

# euRRRRope!

Reduce, reuse, recycle, replace...

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*Let's save the world from plastic!*



# Sulapac

Sulapac is a Finnish company that uses biodegradable materials like wood and natural binders. Sulapac's products do not include microplastics.

Suvi and Laura founded Sulapac because of their long relationship with medical research and bio materials.

## **Replacing traditional polluting plastics with non-polluting materials**



## Timeline

2016

Sulapac was founded in 2016 by Dr Suvi Haimi and Laura Tirkkonen who are both specialized in biomaterials. They got their inspiration of the idea about reducing plastic waste in our planet.

2017

Sulapac was awarded as the best green packaging at the LUXE PACK in Green Awards in Monaco.

2018

Sulapac got its first patent approved.

Cosmetic producer Naviter was the first to use Sulapac's products in packaging

Sulapac received ISO 9001:2015 certification

With Stora Enso Sulapac signed a joint development agreement to combat the global plastic waste crisis. By that Stora Enso became the first licensor of Sulapac's materials and technology.

Sulapac and Stora Enso launched a straw which is micro-plastic free, marine degradable and mass producible.

Sulapac was selected among the 100 hottest start-ups in Europe

2019

Sulapac won the world championship of packaging industry with Kohinoor packaging

Sulapac's recipe can be used with all production lines and molds

## Sulapac values

### Creativity

- Sulapac dares to take risks, try and learn.
- They want to take care of their employees, so they could be as productive as they can.

### Sustainability

- Sulapac respects nature: they want to save the world from plastic waste, sulapac is made of sustainably sourced raw materials and it's fully biodegradable and microplastic-free.

### Integrity

- At sulapac, they are fully committed to the things they set out to do.

### Sulapac materials

All of the sulapac materials are completely **biodegradable**.

Sulapac materials are combination with wood and biodegradable adhesive. Sulapac is also Nordic design.

Sulapac products are water and grease resistant and don't penetrate oxygen. Sulapac products are also microplastic-free and sustainably sourced.

Sulapac products can be used replace plastic.

### Sources:

<https://www.sulapac.com/about/>

<https://www.sulapac.com/>

<https://www.sulapac.com/portfolio/#universal>

<https://www.sulapac.com/sulapac-straw/>

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# What is LUSH?

Lush is a cosmetics retailer headquartered in Poole, Dorset, United Kingdom.

The company was founded by Mark Constantine, a trichologist, and Liz Weir, a beauty therapist, in 1995.

They met in a hair and beauty salon in Poole, UK. A few years later, they decided to branch out and start their own business selling natural hair and beauty products.

The company follows a "no advertising policy" in which the company does not spend money on TV campaigns or celebrity endorsements and instead relies heavily on user-generated content.

Lush doesn't test any of its products with animals and doesn't do cooperation with companies that use animal-tested products.

Lush is also an inventor of the bath bomb and home of bath art. Vegetarian, vegan and cruelty free and handmade cosmetics.

Lush also takes part in different boycotts and strive to effect for animal rights.

## Alternative ways for packing the product

Lush has many alternative ways for packaging their products, for example biodegradable paper and cellulose wrapping. Packaging materials has made of potato starch that is fully biodegradable. It is surplus from crisp factory.

## About reducing microplastics

Lush is against the use of microplastics. None of their products include microplastics because of the environmental reasons. Instead of using microplastics, Lush uses natural ingredients (or biodegradable synthetic materials) in their products which is good both for the skin and for the environment.

Some examples of replacing micro plastics...

... In body peeling

- sea salt
- the peel of coconut

... In glitter

- synthetic mica



Sources:

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Wikipedia

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<https://www.lush.fi/page/19/100-vegetaarinen-80-vegaaninen>

<https://www.lush.fi/page/17/eettiset-raaka-aineet>

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# Boyan Slats solution for the plastic soup

Boyan created the ocean clean up company in 2013. He started the company because in 2012 he came with a idea to clean up the plastic soup. So he established the ocean clean up to support and develop his ideas. Nowadays the company is trying to find other reasonable ways to clean up the ocean. Next to that he also busy with cleaning up the dutch rivers. In 2019 he came with a idea that included the rivers, he wanted to reduce the plastic waste in the rivers so there was less pollution in the ocean.

