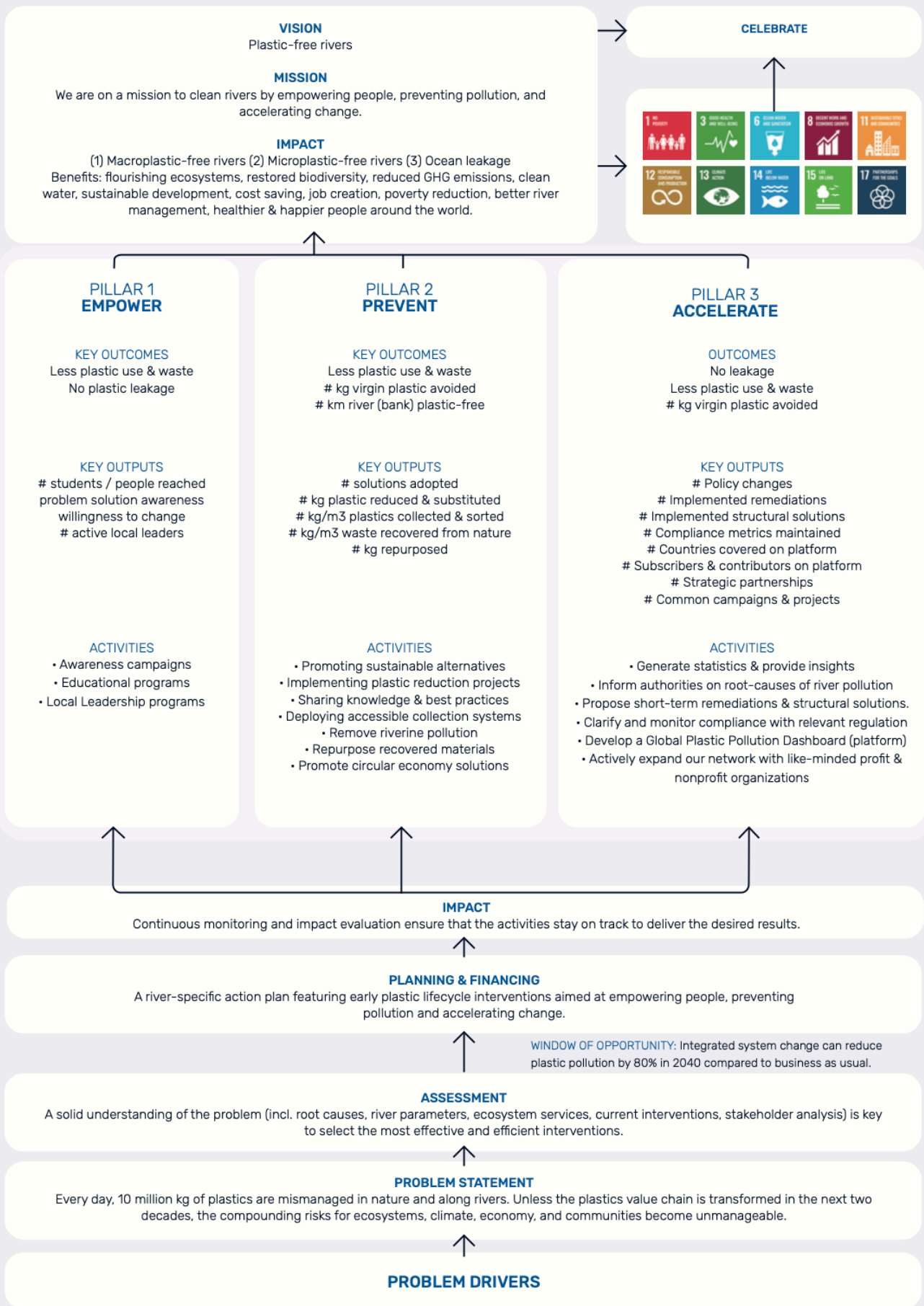


# Theory of Change



# Clean River Model

## THE CLEAN RIVER MODEL CONSISTS OF THE FOLLOWING PILLARS



### EMPOWER

Create local **awareness campaigns** to generate enthusiasm and make people see the problem and become part of the solution. Activate people to **become ambassadors** within their schools and communities. Empower local leaders to take **ownership** of sustainable initiatives and anchor change within their communities.



### PREVENT

**Reduce single-use plastics** by promoting sustainable alternatives, implementing plastic reduction projects, and sharing knowledge & best practices. **Prevent plastic waste** from entering nature by deploying accessible collection systems. **Remove riverine pollution**, repurpose recovered materials, and promote circular economy solutions.



### ACCELERATE

Generate data, provide insights, and inform authorities on sources of river pollution, propose short-term remediations, promote structural solutions, and **advocate policy change**. Clarify and **monitor compliance** with relevant regulation, e.g. UN Global Plastic Treaty. Actively engage and collaborate within a **network** of like-minded organizations, both nonprofit and for-profit.

## ENABLERS



### ASSESSMENT

**Prioritization** of intervention areas based on potential impact, feasibility and viability. A solid **understanding of the problem**, including root causes, river parameters, ecosystem services, current interventions, and stakeholder analysis, is key to design and implement a **river-specific action plan**. Such a plan features early plastic lifecycle interventions aimed at empowering people, preventing pollution, and accelerating change. This forms the baseline for continuous monitoring and impact evaluation.



### IMPACT

Continuous impact evaluation by **actively measuring, benchmarking, and monitoring** KPIs contributing to plastic-free rivers, e.g. plastic usage in communities, plastic leakage in rivers, environmental stewardship by individuals, authorities and corporations. Ensure **transparency & traceability** by standardizing all quantitative & qualitative measurement methods. **Visualize progress** in a Global Plastic Pollution Dashboard, translate the indicators into information to **initiate & improve** actions to accelerate change.