R-plastic in Full Circle

Methods performed

- Toxicity and environmental assessments
- Analysis of established business ecosystem
- Live client cases and product modeling
- Comparing of plastic molding alternatives for recycled plastic
- Service blueprint development

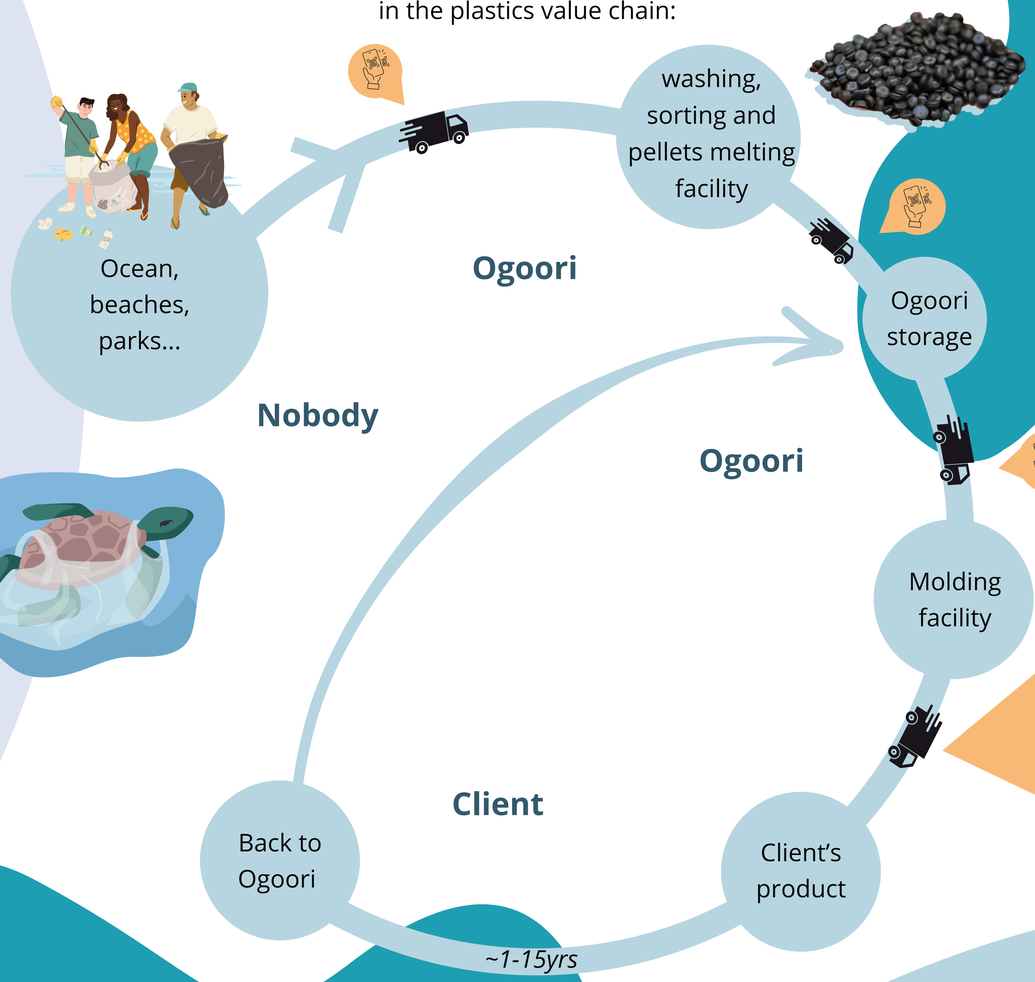
Problem

Plastic waste in the environment poses a great danger to the global biodiversity, and thus to human health through bioaccumulation of harmful toxins.

Introduction

The goal of Ogoori is to take clients from linear to circular, storing recycled plastic into storytelling products in a rental model. The aim is not to recycle our way out of the problem, but to reduce plastic use and footprint with circular economy.

Location, **exchange points** and **caretaker of product** in the plastics value chain:



Microplastics and toxicity

The least washed batch of pellets was analysed in order to understand the baseline.

Concentrations of metals, plastic additives, persistant organic pollutants and oil residues was analysed. The testing showed that the recycled material is safe to use. (1)

Blockchain solutions

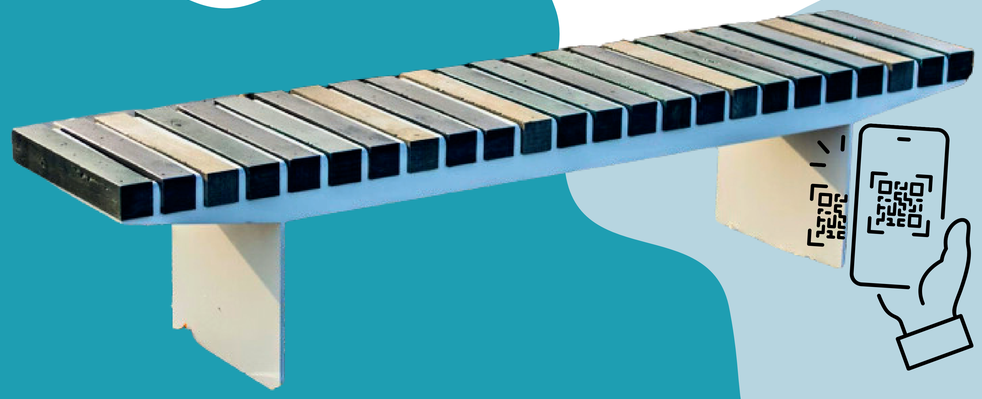
Generating data on the plastics whereabouts at all times.

Extended Producer Responsibility (EPR)

Blockchain provides transparency and traceability, encouraging circular behavior. It authenticates and verifies origin of material, caretaker exchanges and claims of sustainability being met.

Concluding remarks

Very few businesses today have achieved full circularity. Turning established systems circular is a group effort, that requires trust and collaboration across branch silos. Nature's cycles can inspire new circular initiatives, and a way of thinking that challenges established systems.



Storytelling

Products made of recycled plastic tell the story of the materials origin, **increase focus and engagement in the global plastic problem.**

For every kilo Ogoori plastic in the product, the client is removing 1kg trash from the ocean by supporting plastic cleanup organisations. (2)

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References:
1) Haave & Kahn, NORCE report 74-2022
2) Vestre.com, "The worlds first bench made from ownerless marine plastic"

Ogoori

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