

MIND-SHIFTING SOLUTIONS FOR  
**CIRCULAR PLASTIC USE**

*Searious*  
**BUSINESS**



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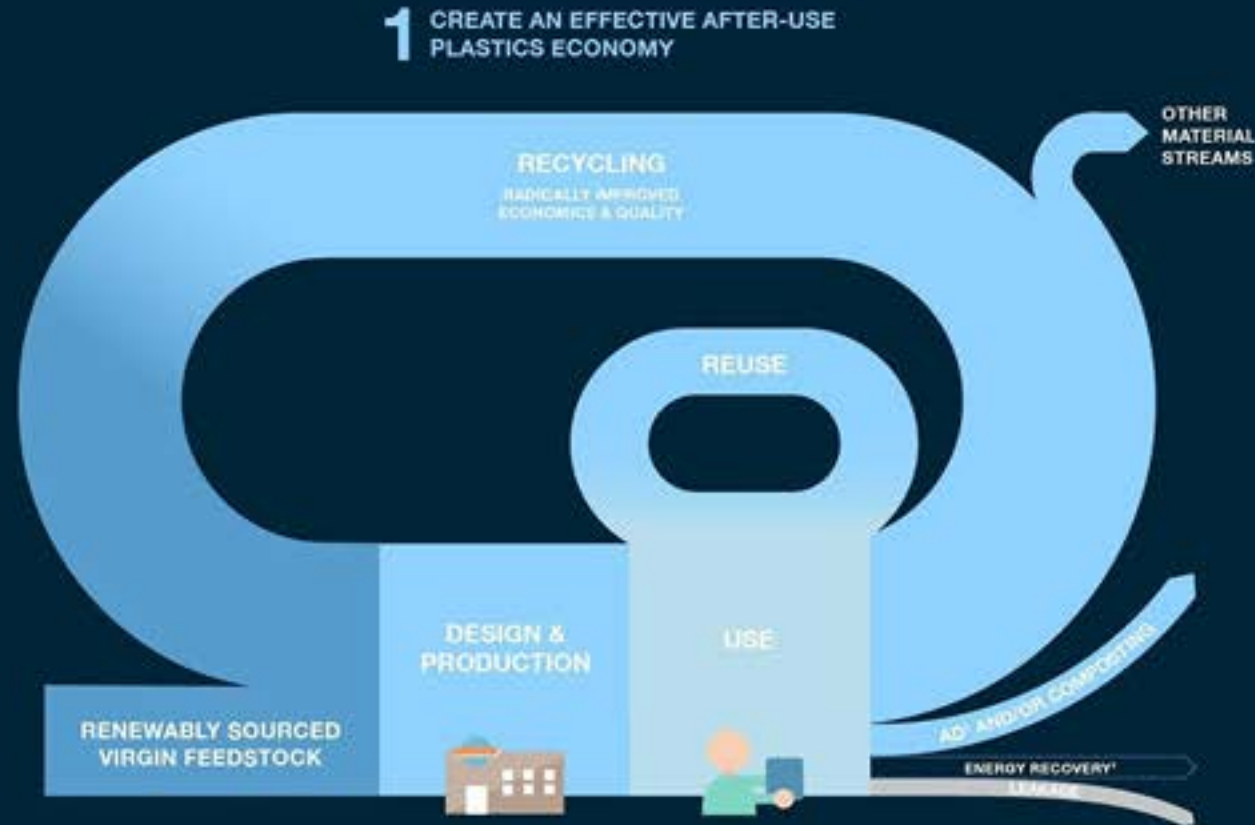
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A young child with dark hair and eyes is partially submerged in a stream of dark, polluted water. The child's head and shoulders are visible above the water, looking directly at the camera. The water is surrounded by a large amount of trash, including plastic bags, sticks, and other debris. The background shows more of the polluted stream and some green vegetation.

