



# Engagement students toward single use plastics reduction in **KMUTT** Thailand

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# Purpose

To share one of our experience of student engagement in KMUTT Waste management by using ‘KMUTT Say no to Single use plastics project with KMUTTOneless campaign.’



# About King Mongkut's University of Technology Thonburi (KMUTT)

The University was named after His Majesty King Mongkut, King Rama IV who is respected as the father of Thai Science. KMUTT was established in 1960

As leading science and technology university, KMUTT strives to become sustainable and entrepreneurial university who produces outstanding and sustainability research, innovation, entrepreneurs and high quality graduates with the right skills for the 21<sup>st</sup> century.



**KMUTT** SUSTAINABLE UNIVERSITY FOR  
SUSTAINABLE DEVELOPMENT **GOALS 2030**



# Our commitments

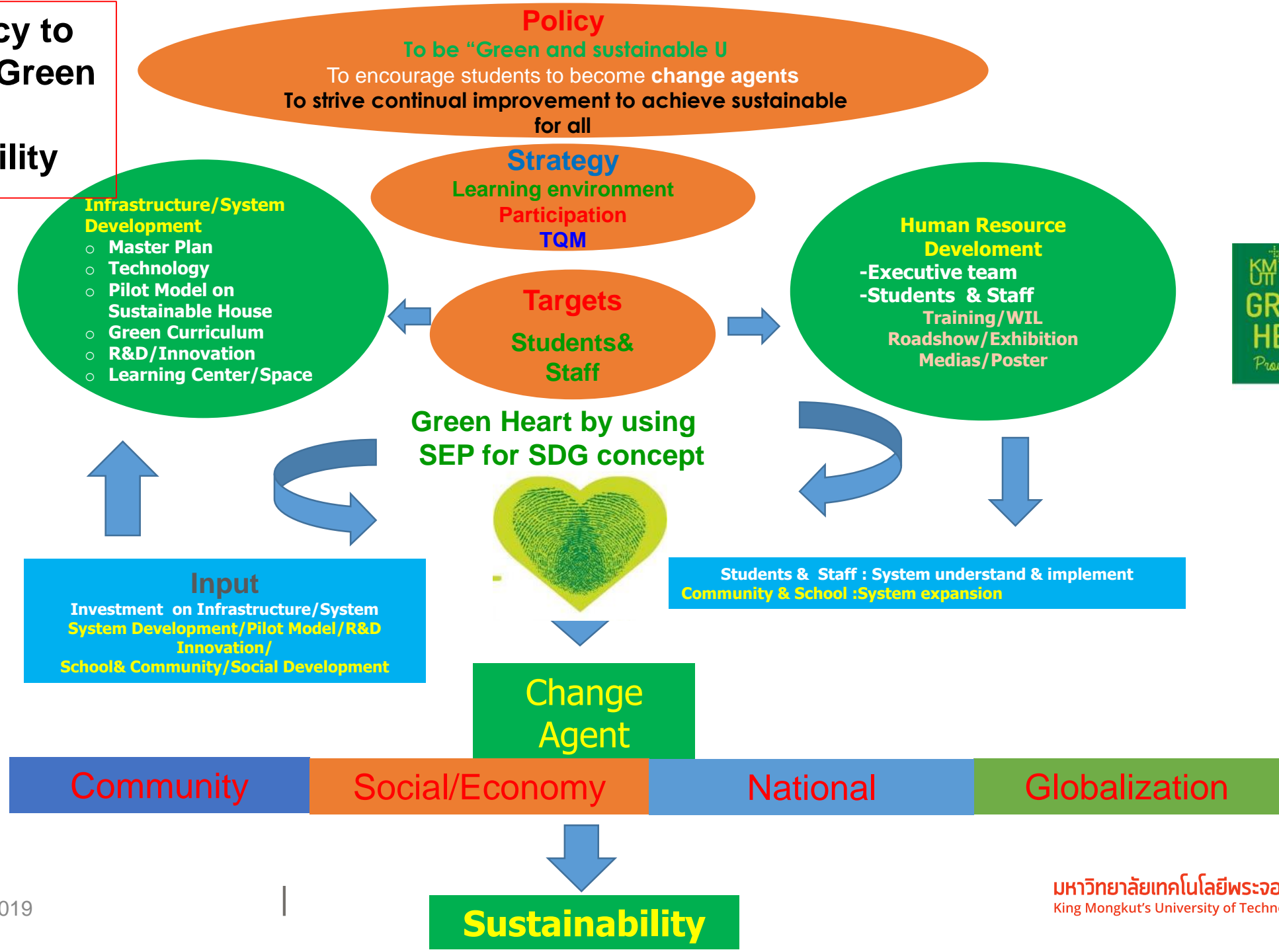


**KMUTT is committed to sustainability leadership in all of our activities from operations, teaching, to conducting research. Our commitments are**

- to be a Green and Sustainable University providing a role model on Energy, Environment, Safety Management Systems, and provide sustainability platform to promote sustainability leadership.
- to encourage our students and colleagues to become **change agents** for helping the community and society have a better quality of life through the adoption of SEP for SDG concept
- to strive for continual improvement in energy, environment and safety management systems to help achieve sustainability for all.

