



Commitments Accelerator for Plastic Pollution
 CAPP brings together transparency, community and action to reduce and eliminate plastic waste. Members convene to discuss strategies, projects, outcomes, and research. They engage in formal training. They benchmark their performance and track their progress. They replicate and scale high-impact projects and programs with expert and peer mentoring – moving their commitments into achieved milestones.

“CAPP helps defeat plastic pollution through community, transparency, and informed action”



Why CAPP?

A July, 2020 Pew Research¹ study concluded that, at current rates, the quantity of plastic in the ocean could triple by 2040. Pew called for more comprehensive commitments and action. Our own Ocean Recovery Alliance January, 2020 (UNEP-funded) study of 580 global commitments went further: we found that community, transparency and informed action are the three key ingredients to develop and execute plans to eliminate plastic pollution.²

Transparency drives action

Research shows that agreed-upon science, simplicity, leadership, data, community engagement, and local adaptation together drive local action in health and environment.³

Putting these factors into plastics similarly results in data-driven decisions to commit and invest locally. With CAPP, a community of stakeholders shares and implements high-impact programs.



Hong Kong

CAPP Services

- Global Community:** Diverse stakeholders share strategies, build their networks, and innovate to reduce plastic pollution.
- Digital Platform:** A hub for learning, connecting and tracking performance includes a digital scorecard and toolkit to co-design plastic pollution commitments and track outcomes.
- Applied Knowledge:** Searchable case studies and peer-to-peer sharing models provide examples and replicable processes.
- Action Learning:** An online learning curriculum includes topics in program development, governance, community-building, science, and monitoring of measuring plastic pollution reduction.



Lombok, Indonesia

The CAPP Roadmap

Phase 1 (Months 1-6: Piloters)

- Case studies, scorecard, toolkit
- Community launch
- Real-time and self-paced training
- Community platform configuration, launch

Phase 2 (Months 7-24: Communities)

- Peer benchmarking
- Customized training and advisory for scaling commitments
- Partner engagement and publications



Siem Reap, Cambodia

The CAPP Team



Ocean Recovery Alliance
 Doug Woodring,
 Rob Steir

Island Impact
 Arno Boersma,
 Bianca Peters



Columbia University and Align Consulting
 Katrina Pugh



Influent Solutions
 Damir Simunic,
 Joe Canda



The governments of Curaçao, Fiji, and Seychelles, Universities, NGOs, private companies and other partners.

info@capp.global

¹ “Breaking The Plastic Wave” (PEW Charitable Trust/SystemIQ, July 2020)

² “Crafting High-Impact Voluntary Commitments to Prevent and Reduce Marine Litter” (Ocean Recovery Alliance, January 2020)

³ Yamey, Gavin. “Scaling up global health interventions: a proposed framework for success.” Plos Med 8, no. 6 (2011)

CAPP will convene several communities, organized by common interests and impact. For example, community boundaries could be defined by:

- ✔ Type of water body (e.g., rivers, coastlines, ocean, lakes)
- ✔ Type of convener (e.g., businesses, NGOs, citizens, policy makers)
- ✔ Stage in circular economy (e.g. production, recycling, collection)
- ✔ Type of plastic recovered (e.g. drink bottles, rigid containers, thin film packaging)

Commitment Examples

Recovery/Reuse

A Company creates global objectives for reducing the amount of plastic packaging that reaches the environment, and, to do so, the company commits to using 20% recycled content in its packaging by 2025, and 50% by 2030. Not having access to supply chains of material which are of consistent quality and volume, the Company establishes two community-wide collection programs in countries where it has manufacturing: 1. A retail reward programs for consumers, and 2. Home sorting and recycling to reduce contamination and landfill volume. The Company's goal is to reach 400 annual tons by 2025, and to reach 1,000 tons by 2030.



Siem Reap, Cambodia

Prevention/Innovation

A Company pledges to change all of its plastic components to be made from algae-derived sources. These are rigid plastics, used predominantly only once. Instead of composting, the company creates a closed-loop consumption system, whereby 95% of the used products are recovered for recycling (as bio-based feedstock). A special rewards program incentivizes consumers to return old materials, while building brand loyalty/repeat purchases. The Company pledges to reduce its petroleum-based feedstock by 40 tons/annually, and to reduce its waste footprint by 35 tons annually.



Recycling Operations

Capture/Removal

An NGO runs bi-annual celebratory cleanups of the local rivers, creeks, coastlines and parks. Each cleanup includes awareness education, scorecards for plastic collection, and people-hours. Schools create dramas about protecting their ecosystem and recycling. The community has focal points and catchment devices, managed by local Rotary Clubs. "Wet and Dry" sorting improves recycling volumes, and creates job opportunities. After the NGO establishes landfill accumulation baselines, it targets diversion rates of over 50 tons of material per cleanup, engaging 10,000 people annually.



Siem Reap, Cambodia

Doug Woodring is Founder and MD of Ocean Recovery Alliance, Plasticity Forum focused on, improving ocean health. His credits include the Clinton Global Initiative, the 2018 Prince's Prize (Monaco), a UN Climate Hero, Google Earth Hero, and work with UNEP and the World Bank on plastic pollution.



Rob Steir is the main author of the UNEP marine pollution commitments report. He is a partner of FrontlineWaste.com, offering community-scale waste-to-energy solutions for islands and developing countries.



Arno Boersma is founding partner of Island Impact, a strategy firm for islands. A knowledge strategist, Arno worked for various multinational firms and development agencies. He was the director of UNDP's Center of Excellence for the Sustainable Development of Small Island Development States.



Bianca Peters is a founding partner of Island Impact. She was senior advisor to the Prime Minister of Aruba on innovation and sustainable development. She founded 360° of Innovation and is on the steering committee of Local2030 Islands network.



Katrina Pugh is faculty at Columbia University. She researches and leads networks seeking to innovate and scale up knowledge globally. She is on the board of LYRISIS, a global open source nonprofit, and has written three books on collaboration.



Damir Simunic is Director of Product Management for Influent Solutions. Trained in electrical engineering and psychology, Damir has 35 years professional experience in designing and delivering web applications. He has built cross-browser collaboration environments for user communities ranging in size to hundreds of thousands. Damir is a national of both Croatia and Switzerland

