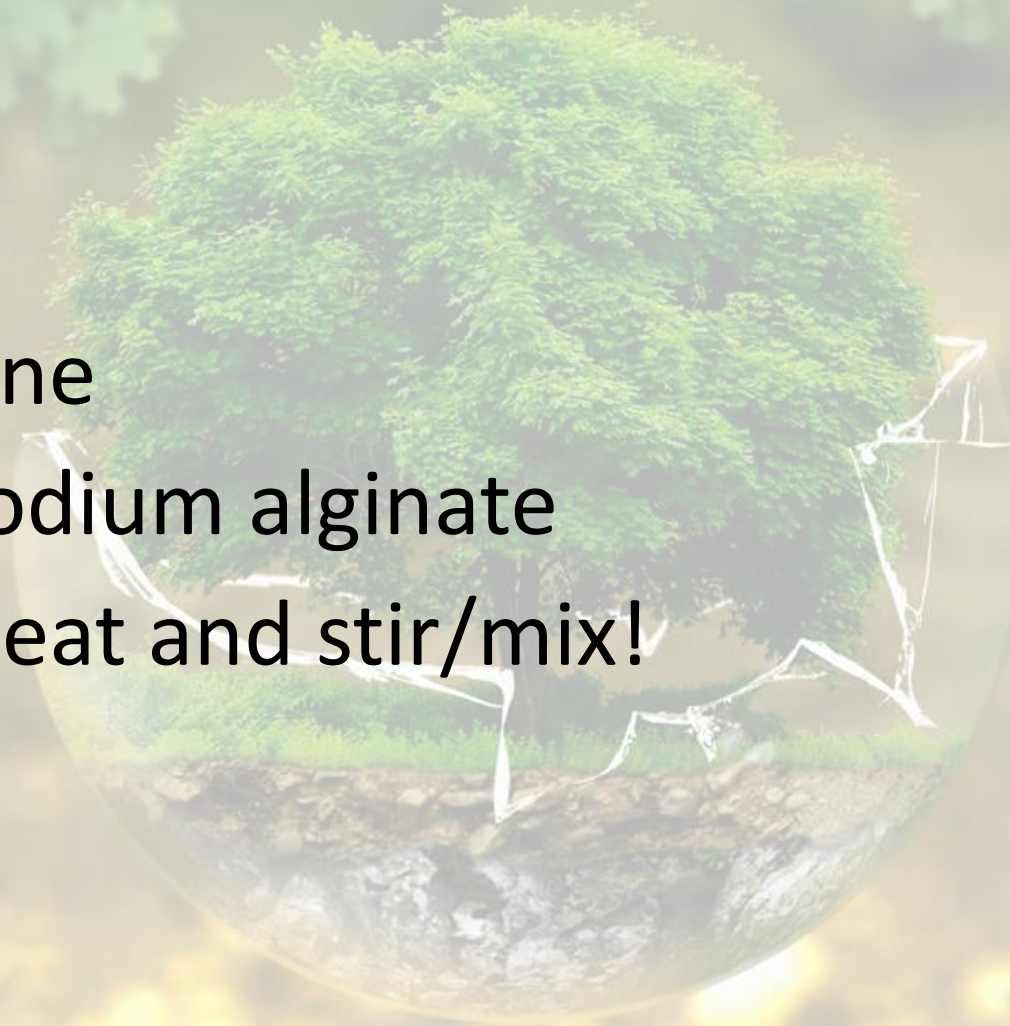




An eco-friendly cereal packaging

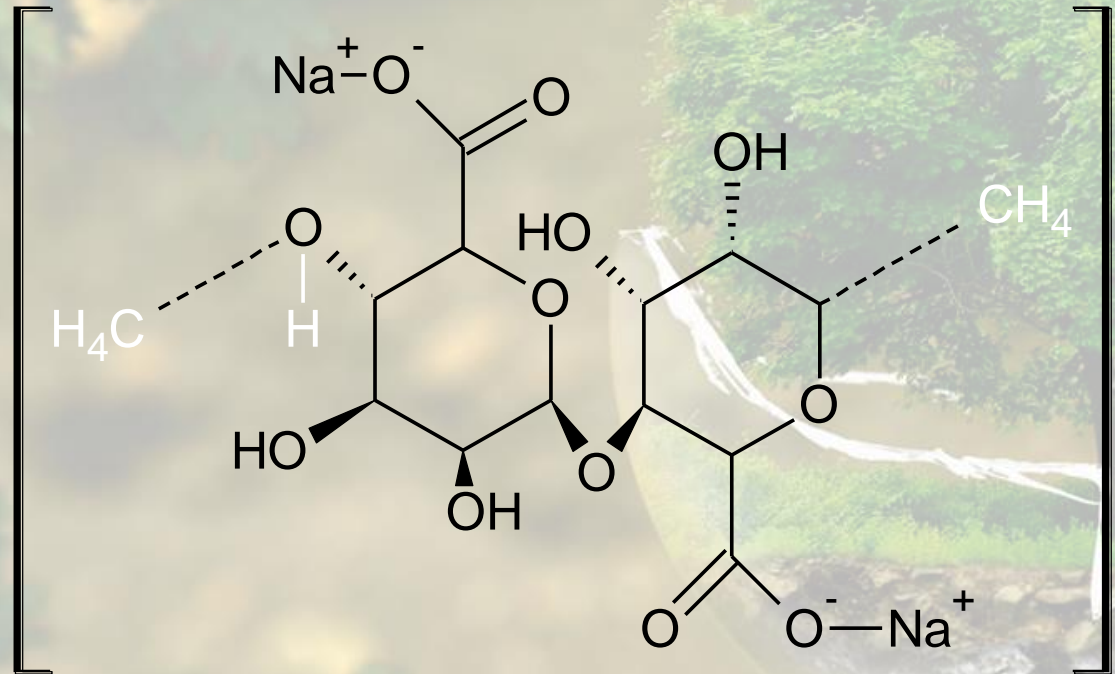
Recipe

- 310 ml water
 - 1.2 ml glycerine
 - 1 teaspoon sodium alginate
- instructions: heat and stir/mix!**

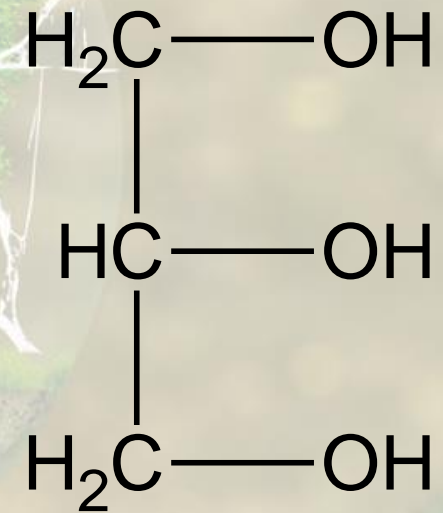


Chemical Structure

H_2O
water



sodium alginate



glycerine



Our improvement



- Unflexible
- Bad odour
- Unappealing to the eye
- Easily broken

15.11.2018



Now, it is flexible,
it doesn't smell at
all, it looks nice
and it doesn't
break easily

Business aims

- Improve our environment
- Reduce waste
- Save the planet
- Clear the waters of plastic waste



Product benefits (elevator pitch)

- The future of food packaging
- Crude oil, which plastic is made of, will be gone in around 50 years
- Normal bioplastics cannot disintegrate in composting plants because they need too much time to disintegrate
- Our bioplastic is unique because it will disintegrate when it's in contact with water
- So, by using our bioplastic, there will be no waste problem



Our business

- Cereal companies from all over the EU will request us to sell them the recipe. As well as giving them the bioplastic package, we will also pack their product
- Our customers will first be based in Europe then it will become global



Reasons many businesses will want to buy our product...

- It is environmentally friendly
- It is durable
- It is a renewable product
- It is non-toxic
- The card is 100% recyclable
- The plastic is 100% Bio-degradable
- It's not only for cereals (crisps, nuts, sweets, etc.)



Price and advertising

- It costs a maximum of 1.80 Euro for 1 kg of our plastic (It could be less if we buy more ingredients at once)
- The advertising will be on social media, on our own website or with business cards to reach a wider audience

Website: (<https://www.ecowrap.weebly.com>)



Strengths and weaknesses of our product

- Strengths:

- Flexible
- Bio-degradable
- Easy to produce
- Dissolves in water

- Weaknesses:

- it isn't water resistant
- it easily breaks when it's ripped



Opportunities and Threats

- We could reduce plastic waste and pollution
- We could be the future of food packaging

But:

- It's not fully tested yet, so we have to spend more time in testing the product and the ingredients



Our plans for the first and second year

First year:

- Improve our product
- Make our product more popular
- Try to find a company which uses our product

Second year:

