Why do we care?
Why do we care?
Unabated, ocean plastic will reach 250M tons by 2025.
The Solution: Engage local governments
Why Urban Ocean?

- There is a need and opportunity to make circular economy tangible and real – cities are the perfect place to do that.

- City priorities such as economic development, creating jobs, and improving public health require many of the same strategies as creating a circular economy. City, civil society, and private sector efforts will have more impact if they are aligned.

- Cities hold the levers for direct action in critical areas needed to advance the circular economy, from policy and regulation to investment, public outreach and education.

- Urban Ocean provides an opportunity to connect cities with national and international policy discussions (APEC, G7, G20, etc.) and the private sector to inform better decisions.
The Urban Ocean Approach

11 Cities | 20 Months | 1 Community | 6 Projects

Urban Ocean is:

- Building a coalition and community of practice of and for cities that commit to and jointly work on solving interrelated problems around waste management, resilience, circular economy, and ocean plastic.

- Assessing the situation on the ground to allow cities to comprehensively map challenges, shortcomings, risk and vulnerabilities to inform strategy and opportunities for project development.

- Developing project strategies, solutions and proposals for presentation to potential partners and funders in order to support action on the ground.

- Providing a platform for cities to learn from, inspire, challenge, and support each other and their peers on the circular economy journey.
# Urban Ocean Cities & Partners

## Learning cities
- Can Tho
- Melaka
- Semarang
- Pune
- Chennai
- Panama City

## Mentor cities
- Toyama
- Christchurch
- Milan
- Pune
- Rotterdam
- Vejle

## Collaborators

**New Materials Institute**

*Local Implementation partners*

**Funders**
- Circulate Capital
- Trash Free Seas Alliance
- NOAA
- AEPW
- Dow
- PepsiCo Foundation
May 2020
Call to Join
Invitation to Member Cities to join Urban Ocean

June 2020
Program Launch

July 2020
Program Initiation
Program Kick-off and initiation

Aug – Sept 2020
Preparation Forum
Capacity Building and Training Sessions for Program Cities

Sept 2020 – Sept 2021
GAP Assessment
1. Circularity Assessment Protocol – by UGA
2. Opportunity Assessment Tool – by R-Cities

Dec 2020 – Sept 2021
Innovation Dialogues
Share ideas, best practices and solutions

Oct 2021 – Jan 2022
Design Proposal Stage
Project proposal development and City pairings

Mar 2022 Onwards
Next Phase

Feb 2022
Accelerator Summit
Proposal presentations

Urban Ocean Program and Timeline

Urban Ocean
Thank you!