



**PLASTICS FOR
CHANGE**

RETURN ON INVESTMENT

**WHY ETHICAL SOURCING IS GOOD
FOR BUSINESSES?**

PROBLEM AT HAND

It's Plastic, plastic everywhere! It is evident that they have added much value to our lives but when the plastic waste is mismanaged – not recycled, incinerated, or kept in sealed landfills – it becomes a major environmental threat.

Let's see what stats say:

- The World generates 400 MT of plastic waste annually with the US being the highest contributor accounting for 42 MT.
- India is one among the 12 countries responsible for 52% of the world's mismanaged plastic waste with only 30 percent of its generated 3.4 MT plastic waste recycled annually.
- Nearly 8 MT of plastic enters the ocean every year, to rise to 29 MT by 2040.
- 100,000 animals die from plastic entanglement each year.
- Humans ingest 5 grams of plastic every week.
- COVID-19 has added 25,900 tonnes of plastic pollution to the ocean.
- The plastic industry, derived from fossil fuels, consumes 6 percent of global oil, expected to rise to 20 percent by 2050.

OUR HEROES!

THE INFORMAL WASTE PICKERS

- Waste pickers play a crucial role in plastic waste management, collecting approximately 58% of plastics, contributing significantly to the value chain and reducing plastic pollution.
- In emerging countries, 80% of plastic collection relies on the informal sector, with over 10,000 waste pickers per city contributing significantly.

But here's the concern!

- Though they are the first and the important link in the recycling chain, they are the ones facing the most harassment, constantly on chase from the authorities.
- They migrate from one place to another, looking for opportunities in the informal sector, facing meagre pay, health concerns, lack of educational rights, and a place called home.
- Despite being 1% of the workforce, waste pickers in India constitute 2.2 million workers, pointing to the lack of proper recognition and support.



SO WHERE DOES PLASTICS FOR CHANGE PLUG-IN?

We began our journey in 2015 through a crowdfunding campaign to create the first fair trade-verified recycled plastic. Since then, we have come a long way with over 14,000+ plastic waste collected, 9900+ lives impacted, and 300+ communities developed.

Our products and services include -

- Raw Materials
- Plastic Recovery
- Merchandising

But the question is why choose us?

We take pride in ourselves that our supply chain process is completely transparent. Our products are ethically sourced and verified by the world fair trade organisation. Every piece of plastic is carefully tracked through our innovative app. Our plastic meets the highest industry standards, trusted by brands such as The Body Shop, L'Oreal, Corman, Ocean Bottle, MAC Cosmetics, and many more.

We not only care for the plastics but also our collecting team - our HEROES, the informal waste pickers. Our solution directly increases the income of the most marginalised waste-pickers by 22% and we further invest in the holistic development of their entire family through education, health & nutrition, shelter and advocacy.

CASE STUDY - L'OREAL

“

We want to shift the way the beauty industry operates by creating beauty that is good for you and the planet. I'm so excited to unveil our next big milestone in partnership with Plastics for Change... With this new Centre, we hope to make a bigger impact, not only on the environment but also on the local community

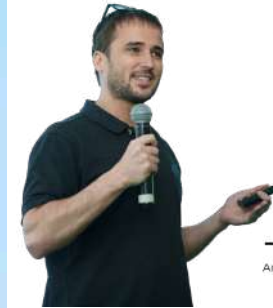
Adrien Koskas, Global Brand President, Garnier, L'Oreal



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The waste collectors at the base of the recycling supply chains are the backbone of the circular economy. By empowering them we're creating both a social and environmental impact. Our goal is to connect a million waste collectors through fair-trade supply chains by 2030. This collection centre is a major milestone for Plastics for Change and Garnier

Andrew, Almack, CEO, Co-Founder, Plastics for Change



L'Oreal's leading mass-market beauty brand Garnier has partnered with us to open a plastic waste collection center in Chennai with an aim to collecting 2,000 tons of ocean-bound plastic.

The plastic collected has been integrated into the packaging of Garnier's iconic haircare Ultra Doux range, in European markets. For the first time, Ultra Doux bottles are made with 100% recycled plastic, of which 30% will be ocean-bound plastic.



ELEVATE YOUR BRAND:

HOW INVESTING IN US CAN INCREASE YOUR REVENUE AND ACCELERATE YOUR MARKETING?

