

Blueprint - Replicate - Scale

THE WORLD CAN SHARE EFFECTIVE SOLUTIONS

CAPP Was Created In 2021 As The Followup to Ocean Recovery Alliance's United Nations-funded Report On Commitments To Reduce Plastic Pollution

PRESENTED BY OCEAN RECOVERY ALLIANCE

https://capp.global



Crafting High-Impact Commitments Crafting High-Impact Voluntary Commitments to Prevent and Reduce Marine Litter Cuide & Scorecard for SDG Target 14.1

> Made possible with funding from United Nations Environment

WE HAVE ONE PLANET

Currently, the Amount Of Plastics Entering The Ocean Is Increasing Every Year

Slowing The Flow Of Plastic Into The Ocean Is Only Possible With Global Coordination

What We Can Measure, We Can Improve

The World Can Share Effective Solutions

We Should Re-prioritize And Improve Our Commitments

The World Can Use All Resources – Time, Effort, and Capital - More Wisely

Please contact us at doug@oceanrecov.org or rob@capp.global



THE PREMISE

PLASTIC

"Business as usual" plastic waste reduction efforts are failing. By 2050, it is expected that 12 billion tons of plastic waste will end up in landfills or natural environments. While there are many local plastic waste projects that have proven to be effective at reducing plastic waste, few are ever replicated in other communities, and even fewer are scaled around the world. Because best-practices are seldom shared, communities around the world are continually reinventing the wheel, resulting in wasted commitments, efforts, and resources.

THIS IS A LOST OPPORTUNITY IN THE WAR AGAINST PLASTIC WASTE





THE CAPP MISSION

With the help of it's **"Make the Case"** university student competitions, CAPP identifies highimpact, and under-recognized, plastic waste reduction projects, which are run by NGOs or forprofit entities. Through a series of phased accelerator programs, CAPP provides sustainability guidance to appropriate organizations, and then helps to REPLICATE and SCALE the best ones to the rest of the world.

CAPP IN THE YEAR 2030

By 2030, CAPP will have organized 10 **"Make the Case"** student competitions each year and worked with hundreds of organizations and their projects. From 2024 to 2030, it will have helped replicate at least 20 proven projects in 3 or more locations across the globe. And a select few of these projects will have been scaled more than 25 times around the world. Without CAPP, many of these initiatives would have remained isolated to one location, or cease to even exist, in 2030.