**Assoc.Prof.Suvit Saetia  
President**

# From Policy to student's Green Heart for Sustainability



# KMUTT Green Heart

- Student's sustainability leadership
- Interested in environmental sustainability which make university and communities surrounded more green and better quality of life
- Create their own activities to serve SDG 3 :Good health and well being SDG 11: Sustainable cities and communities SDG12:Responsible consumption and production SDG1: Climate action and SDG17:Partnership for the goal



# Green Heart Development

## Educate

100% of KMUTT students and staffs know what sustainability, SDG / SEP, KMUTT policy for Energy Environment Safety management are.

## Perception

Perception 30-40% of students with awareness

## Encourage to implement

25-30% of students implement in their daily life

## Students engagement

5% of students as Green Heart ,explore their activities to solve some problems within university and communities.

**Sustainable activities platform for sustainability leadership development**

# KMUTT Sustainable University for SDG 2030

## KMUTT SUSTAINABLE UNIVERSITY FOR SUSTAINABLE DEVELOPMENT GOALS 2030

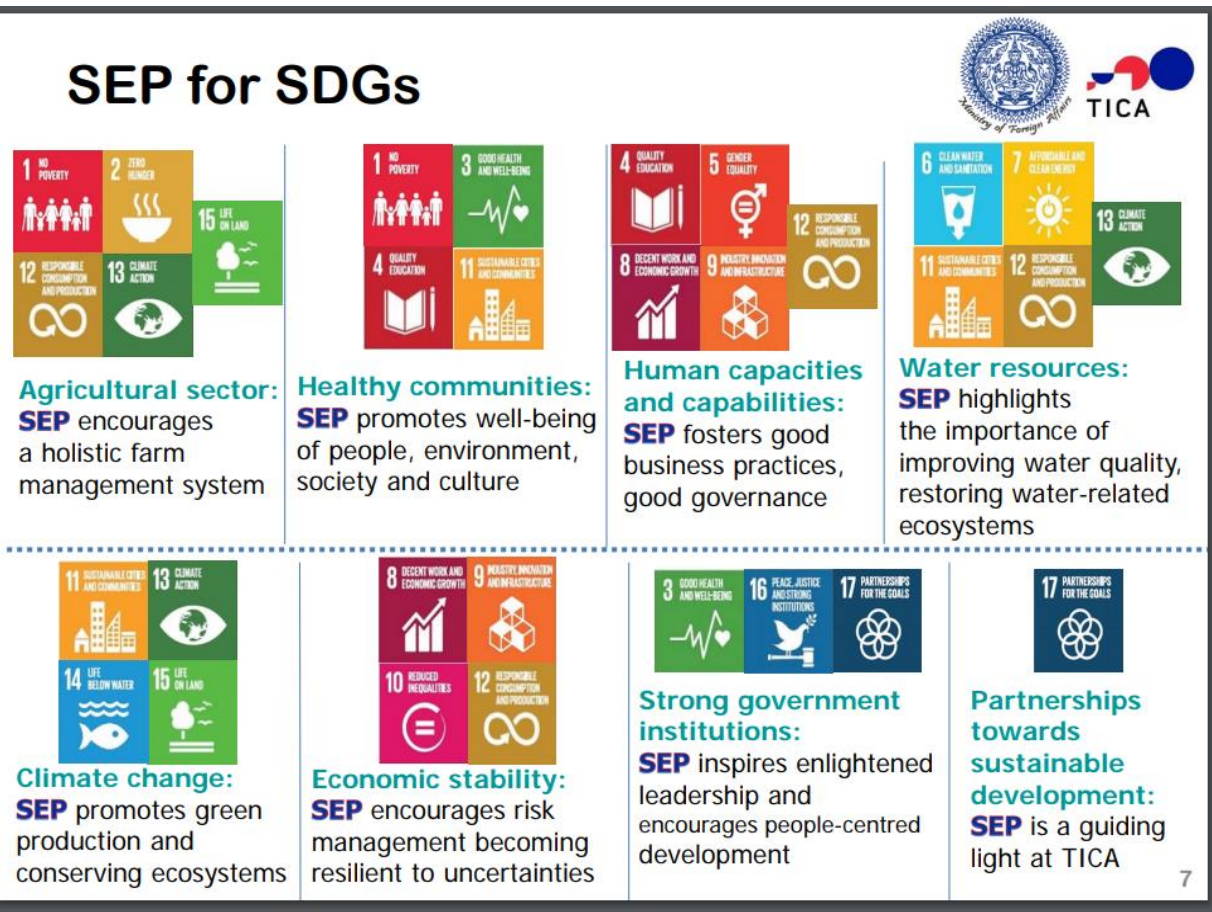
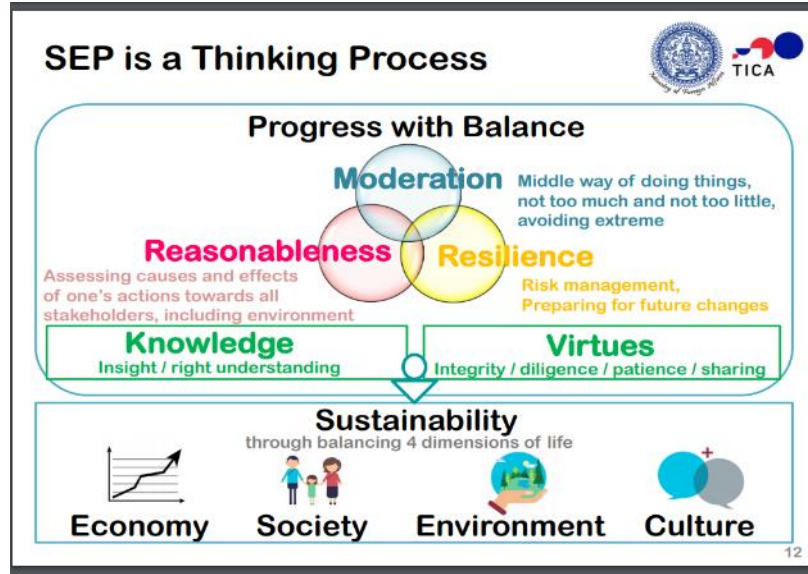


