



JCCI International Seminar 2025



**TONGA
RECYCLERS
ASSOCIATION INC**

Design by PhotoDirector

**What actions should be taken on plastic
under SDGs12 "Sustainable
Consumption and Production?"**

TRA BRIEF

- TRA was initiated by JPRISIM in early 2021.
- With the advice and assistance of JPRISM Dr. Yoko Onuma san, TRA was officially registered in October 2022.
- TRA is focussing on private sector development and participation in the recycling industry, promoting circular economy with strong emphasis on 3R+Return thereby minimising waste and contributing to better environmental management and people's health in Tonga.

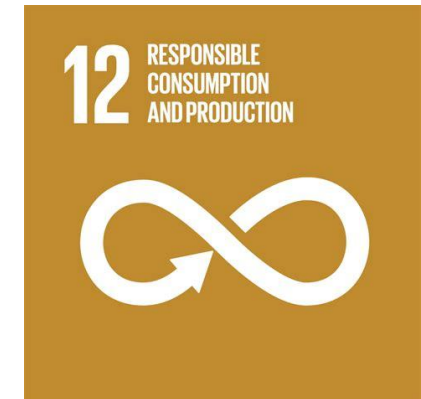
TRA Vision is to establish a holistic approach to prudent recycling and waste management measures in Tonga which reduces the number of waste recyclables being burnt, buried and dumped in our landfills, which have a huge negative impact on our carbon footprint, climate change and sea-level rising.

TRA Mission is to strengthen appropriate waste management and recycling initiatives and capacities in Tonga, and to represent the voice of waste management, recycling and circular economy advocates.



SDGs12 Sustainable consumption and production - Plastic Action

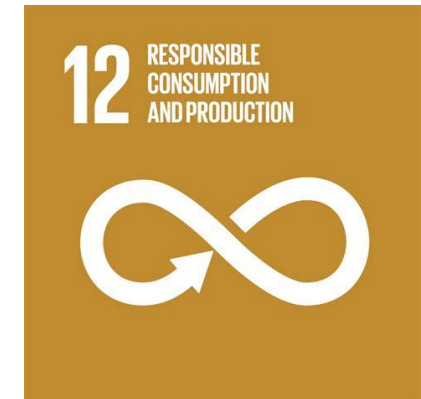
Sustainable consumption and production - consider the entire life cycle of economic activities, from the extraction of resources, processing these resources into materials and products, the use of these products, and finally their disposal as wastes or emissions.



SDGs12 Sustainable consumption and production - Plastic Action

1. Extraction of resources
2. Processing of resources
3. Consumption of products from these resources
4. Disposal of waste

No participation in 1 & 2, Majority in 3 and huge problem in 4 – The case of Tonga in plastic consumption and production



SDGs12 Sustainable consumption and production - Plastic Action

3R+RETURN



EPR - Extended Producer Responsibility: How Producers Lead Sustainability

The concept of "RETURN" involves the export of recyclable resources, valuable resources, and other materials that are difficult to process and dispose through the 3R. PET plastic is one of them and TRA is excited to partner with CCEP and other stakeholders such as JPRISM and SWIRE Shipping to tackle the major plastic pollution in Tonga.



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SDGs12 Sustainable consumption and production - Plastic Action

3R+RETURN



EPR - Extended Producer Responsibility: How Producers Lead Sustainability

EPR is a key policy approach to managing waste and promoting sustainable practices. It is an important aspect of supporting a circular economy and businesses must embrace environmentally friendly processes to comply. EPR can be beneficial not only to the environment, but also to producers of products who can reduce their reliance on finite resources.



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CHALLENGES OF COLLECTION IN PACIFIC ISLANDS

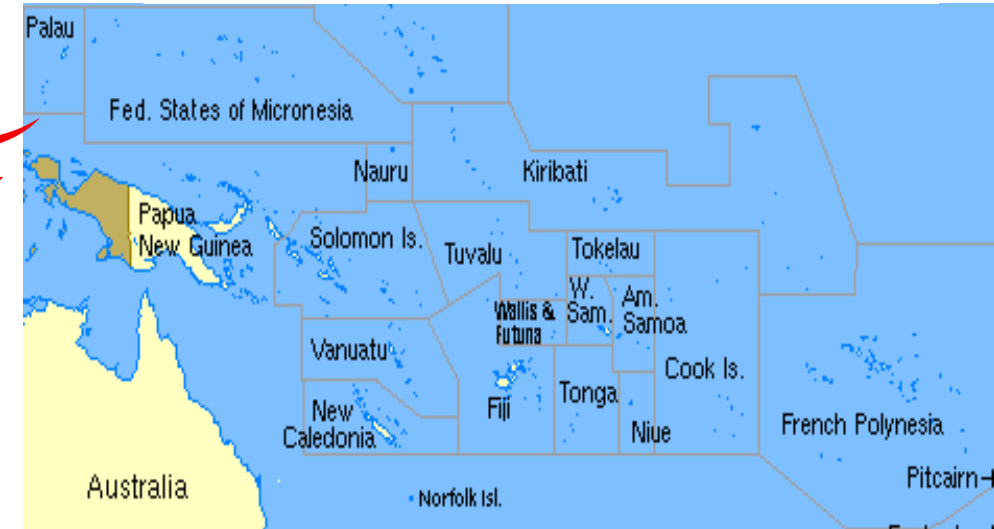


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**EUROPACIFIC
PARTNERS**



- Expensive and difficult (no incentives)
- Volumes too small for rPET plants
- Vast distances and expensive shipping costs
- Little to no curbside
- Bespoke solution based on geography, cultural factors, accessibility and convenience
- Need to develop recycling behaviors and awareness.
- Approx 12million PET items enter Tonga annually. Majority is going to the landfill
- About 4 million units belong to CCEP, the rest are other producers. Need other producers to join TRA and CCEP immediately - EPR.

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TONGA PET COLLECTION



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- No collection of PET prior to 2024
- 5 seniti per container incentive
- Schools and churches as collection points – as centre of community
- Need to educate about recycling and introduce recycling behaviour- GenZ ideal
- Trial in 1 electorate since July 2024
- Extend to all the schools in 2025
- Aim to set up public collection centre in central location, to operate once a week
- Collaboration between industry, government, NGOs, community- all need to work together
- Material baled and sent offshore for recycling (currently Malaysia)
- Formal launch March 2025.



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Partnerships



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Malo 'Aupito
Domo Arigato Gozaimasu
Thank you very much!



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