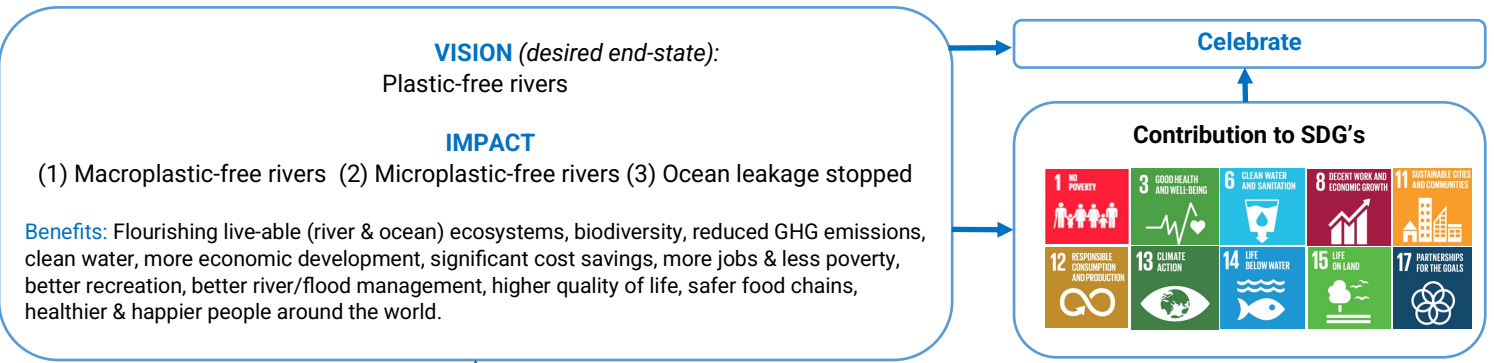


The Ripple Model, by River Cleanup, is a river-focused, open-source, ready to use, hands-on Theory of Change (TOC) to make rivers plastic-free.



PILLAR 1: CLEAN

BtPW: (4) Collection

KEY OUTCOMES
km river (bank) plastic-free

KEY OUTPUTS
kg/m³ plastics collected
kg/m³ plastics sorted

ACTIVITIES (people & tech)

- Preventive collection
- Land-based collection
- Collection in rivers
- Sorting
- Waste management
- Emergency interventions

Immediate / short-term

PILLAR 2: EDUCATE

BtPW: (1) Reduce, (2) Substitute, (4) Collection

KEY OUTCOMES
Less plastic-use
Less plastic waste
No plastic leakage

KEY OUTPUTS
students / people reached
problem/solution awareness
willingness to change
solutions adopted

ACTIVITIES:

- Educational programs

Student and community level
Short, medium & long-term

PILLAR 3: TRANSFORM

BtPW: (1) Reduce, (2) Substitute, (5) Mechanical recycling

OUTCOMES
Less plastic use & waste
kg virgin plastic avoided

KEY OUTPUTS
people reached
kg plastic reduced & substituted,
circular economy solutions shared
kg prolonged, reused, refurbished, recycled

ACTIVITIES

- Structural (behavior) change: inspire and facilitate substitution & reduction
- Circular economy: (1) Collect, share and facilitate existing and innovative circular economy solutions (2) Process sorted plastics

Short, medium & long-term impact

ACTION + M&E PHASE: Three parallel approaches systematically intervening in the plastic life-cycle as early on as possible for maximum impact. Local awareness raising events and experiences create a basis of support for implementation of the activities. Monitoring and evaluation (M&E) ensures that the activities stay on track to deliver the desired results.

PLANNING & FINANCING
A holistic, practical action plan aimed at early plastic lifecycle interventions in a river in order to achieve plastic-free rivers

LOCAL ASSESSMENT OF RIVER PLASTIC POLLUTION & SOLUTIONS
Understanding the problem (incl. root causes) is key to implement the correct solutions

AWARENESS RAISING inspires & creates:
1. Enthusiasm/sense of urgency to act | 2. Solution (provider) awareness | 3. A foundation for (local / river-level) system change

WINDOW OF OPPORTUNITY: Integrated system change can reduce plastic pollution by 80% in 2040 compared to Business as Usual, prevent 195 billion kg leakage and saves society 70 billion USD (BtPW)

PROBLEM STATEMENT
Every year 11 billion kg of plastics flow into our oceans, mostly via rivers. Unless the plastics value chain is transformed in the next two decades, the compounding risks for marine species and ecosystems, our climate, our economy, and our communities becomes unmanageable.

PROBLEM DRIVERS & EXCERBATORS