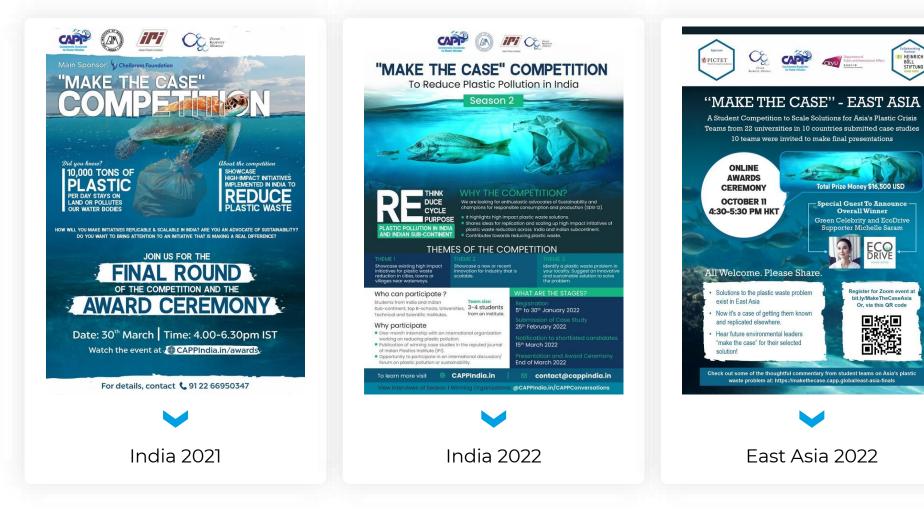


WHAT CAPP HAS ACHIEVED IN 2021 AND 2022

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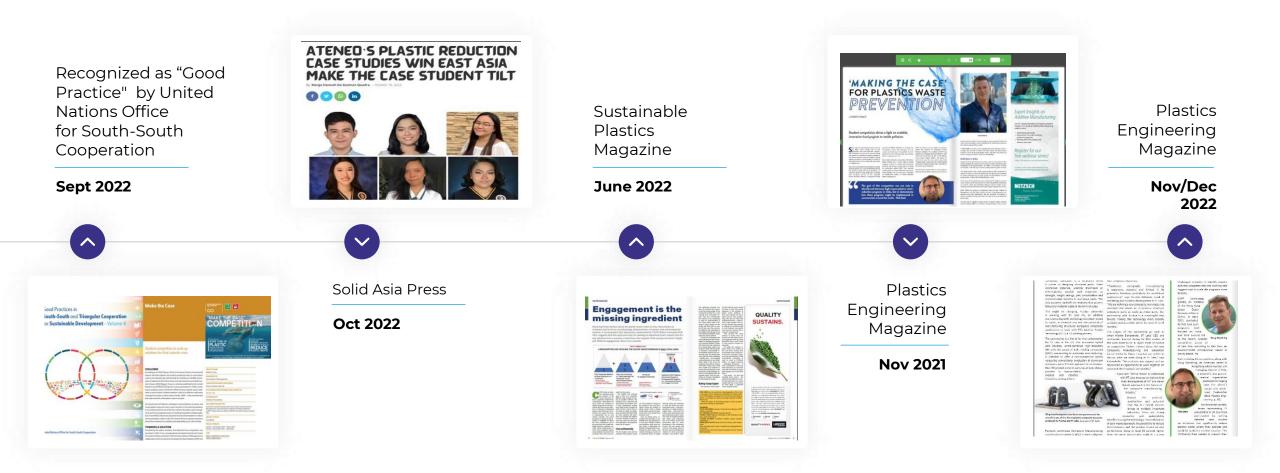
Three Completed, Successful Student Team Competitions





WHAT CAPP HAS ACHIEVED IN 2021 AND 2022

Official United Nations Recognition, Plastic Industry & Global Press Coverage



Each Year HOW WE ACCOMPLISH OUR MISSION

1. Conduct Our "Make the Case" University Student Competitions

2. Work with Proven Initiatives

3. Replicate & Scale

Student teams identify organizations that have implemented proven, highimpact initiatives that reduce plastic waste at a local level. The teams then "make the case" for how that organization's initiative can be replicated and scaled. Ten teams are selected as finalists in each competition.

After each competition, CAPP invites all ten finalist organizations to join the interactive **Blueprint Program**. As part of the program, the organizations focus on selfimprovement efforts to increase the sustainability of their initiative. A small number of them receive grants of \$10K or more, and one or two receive grants of up to \$100K. As part of the CAPP **Blueprint Program**, each organization looks at its ability to replicate and scale its project. CAPP invites outstanding organizations to apply for further funds to actually replicate its initiative at least three times in different locations.



WHY THIS WORKS



Student teams are a great filter. Not only do students interact with the organizations (a way for CAPP to learn which ones are proactive and easy to work with), but these student teams compete to "make the case" for their selected project as their advocates as well. Ten organizations become finalists through the lens of one or two competition themes and all finalists can then self-select into the **CAPP Blueprint Program.**

The CAPP Blueprint Program

is designed first and foremost to provide participating organizations with insights to improve their own financial and operational sustainability. These organizations can also tap into the CAPP network of proven professionals, student newhires, and interns. By participating in the grant portion of the **Blueprint Program**, and observing their deployment and effectiveness of our grant funds, the organizations with the solutions that can best be replicated and scaled, can easily be identified and provided priority funding.

SEEKING A CORE GROUP OF GLOBAL SPONSORS

One Year Funding

To operate 4 "Make the Case" international university team competitions each year, along with running the CAPP Blueprint Program, including small grants to participating organizations.

- Reach students from hundreds of top universities and graduate programs around the world- for hiring and company branding purposes
- Offer a direct way to engage employees to showcase a sponsor's corporate commitment to reducing plastic waste in the world.
- Proactively involve customers and local communities where sponsors have a business presence. Sponsors can "adopt" a plastic waste project.

To view our detailed slide presentation, please

click here and enter password: makeThecase%%



Please contact Rob Steir (<u>rob@capp.global</u>) or Doug Woodring (<u>doug@oceanrecov.org</u>)



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THE BLUEPRINT PROGRAM

