



Environment and Social Development Organization

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Press release for Mobile Campaign for Plastic Free July

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Press Release

Mobile Campaign to Observe Plastic-Free July

Be Part of the Solution to Reduce Plastic Pollution

Dhaka 08 July 2023: To observe the Plastic-free July, a day-long mobile campaign was Environment and Social Development Organization- ESDO on July 8, 2023, in various locations in Dhaka city. Throughout this mobile campaign, an appealing message of 'Combat plastic pollution' was effectively spread to raise awareness about the pressing need to end plastic pollution.

Plastic Free July is an initiative of the Plastic Free Foundation, a global movement aimed at creating a world free from plastic waste. Originating in 2011, the award-winning Plastic Free July campaign has evolved over the years, enabling millions of individuals to contribute to the cleanup of our streets, oceans, and communities by reducing plastic usage.

Hazardous chemicals used to make plastic are discharged into the environment when discarded. According to the most recent studies, over 13,000 chemicals have been linked to plastics and plastic manufacture across various uses. The toxins eventually cause serious health damage when they enter the human body through the food chain. A historic resolution was adopted in February 2022 at the resumed fifth session of the United Nations Environment Assembly (UNEA-5.2) to create a legally binding international instrument on plastic pollution, including in the marine environment, to conclude the negotiations by the end of 2024.

The instrument is built on a thorough methodology that considers the whole life cycle of plastic. The Intergovernmental Negotiating Committee's second session (INC-2) to create a legally binding international instrument on plastic pollution, including in the marine environment, has already concluded by laying out a schedule for the meetings leading up to INC-3 and requiring the creation of a "zero draft" of the new treaty for review at INC-3. To raise awareness of the dangers of plastic, inform people about the global plastic treaty, and gain their support for efforts to stop plastic pollution, ESDO conducted a mobile campaign today.

The campaign started from TSC, University of Dhaka, at 9.30 am. Dividing into some groups, team members of ESDO gathered public opinions about the effects of plastic and took interviews throughout this campaign. Most people appreciated this initiative ESDO took and expressed concern over the harmful consequences of plastic waste on the environment. They appealed to the government to stop the production of plastic immediately and make its alternative products readily available to the masses.

The spontaneous participation of the people in this day-long mobile campaign was significant. While many individuals were initially unaware of the Global Plastic Treaty, they expressed their support for the agreement upon being informed about it. The campaign started at TSC and made its way through the National Press Club, Hatirjheel, Gulshan, and Shangshod Bhavan, ultimately reaching Dhanmondi Lake at 4:30 pm.

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