

precycle

PRESS KIT



BRIEF STORY

Our Founder and CEO Christian Rühlmann, who has a background in industrial design was keen to explore the plastic problem. On understanding the plastic sector in both Germany and India, a broader perspective on how the plastic system operates in the Global North and South was gathered. The conclusion of the study being that 'in the global plastic system money doesn't go where the trash goes' and its a problem that calls for a systemic change in both the markets. The vision **to build a global plastic system that benefits the planet and its people** was backed by individuals that came from different professional (marketing, finance, tech, design) and personal backgrounds. And soon, we became a team of 11 passionate individuals who are now set to **fix the broken plastic system!**



SUSTAINABLE DEVELOPMENT GOALS WE STRIVE FOR



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PLASTIC COMPENSATION

THE STATUS QUO

Researchers estimate that more than **8.3 billion tonnes of plastic** has been produced since the early 1950s. About 60% of that plastic has ended up in either a landfill or the natural environment. What landed us here is not just the mindless consumption of plastic, but also the inappropriate handling of the material over decades.

According to the UN Environment report, only 9% of all plastic ever produced has been recycled, while 12% has been incinerated and a staggering 79% has ended up in landfills, dumps, or the natural environment.

While most plastic waste comes from high-income nations, a lot of it gets exported to low-income nations, where it is inadequately disposed of and at risk of polluting rivers and oceans. The poor waste management of these nations – due to a lack of funding and technology transfer – is the primary source of global ocean plastic pollution. Therefore, improving global waste management, especially in low-income countries, is critical to reducing the global plastic pollution problem.

WHY ACT NOW?

The ecological burden of the plastic pollution is ever so increasing. The material is not just on land, in the air, water & groundwaters but it can now also be found inside animals and human bodies. And it will remain in our environment for decades to come if we don't find an immediate solution that helps us treat the waste material from the past, present and the future.



OUR WHY

We believe in the power of united actions. Actions of individuals and brands will bring about a systemic change. Only together we can build a global plastic system that will **benefit the planet and its people!**

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MISSION STATEMENT

To recover and recycle 50 million tons of plastic waste from the environment by 2030 while creating fair employment and adequate waste management infrastructure.

OUR HOW

Precycle enables brands and individuals to balance their plastic footprint. For every kg of new plastic consumed, we ethically collect an equivalent amount from the environment and recycle it under fair work conditions. We call this the **“one in” - “one out” principle**.

To make that happen, Precycle uses **a plastic credit system**, similar to carbon credits. Plastic credits are generated by our impact partners - recyclers in the Global South who recover & recycle plastic waste. Those credits can be used by brands and individuals in the Global North to offset unavoidable plastic emissions. This system creates social, economic and environmental benefits - we call this the triple impact. **Wherever plastic consumption can't be avoided, it must be compensated for.**

ONE IN



PRINCIPLE



ONE OUT

TRANSPARENCY AT CORE

We're convinced that it's imperative to be able to understand how a contribution with precycle actually makes a difference. For maximum transparency, precycle monitors all its activities using state of the art technology. Every participating brand can monitor their plastic footprint on their precycle dashboard. In addition, complex information about the collection and recycling activities on ground are being collected with our tracker software and shared on the dashboard as well. All data is processed in a blockchain application to ensure data immunity. This way precycle uses technology to provide a maximum level of transparency.

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OUR SERVICES

B2B2C

Our [e-commerce plug-in](#) unites brands and their customers on a global issue that is close to everyone's conscience. While making a purchase online customers can now already consider the product's end of life; and contribute to support fair collection and infrastructure development in plastic waste management sector to tackle the waste of the past, present and the future. Hence, our plug-in partners help their customers to **consume responsibly**.

Core benefits of our Plug-in:

- * Extended brand presence in the minds of customers By helping customers make responsible purchases, brands unite with them on an ideology that considers end-to-end utility of a product.
- * Marketable community impact With precycle's impact dashboard, brands will be able to share their community impact at any given point in time. Thereby elevating the feeling of 'doing good' from an individual to a community level, creating an overall sense of belonging.
- * Triple impact for our planet and its people Our plastic action helps brands to generate triple impact- social, economic and environmental.

Social Impact:

Creating fair employment and safe work conditions for on-ground waste workers fighting the plastic crisis.

Environmental Impact:

Ethically collecting and recycling plastic waste from landfills, oceans and beaches.

Economic Impact:

Formalizing local waste management sector and increasing recycling capacities globally.

B2C

Precycle's subscription model enables individuals to support waste workers on-ground from wherever they are. By taking responsibility of their plastic footprint as an individual, a couple or a family one can now support infrastructure development in plastic waste management sector in nations where it matters the most. [Our subscription](#) is a monthly commitment towards recovery and recycling of plastic waste from the environment.

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B2B

We offer a consultancy service, wherein precycle supports brands in calculating, reducing and offsetting the brand's plastic footprint. We believe wherever plastic consumption cannot be reduced, it must be compensated for.

Brands can avail precycle's service as a one-time project or as an ongoing yearly commitment.

In case of an ongoing partnership, brands will be required to have a precycle account where every quarter brand's will upload data on their plastic purchases to ensure transparency.

We are making the rather boring corporate social responsibility rememberable for the brands and their customers. So now brands can demonstrate their commitment towards sustainability with proof consistently.

In partnership with our first impact partners **Saahas Zero Waste**, we are kickstarting our [crowdfunding](#) campaign at Startnext. And in the coming weeks we will be launching our B2B2C plug-in for e-commerce platforms supported by shopify!

Join us in telling the story of plastic action today.



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