



Unilever



PLASTIC WASTE MANAGEMENT PROJECT

Annual Report-25



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Summary

The year 2025 has been a milestone of transformation of the Plastic Waste Management initiative in Chattogram City. What began as a journey of inclusion has grown into a movement of empowerment and impact.

1,827 waste pickers and Bhangariwala members were equipped with new knowledge through capacity-building training — learning better business practices, safety measures, and income-generating opportunities. In 2025, Together, they collected an astounding 7936 tons of plastic waste, and the achievement is 100%. 71% of which were single-use flexible plastics and 29% is Rigid— turning discarded materials into a model of circular sustainability. Since 2022, The initiatives collect total 29679 Ton Plastic Waste, which 8% of the City Waste.

Each registered waste picker received cash incentives (Tk. 2/kg) and dealers Tk. 1/kg, along with health insurance coverage, (where 4 Death benefit and 15 Accidental Medical Reimbursement-AMR case settled) ensuring dignity, security, and recognition for their hard work. The year reflect and observed 40% of livelihood has improved than the last year. The formalization process further strengthened livelihoods — 48% Bhangariwala obtained trade licenses, over 99% adopted bank transactions, and 100% completed business documentation, marking a strong step toward economic inclusion.

The initiative's heartbeat lies in behavioral change. More than 410 youth volunteers became champions of source segregation, while 20 young journalists are amplifying environmental stories across Chattogram . As well as, 80 schools (including 4 madrashas) were conducted clean environment campaigns, and 71 teachers were trained to guide the next generation. Meanwhile, awareness reached 40 markets (Karnafully Shopping Bazar, Kajir Deori Bazar, Chawk Bazar Market etc)

82 colonies, and 21500+ households, embedding waste segregation into everyday life.

In jointly partnership with the UBL, YPSA and Chattogram City Corporation, the initiative now contributes to managing 8% of the city's waste, setting an inspiring example of collective action for a cleaner, greener city.

Result Framework and Performance Evidence

Livelihoods

Project reflected waste Workers working conditions, income, health, and social integration. Likely; Waste Pickers income has increased and the rate is 100%. For SUP incentive, they collect more rigid also. This practice increases their monthly income and savings 60% increased. Project contributed to improve their Health and Safety issues.

- 82 Capacity Development Trainings to Waste Pickers Conducted.
- Total of 3000+ waste pickers have been trained.
- 148 Bhangariwala are capacitated.
- Cash Incentive Increased SUP Collection in the Chattogram City and improved waste Picker's life.
- From January to December 2025, 7936.183 tons of plastic waste has been collected.
- Project provided to 1772 waste pickers received protective safety gears.

Formalization

Formalization means Bhangariwala be formal with trade license, Bank Account, Organizational Bank Account, Certificate etc. 148 Number of Bhangari wala are working with the project and connected with 200+ recyclers. Total 7936 Ton plastic waste are certified by local CCC councilor office and CCC conservancy department. Project observed that Bhangariwala collection and income has increased and compared to pre-formalization levels. Project observed that Bhangariwala plastic waste collection and coverage area expansion around 40%.

- 148 Number of Bhangariwala are working with the project and connected with 200 recyclers.
- 99% of Bhangariwala have Bank Account and rest of them uses MMT for business transaction; 48% have trade licenses.
- 100% Bhangariwala maintains business records as register book, bill-voucher, money receipt, Master Roll, Organization letter pad.
- 200 recyclers integrated into the plastic waste management value chain.

Behavioral Change

Project conducted campaign to around 21500+ HH in the city and 8000+ in this year, After the campaign 40% of HH practiced the source segregation process. 61 School students practiced 3 color bins for source segregation at their school. By 41 school campaign program students are sensitized on plastic waste management process. In continuing, Youth volunteer published features on national dailies for plastic waste management process. 410 Youth ensure source segregation process at small institution and HH level. Bhangariwala confirmed their plastic collection rate increased around 40%.

- 41 Youth Volunteers Group are ensuring source segregation in the community.
- Project orientated to the City Corporation 71 school teacher on source segregation practiced.
- Project developed 5 IEC Materials and Distributed.
- Project developed 20 Youth journalist in the city.
- Project conducted the Door-to-Door campaign among about 8,000 households in this year.

