

Using Earth Observation Data, AI, and Blockchain To Incentivize Marine Plastic Recycling

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The Problem

12 million tones of plastic waste are leaked every year in the marine waters.
Marine plastic pollution - serious challenge for nature, society and the economy.

- Kills aquatic wildlife
- Damages natural systems
- Contaminates marine food chains

The EU urges [steps](#) to reduce marine litter.

Addressable Market



Polluters have to pay for the costs of waste management and cleanup, equivalent to their pollution footprint, as prescribed by [Extended Producer Responsibility \(EPR\) schemes](#) under the [Single Use Plastics Directive](#).

Worst Plastic Polluters in 2020



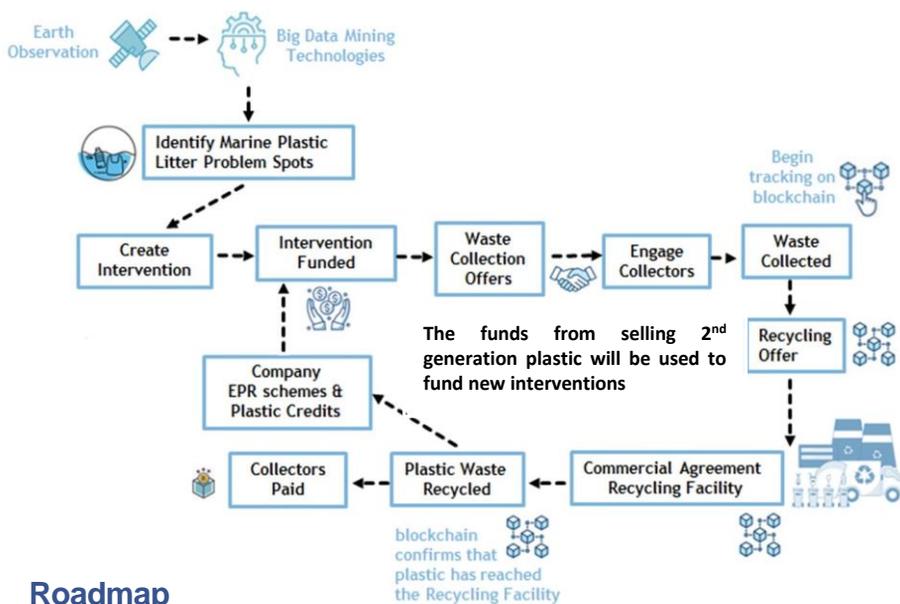
Source: Break Free From Plastic



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- **DIFFICULTY** to implement sustainability plans
- **NO** harmonized definition and scope for EPR
- **FAILURE** to accurately determine the recycling targets costs
- **INADEQUATE** control/monitoring of the recycling intervention
- **INABILITY** to transparently share sustainability efforts with customers

The Solution



- **B2B Model** targeting [top plastic polluters](#).
- The [polluters will purchase plastic credits](#) that will fund the collection, delivery, and processing of plastic waste, thus setting EPR schemes, in line with the [Single Use Plastics Directive](#).
- A [Plastic Credit](#) is a transactable environmental tool representing a unit of weight typically 1 metric ton of plastic waste that is used to counterbalance the equivalent amount of plastic pollution emitted into the environment.
- Revenue streams: Transaction fee per intervention – 3-5% depending on the size and complexity of the intervention

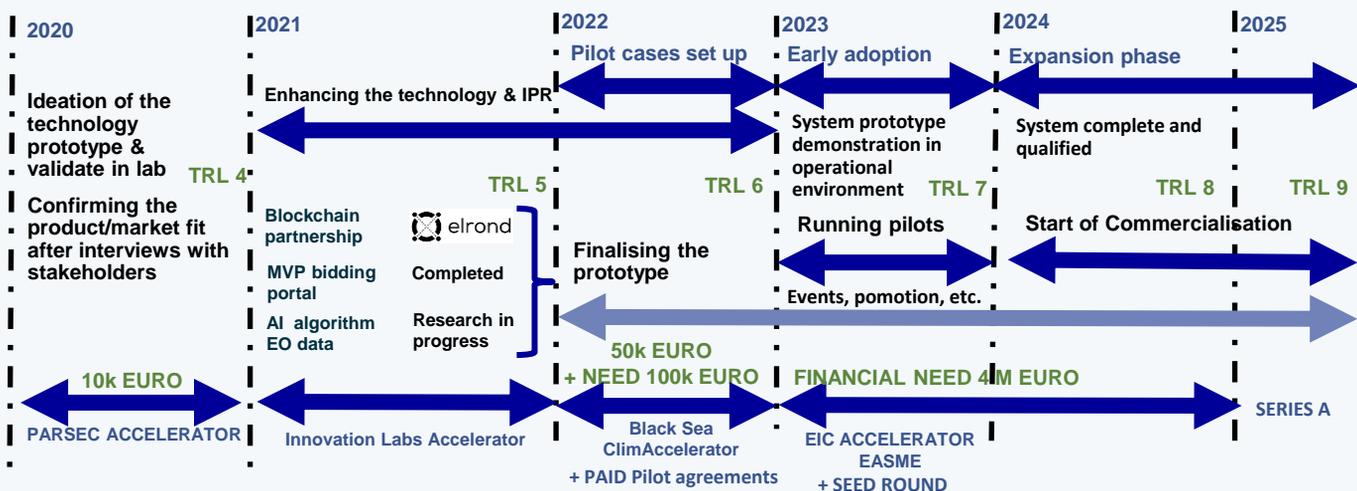
KEY PARTNERS (SUPPLIERS)



* Ships / fishing vessels ** For converting waste into secondary plastic

Contracted via the bidding system, based on geography

Roadmap



Executive Team

<p>ALEXANDRA CERNIAN CEO, Phd</p>	<p>BOGDAN IUGA CTO</p>	<p>SORINA ULEIA Chief of Innovation</p>	<p>VICTOR GRIGORE CFO</p>