

Dump marine litter

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Change in behaviour of individuals

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Problem

- Garbage patch 3x size of France
- 1M sea birds 100,000 marine species die each year
- 80% of plastic are land-based sources



WHAT?

1. Incentivize
2. Raising awareness / consciousness
3. To modify habits

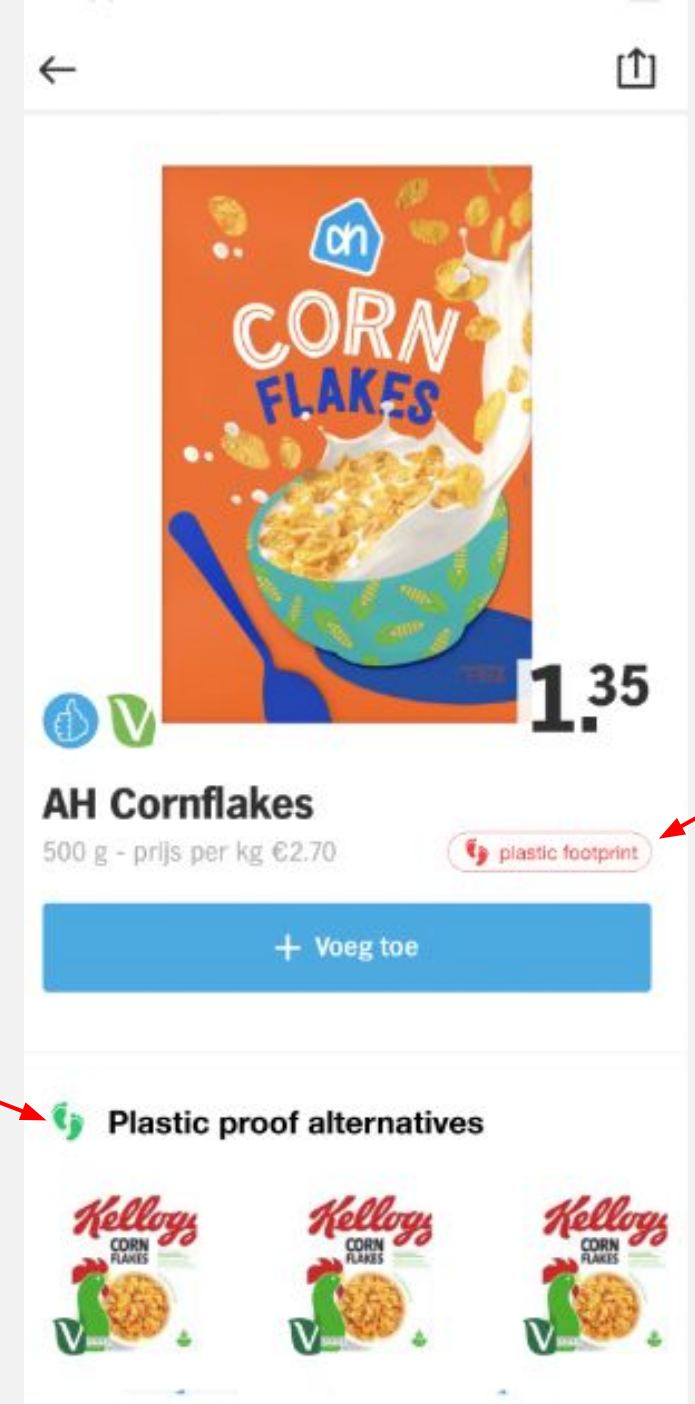


Solution



Plastic footprint

- Service provision
- Consultancy
- Data gathering
- Label based
- Development of a tool for already existing applications



Creating incentives

- point based
- eco discounts
- gamification



What's next?

To do's:

- Getting data
- Creating a common platform:
 - plastic consumption tracker
 - Showing progress

Future plan

- Include other measurements of sustainable consumption
 - Carbon footprint
 - Water consumption
 - Energy consumption
 - ...
- Including other industries
 - Cosmetics
 - Clothes
 - Electronics
 - ...



FOR WHO AND WITH WHOM?

Target:

- Consumers

All stakeholders:

- Stores
- Entreprises
- Plastic industry
- EU commission
- Governmental organisations
- Research institutes



Promotion:

- gamification
- marketing
- influencers
- ambassadors