

The One Planet Network Green Deputy Program

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Analysis of the One Planet Network INC2 Goals



STRENGTHS

- Supports partnerships and collaboration
- Working with multiple conventions to take advantage of multiple mechanisms



WEAKNESSES

- More talk than action
- Consequences to violation of agreements unclear
- Lack of Public and Youth Participation



OPPORTUNITIES

- niche and specific focus of single use plastic makes goals more achievable + understandable
- recognizable and trusted (more or less) name
- position of authority
- global network



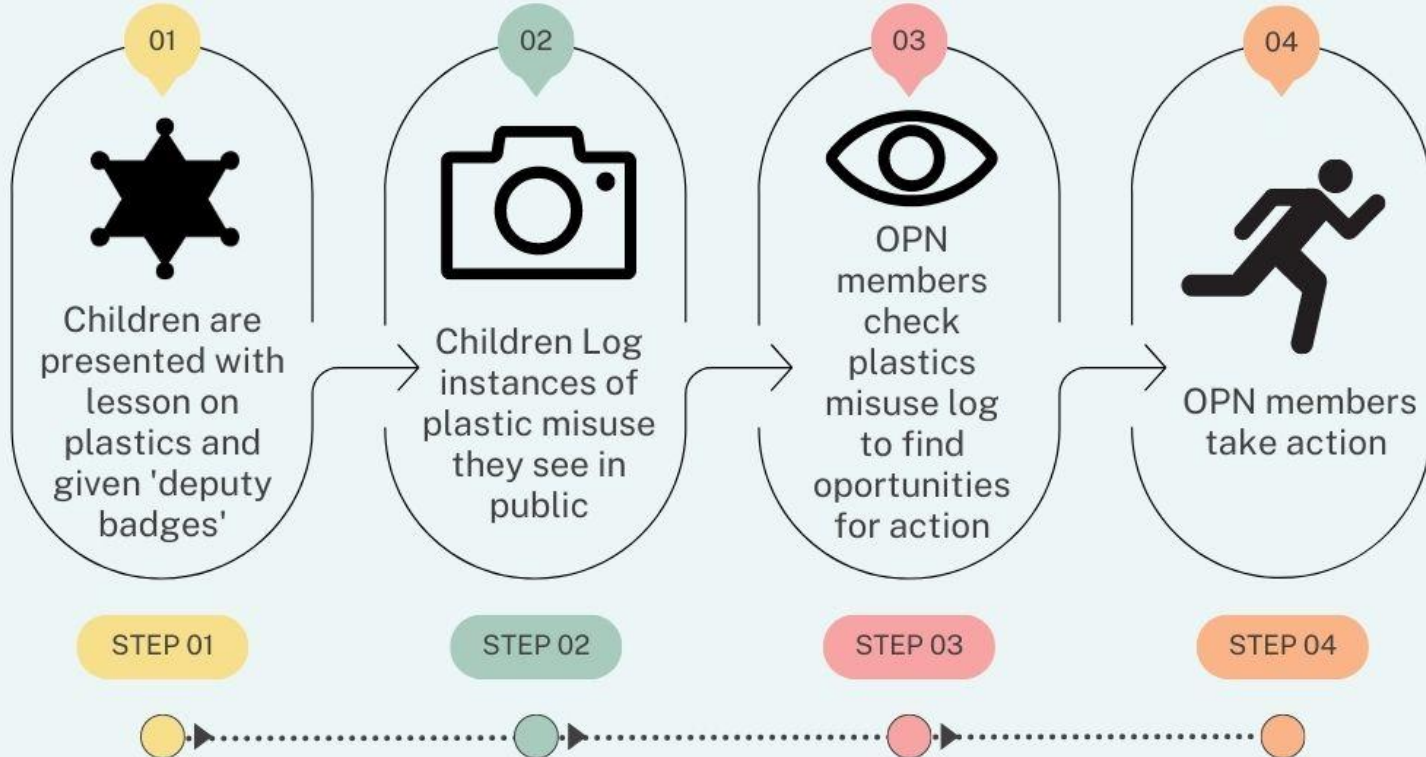
THREATS

- oversaturation of conventions devalues them as a tool for change
- Elitist participation
- General public mistrust of the UN

Goals of the campaign

- **Creating a framework for participatory action**
- **Give youth power to take action**
- **Citizen whistleblowing on inappropriate plastics use**
- **Help the O.P.N. identify areas for action**
- **Raise awareness for current plastics goals set in the INC1 and 2**

The Deputy Program in 4 Easy Steps



This campaign would help people to help these entities [members of the One Planet Network] meet their set goals

- **As business managers, educators, or government agencies you often work with the big picture and it is hard to gain perspective and see what's going on around the world, in real shops and stores, you don't have eyes everywhere [but you could]. Children tend to notice more than adults and have a fresh set of eyes to the world and current practices. So let's use them.**

Campaign Message - “speak up, get involved, take action”

This is our earth as a collective everyone has a place in making change

★ avoid using language of you are the future and it is all on you when addressing the children. That can be overwhelming and discouraging, our generation does not want to save the world alone.

Stick to - how can you [the youth] help all of us [The One Planet Network] contribute to and improve existing efforts

Scaling Up

It is important to scale up the program to further countries, this includes scaling beyond first world countries who feel the effects of climate change tenfold.

Sending the ministries of countries who finance the O.P.N. to aid less financially able ministries to implement in their countries

- How do you scale to children without access to internet or mobile devices?
- Children would also be able to report to their school teachers

Making the data available to the public so that anyone can act upon it

Target Audience

Youth (ages 8-12)

Ultimately you would want the program to be worldwide but given the current partners of the One Planet Network I would recommend starting pilot programs in Denmark, Brazil, Switzerland, Sweden, South Korea, Japan, and the EU Nations.

Financial partners/supporters of the O.P.N. who can facilitate programing:

Brazil Ministry of Environment

Denmark EPA

EU

Japanese ministry of environment

Korean (KEITI)

Ministry of the environment of sweden

Switzerland federal office for the environment

These entities would be responsible for sending members into their respective countries public schools in order to educate children on the specific problems around irresponsible plastic use and introduce them to the deputy program.

Responsibilities of the One Planet Network

To provide the educational material for the environmental agencies to present as an introduction to the program

I.e. :

- What is a misuse of plastic?
- Why is it bad for the environment?
- What should we as a society be working towards?

Responsibilities of private partners to the OPN

Responding to the plastic use that has been flagged by the children

Identifying supply chains and using One Planet Networks approaches to resolve problematic supply chains that led to these misuses

Approximate Reach of Program

Population of school children (age approximately 8-12) in pilot countries :

Denmark: 452,253

Brazil: 15,366,611

Switzerland: 527,955

Sweden: 892,231

South Korea: 2,660,000

Japan: 9,560,000

EU Nations: 18,300,000

*Data gathered by The World Bank and Europa.eu

Digital Assets

- Passport or badge design
- Brochure for parent education on the program
- Instructional manual for children on how to use the framework for engagement
- Promotional poster (for within the schools)

Benefits and Possible risks with the Green Deputy campaign

Benefits:

Gamified to encourage participation

Youth engagement and education

Resource for One Planet Network participants to find products that need addressing

Increased data on where plastic is being misused

Risks:

Negative impact on children if their actions do not provide measurable / visible results

The program would begin in countries where the environmental agencies of governments already have financial ties to the One Planet Network and exclude other nations

- This plays into pre-existing criticisms of the UNs elitist nature

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