



April 26, 2021

For Immediate Release:

CAPP’s Make the Case Competition Provides Blueprint for Identifying Effective Programs to Reduce Plastic Waste

“All across the world, countless people are working hard to find innovative solutions to help curb the global plastic pollution epidemic,” said Doug Woodring, founder of Ocean Recovery Alliance, and one of the long-term global thought leaders working on reducing plastic pollution. “The challenge, however, is that even though many of the solutions they’re searching for already exist, and could be replicated, most people or organizations don’t know where to look in order to enable them.”

Recently, the Commitments Accelerator for Plastic Pollution (CAPP), an offshoot of Ocean Recovery Alliance, launched a creative new way to identify and showcase programs that have proven to be effective at reducing or eliminating plastic waste.

By giving communities around the world exposure to programs with proven results, they can find solutions that are applicable to their situations, replicate them quickly and fairly easily, and avoid wasting valuable time and resources trying to “reinvent the wheel.”

The inaugural *Make the Case* competition (cappindia.in) took place in India in early 2021, and was organized by CAPP, the Goa Institute of Management (one of the leading business institutions in India) and the Indian Plastics Institute (a prestigious member-driven organization of plastic industry professionals), with sponsorship support from the Chellaram Foundation. The competition invited the top graduate students in India to seek out existing programs designed to reduce or eliminate plastic waste, then rate the overall efficiency of those programs. Finally, students had to complete a case study and *Make the Case* why the program they chose to feature was one of the most effective at helping to solve part of the plastic pollution problem in that respective community or region.

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More than 165 teams from across India participated in the Make the Case competition, and 16 teams qualified for the final round of judging. The final six teams presented their cases on March 30th, and were judged by experts from Ocean Recovery Alliance, GIM, IPI, and the Chellaram Foundation.

The team that won the \$1,000 grand prize was from the SIES Graduate School of Technology. They showcased the Kabadiwalla Connect program, which was designed to leverage a city's existing waste infrastructure, working with informal waste pickers, to collect and process post-consumer waste in a more cost-effective and carbon-reducing manner. The second and third place prize-winning teams hailed from Bhaskaracharya College of Applied Sciences, Delhi University and Indian Institute of Management, Visakhapatnam. Their case studies were about a technology that incorporates plastic waste into the sub-base and base layer of new roads being constructed from Bharat Petroleum, and a waste-to-fuel company, Rudra Environment Solution, which collects plastics from households and offers a technology process that converts plastic waste into oil & fuel, respectively.

“The goal of this competition was not only to identify and showcase high-impact plastic waste reduction programs in India, but to demonstrate how those programs might also be implemented in communities around the world, improving knowledge sharing and efficiency to other communities who are also working to reduce their plastic pollution problems,” said Rob Steir, Co-Founder of CAPP. “Not only did these students accomplish that goal, they exceeded all of our expectations in the process, and demonstrated that this type of competition can be successful in other countries.”

Two of CAPP's Flagship Nations, Curaçao and Fiji have already expressed interest in having CAPP host *Make the Case* competitions for the Caribbean and Pacific Islands as a way to identify and showcase effective programs that could help curb the plastic pollution problems they are facing. To expand its reach and capacities, CAPP is actively seeking donors to make it possible to sponsor these student competitions, as well as other programs it is developing around the world.

“With each of the competitions we host, we're able to shine a brighter spotlight on proven solutions to plastic pollution. The more communities around the world that can replicate these effective initiatives, the more likely it is that we will have waters and environments without plastic pollution.” Steir said.

For more information about the Make the Case competition in India and to watch the recorded finals program, visit www.cappindia.in.

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About CAPP

Created in 2020 as part of the Ocean Recovery Alliance, the Commitments Accelerator for Plastic Pollution is focused on helping to support, facilitate, and incubate initiatives that reduce or prevent plastic pollution from entering our oceans. With founding members in the U.S., Europe, and Hong Kong, CAPP maintains a global focus at a local level by building a network of innovators and putting their ideas into action with results that can be replicated in communities around the world. For more information, visit capp.global.