

Five Criteria for Investment

in Waste Management and Recycling Businesses

Geography



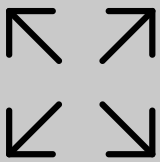
Investors are focused on supporting local businesses in specific markets that are aligned with their objectives and mission. Find the investors and supporters that are looking to invest in your country. Get to know them and what they are looking for to assess their suitability as partners for local businesses.

Type of Capital



Find out what form of funding the investor can provide to understand whether it suits the needs of the small business ecosystem in your country. Different types of capital have different advantages and benefits for businesses.

Scale of Investment



Consider how much funding small businesses in your country need and whether this matches the support that these investors can provide. Investors often look to make investments within a particular funding range.

Business Model



Help businesses attract investors by providing them the tools and resources to establish their growth strategy and prove their financial stability and return profile. Investors and supporters look for evidence that they can confidently help the business grow and scale for the long-term.

Social and Environmental Impact



Investors today are looking for more than financial returns. They also want the businesses they partner with to have a positive impact on the world around them. Help the businesses showcase their environmental, social and economic impacts. Metrics could include: tons of waste diverted from landfill or the environment and returned to a circular economy; tons of greenhouse gas emissions reduced; jobs created and livelihoods improved, especially for women and marginalized populations; benefits to cities' integrated waste management systems, including for organic and textile waste; and compliance with key environmental, social, and governance standards, including for climate change and human rights, such as those addressed by the UN Principles for Responsible Investment (PRI).

Led by Ocean Conservancy, Resilient Cities Network and The Circulate Initiative, the Urban Ocean program engages cities in the fight for clean, healthy seas. The platform works with leaders from city governments, academia, civil society and the private sector to develop best practices for embedding the reduction of plastic waste into other core city priorities like public health, economic growth and job creation.

This document was created in collaboration with Circulate Capital, an investment management company focused on preventing ocean plastic and advancing the circular economy.

