



FACTSHEET

MA-RE-DESIGN



MARINE LITTER PREVENTION THROUGH REDUCTION, SUSTAINABLE DESIGN, AND RECYCLING OF PLASTIC PACKAGING (MA-RE-DESIGN)

PROJECT BACKGROUND

The project used a multi-level approach to prevent plastic leakage into the marine environment, focusing on the entire packaging value chain within a circular economy. WWF Thailand and Germany lead in local level to support best practices in tourism hotspots at Koh Tao and Trang City Municipalities (including Pak Meng, Koh Mook, and Koh Libong).

WHAT WE DO

As a part of the MA-RE-DESIGN Project, WWF Thailand and Germany lead efforts in Koh Tao and Trang City to reduce single-use plastics in tourism, improve packaging waste management, and enhance awareness and monitoring through discussions and capacity building.





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KEY ACHIEVEMENTS



World Oceans Day 2026

On World Oceans Day 2026 (June 8), the largest beach-cleaning event under the theme “Advancing Circularity for Island Systems” organized beach and underwater cleanups across Koh Tao. Over 500 volunteers from WWF, local communities, schools, dive shops, tourists, and others collected 1,333.90 kg of waste, marking a 27.1% reduction compared to 2025 (1,829.17 kg). The 495.27 kg decrease highlights the success of ongoing waste management efforts and growing community awareness among residents and stakeholders.



WORLD OCEAN DAY 2026

Koh Tao, Surat Thani Province • 8 June 2026

PROTECTING OCEANS THROUGH COLLECTIVE ACTION



TOTAL WASTE COLLECTED

1,333.9 kg



BEACH CLEANUP

660.1 kg
(49.5%)



MARINE CLEANUP

673.8 kg
(50.5%)



VOLUNTEERS PARTICIPATED

500+
persons

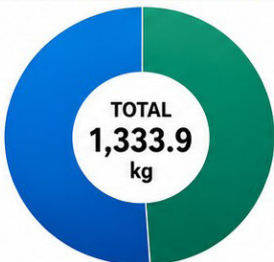


COLLECTION SITE

Koh Tao

WASTE COMPOSITION: BEACH vs MARINE

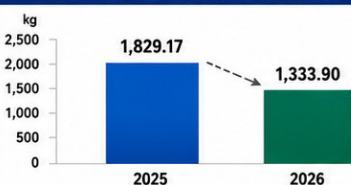
49.5%
660.1 kg
BEACH WASTE



50.5%
673.8 kg
MARINE WASTE



YEAR-ON-YEAR COMPARISON: TOTAL WASTE COLLECTED (kg)



WASTE COLLECTED
DECREASED BY

27.1%

(495.27 kg less than 2025)

TOP 5 WASTE CATEGORIES (RANKED BY WEIGHT)

1	Mixed Diving Waste (Unsorted)	261.7 kg	19.6%
2	Glass Bottles	159.7 kg	12.0%
3	Clear PET Bottles	117.0 kg	8.8%
4	Fishing Nets & Rope	109.4 kg	8.2%
5	Colored Plastic / HDPE	73.2 kg	5.5%

* Percentage of total waste collected

THIS MAY INDICATE:

- ✓ Strong community participation with 500+ volunteers
- ✓ Continued marine conservation efforts
- ✓ Improved waste management and awareness
- ✓ Reduced accumulation of legacy waste compared with 2025

EXECUTIVE TAKEAWAY

World Ocean Day 2026 brought together more than **500 volunteers** in Koh Tao and successfully collected **1.33 tonnes** of waste from both beach and marine environments.

While marine debris remains a significant challenge, the **27.1% reduction** in total waste collected compared with 2025 indicates **positive progress** in waste management, community engagement, and marine conservation efforts.



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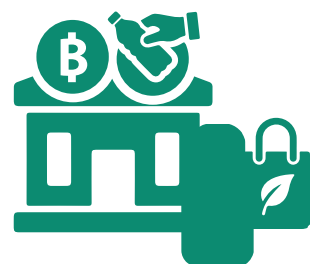
Project Concludes with Lasting Impact in Trang

The conclusion event in Trang marked an important milestone for the MA-RE-DESIGN project, bringing together government agencies, local communities, businesses, academia, and civil society to showcase achievements in reducing plastic waste and strengthening sustainable waste management systems. The event highlighted progress in community waste segregation, recycling and recovery initiatives, engagement with tourism businesses, and the development of local action plans that help prevent plastic leakage into the marine environment. More importantly, it demonstrated how collaboration across sectors can turn practical solutions into lasting impact, laying a strong foundation for a circular economy and a cleaner, more sustainable future for Trang and Thailand's coastal communities.



Project Concludes with Lasting Impact in Koh Tao

Koh Tao has become an island innovation model under the theme "Advancing Circularity for Island Systems." Through the MA-RE-DESIGN Project, collaboration among authorities, tourism businesses, communities, and the diving sector has addressed challenges such as seasonal waste fluctuations and high transport costs. Five mechanisms were introduced: the Koh Tao PSC Action Plan for joint governance, tourism business engagement to reduce single-use plastics, a deposit return system for containers, the Trash Treasure Tao community waste bank, and a value chain for low-value recyclables. To conclude the project, WWF organized a major event showcasing these achievements, demonstrating that circular economy success depends on co-design and collective action, with Koh Tao's model offering strong potential for replication in other regions.



Working to sustain the natural world for the benefit of people and wildlife.

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