

## 3R GOOD PRACTICES IMPLEMENTED BY NGOs/



### 3R Good Practices in China

<b>NGO /CBO</b>	Global Village of Beijing, China Environment and Sustainable Development Reference and Research Centre and Friends of Nature
<b>Activity</b>	Green Choice (Beijing) Project
<b>OUTLINE OF 3R GOOD PRACTICES</b>	
<b>Keyword</b>	Solid Waste, E-Waste Organic Waste, Composting, Reducing, Reusing, Recycling, China
<b>Country</b>	China
<b>Area Implemented</b>	Beijing
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<b>Waste Sector</b>	Municipal Solid Waste and E-waste Management,
<b>3R Practice</b>	Plastic Bag Reduction, Composting of Organic Waste
<b>Website / Data Source</b>	<a href="http://www.greenchoice.cn/index_eng.php?var1=content/about/theproject/project.htm">http://www.greenchoice.cn/index_eng.php?var1=content/about/theproject/project.htm</a>

## OVERVIEW OF PRACTICES

### **Introduction**

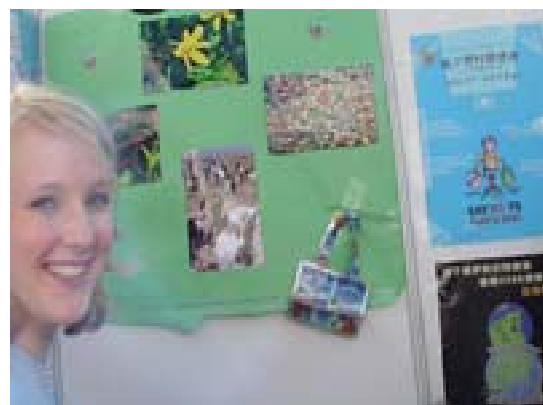
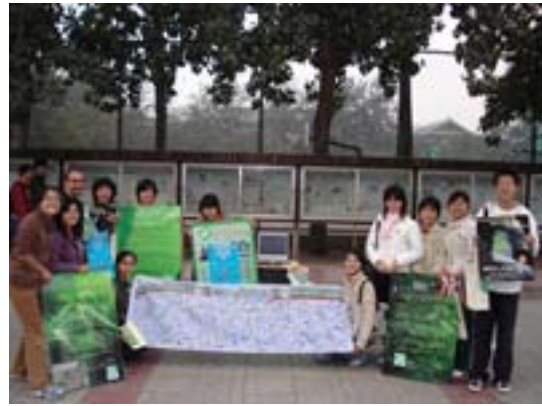
The China Environment and Sustainable Development Reference and Research Centre (CESDRRC), Friends of Nature (FON) and Global Village of Beijing (GVB) have identified and begun to address the exponential increase in consumption in China by initiating green consumption projects and thus minimize their impact on the environment. The campaign created a Green Choice (Beijing) website (<http://www.greenchoice.cn>) to provide the public with easy to follow tips, which empower them to become more environmentally responsible, while at the same time providing well researched in-depth information to support their decisions. One of the objectives of the project is to encourage consumers to organize composting and recycling centers in their communities and to use these rather than simply throwing away waste products.

### **Activity**

The project involves two to three phases: Phase one focuses on the development of a webpage with comprehensive information about environmental issues in China and detailed consumer tips on how to live a sustainable life-style. Phases two and three involve promotion activities and materials (a Green Consumption Guide, flyers/brochures, postcards, posters, community activities, booklets) as well as developing education materials and delivering these materials at schools. On the project webpage, the reduction of municipal solid waste and e-waste through reduce, reuse and recycle practices can be studied. In addition, the message concerning organic waste composting and utilization of properly composted materials as fertilizer and mulch is also described with the help of several links. During several activities on university campuses, the Green Choice team supported the University Cooperative Action (UCA) network, an association of student groups at different universities in and around Beijing, in their efforts to reduce the use of plastic bags in shops and by consumers.

### **Outcomes**

A significant reduction the amount of waste ending in landfill. Utilizing compost in lieu of chemical fertilizers reduce groundwater and nearby waterways degradation. Furthermore, the use of plastic bags is minimized to a certain extent.



Plastic Reduction Action in Universities