



Ocean
Recovery
Alliance

The **OCEAN** is our focus, but most of our solutions are on land.

If the Ocean is not healthy, we are not healthy.

RECOVERY is the goal.

Now is the opportunity to create broad, long-standing solutions.

ALLIANCE is the way.

Only a collective effort and lasting awareness can work.

ABOUT OCEAN RECOVERY ALLIANCE

The mission of Ocean Recovery Alliance is to reduce plastic pollution on land and water by working with communities, businesses and governments to develop strategic solutions and programs that educate, build awareness, and lead to long-term positive societal change.

We are experts in plastic pollution – its origins, its impacts, and ways in which communities and businesses can mitigate those impacts – and we specialize in helping our stakeholders develop new ways of thinking and collaborating. We introduce new technologies, and we design and support the educational programs that are vital to gaining legislative and community support that is critical to long-term change.



OUR PROJECTS – PLASTIC DISCLOSURE PROJECT | GLOBAL

Thousands of companies report their annual carbon and water consumption. The Plastic Disclosure Project (PDP) takes that idea and applies it to plastic.

We launched the PDP program (the first in the world of its type) in 2010 at the Clinton Global Initiative (CGI), and our methodology has been endorsed by both the United Nations Environment Program (UNEP) and The World Bank for different programs. The PDP can be used by companies, NGOs, municipalities, or events, as plastic is used in almost every human activity.

We have helped one client replace 75m virgin-plastic bottles per year with recycled material, help another hotel reduce 30,000 bottles per day, and an airline to lightweight its global plastic footprint for in-flight amenities and food services.

The PDP helps our stakeholders establish their baseline plastic usage, and then we can work with them to create offset programs (with certified recovery of materials), helping them to manage and reduce their plastic footprints.



OUR PROJECTS – PLASTICITY FORUM

In June of 2012, Ocean Recovery Alliance launched the Plasticity Forum at the Rio+20 Earth Summit. This was the first side event at a large-scale environmental conference related solely to solutions for plastic pollution. The event did not dwell on the problems or the impacts “downstream,” but focused instead on the “upstream” opportunities and issues facing new technologies, processes and operations that need to be scaled in order to make a positive impact in the reduction of waste globally.

Since its launch at the Rio+20 Earth Summit, the event has been hosted in 13 cities, including Hong Kong, New York, Lisbon, Shanghai and London, with the most recent forums held in Sydney, Kuala Lumpur, Fiji, Amsterdam, Bangkok, and virtually during COVID with UNEP’s Sea of Solutions.

Plasticity had over 450 participants at its one-day event as part of SEA of Solutions 2019 in Bangkok, a week-long event convened by the United Nations Environment Program, COBSEA and the government of Sweden, to showcase informed eco-optimism, exciting new circular economic thinking and ground-breaking technological advances to address the global plastics crisis.



A BIG CONVERSATION ON THE FUTURE OF PLASTIC



OUR PROJECTS – TONLÉ SAP LAKE | CAMBODIA

Over the past five years, Ocean Recovery Alliance and NGO2 Bambooshoot Foundation have engaged and empowered communities on Tonlé Sap Lake, leading to heightened environmental awareness, engagement and pride for the outdoors, with a specific focus on plastic pollution. This is highlighted with festivals twice a year for residents and visitors, including participation by over 15,000 each year in the Inland Ocean Festival which we created in 2023.

Our projects to clean the Siem Reap river south of the city, and work with five floating and stilted villages along the lake, have resulted in over 120,000kg of waste being from the waters of the lake communities, with over 50% recovery rate of plastics. Within the coming four years, we aim to involve 30 Tonlé Sap communities in our education and engagement programs, called **Harvest Plastic**. This focuses on the collection of all types of plastic from households which avoids burning and dumping, and builds awareness for all ages at the festivals with lantern-making, a parade and a theatrical play on recycling which is now in eight languages.

Our efforts have garnered strong support from Cambodia's Ministry of Environment and Ministry of Tourism, the Cambodian Association of Tourist Agents (CATA), as well as local government bodies.



120,000kg
waste removed

15
communities

15,000 annual
festival participants

50%
plastic recovery

OUR PROJECTS – HARVEST PLASTIC | CAMBODIA

Harvesting Uncontaminated Plastic from Village Communities

Most remote villages lack waste management infrastructure, which leads to dumping and open burning. Our Harvest Plastic program capitalized on the use of our own branded rice bags, handed to all village households in certain watershed areas of the lake, focusing on the collection of all plastic, but uncontaminated with other waste. The bags are collected every two weeks from villages, with the clean and easier to sort and recycle plastic sent for local processing.

We now have a Green Ambassador program with over 25 high school students from the village who have been taught to go to the floating households by boat, for education and awareness-building for the program, with over 1,100 families now part of our Clean Families program for the residents, with qualified families receiving 10kg of rice (3,000kg of which was donated by the government for the program initiation).