According to KMUTT university's policy is to be sustainable university to achieve the **Sustainable Development Goals 2030** by raising student's awareness, perception, and leading to implementation by providing sustainable activities for all in KMUTT.

# SEP for SDGs Concept

What is SEP ? **S**ufficient **E**conomy **P**hilosophy

SEP for SDGs



Resource: Thailand International Cooperation Agency (TICA)  
Ministry of Foreign Affairs of Thailand

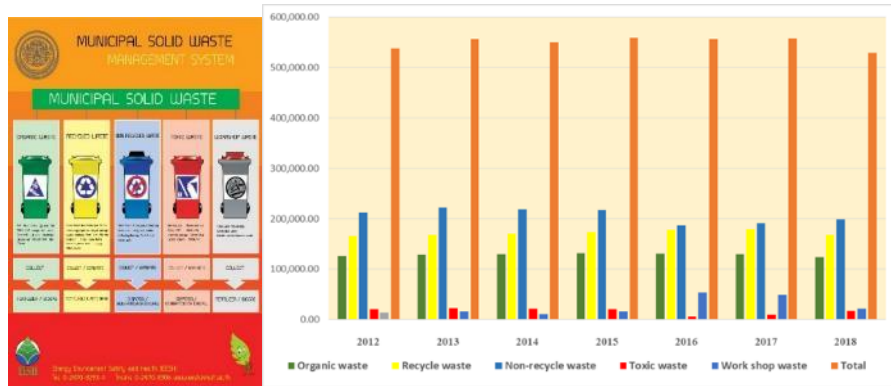
# Student Engagement : Key role to make campus sustainability



# Why “Say No to Single use Plastics” ?

## 1 | Help to solve the university problem?

KMUTT Municipal Solid Waste showed the high percentage of Non Recycle Waste which most of them are Single use plastics.



## 2 | National Agenda & Alliances



## 3 | University Policy



## 4 | Global Agenda :SDGs 2030



THE GLOBAL GOALS  
For Sustainable Development



# “Say No to Single Use Plastic Project” @ KMUTT

## Issues & Challenges



### Goal

No BIG 4 (Plastic Bags / Plastic bottles / Plastic Straws / Plastic spoon and fork) single use plastics usage within KMUTT by the year 2020.