When Boyan was 16 years old he went scuba diving in greece and saw a lot of plastic bags. He wondered what he could do to clean up the ocean and he came with the idea to clean up the ocean. Ever since he works on his system. Slats system consists of a half ring that is made from plastic tubes with safety nets attached to it. Up to now everything is going as planned. If everything keeps going this well the plastic waste will be removed from the ocean in 5 years.

Boyan Slats company made a little over 35 million dollars from sponsors. The ocean clean up is mostly funded by donations and sponsors.

A few sponsors are salesforce.com, the julius bear foundation and the Royal DSM.



I don't really buy things wrapped in a lot of plastic. But my parents do sometimes like when they buy meat. We can lessen this, we can use other packaging materials or use less plastic. My cosmetic products have microplastic in them, because it doesn't have a zero plastic inside logo on it. I can replace them with products that have this logo but i haven't seen it in dutch shops.

Whenever i have plastic waste i throw it in the trash can, we have four different trash cans at home, one for plastic, one for paper, one for foodrestants and one for everything else. So we do recycle our plastic waste.

I also use some bad quality products, because they are easier to take with me. But i can replace them, i can replace my plastic bottles with a long termed drinking bottle.

Zoë Schippers

## Association Oceans without plastic

What is it?

The association is based on a sensibilisation site which includes two recall counters: the number of items that are collected and its weight. People can send the results of their work to this platform, actualizing the counters. The main goal of this site is to do so that people can feel encouraged, making the difference through cleaning actions, reducing the existence of trash in portuguese beaches, through local and national actions. Nowadays, it also shares its events, so that people can join them.

How and when was the association created?

The idea was born when the project's founder, Tiago Duarte, was walking near the beach. He used to do that quite often and started seeing more and more plastics in the beach and in the cliffs, witch situation worried him, since he is a nature lover. For this reason, he decided to make the difference. "Many portuguese people talk about the problem, but very few really do something to change it", he says. This is how the idea was launched, in the summer of 2018.

What kind of actions does the organization develop?

This Christmas, it had as partner the multinational Multi Portugal. Together, they launched the book "Gui and the battle against plastics". The Santa Clause from the seven



commercial centers that Multi Portugal administrates offered the book to 50 000 children from all the country. The book was exported to some african countries, also.

Furthermore, during 2019, they sensibilized 2 millions of visitors through different ocean protection actions and with the exposition of objects from the 80's and the 90's collected from the portuguese beaches.

They shared 257 posts on the social networks, witch reached around 1 244 portuguese people; collected 4 344 kg of plastic; made 10 cleaning events in the Sizandro river, cliffs and rivers during the year.

2020 promises to be a great year for them and for the planet, as well. There are plans to develop around 20 cleaning actions (including one with the participation of the Republic President), and much more. Visit the site for more information.

**Maria Inglês**

## Personal questions

**Maria Inglês**

I always recycle my plastic waste. I rarely buy things made of plastic, but the ones I do, I really didn't use to pay attention, so I believe I can improve that aspect. I don't use disposable products, maybe just packages, but I always recycle them. I don't really know if I use cosmetic products which contain microplastics. At least, the ones I've got here don't have any.

In Portugal, we can buy bread in the supermarket that already comes inside a plastic bag. Instead of buying that variety, which I already didn't use to buy so often, I can opt for the ones that come in a paper bag.

I can also use always the same plastic bags to buy fruit and vegetables, or buy a cotton one when those get damaged.

I can avoid buying clothes that I don't really need, that way I'll save money for more important things like new experiences, university... and avoid microplastics as well. I can buy good quality devices and take care of them so that I don't have to replace them so frequently.

I can also avoid buying bottles by always having one in my bag and avoid wasting food by buying only the ones I really need.

