.00	\$ 71,250.00	\$ -	\$ -	\$ 126,250.00	\$ -	\$ 126,250.00	
International Consultants			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
International consultant	30 days Policy review, consultation and recommendations	6	\$ 104,898.67	\$ 104,898.67	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 104,898.67	\$ -	\$ 104,898.67	MONRE
International consultant	Plastics Circular Solutions TA - For ongoing technical advice to PMU and partners	7	\$ 121,563.89	\$ 121,563.89	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 121,563.89	\$ -	\$ 121,563.89	MONRE
Total International Consultants			\$ 226,462.56	\$ 226,462.56	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 226,462.56	\$ -	\$ 226,462.56	
Local Consultants			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Local Consultants	NPAP Secretariat (National Consultant)	8	\$ 123,774.14	\$ 123,774.14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 123,774.14	\$ -	\$ 123,774.14	MONRE
Total Local Consultants			\$ 123,774.14	\$ 123,774.14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 123,774.14	\$ -	\$ 123,774.14	
Salary and benefits / Staff costs			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
City Level Action Plan TA - VVF	Leading Component 1.3 - City level action plan, 3 City level pilot - PMU support	40:00	\$ 34,440.00	\$ 34,440.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,440.00	\$ -	\$ 34,440.00	VVVF-Lao
GESI Specialist - VVVF	TA for implementation of Gender Action Plan across all components	10:00	\$ 7,423.74	\$ 7,423.74	\$ 7,423.74	\$ 7,423.74	\$ 7,423.74	\$ 7,423.74	\$ 7,423.74	\$ 7,423.74	\$ 7,423.74	\$ 23,789.98	\$ -	\$ 23,789.98	VVVF-Lao
ESPF Officer - VVVF	VVVF staff to support ESFP efforts across all components and support partners	12:00	\$ 4,286.33	\$ 4,286.33	\$ 4,286.33	\$ 4,286.33	\$ 4,286.33	\$ 4,286.33	\$ 4,286.33	\$ 4,286.33	\$ 4,286.33	\$ 17,145.56	\$ -	\$ 17,145.56	VVVF-Lao
Communication Manager - VVVF	Leading Component 4.1 - Comm Strategy and	40:00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42,547.20	\$ -	\$ 42,547.20	VVVF-Lao
MBE Officer - PMU	MBE location	300:00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 32,324.94	\$ 64,649.89	\$ 96,974.83	MONRE
Project Manager - PMU	PMU (relocated into PMU) covering overall coordination and compliance	50:00	\$ 59,676.82	\$ 59,676.82	\$ 39,784.55	\$ 79,569.09	\$ 119,353.64	\$ 59,676.82	\$ 39,784.55	\$ 19,892.27	\$ 59,676.82	\$ 39,784.55	\$ 19,892.27	\$ 397,845.00	MONRE
City Plastics Pilot Coordinator - PMU	Lead for Plastics TA within the project	50:00	\$ 14,919.20	\$ 14,919.20	\$ 9,946.14	\$ 19,892.27	\$ 29,838.41	\$ 14,919.20	\$ 9,946.14	\$ 4,973.07	\$ 14,919.20	\$ 9,946.14	\$ 4,973.07	\$ 99,461.00	MONRE
Finance Officer (Vientiane) - VVVF	Ensuring Financial compliance and reporting	50:00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 18,038.26	VVVF-Lao
Procurement and Sub-Grant Compliance Officer - VVVF	Ensuring Procurement compliance	50:00	\$ 19,892.27	\$ 19,892.27	\$ -	\$ -	\$ -	\$ 19,892.27	\$ 19,892.27	\$ 9,946.14	\$ 29,838.41	\$ 19,892.27	\$ 9,946.14	\$ 99,461.00	VVVF-Lao
Total Staff Costs			\$ 140,644.43	\$ 140,644.43	\$ 49,730.68	\$ 111,177.50	\$ 160,908.18	\$ 66,312.16	\$ 69,622.95	\$ 155,335.11	\$ 146,781.43	\$ 74,566.16	\$ 223,347.85	\$ 134,272.84	\$ 879,609.21
Total			\$ 1,144,066.21	\$ 1,144,066.21	\$ 167,785.94	\$ 980,612.50	\$ 1,146,398.34	\$ 575,667.77	\$ 993,327.31	\$ 709,015.69	\$ 428,230.10	\$ 1,633,443.60	\$ 611,673.07	\$ 1,895,272.84	\$ 3,978,440.00

Budget Notes and Assumptions

Executing Partner - Swisscontact Laos will lead component 2 which focuses on product and market development of substitutes to SUPs. This will be complementing Swiss Contact existing Waste to Value Project and Sustainable Consumption and Production (SCP) project which seeks to improve the environmental performance in service sector SMEs through access to green products and better waste management practices (broader environmental aspects than SUPs). SC will share 50% of their operating costs and 3 staff positions as well as managing their existing incubator and supply chain consultant (Makerbox and Econo).

Executing Partner - PLAN International Laos will provide support and mentoring to tourism/hospitality businesses to phase out problematic SUPs and complete the transition to more sustainable approaches. This will be building on PLAN's "Lasting Laos" certification project where businesses are supported with introductory training and courses on environmental conservation, waste management, gender equality, and child safeguarding. The GEF project will ensure Plastics forms an integral part of the certification audit which will be undertaken by the Lao National Chamber of Commerce.

3 Mid-term evaluation - Independent consultants will be recruited by the WWF US evaluation office, in coordination with MONRE and WWF Laos.

4 End Term evaluation - Independent consultants will be recruited by the WWF US evaluation office, in coordination with MONRE and WWF Laos.

5 Specialist Marketing firm to develop and implement a behaviour change strategy in support of the piloting businesses to use SUP alternatives

6 International Consultant - 100 days Policy review, consultation and recommendations

7 Plastics Circular Solutions TA - For ongoing technical advice to PMU and partners

8 NPAP Secretariat supporting the coordination of multistakeholders and projects to align with MONRE's National Plastic Action Plan.

9 PMU operating costs charged to PMC - includes utilities, stationary etc.

MONRE/DoE, through the PMU, will have oversight of the workshops and training budgets for the outputs and activities under their responsibilities. However, the procurement of venues, paying of DSAs and travels and the associated accounting, payment of invoices and financial reports will be independently processed by a dedicated VVVF-Lao financial staff specifically hired for this project.

10 WWF Laos will oversee and manage workshop budgets specifically related to the City Level action plan, communication strategy and dissemination across the 3 cities. This mainly includes venue hire, travels, DSAs and organising launching events

Please explain any aspects of the budget as needed here

ANNEX G: COMPONENT LEVEL BUDGET FOR LAOS PLASTICS PROJECT

Please see additional ANNEX G for the Outcome and Component level budget

ANNEX I: RESPONSES TO PROJECT REVIEWS

From GEF Secretariat and GEF Agencies, and Responses to Comments from Council at work program inclusion and the Convention Secretariat and STAP at PIF.