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CLEAN CITIES, BLUE OCEAN

USAID'S GLOBAL FLAGSHIP PROGRAM TO COMBAT OCEAN PLASTIC POLLUTION

In August 2019, USAID's launched Clean Cities, Blue Ocean (CCBO)—the Agency's global flagship program for combatting ocean plastic pollution. CCBO targets ocean plastics directly at the source—in rapidly urbanizing areas throughout low- and middle-income countries where waste collection and mismanagement are resulting in high amounts of plastics entering the ocean. The objective of CCBO is to build capacity and commitment for the 3Rs (reduce, reuse, and recycle) and improved solid waste management in the places that are at the heart of the global plastic pollution crisis. The objective of CCBO is to build capacity and commitment for the 3Rs (reduce, reuse, and recycle) and improved solid waste management in the places that are at the heart of the global plastic pollution crisis.

The amount of plastic pollution flowing into the ocean is reaching crisis levels—an estimated eight million metric tons of plastic pour into the ocean each year—and the human, economic, and environmental costs are mounting. Most of the waste flowing into the ocean comes from land-based sources, primarily cities in low- and middle-income countries that are not able to adequately collect, reuse, recycle, and dispose of their waste—which often results in open dumping and waste directly escaping into surrounding environments.

CCBO is a five-year (2019-2024), \$48 million program designed to alleviate and solve these challenges in key focal countries.

GEOGRAPHIC FOCAL AREAS

CCBO is global in scope, with an initial focus on key countries in Asia and Latin America. In collaboration with global, regional, and local stakeholders, CCBO will test, scale and share inclusive and sustainable 3R and Solid Waste Management (SWM) solutions in focal countries and selected cities.

THE CCBO APPROACH

CCBO's approach is designed around four primary objectives:

- **Promote 3R Practices and Strengthen Local and Regional Markets for Recycled Plastic** - CCBO seeks to strengthen the policy and enabling environment for improving waste management and combating marine debris at all levels in its focal countries. CCBO will identify and fill gaps in the enabling environment based on local SWM practice, compliance, and enforcement of local laws; develop incentives that generate demand and strengthen markets for recycled plastic; and institutionalize inclusive policies and their implementation that strengthen markets, incentivize private sector participation in recycled plastics, as well as safeguard livelihoods and working conditions of vulnerable citizens in the sector.
- **Build Social and Behavior Change for 3R Practices and Sustainable Waste Management** - CCBO will shift ingrained behaviors related to recycling and solid waste in households, businesses, and in government to active support for 3R practices. By identifying the root socio-cultural, political and economic structures that surround waste management (including women, youth and vulnerable populations), CCBO will mobilize system champions and develop audience-specific messaging to generate dialogue with stakeholders and actively address structural and cultural factors.
- **Increase Capacity and Effective Governance of SWM and Recycling Systems** - Enhanced governance systems are critical for establishing stronger 3R/SWM systems that reduce ocean plastics and are responsive to rapidly urbanizing areas. At the local level, CCBO will support governments to plan and formalize inclusive systems, improve compliance with and enforcement of SWM laws and implement tailored projects to improve the collection, aggregation and sorting of waste.
- **Support and Leverage International Fora, Public-Private Partnerships and Stakeholder Alliances** - CCBO will strengthen relationships, partnerships, and coordination to amplify the impacts of its activities and leverage existing and emerging organizations and fora to advance global policy and coordination. Private sector partnerships and alliances will support the attainment of private investments toward program interventions, advance private sector commitments and contributions, and support the development and implementation of innovative tools and technologies.

MANAGEMENT AND PARTNERS

CCBO is managed out of USAID/Washington's Land and Urban Office in the Bureau of Economic Growth, Education and Environment (E3) and is implemented by Tetra Tech, with a consortium of expert partner organizations that include the International City/County Management Association (ICMA), the Manoff Group, and Ocean Conservancy. Other partners include national and local government, members of the private sector, non-governmental organizations, and local women's and youth organizations. To learn more visit www.urban-links.org/ocean-plastics.

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