

KEEP
PLASTIC
CIRCULATING



IN DEEP

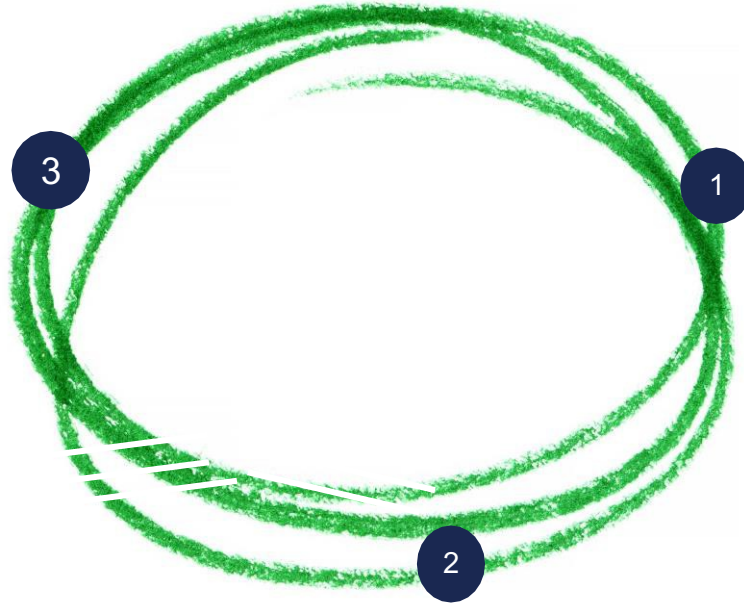


What I learnt



It's a vicious circle

Limited **2nd-life market demand** to drive design and recovery.



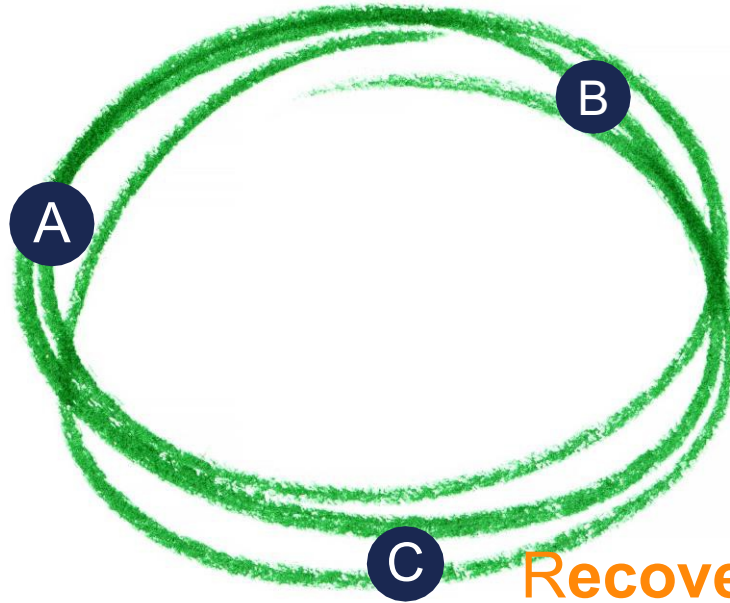
Not always **designed** for recovery



Limited **recovery facilities** to collect for 2nd-life market needs

Vicious to Virtuous

**2nd-life
market demand**
drives design and
recovery efforts



Design uses
recovered content
creating more
2nd-life markets

Recovery is a market
enabler driving best
practice design and feeding
2nd-life markets

Size of the Opportunity

Unrecovered plastic market

Growing demand

SUPPLY

Global
\$320
Bn
USD

AsiaPac
\$41 Bn
USD



**250+ world's
biggest Brands
committed to
using recovered
content**



Easy - Not

Mass Collection



Mixed Mess

Clean-ups



Nowhere To Go

Waste Pickers



Just Not On

The Problem for Brands



Validated
200+
Brand
Interviews

Applied learning



curated resources

- Online trading platform
- Brands buy specific plastics
- From community collectors