*Serious*  
**BUSINESS**

# Ambition

ZERO  
PLASTIC  
LEAKAGE



**1** CREATE AN EFFECTIVE AFTER-USE PLASTICS ECONOMY

**3** DECOUPLE PLASTICS FROM FOSSIL FEEDSTOCKS

**2** DRASTICALLY REDUCE THE LEAKAGE OF PLASTICS INTO NATURAL SYSTEMS & OTHER NEGATIVE EXTERNALITIES

1 Anaerobic digestion  
2 The role of, and boundary conditions for, energy recovery in the New Plastics Economy needs to be further investigated.  
Source: Project Mainstream analysis

# What we do

- Help brand owners accelerate the transition towards a circular economy
- Lower CO2 footprint and reduce plastic waste
- Future proof businesses

## How we do it

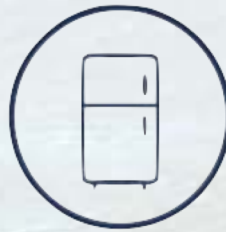
- We Rethink, Redesign and Rebrand materials, technology and business models in 3 focal sectors:



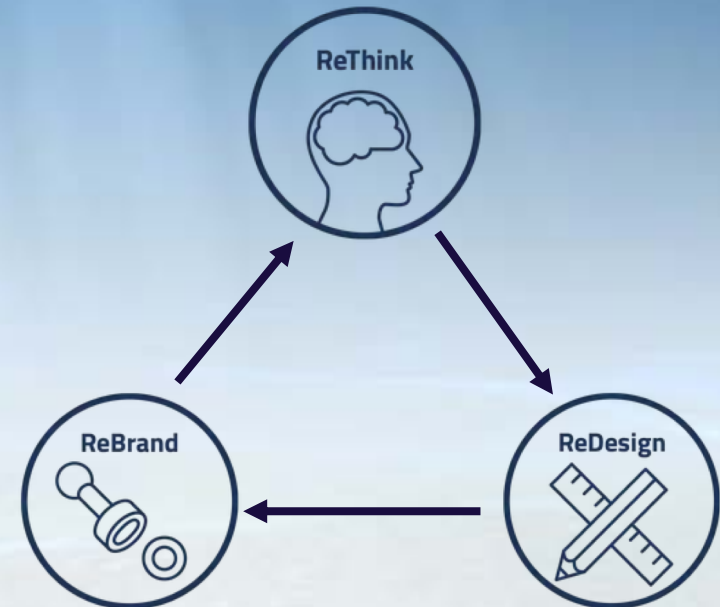
Packaging



Furniture



Consumer electronics



# Examples of our work



## REUSABLE PACKAGING



# Examples of our work

## RECYCLABLE PACKAGING

- Sustainable packaging strategy  
Develop packaging strategies, with easy traffic light guidelines, and help to implement that change.



- B2B packaging  
Redesign packaging to make it recyclable, both in material, design and effective repurposing with recyclers & industry partners



# Examples of our work

## RECYCLABLE PACKAGING

- Recyclable PET pouch  
Develop a 100% fully-recyclable PET drink pouch & assess the most effective recycling route for the pouch in Western Europe



