

PROMISE

PREVENTION OF MARINE LITTER
IN THE LAKSHADWEEP SEA



Implementing Countries



MALDIVES

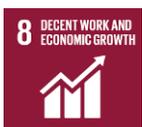


SRI LANKA



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Contribution to SDGs



Project Funded by

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About PROMISE

Prevention of Marine Litter in the Lakshadweep Sea (PROMISE) is a **4-year project (2020-2024)** supported by the **European Union (EU) under the SWITCH Asia Programme**. Tourism industries have been identified as major contributors to marine litter due to high consumption rates of fast-moving consumer goods (FMCG) and convenience products wrapped in single-use plastic packaging. In many touristic regions of the global south, this is aggravated by the absence of effective policy frameworks, a lack of consumer awareness and insufficient capacities of local authorities to handle the increasing solid waste. **The Maldives, Sri Lanka and India** have undergone substantial growth in tourism clusters located along their **shorelines of the Lakshadweep Sea**. While this has increased the economic well-being of the local population, these developments have also come at a high price. The PROMISE project responds to this by prevention and leakage of wastes from land-based sources into the Lakshadweep Sea in line with **Sustainable Consumption and Production (SCP) approach**. To achieve the desired impact, the activities target **tourism clusters** located along the Lakshadweep shorelines in the Maldives, Sri Lanka and India.

Target Groups

The primary target groups of the action include both micro, small and medium enterprises (MSMEs) in the tourism industry (i.e. resorts, hotels, guest houses, leisure services providers) as well as MSMEs directly catering to tourism industries (i.e. restaurants, retailers, convenience food manufacturers, beverage companies). The other target groups include government institutions, consumers, associations and financial institutions.



MSMEs in tourism clusters



Local coastal businesses



Local government and municipalities



Policy makers & advisors



Financial institutions



Tourists & coastal population



Planned Activities

- ❖ **Map out** and identify the **sources and consequences of marine litter** along the Lakshadweep shorelines.
- ❖ **Support MSMEs** from tourism clusters in the Maldives, Sri Lanka and India in **implementing waste minimisation options** in their business operations and overarching strategies.
- ❖ **Enable access to finance for MSMEs** to implement high cost waste minimisation options.
- ❖ **Strengthen regional policy frameworks** for waste management in coastal areas and contribute to reduced waste generation and littering in all three target countries.
- ❖ Conceptualisation and initiation of '**Lakshadweep Zero-Waste Alliance**'.
- ❖ **Sensitise wider stakeholder network** about the approaches to waste prevention.

Expected Results

300 MSMEs in tourism clusters supported in implementation of waste minimisation measures

1000 tons of waste collected through beach cleanups & prepared for closed-loop recycling

Lakshadweep Zero-Waste Alliance initiated

15 MSMEs taking action towards accessing finance for high cost waste minimisation options

Guidelines and tools developed to support decision making on financing zero-waste measures



Project Implementing Partners



www.mnu.edu.mv

The Maldives National University, Maldives aims to create, discover, preserve and disseminate knowledge that is necessary to enhance the lives and livelihoods of people and essential for the cultural, social, and economic development of the nation.

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adelphi

www.adelphi.de/en

adelphi, Germany is a leading independent think tank and public policy consultancy on climate, environment and development. adelphi possesses extensive experience in working with financial, policy and other stakeholders towards strengthening the MSME ecosystem.

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www.ncpcsrilanka.org

National Cleaner Production Centre (NCPC) Sri Lanka is the foremost sustainability solutions provider in Sri Lanka. It has more than 18 years of experience in advocating Resource Efficient Cleaner Production (RECP) and other proactive environment management tools in various industrial and business sectors.

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www.parley.tv

Parley for the Oceans, Maldives is an environmental organization with a global collaborative network striving to address the major threats towards our oceans. Parley works for the Oceans by raising awareness, empowering industries, and inspiring consumers towards new ways of creating, thinking, and protecting our blue planet.

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STENUM Asia

www.sustent.in

STENUM Asia, India has a mission to help the world meet its needs sustainably from the finite resources on the planet and towards which it works with business enterprises to embed sustainability in their Strategy and Operations with a special emphasis on resource efficiency and transitioning to circular business models.

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The Energy and Resources Institute

www.teriin.org

The Energy and Resources Institute (TERI), India is a research institute that specialises in the fields of energy, environment and sustainable development. TERI has vast experience in Sustainable Consumption and Production (SCP) & clean technology implementation in Asia and Africa.

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