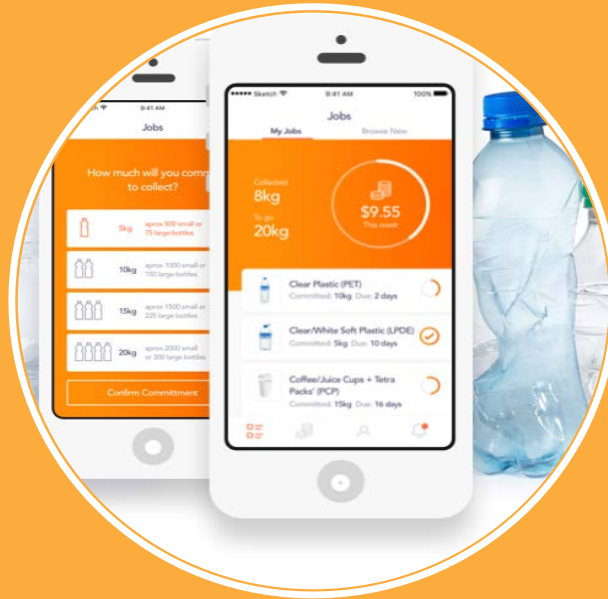
Brand Value – social and environmentally responsible



Fair &
reliable
income

Community
support

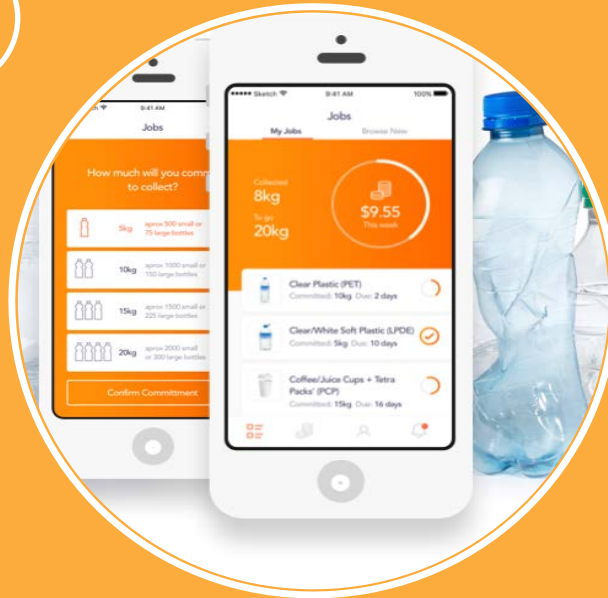
PlastX: Curated marketplace



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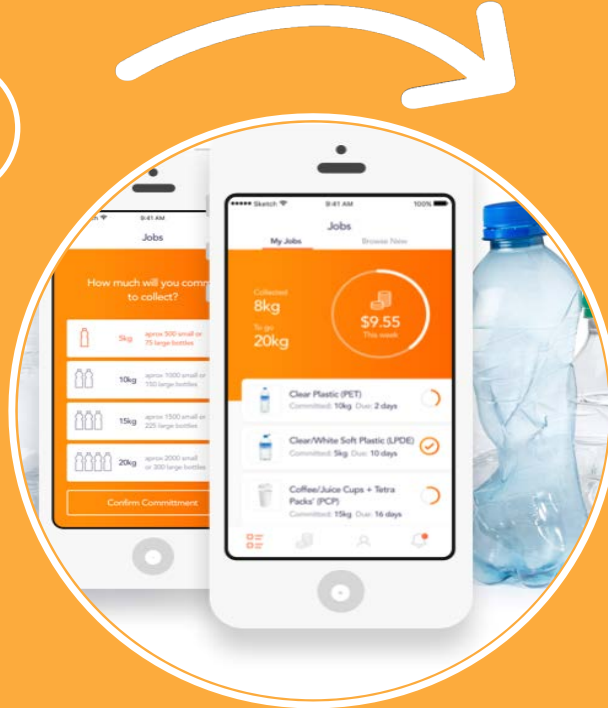
1.



PlastX: Curated marketplace



1.



2.



PlastX: Curated marketplace



1.



2.



3.



turn this into...



the  plastics circle

plastx 

keep plastic
circulating