



**THE RT. HON. SIR STEPHEN TIMMS MP**

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*Labour Member of Parliament for East Ham*

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**To Whom It May Concern**

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Dear Sir,

I write to express my endorsement and support for the innovative pilot project, *Beat The Sachet*, being conducted in India. The project aims to demonstrate the potential of refill and reuse as a solution to prevent plastic waste, including that caused by disposable plastic sachets, which are a major cause of ocean microplastic.

*Beat The Sachet* has already demonstrated the effectiveness of reuse strategies to reduce plastic waste. In its first review of reuse solutions in the country, The India Plastics Pact highlighted the project's promising potential to scale within low-income communities.

The project engages local communities with outreach and education to raise awareness, and trains women waste pickers to work in new, higher paying roles. It is a commendable initiative addressing one of the most pressing environmental challenges of our time—plastic pollution. The project aligns with global efforts to build a circular economy for tackling plastic pollution. The model can be replicated and scaled in other regions, both within India and elsewhere.

*Beat The Sachet* plans to expand. Given its potential for positive impact, and its alignment with broader environmental goals, I hope individuals, organizations, and funding bodies will provide support to expand the pilot.

Yours faithfully,

**Rt Hon Sir Stephen Timms**  
**Member of Parliament for East Ham**