On Potential Options for Elements Toward an International Legally Binding Instrument - A Submission to INC-1 from International Medical Crisis Response Alliance (IMCRA)

Country: United States of America

Organization: International Medical Crisis Response Alliance

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Substantive elements

1. Objective(s)

a) What objective(s) could be set out in the instrument?

Proposed Objective:
To encourage voluntary and enthusiastic international cooperation in the action of plastic recycling at the level of the individual household

Explanatory Text:
Since it is unlikely that plastic production can be rapidly reduced and chemical modification of deleterious plastics can be achieved quickly, a key factor in reducing plastic pollution will be community and individual understanding of, and enthusiasm for, recycling and reduced plastic use

2. Core obligations, control measures and voluntary approaches

• What core obligations, control measures and voluntary approaches would provide a comprehensive approach to addressing plastic pollution, including in the marine environment, throughout the full life cycle in line with the future objective(s) of the instrument?

A both long-term and immediate goal should be intensive individual, community and national education on the medical and environmental importance of limited plastic use and plastic recycling. This might be strengthened by a review of the global health consequences in the absence of same.

The national education program should utilize the services of commercial advertising agencies, particularly using the example of those in the United States who are exceptionally skilled at manipulating the psychological perceptions of any recommended national action.
• **Implementation elements**

• **Implementation measures**
  
  • *How to ensure implementation of the instrument at the national level (eg. role national action plans contribute to meeting the objectives and obligations of the instrument?)*
  
  • *How to ensure effectiveness of the instrument and have efficient national reporting?*
  
  • *Please provide any other relevant proposals or priorities here on implementation measures (for example for scientific and technical cooperation and coordination as well as compliance).*

An action plan focused on the above points should include an intensive program which is culturally informed, regionally palatable and suited to the area where it is implemented.

The associated advertising campaign should be focussed on popular outreach and education. It might be initiated by a review of what the regional cultural motivators are and then launched via an attempt to match the plastic recycling campaign with those motivators. Some examples might be TikTok or Twitter videos which earn "likes" or other inducements each time a picture is posted of a recycling effort.

In addition regional governments might provide small "rewards" to households and apartment blocks which demonstrate a commitment to recycling. IMCRA would be happy to make its medical resources and global connections available to any pursuit of this end.

• **Means of Implementation**

With respect to means of implementation, document UNEP/PP/INC.1/5 covers the following elements: capacity-building, technical assistance, technology transfer on mutually agreed terms and financial assistance.

• *What measures will be required to support the implementation of the instrument?*

**Technical Assistance** would be provided by an advertising or propaganda agency skilled in making the idea of individual household recycling both palatable and attractive when keyed to regional or national likes and cultures.

**Capacity Building** might involve the implementation of a subset of the suggested programs as an element of school curricula, a component of boy scout and girl scout programs and both urban and rural camp activities.

**Financial Assistance:** This should be provided at both a global and national level to encourage and implement the suggestions noted above. A national budget for these programs would be only a small fraction of many national military budgets and would accomplish infinitely more for the future of the nation involved.
• **Additional input**

Please provide any other relevant proposals or priorities here (for example introductory elements; awareness-raising, education and exchange of information; research; stakeholder engagement; institutional arrangements and final provisions).

Additional input will be provided by IMCRA on the basis of our faculty of known medical experts who can speak to the widespread health and well-being dangers of plastic pollution, oceanic biome destruction, food chain interruption and other toxic effects of the current situation addressed by INC-1.