

Case of support

Ghana, Nicaragua, India & Switzerland, June 2, 2023

Tackling plastic pollution and extreme poverty at the same time

Our target group

Communities and individuals who, due to poverty, lack adequate access to sufficient food, and lack a suitable waste disposal infrastructure in their communities.

The problem

Poverty and pollution have a profound impact on both individuals and the environment. Over 700 million people worldwide live in extreme poverty, while more than 8 million tons of plastic end up in the oceans each year, causing irreparable harm to marine ecosystems and human health.

Our solution

We've established an innovative and sustainable approach to tackle hunger and pollution simultaneously by using plastic bottles and sachets (PET, HDPE/PP) as a form of exchange currency. Those in need can trade their empty plastic waste for a hot meal, contributing to pollution reduction in their communities and regions. To complete the recycling loop, we ensure that the plastic bottles are recycled into new PET bottles through our selected partners. In India & Nicaragua, we upcycle the HDPE bottle lids and rings into new and useful products at our own manufacturing site, which are then sold to fund our project. However, in Ghana, where HDPE production isn't available yet, we currently collect and store the lids and rings until we can process them ourselves.

Our process

Our approach is straightforward yet impactful. We conduct monthly community events in our target countries, offering those in need the opportunity to exchange their leftover plastic bottles for a hot meal. These events also serve as a platform to raise awareness about the plastic issue through educational materials and workshops. For each event, we generate approximately 8-10 job opportunities. Subsequently, we transport the collected plastic bottles to our own upcycling manufacturing site or local recycling partners, where they undergo sorting, cleaning, and shredding. From the HDPE material (specifically the lid and ring of the bottle), we create new products that are reintroduced into the economic value chain, creating a circular economy.

The advantages we create

Our solution provides an effective and sustainable way to help those in need by giving them easy access to food. Using plastic bottles as a currency also creates a positive environmental impact and promotes awareness of recycling and sustainability. Additionally, we can support the local economy and create jobs within communities in need.

The results paving the path to systemic change

We have successfully assisted thousands of people in need and ensured they have access to food and local recycling infrastructure, which is operated by locals, thereby creating new job opportunities. Our solution not only raises awareness about global poverty and hunger but also promotes the importance of recycling and sustainability. We will continue to work hard to help more people and nature, preparing and creating long-term systemic change.



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