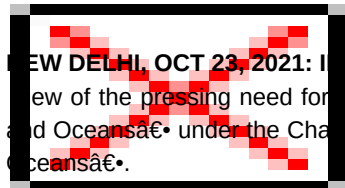


NITI Aayog, Norwegian talk about Plastic-Free Cities & Oceans

By TIOL News Service



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view of the pressing need for combating plastic pollution, NITI Aayog organized a National Policy Dialogue yesterday on “Plastic Free Cities and Oceans” under the Chairmanship of Dr Rajiv Kumar, Vice Chairman, NITI Aayog, with Mr Cyrill Gutsch, founder and CEO of “Parley for the Oceans”.

On World Environment Day in 2018, the Prime Minister had committed to eliminate 100% single-use plastic by 2022. Since then, India has taken several regulatory interventions, including bans and prohibitions, to attain the set targets.

The dialogue was attended by Mr.Eric Solheim, former Norway minister of environment and international development and former executive director of the UNEP; ambassadors of Japan and Norway; representatives from Denmark and Sweden; India Country Head, UNEP; and several senior officials of relevant ministries. Senior officials of coastal and Ganga-basin states and eminent academics joined virtually.

In his insightful presentation, Mr. Gutsch give highlighted the need for greater participation of large corporates and innovators to achieve results in this area. He put forward the concept of material redesigning for making a clean break from future use of virgin plastics. He shared that he has developed and patented an eco-innovative alternative “Parley Ocean Plastic” – a game-changing fiber from intercepted and upcycled marine plastic debris, and has collaborated with brands like Adidas, Stella McCartney, American Express and Corona to set up new industry standards. These type of breakthroughs are needed to free the world from toxic plastics.

Vice Chairman, NITI Aayog, while arguing that plastic waste management brings a unique cross-cutting opportunity to contribute towards 14 of the 17 SDGs, suggested collaboration with National Mission for Clean Ganga (NMCG) and Islands for tracing plastics in River Ganga and coastal areas for strengthening plastic waste management.

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