

growing
your business with
purpose




Sustainability and purpose • Why does it matter?



Consumers

94% of consumers prefer brands that ensure their products are not harmful to the earth.

[Deloitte](#)



Consumers are **4x more likely** to purchase from brands with a stronger purpose.

[2020 Zeno Strength of Purpose Study](#)



Businesses

75% of businesses believe customers are more likely to consider products that support a cause or purpose.

[Plastic Bank survey](#)



86% of businesses have considered integrating purpose into their marketing strategy.

[Plastic Bank survey](#)

What is the importance of addressing plastic sustainability?

The equivalent of **one garbage truck** of plastic enters the ocean **every minute**

12 million metric tons in 2023

More plastic than fish in the ocean by 2050

Leakage **concentrated** in **high poverty areas**

Top environmental concern of 86% of global consumers

NAT GEO: Plastic trash in seas will nearly triple by 2040 if nothing is done

We're solving poverty and
plastic pollution with one
transformative idea:

plastic as money



How it works

#01

We empower collection communities to gather plastic from the environment.



#02

Members exchange the plastic for above market value income. ***"Plastic as money"***

#03

Members also have access to social benefits, creating economic and financial inclusion.



#04

Collected plastic is reprocessed and transformed into recycled plastic.



Our collection communities sit in top pollution points



The biggest impact to date



Environmental Impact

7 billion+

plastic bottles gathered
- the equivalent of over 140 million kilograms



Social Impact

51,000+

collection community members
gained extra income and benefits



Economic Impact

500+

businesses led with action, growing
brand love and consumer preference

Your business can turn plastic waste into opportunity

- Open an **Impact Account** and begin funding global plastic collection
- Deliver financial and social benefits to communities gathering plastic
- Grow your business with purpose and share the prosperity

Impact aligned with UN Sustainable Development Goals:



Grow with purpose and share the prosperity

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become a member.