Strengthening Stakeholders

Project coordinates with various stakeholders to carry out activities. Such as Chattogram City Corporation, civil society, youths, local communities, etc. Project receives monthly acknowledgement from Chattogram City Corporation Conservancy Department for the plastic waste collection. Which is about 8% of waste generation in the city.

- Project received acknowledgement letter from CCC on 7936 Ton Plastic waste.
- Project capacitated CCC Zone Supervisor on source segregation and Plastic Waste Management.

Output-based Performance Summary

1. Empowered Livelihoods for Waste Pickers and Bhangariwala's

Improving the livelihoods of waste pickers in Chattogram city involves addressing various key performance indicators (KPIs) that reflect their working conditions, income, health, and social integration. Likely; Waste Pickers income has increased and the rate is 100% and savings 60 %. For SUP incentive, they collect more rigid also. This practice increases their monthly income. Project contributed to improve their Health and Safety issues. Project provided Health insurance service to 1827 Waste Pickers and protective safety gears to reduce health risk. By the safety gears Waste Workers working hours increased. This extra income contributes to their children education and Social Security. As well as encourage the Vhangari wala turn to integration into Formal Systems. Here some project initiatives are illustrated.

Capacity Building Training to Waste Pickers

Target: 82 | Achievement 82

In that reporting period, Project has organized 82 Capacity Development Trainings to Waste Pickers on different grounds of Chattogram City Corporation area. Around 1669 waste pickers received the trainings in 2025. A total of 3000+ waste pickers has been trained since 2022. The training focuses on Source segregation, Livelihood Improvement, 3R Model, Waste Management Process, Health & Hygiene issue.

The capacity-building training enhanced their workplace safety, and contributed to their economic stability. All project waste pickers improved their lifestyle (income, reduce health risk, consuming nutrient food, savings) due to the project. Compared to previous year, their economic savings has increased total 60%. As well as, reduced the number of workplace accident and disease. Besides, Waste Pickers are informed the market channel of plastic wastes. This linkage improved their livelihood status.



Capacity Building Training to Entrepreneur/CSO with Recyclers (Small Business Fair)

Target: 12 | Achievement 12

It is a multi-stakeholder's program, Here Householder member, Waste Pickers, CSO and Recyclers attended. By the program, CSO interested more on quality Plastic collection, importance of plastic waste management, business registration, records management, financial literacy, entrepreneurship skills. As well as, CSO increased Business Portfolio and become formal, Increased source segregation process, Increased the volume of quality plastic waste. Now CSO are sensitized and conscious on waste pickers rights and not deploy child labor and strengthen the business network. The Project conducted 12 training and capacitated 148 Bhangariwala. 200+ scrap dealers were trained in 2025. By this program 48 % scrap dealer has trade license, 99 % have bank account, 40% have organizational bank account.

Cash Incentive Increased SUP Collection in the Chattogram City and improved waste Picker's life.

Target 7936 | Achievement 7936

From January to December 2025, 7936.183 tons of plastic waste has been collected under the Project. Where SUP is 5638.889 tons and rigid is 2297.294 tons. This collection is certified by the local council office of the city corporation through monthly coordination meeting. Showing all the attached certificates, Project received a central approval from Chattogram City Corporation conservancy department. This collection lessens the burden on landfills and contributes to a cleaner and healthier environment.

Protective safety gear support to recovery point-based waste pickers (under CSO).

Target 1669 | Achievement 1669

Project provided protective safety gears to 1669 waste pickers. Likely; Safety Vest, Gumboot, Rubber Gloves, Helmet, small iron-made Stick, etc. By the safety gear waste pickers reduced Risk of Injuries, decreased exposure to harmful substances, reduced Infection Rates, reduced health cost, increased the income of waste pickers. These safety gear increase waste pickers livelihood status.

YPSA has observed that earlier the waste pickers did not use safety kits. They used to collect plastic waste with bare hands and bare feet. Especially in landfills and STS, waste pickers used to face frequent accidents. After wearing Project safety kits, the level of accidents has now reduced.