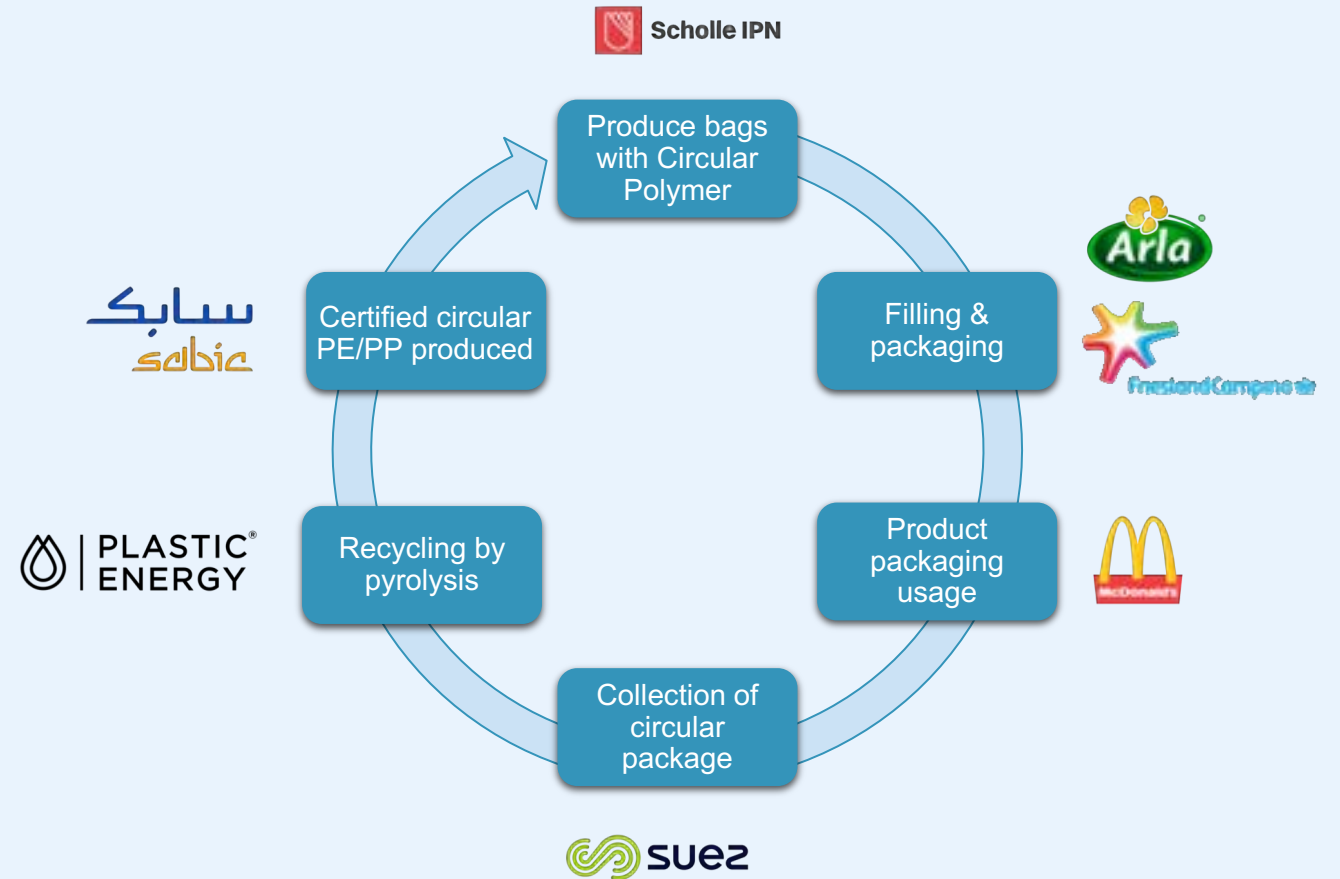
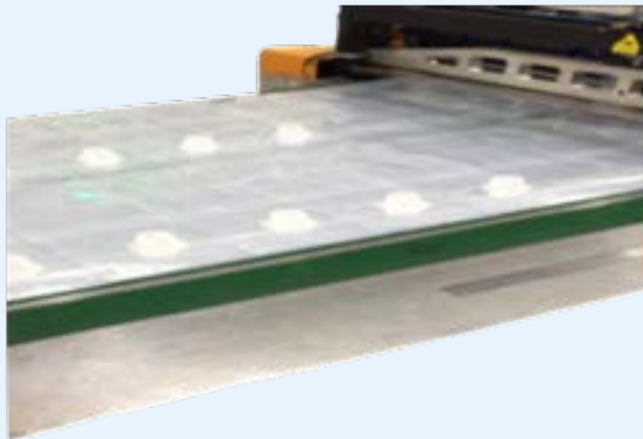
- Using recycled plastics  
Source a consistent & stable supply of recycled plastics, for food & non-food applications



# Examples of our work

## CLOSING THE LOOP

- Effective recycling in B2B Food packaging



# Examples of our work

## SYSTEMIC CHANGE PROJECTS



Collaborated with private sector in the Baltic to develop solutions for reducing plastic pollution



Running a project to reduce single-use plastic waste in Morocco, with retailers & waste management sector



With the Plastic Waste-Free Islands project, the goal is to reduce plastic waste generation and leakage from islands



**JOIN THE MOVEMENT NOW!**



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