**2018**

**Commitment** from everyone in KMUTT with **KMUTTOneLess** campaign to reduce one from the BIG 4 single use plastics on their starting.



| 4/8/2019

**2019**

No more Single use Plastic within KMUTT



**2020**

100% Say No to Single use Plastic within KMUTT and Community surrounded



มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าธนบุรี  
King Mongkut's University of Technology Thonburi

# 2018 : In Actions



**Brainstorming and set up their goal by Green Heart Team**



**Communication to target groups** by using posters and medias in various chanals /social medias /virals- All food services, convenient stores and Coffee shops in KMUTT join this campaign as network to implement



**Roadshow for D-Day “Say No to Single Use Plastics in KMUTT”** before 25 July 2018-D-Day: Launch new campaign “No plastic bag usage and use cotton bag for shopping “in KMUTT . More activities which all in KMUTT can join games playing and get rewards such as water mugs, lunch boxes and cotton bags.



**Expansion to get new Green Heart members**  
Provided Green Heart Camp for 500 of the First Year Students on August 2018.

# Implementation plan in 2018

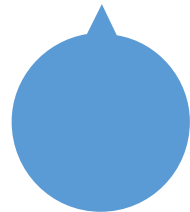
## Goal ,Target and Action Plan



JUNE

**Brainstorming**  
: Challenging the Idea

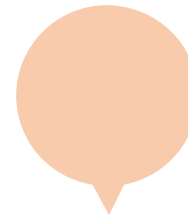
JULY



**Starting & Actions**

**PR by using all medias & Promotion campaigns**

**D-Day: 25 July**

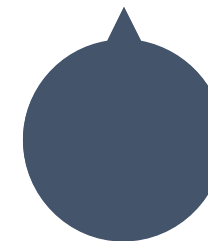


AUGUST

**Actions within KMUTT**

**#KMUTTONELESS Campaign**

SEPTEMBER-  
DECEMBER



**Expansion to School and Communities surrounded**



**THE GLOBAL GOALS**  
For Sustainable Development

# Actions

## PR Before D-Day 25 July



### Count down campaign

Starting the campaign by publicity through poster media and various channels and methods to reach our target group mostly, provide Counting down activities for comprehension and let everyone be ready to do it together, specify the way for every concerning group's collaboration



# Actions-July



Celebrating 60 years  
สังคมบริวาร พัฒนาอนาคต  
Transforming the society. Defining the future.

## PR & Commitment



## Freshman Orientations



## Roadshow within KMUTT



# Actions

Integrate in all student's activities

Expansion to get new Green Heart members

## Green Heart Camp 2018



Volunteer Cam

## Actions: viral video

อย่าให้ถุงพลาสติกตามหลอกหลอนคุณ  
ลดได้แล้ววันนี้... เริ่มต้นที่ตัวคุณ



#KMUTTONELESS



To make **viral video** that indicates the danger of using plastics is closer than we thought. This video by Green Heart Student reflects the truth, moreover it is **popular in the social media with 222,973 views and 865 shares.**



## All convenience stores ,canteen/restaurants and food court in KMUTT join the campaigns



# 2018 Results

## August – December 2018 compare to 2017

Plastic Bags

Plastic Glasses

Plastic Straws

Plastic spoon and fork



Reduce

66%

Reduce

58%

Reduce

64%

Reduce

63%

Plastic Big 4	2017 (Pieces)	2018 (Pieces)
Plastic Bags	890,000	300,100
Plastic Glasses	470,000	197,000
Plastic Straws	550,000	193,000
Plastic spoon and fork	50,000	27,000
<b>Total</b>	<b>1,960,000</b>	<b>717,100</b>

# Expansion to Schools and Communities surrounded



# Outcome and impacts

More than **60% of students and Staff (10,000 people)** in university join our activities and commitment.



More than **63 % reduction** on single use plastics in KMUTT.

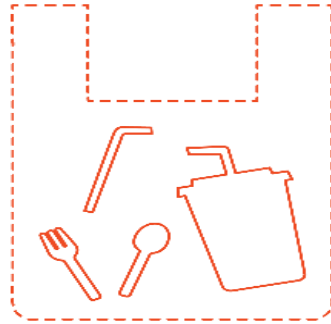


**Expansion Green Heart teams in 6 Schools** surrounded (800 Green Heart Students Leadership).



## Conclusions

The results achieved along with the decrease of greenhouse gas emissions and waste disposals within university according to the student engagement.



# SAY NO TO SINGLE USE PLASTICS

ร่วมกันปฏิเสธการใช้พลาสติกแบบใช้ครั้งเดียวทิ้ง





**THANK YOU for  
your attention**

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