Health Insurance coverage to CSO and Waste Pickers

Target 1827 | Achievement 1827

Plastic Waste Management Project introduce health insurance scheme for waste workers first time in the country. It is observed that many waste workers suffer frequent accidents resulting in severe injuries to hands, legs, and other body parts, and in some cases, even loss of life. Prolonged exposure to hazardous environments also leads to a higher incidence of illness compared to the general population. Due to low income, most waste workers are unable to bear medical expenses, often pushing them and their families into debt, poverty, and long-term financial insecurity. The insurance scheme aims to address these challenges by ensuring access to emergency and quality healthcare, reducing financial vulnerability, and strengthening their confidence and motivation as essential urban environmental workers. Under this scheme, eligible waste collectors selected through project-affiliated CSOs, with valid national identification and aged between 18 and 63 years, receive coverage for accident-related death, permanent or partial disability up to BDT 150,000, and accident-related medical reimbursement up to BDT 10,000. This support improves their livelihoods by enhancing health security, reducing work uncertainty, enabling faster recovery and increased working days, boosting income, and improving social recognition. Ultimately, the scheme brings positive changes to their families by easing medical costs, increasing financial stability during emergencies.

in the reporting period, the initiative provided 4 death cases and 20 accident medical reimbursement (AMR) service.

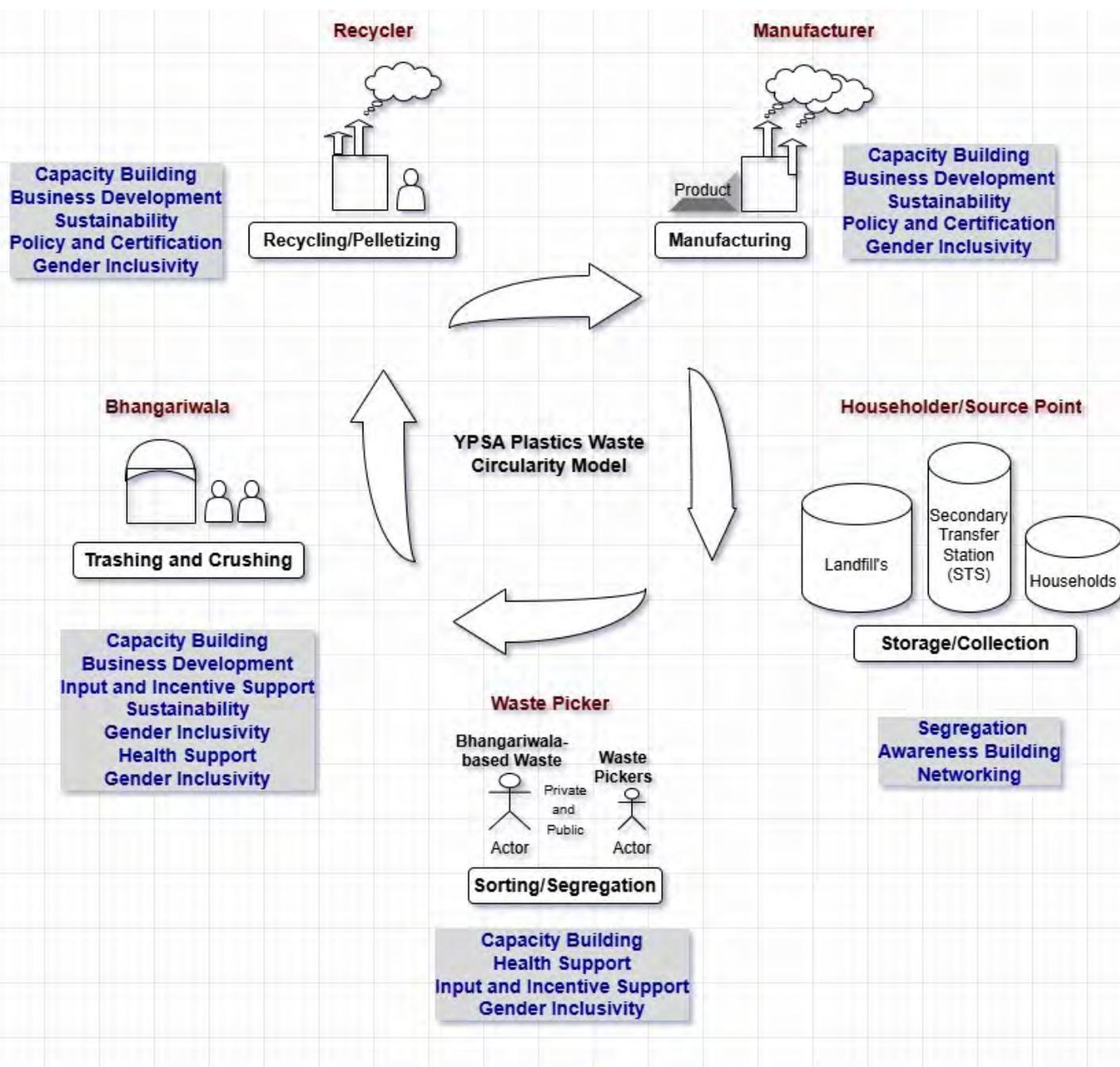
First Aid Box for CSO and Waste pickers

Target 170 | Achievement 170

Project distributed 170 first aid box to the scrap dealer. The first aid boxes were equipped with essential medical supplies including cotton, scissors, bandages, one-time bandages, thermometer, Hexisol, and Betadine to address minor injuries and immediate health needs at the workplace. This support aims to strengthen occupational health and safety practices, ensure quick response to minor accidents, and reduce health risks among waste pickers during waste collection and handling activities.

The Plastic Waste Management Project has made measurable contributions to improving the livelihoods of waste pickers in Chattogram City by addressing income growth, health and safety, social security, and gradual integration into formal systems. As a result of project interventions, waste pickers' income increased by 100 percent, while savings rose by 60 percent compared to the previous year. Incentives for SUP and rigid plastic collection further increased monthly earnings.

