



## Twitter Chat on Plastic Waste Management

**Organiser:** Development Alternatives

**E**very year in the month of July the world comes together for Global Movement of #PlasticFreeJuly. Individuals and Organisations conduct month-long activities and events to create awareness and promote the significance of Plastic waste management.

Development Alternatives Group has been working to reduce plastic pollution and managing plastic waste more effectively since last many years. We are also promoting the zero consumption of single-use plastic products and the practice of segregation for recycling processes.

On 29 July 2021 at 04 pm (IST), DA organised a Twitter Chat #PlasticFreeJuly, in partnership with Iforest, India, where 5 questions were posted to discuss about the severe issues related to consumption of Single- use plastic, its consequences upon marine and human life systems and institutional and technical solutions to establish plastic waste management.

This chat helped in developing knowledge-based ideas to reduce increasing plastic littering and waste around us, create awareness among people and encourage them to abolish the consumption of single-use plastic and switch to recyclable alternatives.

The outreach of this campaign exceeded more than 11,000 where expert organisations like iFOREST, School of Water and Waste, India Water Portal, and individuals participated - tweeted/posted/reposted and shared the ways to recycle plastic bottles, Implement inclusive Extended Producer Responsibility to strengthen local infrastructure, factoring collection, transportation and processing costs with informal Waste workers as partners, consumption of recycled products and bringing public and civic authorities together to deliberate on the issue.