OUR PROJECTS – HARVEST PLASTIC | LOMBOK

In 2023, we brought our Harvest Plastic program from Cambodia to the Indonesian island of Lombok, engaging six local villages in our bi-monthly collection of all plastic from households. Within three months, we had recovered over 3,500kg of quality, uncontaminated plastic from empowered village communities, with over 90% recovery rate of collected plastic. Within six months we were collecting over 6,000kg per month.

As in Tonlé Sap, Cambodia, additional education and engagement programs were held in Lombok, creating what we call *Jurisdictional Upswell*, as entire villages join in as participants of the program. In the near future, this will be coupled with a Night Aquarium Parade along the beach, modeled after our Inland Ocean Festival in Cambodia, to bring awareness and pride to the ocean and their waters, while benefitting the communities and eco-tourism along the way.

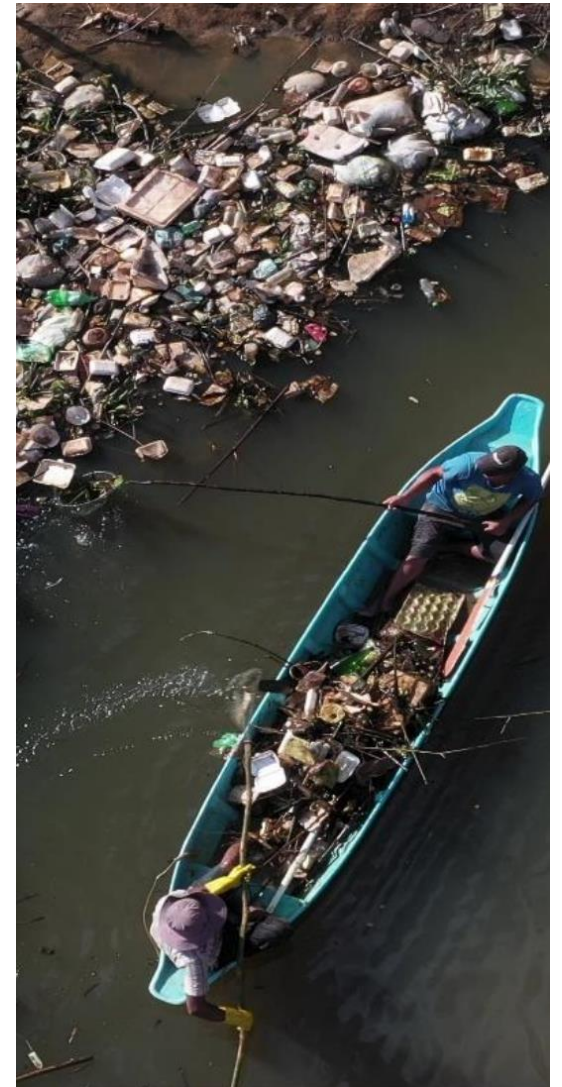


NEXT STEPS: JURISDICTIONAL UPSWELL

Jurisdictional Upwell is a term we have created to describe the transformation of communities when the beneficial effects of environmental stewardship become apparent to citizens.

As a result of our expertise in working on plastic pollution issues for over 15 years, our *Harvest Plastic* programs introduce opportunities for communities that result in significantly higher volumes of good quality plastic collected. This makes recycling both cheaper and easier to accomplish, creating efficiencies and opportunities, and reducing dumping and burning of plastic in places where waste management services are non-existent, and where material recovery has been unstructured and opportunistic, usually only occurring at an individual level.

The success of our programs in Cambodia and Indonesia has delivered proof of concept for local plastic waste processing solutions and local infrastructure to support circular plastic economies. We expect the continued success of these programs to spark further and broader adoption, perpetuating an upswell of support and participation.



WHAT DO WE DO – *REALLY* – AT OCEAN RECOVERY ALLIANCE?

We are Consultants/Advisors

We help our stakeholders develop creative new business strategies and solutions; provide net environmental benefit analysis, support brand positioning and stakeholder engagement.

We are Advocates

We have a global network of relationships that help us find the right solutions for our stakeholders; we're subject matter experts who generate and facilitate ideas; we conduct trade-off analysis and technical evaluations.

We are Innovators

Through the creation of new programs, societal change, policies, ideas and action, we design solutions and engagements that can be replicated almost anywhere in the world. These benefit communities and stakeholder groups, and often, without the need for new, expensive technology for delivering collective plastic footprint reduction.



SUPPORTING OCEAN RECOVERY ALLIANCE

How can you support Ocean Recovery Alliance?

- 1. Contact us to discuss reducing your organization's plastic footprint, which can be via more recycling, collection and use of recycled content.*
- 2. Be a sponsor or donor in our education and transformation efforts in Cambodia, Indonesia, Kenya and elsewhere. Our programs can be replicated in areas that are important to you and your stakeholders, and be integrated into other climate and environmental activities, adding a set of solutions for plastic, waste and water, bringing stronger resilience to communities impacted by larger environmental impacts.*
- 3. Provide financial support to Ocean Recovery Alliance for some of its larger cross-border programs and economic research.*

Ocean a main recipient, but the land and upstream waters are mainly where we work.

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Alliance is the way: only a collective effort and lasting awareness can work.





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