TIPS FOR PARTNERING WITH THE PRIVATE SECTOR

URBAN OCEAN

Local industry and brand leaders can play a valuable and complementary role to accelerate action on plastic pollution, which is why the Urban Ocean program has created a check list for cities to consider before engaging with potential private sector partners.

Why do you want a private sector partner?

- How will the right partner help you achieve your goals?

What are you offering to bring to the table?

- Think through how your plans may impact different areas of the plastics value chain (for example, consumption, source sorting, recycling, last chance capture), as well as the potential co-benefits for your community (human/environmental health, job creation, waste reduction, increased recycling rates).

- Look for alignment between your initiative/s and a company's ethos and/or sustainability goals.

- Brainstorm ideas for collaboration. Consider what you can bring to the partnership, e.g., influencing behavior change through public outreach and education; promoting source segregation; funding infrastructure; providing grants and/or physical space; developing policy incentives (tax rebates) and deterrents (taxes, fees, penalties).

Who will you partner with?

- Engage stakeholders across the value chain early (local business, investors, civil society, trash creators, waste pickers, non-profits, etc.)

- Find local businesses you would like to partner with for public and private investment.

- Identify local champions within your government to lead your initiatives.

How will you manage your partnership?

- Define roles, responsibilities, benchmarks and indicators prior to embarking on a partnership.

- Develop a plan for consistent engagement across municipal administrations.

- Build an internal communications strategy to encourage transparency and trust.

- Keep your plans simple.

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, 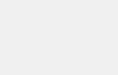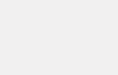economic growth and job creation.