The project prioritized occupational health and safety through the provision of protective gear and the introduction of a first-ever health insurance scheme for waste workers in Bangladesh. These initiatives reduced workplace accidents and health risks, increased working hours, and ensured income continuity. The additional income supported children's education, improved nutrition, and strengthened social security at the household level. Capacity-building initiatives enhanced waste pickers' skills, market access, and awareness of plastic value chains, while training for CSOs and scrap dealers promoted formalization, business compliance, and ethical practices. Overall, the project contributed to a safer, more stable, and dignified livelihood for waste pickers, while strengthening their recognition as essential urban environmental workers.



2. Formalization and Advancement of Bhangariwala's in Plastic Waste Management

To assess the formalization of Bhangariwalas in plastic waste collection in Chattogram City, the project applied KPIs focused on efficiency, effectiveness, and sustainability. Formalization involves recognizing informal scrap dealers, supporting registration and financial inclusion, and linking them with structured collection and recycling systems.

Under the project, 148 Bhangariwala's are engaged and connected with over 200 recyclers. A total of 7,936 metric tons of plastic waste has been collected and certified by CCC ward offices and the Conservancy Department. Compared to pre-formalization levels, CSO collection volume and coverage increased by around 20 percent, leading to higher income and savings, which rose by approximately 60 percent.

As a result of project advocacy and capacity building, Bhangariwala's are more formalized than before. Currently, 99 percent have bank accounts, 48 percent hold trade licenses, and all maintain basic business records.



Monthly Coordination Meeting with Ward Office/Councillor

Target: 492 | Achievement: 369

During the reporting period, YPSA organized 369 coordination meetings with Ward Offices of Chattogram City Corporation (CCC). These meetings strengthened collaboration with local authorities and supported smooth implementation of plastic waste management activities.

Participants included Ward Councilors, Secretaries, CSO representatives, Waste Supervisors, Community Leaders, and project staff. The meetings provided a formal platform to share monthly plastic and poly-thene waste collection updates, submit supporting documents, and receive ward-level acknowledgment certificates. As a result, project visibility, accountability, and working relationships with CCC improved.