Growing Awareness, Stronger Sales: As environmental consciousness rises, consumers actively seek brands committed to sustainability. Sustainable Products have an overall **17% market share** and a **32% share of growth**. Products marketed as sustainable grew **2.7x faster** than those that were not.

Demand and Customer Loyalty: Consumers appear to be getting less selfish and more willing to buy and consume less to reduce their environmental impact.

- In the US, **78%** consider a sustainable lifestyle important.
- Millennials lead in adopting sustainable habits, with **67%** making changes.
- In India, over **60% are willing to pay** a premium for sustainable products, with 52% in urban areas planning increased spending on planet-friendly brands in the next three years.

Marketing Impact: Consumers are increasingly sharing their opinions about brands on social media. Brands are likely to receive positive word-of-mouth, and consumers may share their support for such socially inclusive initiatives on social platforms, thus organically amplifying the brand's marketing efforts.

- In a recent study, over **70% of consumers** reported sharing their positive experiences with environmentally conscious brands online.
- **81% of consumers** consider a brand's environmental efforts when making purchasing decisions, indicating the influence of sustainability on consumer sentiment shared online.

Partnerships and Collaborations: Brands with strong sustainability initiatives and socially inclusive are more attractive to potential partners. Such collaborations can expand their reach and provide additional marketing opportunities.

Employee Engagement and Morale: Brands with environmentally friendly practices have higher employee satisfaction and engagement, impacting brand success.

- **69% of potential employees** prefer organisations perceived as environmentally sustainable.
- **48% of workers** are willing to accept reduced salaries for jobs in sustainability-committed companies.
- Among ages **18-34, 57%** consider environmental initiatives crucial in workplace choice.
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Retailers and Partners Prefer Sustainable Brands: Sustainable practices not only align with ethical values but also attract a broader customer base. Brands partnered with us have gained momentum due to their ethical practices.

Regulatory Compliance: Governments are tightening the screws on plastic use. Brands that get ahead of the curve with sustainable practices not only avoid legal hassles but also earn brownie points from consumers who appreciate proactive, responsible choices.

- The global drive to make plastic producers accountable has been more forceful.
- Bans and restrictions on plastic are already being introduced. **175 nations have signed a declaration to create a legally binding plastic treaty by 2025.**



OUR PRODUCTS



Raw Materials



Merchandise



Plastic Recovery

WEBSITE INTEGRATION AND PR ENGAGEMENT

COSNOVA BEAUTY Company Career Responsibility EN DE

Plastics For Change

We are committed to greater recycling, and not only here in Germany. Many countries don't have the necessary infrastructure yet to keep recyclable materials in circulation.

Cosnova therefore supports the **Plastics For Change** initiative, which is setting up two collection centers for plastic waste in Mangalore, India, since the beginning of 2020.

The aim of the cooperation is to recycle carelessly disposed of but still usable plastic and to reuse it as a so-called recyclate. The collaboration with Plastics For Change is particularly close to cosnova's heart, as the cooperation not only makes an important contribution to environmental protection, but also offers Indian workers a fairly paid job and a sustainable livelihood.

ORGANYC EXPECT REPORT ORGANIC PRODUCTS PAGES SOCIAL VOICE @ORANYC

Beyond sustainability

Repairing the Earth and the Ocean

Oranyc® brand feminine care products are 100% biodegradable both packaging and product.

Products are made using geothermal and solar energy. Yet, beyond this Oranyc® has partnered with Plastics for Change to help repair the earth and the ocean and give a helping hand to humanity.

GARNIER SHOP PRODUCTS SERVICES & TOOLS ABOUT OUR BRANDS SKIN NATURALS GARNIER MEN HAIR COLOR

Plastics For Change

This year we joined forces with Plastics For Change to support the holistic development of waste-picker communities and prevent ocean bound plastic in India.

[VISIT PLASTICS FOR](#)

MEET OUR COMMUNITY TRADE PARTNERS, PLASTICS FOR CHANGE

Plastics for Change are a for-profit organization that partners with local NGOs Haura Dale and Haura Dale Innovation (HDI) to provide Bengalan's waste pickers with a stable income and better working conditions.

Ocean Co. Partnered with: **plasticbank**

Ocean Co. is a platform that empowers brands and individuals to do good.

We are a global network of change-makers working together to turn the tide on ocean-bound plastic and improve livelihoods in coastal communities across the globe.