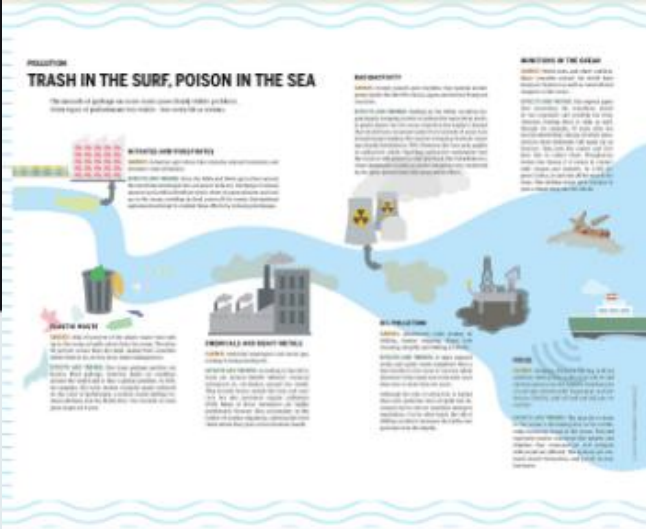
- Find more companies which will use our product (all over the EU)
- Try to make more different plastic types (e.g.: water bottles)



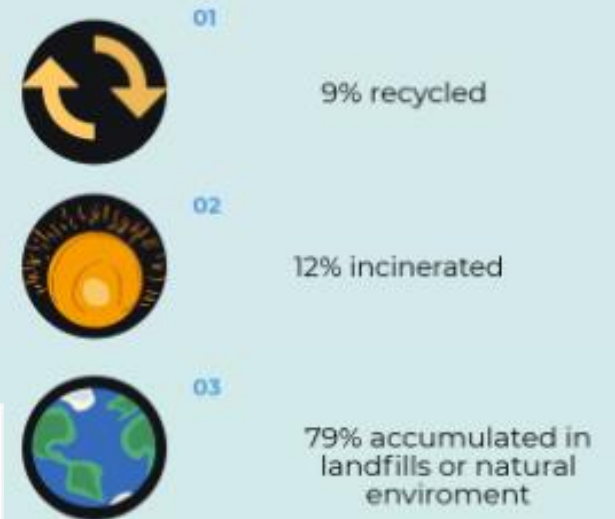


Plastic pollution in different countries

plastic pollution and the impact in different countries



in 2015 approximately 6.3bn tonnes of plastic waste had been generated:



General facts about pollution

- Over the last ten years we have produced more plastic than during the whole of the last century
- 50 percent of the plastic we use, we use just once and throw away
- Enough plastic is thrown away each year to circle the earth four times.
- We currently recover only five percent of the plastics we produce.
- It takes 500-1,000 years for plastic to degrade

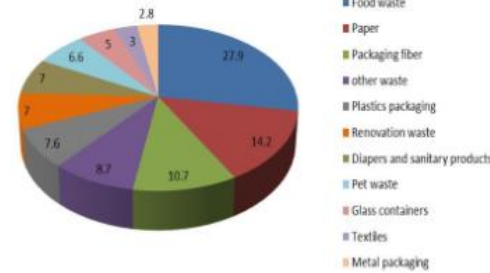


Most pollutive countries in the world

The top 5 polluters are China, Indonesia, Philippines, Vietnam and Sri Lanka.



Percentage



Measures to reduce plastic waste mismanagement

While countries grow, their plastic consumption also tends to grow and the anticipated plastic pollution trend in the future is threatening the globe. Statistics show that throwaway junk in the form of plastic bags and bottles has risen by **620%** since the year 1975. Proper plastic disposal methods must be administered by every country so that the disposal does not destroy the marine environment.



Countries With The Most Mismanaged Plastic Wastes



White China, India and America are in the list of contributors to this havoc, other countries like Indonesia, Pakistan, Philippines, Vietnam, Sri Lanka, Thailand, Egypt, Malaysia, Nigeria, Bangladesh and South Africa contribute their own share in a considerable manner.

Nearly 513 million tons of plastics wind up in the oceans every year out of which 80% is from just 20 countries in the World.



Conclusion

Stopping pollution is important for the survival of our planet, and even more importantly, the health and well-being of the people who depend on it. The air we breathe is laden with hazardous contaminants, and our oceans and waterways have been poisoned with chemicals. Left unabated, pollution could leave us with a planet earth sapped of its beauty, vitality, and diversity.



links

- <https://www.pexels.com/photo/nature-sky-clouds-field-9198/>
- <https://www.pexels.com/photo/atmosphere-bio-biology-bonsai-56009/>





Eco-Wrap

THANK YOU