



# FACTSHEET

PLASTIC SMART CITIES  
– COCA COLA (TCCF)



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### PROJECT BACKGROUND

The **Plastic Smart Cities** – Coca Cola (TCCF) project builds on earlier efforts in Surat Thani to reduce plastic leakage and strengthen inclusive waste systems. It supports 128 existing informal waste pickers (**Saleng**) while adding at least 40 new members. Key strategies include strengthening the **Saleng Association**, expanding coverage, formalising partnerships with junk shops and new Material Recovery Facilities (MRFs), integrating a human rights framework, creating **EPR-driven markets** for low-value plastics, and advocating nationwide replication of the Surat Thani model. These efforts aim to improve livelihoods, professionalise the informal sector, and deliver scalable solutions to Thailand's plastic waste challenges.

### WHAT WE DO

#### 1 Strengthen Saleng Association

- Provide capacity building on safeguards (health & safety, human rights, GEDSI, plastic leakage prevention), financial literacy, data management, and business operations.

#### 2 Expand Saleng Association

- Map underserved areas and link them with Saleng members.
- Recruit at least 40 new Saleng members by addressing misconceptions and promoting legal/financial benefits.



#### 3 Formalise Partnerships with Junkshops and MRFs

- Identify potential partners and sign at least 3 MoUs with junk shops/ MRFs.
- Require junk shops to provide benefits/incentives for Saleng members.
- Provide training for junk shops on safeguards and premium market access.



#### 4 Integrate Human Rights Framework

- Develop training materials and framework.

#### 5 Explore Market Opportunities for Low-Value Plastics (LVPs) under EPR

- Draft and sign MoUs with 2 MRFs to support LVP collection/ recycling.

#### 6 Advocate for National Saleng Association Model

- Develop policy white paper/ guidebook for municipalities to adopt the model.
- Share study findings and recommendations with central government and the National Saleng Association.





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## KEY ACHIEVEMENTS



- Strengthened municipal capacity by delivering an Environmental and Social Safeguards Framework (ESSF) training for relevant municipal officers.
- Engaged over 80 Saleng members through the Kick-off Workshop, using participatory approaches to assess their needs, challenges, and access to rights and social services.
- Held the 2025 Saleng Annual Meeting with 120 members, featuring annual dividend distribution, project progress updates, and a financial security survey.
- Developed and distributed Saleng Membership Information Leaflets to promote membership registration, project benefits, and access to project information.
- Established a landmark partnership through the signing of MoUs between Surat Thani Municipality and five partner junk shops, introducing a 1% monthly sales dividend for Saleng welfare and improving waste data sharing with the municipality.
- Facilitated an inter-municipal knowledge exchange on the Surat Thani Saleng network model, including field visits to partner junk shops to share practical experiences and lessons learned.



- Enhanced the capacity of 90 Saleng members through the Financial and Human Rights Training.
- Delivered Extended Producer Responsibility (EPR) capacity-building training for municipal officers and MRF representatives, strengthening local EPR implementation.

## CHALLENGES



1. Participation among Saleng members was inconsistent, as training sessions and meetings sometimes coincided with their working hours, during which they prioritised income-generating activities.
2. Delays in receiving waste volume data from network MRFs due to the owners' busy schedules.

## NEXT STEPS



- 1 Developed a Human Rights Framework for integration into the Saleng Association's operations and network activities.
- 2 Integrate the Human Rights Framework into the Saleng Association guidelines/manual.
- 3 Develop and disseminate local policy recommendations for the adoption of the Municipal Saleng Association model by the National Saleng Association.



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