



# Development of Sustainable Small Grants Programme

*Social Media Amplification Kit – SSGP Launch Announcement*



Ministry of Foreign Affairs  
and International Cooperation



AGENZIA ITALIANA  
PER LA COOPERAZIONE  
ALLO SVILUPPO



Closing the  
Caribbean  
Plastic Tap

## Purpose of Document

This Social Media Kit has been developed by the IUCN (International Union for Conservation of Nature), Regional Office for Mexico, Central America and the Caribbean (ORMACC), to support partners in promoting the official launch of the Sustainable Small Grants Programme under the *Closing the Caribbean Plastic Tap* initiative.

The kit includes ready-to-use messaging and visual assets to support consistent and effective communication across Antigua and Barbuda, Grenada, Saint Lucia, St. Kitts and Nevis, and St. Vincent and the Grenadines.

Partners are encouraged to share these materials across their communication channels to help increase awareness of the launch and encourage participation from community-based organisations, NGOs, cooperatives, schools, informal groups, and small businesses.

## Background

Plastic waste poses a significant environmental challenge, particularly for Small Island Developing States (SIDS), where limited land space and fragile marine ecosystems increase vulnerability to pollution. In response, and in line with the global mission of the IUCN (International Union for Conservation of Nature) to address plastic pollution, the Sustainable Small Grants Programme (SSGP) has been established under the Closing the Caribbean Plastic Tap initiative. The programme is implemented by the IUCN ORMACC, with support from the Italian Agency for Development Cooperation (AICS) and the Italian Ministry of Foreign Affairs and International Cooperation (MAECI).

The Closing the Caribbean Plastic Tap initiative is a three-year regional programme that builds on the earlier Plastic Waste Free Islands (PWFI) project. It is being implemented across five Caribbean SIDS, Antigua and Barbuda, Grenada, Saint Lucia, St. Kitts and Nevis, and St. Vincent and the Grenadines, with a focus on reducing plastic waste leakage through practical, inclusive, and locally driven solutions that advance the transition toward a circular economy.

Within this broader framework, the SSGP is designed to directly support local communities and entrepreneurs by funding innovative, practical, and scalable initiatives. The programme targets efforts that reduce plastic waste at the source while strengthening circular economy approaches across the same five Caribbean SIDS, with a strong emphasis on inclusivity and community-led action.

Additional information on the SSGP can be found here:

<https://engage.iucn.org/topic/sustainable-small-grants-programme-closing-caribbean-plastic-tap>

## Sample Social Media Posts


(Copy-Paste Ready)


### X (Formerly known as Twitter) Content

Applications are now open for the SSGP.

Supporting locally led solutions to reduce plastic waste across the Caribbean. Open to



 Deadline: 31 May, at 11:59 PM (AST)

 Apply: <https://engage.iucn.org/topic/sustainable-small-grants-programme-closing-caribbean-plastic-tap>


#CleanShoresThrivingCommunities

### Facebook/LinkedIn


Applications are now open for the Sustainable Small Grants Programme!


Implemented under the "Closing the Caribbean Plastic Tap initiative," the SSGP supports practical, locally led projects that reduce plastic pollution and improve waste management across the Eastern Caribbean, including reduction, reuse, recycling, and sustainable alternatives.


Applications are welcome from MSMEs, community-based organisations, NGOs, cooperatives, associations, schools, and other community groups, including informal initiatives.

 Eligible countries: Antigua and Barbuda, Grenada, Saint Lucia, St. Kitts and Nevis, and St. Vincent and the Grenadines


 Funding available: EUR 30,000 – EUR 80,000


 Application deadline: 31 May, at 11:59 PM (AST)

 Learn more and apply here: <https://engage.iucn.org/topic/sustainable-small-grants-programme-closing-caribbean-plastic-tap>

The SSGP places particular emphasis on supporting women- and youth-led initiatives that demonstrate strong potential for impact at the community level. 

To support applicants, the following information sessions will be held:

 11 May — Application templates guidance session

 26 May — Question and Answer session

The programme is implemented by the IUCN (International Union for Conservation of Nature), Regional Office for Mexico, Central America and the Caribbean (ORMACC), with support from the Italian Agency for Development Cooperation (AICS) and the Italian Ministry of Foreign Affairs and International Cooperation (MAECI).

