



PURPOSE

(a highly aspirational tagline that tries to solve a global challenge)
What is the biggest purpose behind your idea?

Tackling challenges #13 and #14 of Climate Action and Life Under Water by eliminating the various environmental and marine life dangers of plastic through recycling used plastics into an innovative product.

We also aim to positively impact #8 of Economic growth through providing additional income to people and creating job opportunities from the production of our product. When people sell their plastic to us, they will be able to gain monetary value and thus have more incentive to keep collecting their plastic waste.



ENVIRONMENTAL
IMPACT

What positive impact does your idea have on the environment?

Believing that the economic growth isn't more important than preserving the environment, All plastic lumbers are manufactured from post-consumer plastic and are 100% recyclable. Through implementing this, 25 metric tons of postconsumer plastic will be recycled every month, eliminating its negative environmental impact.

As the world is emphasizing on reducing the effects of climate change, our project provides an alternative product to timber so as to conserve our forests & maintaining them as water catchments areas. Forests act as carbon sinks by removing CO2 from the atmosphere hence mitigating climate change.

once plastic enters the oceans, it's impossible to retrieve it. This is why our solution aims to provide a possible use of recycled plastic waste to prevent it from entering into any waterways in the first place.

SOCIAL
IMPACT

What positive impact does your idea have on society?

Source of living to many unemployed youths at the initial stages of value chain, mostly youths who collect, sort & clean plastic waste

As a result of this business, we will be able to boost the industrial market and wider economy with providing a more affordable alternative to timber with additional characteristics (not rot & termite resistance)

PEOPLE
Who will benefit from your idea?

- Timber distributors through providing them a cheaper alternative to timber.
- local people by offering more job opportunities in manufacturing our product

MOONSHOT

Describe your idea in 3 sentences!

Project Name: EcoTopia

Ecotopia aims to create a sustainable solution to the growing plastic waste menace, create an alternative to timber and create job opportunities. We collect plastic waste and manufacture the shredded and melted plastic into plastic lumber, a commercial building material alternative to timber by a simple manufacturing technique known as injection molding with the help of an app to facilitate plastic waste collection and delivery.

BREAKTHROUGH TECHNOLOGY

Using industrial technologies such as injection and compression molding to convert different types of postconsumer plastic into plastic lumber composed of high-density polyethylene and other polymers. Plastic lumber is a more innovative and environmentally-friendly alternative to timber that doesn't fracture like wood and has a cheaper cost of production.

FINANCIAL
IMPACT

How do you make sure your idea is financially sustainable?

We aim to use unwanted plastic waste materials in our project, as well as an affordable technique called injection molding to convert shredded and melted plastic into durable posts. Moreover, this cheaper alternative to expensive Timber manufacture will enable people to have a higher likelihood of obtaining these environmentally-friendly posts and thus will be the main profit. We also intend to have a minor profit from the application Ads

Milestones:

- 1-Test out our project in target communities.
- 2-Gain feedback and improve the project.
- 3-Contact NGOs and investors

Our business strategy is to create economic value on plastic waste at the point of generation to encourage individuals to collect and sort these plastics to earn income. In this way, no plastic will find its way on to the streets and we can have the plastic needed easily in great amounts for the project.

