

THE WORLD CAN SHARE EFFECTIVE SOLUTIONS

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

PRESENTED BY
OCEAN RECOVERY ALLIANCE

<https://capp.global>

March 2024



“ 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



THE PREMISE

"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 re-inventing 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 its **"Make the Case"** university student competitions, CAPP identifies high-impact, and under-recognized, plastic waste reduction projects, which are run by NGOs or for-profit 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

Three Completed, Successful Student Team Competitions








Main Sponsor:  Chellaram Foundation

"MAKE THE CASE" COMPETITION

Did you know?
10,000 TONS OF PLASTIC
 PER DAY STAYS ON LAND OR POLLUTES OUR WATER BODIES

About the competition
 SHOWCASE HIGH-IMPACT INITIATIVES IMPLEMENTED IN INDIA TO **REDUCE PLASTIC WASTE**

HOW WILL YOU MAKE INITIATIVES REPLICABLE & SCALABLE IN INDIA? ARE YOU AN ADVOCATE OF SUSTAINABILITY? DO YOU WANT TO BRING ATTENTION TO AN INITIATIVE THAT IS MAKING A REAL DIFFERENCE?

JOIN US FOR THE **FINAL ROUND** OF THE COMPETITION AND THE **AWARD CEREMONY**

Date: 30th March | Time: 4.00-6.30pm IST
 Watch the event at [CAPPindia.in/awards](https://cappindia.in/awards)

For details, contact [91 22 66950347](tel:912266950347)

India 2021



"MAKE THE CASE" COMPETITION

To Reduce Plastic Pollution in India

Season 2

REDUCE CYCLE PURPOSE
PLASTIC POLLUTION IN INDIA AND INDIAN SUB-CONTINENT

WHY THE COMPETITION?
 We are looking for enthusiastic advocates of Sustainability and champions for responsible consumption and production (SDG 12).
 • It highlights high impact plastic waste solutions.
 • Shares ideas for replication and scaling up high impact initiatives of plastic waste reduction across India and Indian subcontinent.
 • Contributes towards reducing plastic waste.

THEMES OF THE COMPETITION

THEME 1: Showcase existing high impact initiatives for plastic waste reduction in cities, towns or villages near waterways.
THEME 2: Showcase a new or recent innovation for industry that is scalable.
THEME 3: Identify a plastic waste problem in your locality. Suggest an innovative and sustainable solution to solve the problem.

Who can participate ?
 Students from India and Indian Sub-continent, top 8-schools, Universities, Technical and Scientific institutes.

Team size:
 3-4 students from an institute.

Why participate

- One-month internship with an international organisation working on reducing plastic pollution.
- Publication of winning case studies in the reputed journal of Indian Plastics Institute (PI).
- Opportunity to participate in an international discussion/forum on plastic pollution or sustainability.

WHAT ARE THE STAGES?

Registration: 5th to 30th January 2022
 Submission of Case Study: 25th February 2022
 Notification to shortlisted candidates: 15th March 2022
 Presentation and Award Ceremony: End of March 2022

To learn more visit [CAPPindia.in](https://cappindia.in) | contact@cappindia.in
 View interviews of Season 1 Winning Organizations: [@CAPPindia.in/CAPPConversations](https://cappindia.in/CAPPConversations)

India 2022










"MAKE THE CASE" - EAST ASIA

A Student Competition to Scale Solutions for Asia's Plastic Crisis
 Teams from 22 universities in 10 countries submitted case studies
 10 teams were invited to make final presentations

ONLINE AWARDS CEREMONY
OCTOBER 11
4:30-5:30 PM HKT

Total Prize Money \$16,500 USD

Special Guest To Announce Overall Winner
 Green Celebrity and EcoDrive Supporter Michelle Saram



All Welcome. Please Share.

- Solutions to the plastic waste problem exist in East Asia
- Now it's a case of getting them known and replicated elsewhere.
- Hear future environmental leaders "make the case" for their selected solution!

Register for Zoom event at bit.ly/MakeTheCaseAsia Or, via this QR code

Check out some of the thoughtful commentary from student teams on Asia's plastic waste problem at: <https://makethecase.capp.global/east-asia-finals>

East Asia 2022

WHAT CAPP HAS ACHIEVED IN 2021 AND 2022

Official United Nations Recognition, Plastic Industry & Global Press Coverage

Recognized as "Good Practice" by United Nations Office for South-South Cooperation

Sept 2022



Sustainable Plastics Magazine

June 2022



Plastics Engineering Magazine

Nov/Dec 2022

Solid Asia Press

Oct 2022



Plastics Engineering Magazine

Nov 2021



Each Year

HOW WE ACCOMPLISH OUR MISSION



1. Conduct Our “*Make the Case*” University Student Competitions



Student teams identify organizations that have implemented proven, high-impact 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.

2. Work with Proven Initiatives



After each competition, CAPP invites all ten finalist organizations to join the interactive **Blueprint Program**. As part of the program, the organizations focus on self-improvement 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.

3. Replicate & Scale



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 new-hires, 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 (rob@capp.global) or Doug Woodring (doug@oceanrecov.org)

THE BLUEPRINT PROGRAM




The Opportunity:

Be part of sponsoring this global program for plastic pollution reduction programs.

Please Contact:


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