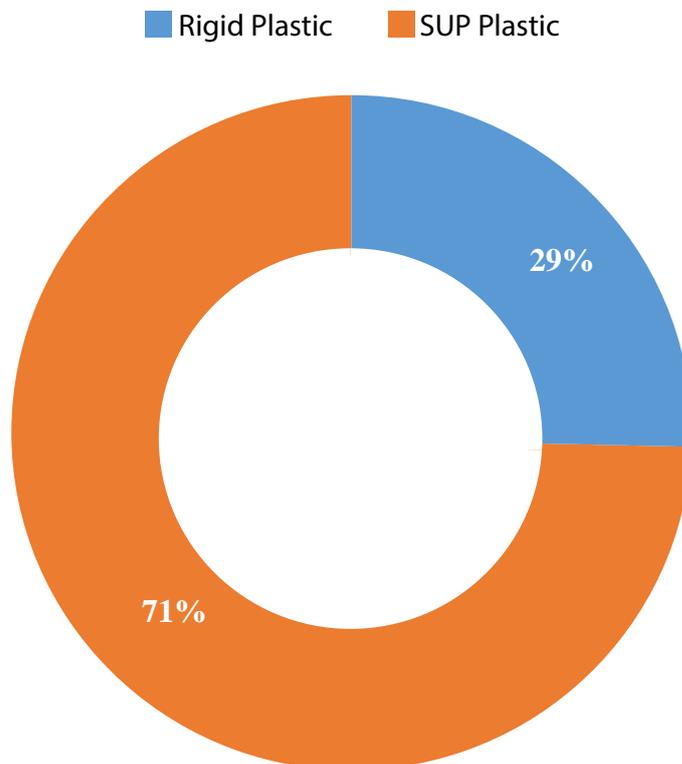
Enterprise Development: Plastic Waste Management

Target: 1 | Achievement: 1

To institutionalize plastic waste management sustainably, YPSA established the YPSA Waste Management Enterprise (YPSA-WME) as a structured and market-oriented platform. Through YPSA-WME, the Extended Producer Responsibility (EPR) framework is being implemented systematically, alongside both profit and non-profit initiatives related to plastic waste collection, segregation, recycling, and value chain development.

The enterprise aims to reduce plastic pollution, create decent livelihood opportunities in the waste sector, and promote environmental protection through a financially viable and socially responsible waste management model.

Plastic Waste Collection in 2025



3. Transforming Urban Behaviors for Sustainable Plastic Waste Management

The project contributed to positive behavioral change among urban residents in Chattogram City by increasing awareness, participation, and practice of proper plastic waste management. Through household campaigns, school-based interventions, youth engagement, and market-level consultations, source segregation practices expanded significantly. As a result, household participation increased, plastic collection improved, and new employment opportunities emerged within the waste management sector. Project conducted campaign to around 21500+ HH in the city 8000+HH in this year, After the campaign 40% of HH practiced the source segregation process. 61 School students practiced 3 color bins for source segregation at their school. By 41 school campaign program students are sensitized on plastic waste management process in the reporting year.



Youth Meeting (Bi-monthly) for promoting source segregation practices and Youth Journalist Meeting
Target: 246 | Achievement: 164

A total of 164 youth group meetings were organized across different wards to track youth-led activities and strengthen coordination. Youth volunteers committed to promoting source segregation in their communities and directly reached more than 8,000 households. Youth journalists also published features in national dailies, increasing public awareness. Youth shared their experiences and challenges, and received suggestions and support. The meetings also encouraged teamwork and networking among the youth journalists working on environmental issues. The youth affirmed and committed to their source segregation process to their community.

Training on Youth Environmental Journalism

Target: 1 | Achievement: 1

A three-day residential training was organized in May 2025 with 20 young participants. The training covered journalism fundamentals, digital and investigative reporting, environmental branding, and plastic waste management. Renowned national journalists facilitated the sessions, strengthening youth capacity for evidence-based environmental reporting. Youth Journalist published their writing in national dailies.

Youth Champions of the Environment-2025

Target: 1 | Achievement: 1

The Youth Championship 2025 held at Radisson Blu Chattogram under the joint initiative of Unilever Bangladesh, YPSA, and Chattogram City Corporation, creating a dynamic platform for youth engagement in environmental action. More than 200 young people from across the country applied, and following a rigorous jury process, six Youth Champions were selected to present innovative and solution-focused ideas. The event featured three thematic sessions on Youth-Led Change, Digital Innovation, and Volunteerism, led by prominent speakers. Senior representatives from YPSA, the Department of Environment, Chattogram City Corporation, and Unilever delivered keynote remarks, while key project achievements were highlighted.

Day Observation-World Environment Day 2025

Target: 1 | Achievement: 1

To celebrate World Environment Day 2025, project organized a colorful rally and seminar at the University of Chittagong. The rally moved across the campus with students carrying eco-friendly placards and banners to raise awareness about environmental issues. After the rally, a seminar was held at the Department of Geography and Environmental Studies auditorium. Professor Dr. Mahbub Murshed, Chairman of the department, was the keynote speaker. He spoke about the global crisis of environmental



degradation and the role of educated people in protecting the environment.