[LEARN MORE](#)

Plastics For Change takes a grassroots approach to waste management, leveraging community actions to drive systemic change and formalize processes that benefit local workers.

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TEXTILES

Plastics For Change achieves groundbreaking Social+OBP certification

23 Jan '24 • 3 min read

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Oranyc and Plastics for Change, Creating an Environment to Heal the Earth

Corman January 17, 2024 • 1 min read

Expanded collaboration lifts the world and lifts women who collect plastic waste

MILAN, ITALY / ACCESSWIRE / January 16, 2024 / The Oranyc® brand of 100% Certified Organic Cotton period-care, adult care, beauty care and baby care products today announced an expanded partnership with Plastics for Change™, the world's largest source of fair-trade recycled plastic.

ORGANYC **PLASTICS FOR CHANGE**

TH India World Opinion Sports e-Paper

We need to step up our waste management: Plastics for Change founder Andrew Almack

Plastics for Change founder Andrew Almack acknowledges the enormity of plastic pollution in India but wishes to solve it

November 12, 2019 04:47 pm | Updated November 13, 2019 04:06 pm IST

PRAVEEN SUDEVAN

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recycling today

Plastics For Change raises \$2 million

Organization works with coastal villagers on Indian subcontinent to collect and recycle plastic scrap.

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POS ENGAGEMENT



OUR CERTIFICATIONS



WFTO
GUARANTEED
FAIR TRADE



Certified



Corporation





IMPACT

PLASTICS FOR CHANGE
WAS FOUNDED IN 2015,
SINCE THEN

14,000+
TONNES

OF PLASTIC WASTE
COLLECTED

9,900+
LIVES

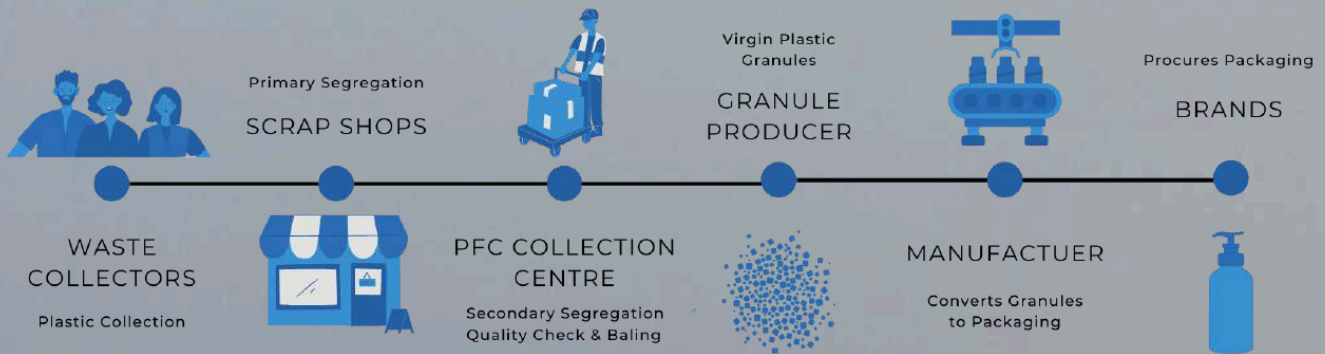
IMPACTED

300+
COMMUNITIES

DEVELOPED

HOW WE ENABLE BRANDS TO MAKE AN IMPACT ON PLASTIC POLLUTION

PFC SUPPLY CHAIN



WE ENSURE 100% TRACEABILITY FROM THE
SOURCE OF WASTE TO FINAL PRODUCT

OUR CORE VALUE IS TO BE INCLUSIVE AND TO ADD
VALUE FOR EVERY PERSON IN THE SUPPLY CHAIN

BRANDS PARTNERED WITH US



MEET OUR TEAM



Andrew Almack
Founder & CEO



Shifrah Jacobs
Co-Founder & CIO



Arvind P
Chief Financial Officer



Chandan M C
Chief Supply Chain
Development Officer



Srinidhi Kashyap
Chief Operations
Officer



GET IN TOUCH WITH US



CONTACT DETAILS

**REACH OUT TO US ON,
ANDREW@PLASTICSFORCHANGE.COM**

OUR HANDLES



SOURCES

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- Marine & Ocean Pollution Statistics & Facts, Condor
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