



# Clean Blue Alliance

An island-focused collaborative change programme for plastic-free seas

Clean Blue Alliance is designed to help island communities tackle plastic pollution. It's a top down and bottom up approach that works with government, councils, businesses and local changemakers to understand plastic waste flows and impacts from source to sea. It then identifies and accelerates solutions with the biggest potential to reduce plastic leakage into the ocean.

The Clean Blue Alliance is currently active with islands in Greece and the Maldives and is in discussion with partners in Indonesia and the Bahamas.

## Why it matters

Around 12.2 million tonnes of plastic enter our oceans every year. Plastic pollution has become one of the biggest threats facing the marine environment, harming people, communities, economies and the health of our planet.

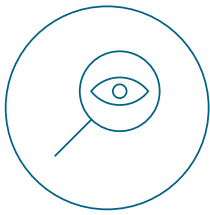
## Why islands

Islands tend to have a more intimate relationship with the ocean and plastic pollution is often more visible. Tourism is usually critical for the economy, so governments are engaged in the issues of plastic and marine pollution.

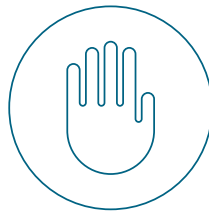
Islands are also easier to engage in whole system change when it comes to material waste flows. As microcosms of larger human settlements, breakthroughs at an island level offer accelerated learnings for larger geographies with more complex material flows.

# How it works

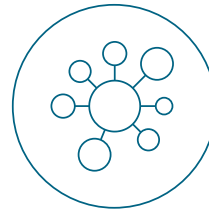
The Clean Blue Alliance follows a three-step process.



**1 Investigate**



**2 Intervene**



**3 Influence**



## **1 Investigate: Identify waste streams and leakage**

We build a thorough understanding of an island's plastic ecosystem, gather baseline data on social factors, conduct marine litter and waste audits for ongoing evaluation, and identify opportunities to stop plastic waste leakage. We then model the policy landscape and highlight the volume and characteristics of the country's plastic leakage. From there, we identify the potential effectiveness of different policy interventions.



## **2 Intervene: Incubating and accelerating solutions**

We collaborate with communities to incubate and accelerate viable, socially inclusive initiatives that produce lasting impact in tackling marine plastics. We focus on demonstrating on-the-ground solutions, usually through local systems that radically reduce consumption of single-use plastics. With remaining waste, we optimise circular resource management, phasing-out materials that have low economic post-use value.



## **3 Influence: Replicating and scaling best practice**

Finally, we invest in viable enterprises and showcase successful solutions to inform and inspire. Our goal is to scale up viable initiatives nationally and internationally. The Clean Blue Alliance aims to connect islanders globally to share experiences, combine strengths, develop assets and build on models that work. Proven solutions brought to life at island scale will provide insights for places with more complex material flows.



## Spotlight: Clean Blue Paros

Our first and most progressed initiative, Clean Blue Paros, is a ground-breaking collaboration between Paros Municipality, the Cyclades Preservation Fund, WATT, WWF Greece and pioneering local Paros businesses. Following the phases outlined above, these are our outcomes so far:

- We continue to work with the community and local businesses to radically reduce the volume of single-use plastics being used across the island. This involves conducting plastic audits for cafes, restaurants and bars and helping them set reduction targets, introducing alternatives such as re-usable drinking straws and cups and installing water bottle refill stations in schools and across the island.
- We are piloting the design and roll out of a system to separately collect clear plastic drink bottles and containers (PET and PP). Through a better understanding of the volume and the costs and benefits of collection and re-use, the project will help identify and drive high-value post-use markets for these recycled plastics.
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- We are working to celebrate the pioneering leadership in Paros and replicate and scale the best practices and lessons learned across other islands and other communities.