Orientation to City Corporation school teacher to teach the student on source segregation

Target: 4 | Achievement: 4

Project organized four orientation programs to CCC School teacher. Project provide brief on plastic waste management and environmental management knowledge to teacher. Teacher sensitizes the student about proper waste management. School teachers have an important role to sustain and fully implement the school campaign program. teacher discuss Waste Management content in the class. Total 80 Teachers oriented and capacitated in the reporting year.

Clean Environment School Campaign

Target: 41 | Achievement: 41

The project organized 41 school campaigns in government and City Corporation schools, engaging around 2,000 students and teachers. The campaigns promoted environmental protection, the 3R model, circular economy concepts, and source segregation practices. The campaigns aimed to raise awareness on environmental protection and plastic waste management, Promote the 3R model and encourage circular economy practices, Motivate for source segregation practice. The Outcomes of the event are source segregation practice improved among the student and Plastic waste management knowledge increased among the student.

3 Bins Distribution (City Corporation Governed Schools)

Target: 50 | Achievement: 50

During the reporting period, Project distributed three color-bin waste segregation systems to City Corporation–governed schools. A total of 50 sets of 120-liter waste bins were distributed, where each set consists of three color-coded bins—Red, Yellow, and Green—to promote waste segregation at source. This initiative aims to strengthen school-based waste management practices, increase awareness on waste segregation among students and school authorities, and contribute to improved environmental hygiene within school premises.

Capacity Building Workshop with the Market Committee

Target: 40 | Achievement: 40

The Capacity Building Workshop with the Market Committee is a crucial step toward promoting effective plastic waste management in commercial areas. Markets are major sources of plastic waste, especially single-use plastics, and active involvement of market stakeholders is essential for sustainable solutions. Project organized 40 consultation meetings with local market committees. The focus was on source segregation and improving waste management.



4. City Corporation Leadership in Innovative Plastic Waste Solutions

Quarterly Project Progress Sharing Workshop with CCC

Target: 4 | Achievement: 4

Project organized 4 Project Validation Workshop with Chattogram City Corporation Conservancy Department. By the program project received acknowledgement of three-month plastic waste collection.

Strengthening Capacity of CCC Conservancy Department

Target: 1 | Achievement: 1

A coordination meeting was successfully conducted between project and the Conservancy Department of Chattogram City Corporation (CCC) to strengthen institutional capacity for sustainable plastic waste management. The meeting was held at the Asian SR Hotel, Chattogram City Corporation, with the participation of 32 representatives from CCC and YPSA. Key discussions highlighted the importance of source segregation, improved waste collection and recycling systems, enforcement of relevant waste management rules, and active engagement of communities, businesses, and educational institutions. The meeting concluded with practical recommendations to intensify awareness campaigns, capacity building of conservancy staff, and multi-stakeholder collaboration.



Challenges

- Institutionalizing Plastic Waste collaboration with City Corporation systems
- Sustaining Behavioral Change among Urban Communities
- Scaling source segregation beyond current coverage
- Deepening formalization of CSOs and scrap dealers for long-term sustainability
- Strengthening consistent behavioral change in communities
- Enhancing occupational safety standards across all collection points
- Sustaining income growth beyond incentive-based support by strengthening skills, market access, and value chain linkages
- Strengthening financial literacy to promote savings, responsible spending, and long-term economic stability
- Supporting the transition of waste pickers towards greater social recognition and dignity within urban communities.
- Ensuring consistent use and timely replacement of protective safety gear to maintain improved health and safety standards.

Lessons learnt

- Regularization of informal CSOs is possible with support and proper guidance.
- Getting incentive money, waste pickers improved their livelihood;
- By building the capacity of community organizations, they will work to improve the sustainability of the project;
- Financial and technical support to Waste Pickers contribute to collect more recyclable plastic waste.
- Local people/community and organizations should be involved in order to ensure the sustainability of the plastic waste management.
- Engaging and upskilling the youth will contribute the sustainability of Plastic waste collection.
- To ensure source segregation, mass public awareness activities are required.
- By increasing the capacity and efficiency of CSOs as an alternative to incentives.
- Automation process of the collection, reporting, documentation and incentive distribution can bring more transparency and accountability in the collection process.
- Protecting the health of waste pickers through insurance will increase their lively- hood status.