#CleanShoresThrivingCommunities #PlasticFreeCaribbean #GrantOpportunity  
#OceanHealth

## Instagram

Funding is now available under the Sustainable Small Grants Programme.

The programme supports locally led initiatives addressing plastic pollution in the Eastern Caribbean under the Closing the Caribbean Plastic Tap initiative. Grants of EUR 30,000–80,000 are available for projects focused on plastic reduction, reuse, recycling, and sustainable alternatives. 🌊

Applications are open to MSMEs, NGOs, community-based organisations, cooperatives, associations, schools, and informal groups.

Eligible countries include:

- 🇦🇬 Antigua and Barbuda
- 🇬🇩 Grenada
- 🇸🇨 Saint Lucia
- 🇰🇳 St. Kitts and Nevis
- 🇻🇨 St. Vincent and the Grenadines.

📅 Deadline: 31 May, at 11:59 PM (AST)

👉 Apply: <https://engage.iucn.org/topic/sustainable-small-grants-programme-closing-caribbean-plastic-tap>

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#CleanShoresThrivingCommunities #GrantOpportunity #ClosingTheCaribbeanPlasticTap  
#SustainableSolutions

## Notable Handles

IUCN ORMACC

- **X (formerly known as Twitter):** @uicn\_conserva
- **Facebook:** UICN México, América Central y el Caribe; @uicnormacc

- **LinkedIn:** UICN México, América Central y el Caribe; [cr.linkedin.com/company/uicnormacc](https://cr.linkedin.com/company/uicnormacc); uicnormacc
- **Instagram:** @uicn\_ormacc

#### Italian Agency for Development Cooperation (AICS)

- **X (formerly known as Twitter):**
- @AICSSanSalvador
- **Facebook:** Agenzia Italiana per la Cooperazione allo Sviluppo sede San Salvador, @cooperazioneitalianaelsalvador
- **Instagram:** @ aics\_sansalvador

#### Italian Ministry of Foreign Affairs and International Cooperation (MAECI)

- **X (formerly known as Twitter):** @ItalyMFA\_int
- **Facebook:** Ministero degli Affari Esteri e della Cooperazione Internazionale; @ItalyMFA.it
- **LinkedIn:** Ministero degli Affari Esteri e della Cooperazione Internazionale; <https://www.linkedin.com/company/farnesina>; farnesina
- **Instagram:** @italymfa

## Hashtags

- #CleanShoresThrivingCommunities
- #GrantOpportunity
- #ClosingTheCaribbeanPlasticTap
- #SustainableSolutions
- #PlasticFreeCaribbean
- #OceanHealth

## Image

The images below [also attached for ease of access] should be used to accompany social media posts. When sharing, please ensure that the appropriate channels are tagged in all posts and that the designated hashtag is clearly visible and consistently included in the caption.

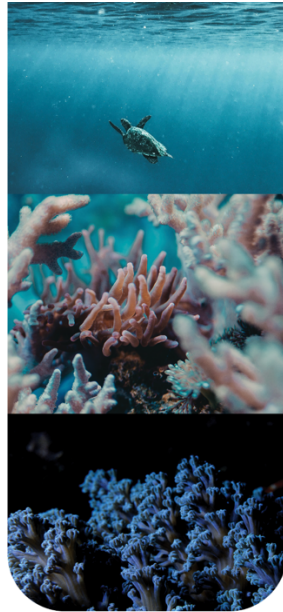


## Call For Proposals

Applications are now open for the Sustainable Small Grants Programme, implemented under the Closing the Caribbean Plastic Tap initiative.



[Apply Here](#)



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Applications are now open for the Sustainable Small Grants Programme, implemented under the Closing the Caribbean Plastic Tap initiative.



[Apply Here](#)



## IUCN External Inquirers Point of Contact

International Union for Conservation of Nature (IUCN)

**Domenique Finegan**

**Giulia Clerici**

Programme Officer	Strategic Communications Coordinator
Domenique.Finegan@iucn.org	giulia.clerici@iucn.org
+506 2459 0210	+506 8454-5084

If you receive a media inquiry specific, please forward to Domenique Finegan (Domenique.Finegan@iucn.org) and Giulia Clerici (giulia.clerici@iucn.org)