## **Eerika Laitinen**

### **Ways to reduce my use of plastics:**

- In the market I can buy fruits using reusable bags.

### **These products include plastics**

- Dermosil Body Peeling POLYACRYLATE-1 CROSSPOLYMER
- Facial peeling ACRYLAMIDE/SODIUM ACRYLATE COPOLYMER

### **About recycling plastic waste**

We recycle plastic waste in my home. By that we have noticed how much do we really use plastic. Majority of the plastic waste come from fruits' packing materials.

### **The use of plastic materials**

So far I have tried to minimize the use of plastic materials and managed to do it quite well.

We use sustainable bags for groceries and recycle our plastic waste. One thing I'm still a little worried about is the use of clothes that has microplastics in the fabric they've made of.

## **Ida Lahtinen**

I have a big family and we always recycle our plastic packages and I always recycle my own plastics. For example I always try to buy yoghurt cup which doesn't include that much plastic. When I buy convenience salads from supermarkets, I try to choose that one which doesn't include plastic that much as the other packages. If I buy fruits I don't take free plastic bags for them.

Usually I don't buy products wrapped in a lot of plastic. My family spends a lot of packages made from plastic because of food packed into plastic and no one can't avoid plastic packages. Nowadays nearly everything is packed into plastic. We have a big family and we also need a lot of food.

I have already bought a shampoo without plastic package. I should also figure out that are there microplastics in my hygiene products and cosmetics that I use. If there are microplastics I will replace them with other products.

## **Saana Kaikkonen**

### **My products**

#### **How can I reduce my use of plastics or recycle it better?**

I could take my plastic products to the plastic's recycling place. And I could buy food without plastic package.

**Is there a personal challenge I should take on?**

I should buy less products that are packaged in plastic. I could buy less sweets because those are packed in plastic packets.

**Do I buy products wrapped in a lot of plastic?**

Fruits and vegetables are not wrapped in a lot of plastic but I think that other products are.

**Is there a better alternative?**

I live in own apartment and I buy my own food so many food packages are wrapped in plastic so it is pretty hard to avoid plastic.

**Are there microplastics in the hygiene products and cosmetics that I use?**

A big part of products I use do not include microplastic but for example my Loreal cleansing milk is a bad product.



**Could I stop using them or replace them with products free from microplastics?**

Yes, I am going to stop buy this product.

**Do I recycle my plastic waste (plastic packaging material)?**

I do not recycle my plastic waste but I should start to do that

**Do I buy bad quality products made of plastic?**

I do not usually buy but sometimes.

**Could I replace them with more long-lasting products?**

Yes I could do that. It takes just more money.

## How can I reduce my plastic consumption?

There is a lot of things one can do to reduce their plastic consumption since there is plastic in almost everything. One of the easiest things is to try to avoid single use plastic because that's the elephant in the room.

For me personally I try to avoid plastic as much as possible because I know that it's bad for me and the environment. The plastic I uses is often reusable for example I have a plastic water bottle. I don't use that much single use plastic since I still live at home, but my family use some plastic because food often come in plastic packaging. On the other hand, we collect all are plastic so we can recycle it. We either deposit it or leave it at a recycling station.



When it comes to my skin care all the products was good according to the app "CosmEthics". I checked may shampoo and conditioner that is from dove and both of them came back okay. The same was with my body wash from The Body Shop. I could only check the products that I brought to Finland, so this is not my usual products.

After I had checked my shower products, I looked at may face wash and it was okay and 100% vegan. And the last product I looked up was my toothpaste from Oral B and as all the other things this was a good product.

So, at the moment I can't do extremely much to reduce my own plastic consumption but I can try to reduce my family's plastic. For example, we don't need a plastic bag for fruits and vegetables when we go food shopping. We can also try to buy alternatives for products that

come with plastic around it. And one last thing we can do is bring reusable bags when we go shopping so we don't get any new bags out of plastic.

Sources:

<https://pantamera.nu/> (2020-01-23)

### **Zoë Schippers**

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