Sustainability

- The initiative has enhanced the social capacity and recognition of waste collectors, supporting their inclusion, dignity, and long-term sustainability within the urban waste management system.
- Reduction of single-use plastic waste in open spaces has contributed to decreased waterlogging in Chattogram and improved overall environmental quality.
- Youth Volunteer Group are mentoring and follow up the source segregation at the community level. Which is supporting the sustainability of the project from the third angle. A waste management committee and Youth Volunteer Group has been formed in every ward.
- As a result of the incentives, Waste Pickers are motivated and realized the importance of SUP.
- Door to door campaign have resulted in connecting community people with waste pickers. As a result, source segregation process is ensured.
- Through the school campaign, teachers are regularly teaching about waste management concept to the student. As a result of teachers being trained and aware, students of every class are thought and informed of waste management concept.
- Trained Youth journalists and Youth volunteers are helping to implement plastic waste management in the city.
- YPSA has developed 200+ trained scrap dealer and 3000+ waste Pickers in the city, who are playing a strong role in plastic waste management.
- Value chain actors in waste management are connected. This process is helping on sustainability of the plastic waste management.

Conclusion

As an organization of Chattogram, YPSA has a sense of responsibility to work on environmental protection of the city. YPSA believes that it is not possible for UBL and city corporations alone to deal with plastic pollution. Other stakeholders should come forward to deal with plastic pollution. In this case, the citizens of the city should come forward, they should be environment friendly. Waste cannot be dumped everywhere; it must be disposed of in designated areas. Project try to improve plastic waste management in the city. Project reached the awareness messages to more than half million populations in the city indirectly. Door to door campaign have been conducted with around 21500+. The Youth Volunteer Group at the ward level supervised all the plastic waste management activities and ensuring source segregation. Finally, Project has collected 29679 tons of plastic waste since project inception.

Case Story

A Lifeline of Hope: How Health Insurance Support Helped a Waste Worker’s Family Rebuild After Tragedy

Late Md. Ismail, son of Nurunnahar and Abdul Barek, and husband of Pakhi Akter, lived with his family at Mia Khan Road, Chattogram. He was the only earning member of the family, including one son and one daughter—both still studying. With no assets other than a small inherited house, he struggled to meet basic expenses and provide adequate nutrition and education for his children. Before joining waste pickers, Md. Ismail earned as a street food vendor (chatpati seller). Later, he became a waste picker and worked last nearly ten years. Through the project, he earned an additional income by collecting SUP and received protective gear, health awareness training. On 09 May 2025, while collecting waste as part of his daily routine, he suddenly fell ill. Nearby people rushed him to Chattogram Medical College Hospital, where doctors declared him dead due to a stroke. Later it was revealed that he had also been suffering from tuberculosis, breathing difficulties, and skin diseases. His sudden death plunged the family into grief and financial uncertainty. Project expressed deep condolences and immediately reached out to support the sorrowful family. After verifying the necessary documents and completing required procedures, Project facilitated the disbursement of BDT 150,000 for health insurance and death case compensation. Late ismail hossan wife Ms. Paki Akter deposited the money for her daughter.



Yearly Achievement

Project has been collecting plastic waste since 2022 through CSOs and waste pickers. The collection represents about 10% of the plastic waste generated in the Chattogram City.

2025



Project has collected 7936 Ton plastic waste in 2025, in the collection 71% is SUP and 29% is rigid.

2024



Project has collected 8510 Ton plastic waste in 2024, in the collection 74% is SUP and 26% is rigid.

