



P4G contributes to green and inclusive growth in low- and middle-income countries by helping early-stage businesses become investment ready and supporting country climate transitions in food, water and energy systems.

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Dear Colleague,

Happy Earth Month.

I've just returned from a very productive trip to Vietnam where we had excellent meetings on the upcoming 2025 P4G Summit in Vietnam. We discussed ambitious Summit objectives with leaders from the ministries of Foreign Affairs, Planning and Investment, Natural Resources and Environment, the Vietnam Chamber of Commerce and Industry and other notable research institutes in the country. We were fortunate to have representatives from our funder countries of Denmark, the Republic of Korea and the Netherlands join us at these meetings. We're excited about Vietnam's commitment to host a global Summit that focuses on advancing green growth and look forward to sharing more updates in the lead up to this important event.

While in Vietnam, I also met with our [three newest partnerships](#) in Vietnam. I had a chance to visit their offices in Ho Chi Minh City and get a full tour of their facilities. The meetings brought home the innovation of our partnerships and highlighted the access to finance needs and challenges of early-stage businesses working on climate solutions. It was further proof of the role that P4G can play as a bridge between these businesses and investors to enable climate finance to help them scale and contribute to in-country climate transitions.

In celebration and solidarity with the Earth Day 2024 theme of Planet V. Plastics, we're devoting our April newsletter to our past circular economy partnerships that have helped make our earth a cleaner, more plastic free planet. While P4G does not currently fund partnerships working on plastic waste management, we hope shining a light on these solutions continues to inspire and engage us to do the hard work of protecting our planet.

Sincerely,



Robyn McGuckin
Executive Director, P4G

Pioneering Green Partnerships



New Plastics Economy in Kenya

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New Plastics Economy in Kenya improved waste collection and transformed waste materials into recycled products for commercial use. The partnership launched four waste recycling stations for PET (polyethylene terephthalate), paper, general plastics and metal at Capital Center Nairobi. By the end of the funding period, the partnership collected and recycled a total of 7,704 tons of PET. Led by KEPSA, the co-chair of P4G's Kenya National Platform, the partnership supported dialogues that contributed to the Sustainable Waste Management Act and helped define the policy needed to spur investment in recycling solutions in Kenya. [Learn more.](#)



Smart Waste Collective

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Smart Waste Collective implemented a new innovative waste collection model, with source segregated waste collection points and a compactor truck, which significantly reduced collection costs on Ambon Island, Indonesia. The partnership established five collection points, providing 2,000 households with better waste collection services and raising awareness around behavior change to segregate their waste. The partnership collected 78 tons of waste between August to October 2023. It also implemented a best-practice waste sorting facility, with a semi-mechanized process that could process 12 tons per shift. P4G supported the partnership through several workshops on reducing plastic pollution, in collaboration with the Indonesia National Platform and Embassy of the Netherlands in Jakarta. [Learn more.](#)



Siklus

Siklus

Siklus worked with Fast-Moving Consumer Goods (FCMG) providers, including Nestle, P&G, Mars, Sinarmas and others to buy products in bulk and sell them as refills. Customers could order via an app or WhatsApp for the refill bikes to arrive at their doorstep. Through the partnership, over 1,600 women across 15 villages and sub-districts were successfully educated on waste

issues and invited to use the Refill Cycle service. Siklus worked along with the P4G National Platform and the Jakarta Reuse Working Group to provide inputs, such as white papers, on refill regulation and best practices. In early 2023, Siklus earned formal approval for its new ReUse business model to wash and refill reusable containers in partnership with supermarkets. [Learn more.](#)



Project STOP Banyuwangi

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To address long-term waste management, Project STOP Banyuwangi used a "system-enabler" approach in which a team of experts would help the Banyuwangi regency (municipality) design and implement low-cost, circular and state-of-the-art material recovery facilities as well as consumer behavior education campaigns. The partnership worked to develop financially transparent governance and shape local policy in Banyuwangi's regional and local law, giving more people access to safe waste collection and recycling. [Learn more.](#)

Resources

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