2023

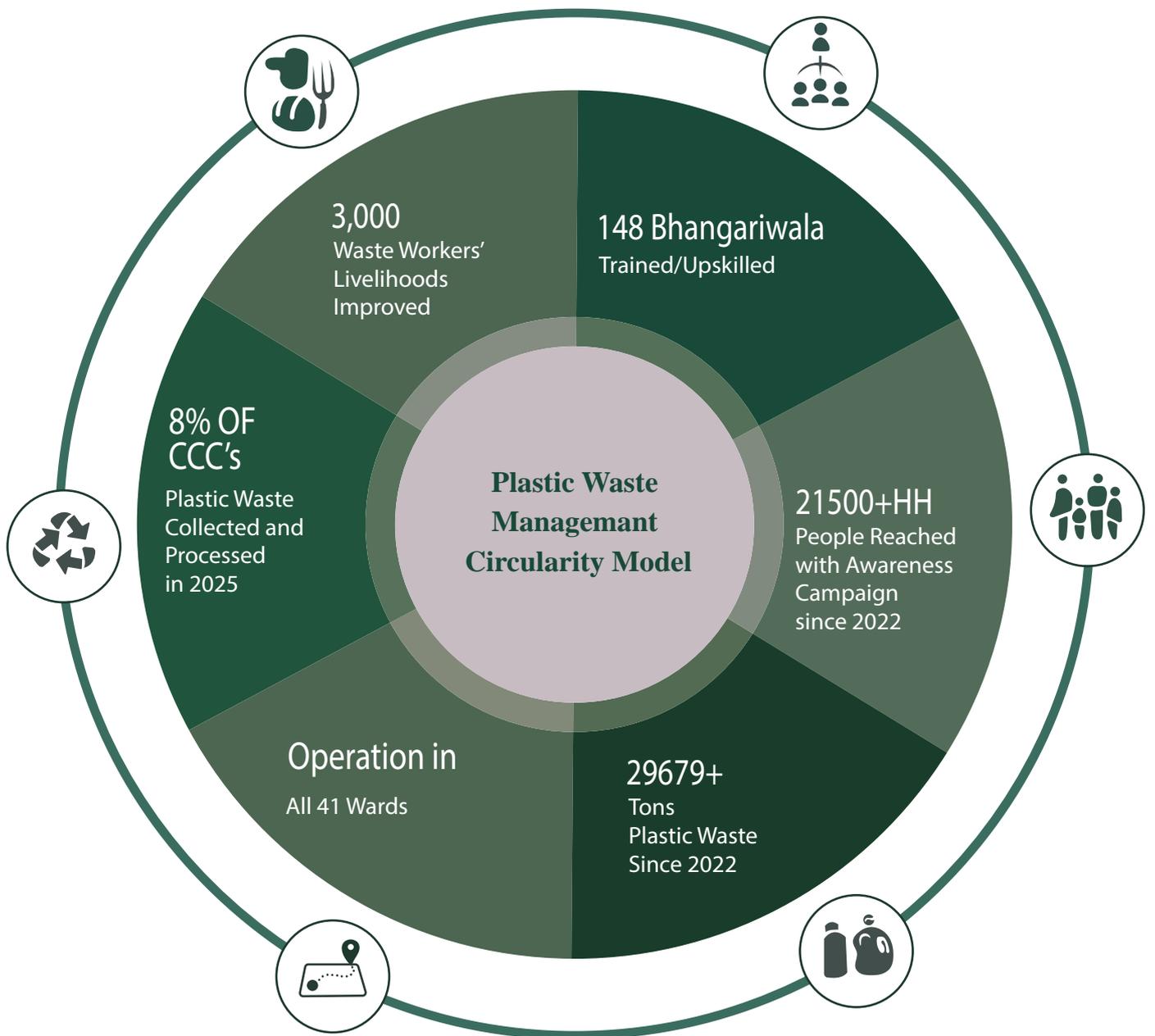


Project has collected 10028 Ton plastic waste in 2023, in the collection 61% is SUP and 39% is rigid.

2022



Project has collected 3205 Ton plastic waste in 2022, in the collection 57% is SUP and 43% is rigid.



Livelihoods Improvement

- Working Conditions improved and savings increased 60%
- 1827 Waste Pickers Health Insurance Covered
- Social Integration



Formalization Process

- 99% Bank Account and 48% Trade License
- 100% Register Book, Bill-voucher, Money Receipt and Master Roll
- Connected with 200+ Recyclers

Behavioral Change

- Door 2 Door Campaign 21500 + HH
- 410 Youth are ensuring Source Segregation
- 40% Community People ensured Source Segregation



Strengthening Stakeholders

- Strengthening CCC Conservancy Depart
- CCC Certificate and Acknowledgement

“

Today's scrap is tomorrow's treasure, as we navigate the circular waste economy, turning waste into wealth, and preserving our planet's future one discarded item at a time

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YPSA PWM Team

