



PLASTICS FOR  
CHANGE

**2022**

ANNUAL REPORT

# CEO's Message

As we release our Annual Report, I am honored to share with you the progress we have made in addressing one of the world's most pressing environmental challenges. Plastic waste continues to pose a significant threat to our planet and its ecosystems, but I am proud to say that our efforts to manage and minimize plastic waste are making a real difference.

In this report, you will find a comprehensive overview of our progress in managing plastic waste, from our efforts to reduce ocean bound plastic to our investments in infrastructure to minimize waste. We have also included data on our performance and our progress towards meeting our plastic waste diversion targets

However, I also recognize that we still have a long way to go. The challenge of plastic waste is complex, and it requires a collective effort from all stakeholders, including industry, governments, and consumers. As a company, we remain committed to doing our part and working with others to create a more sustainable future.

I hope that this report provides valuable insights into our efforts and inspires continued action towards a world free of plastic waste  
Thank you for your ongoing support and partnership.



**Andrew Almack**

# Plastic

Plastics For Change collected **4496 MT** of plastic in 2022 to enhance the circular economy for plastics. We worked hand-in-hand with urban local bodies, informal waste collectors, scrap shops, and scrap shop workers to create effective plastic waste management in the high-need areas of coastal India.

In 2022 we build the necessary infrastructure, secure investment, and developed a sustainable financial model that will cover the system's running costs in close collaboration with our stakeholders.

The initiative supported cities with technical expertise to achieve zero-leakage of waste, increase recycling, build economically sustainable programs, create new jobs and reduce the harmful impact of mismanaged waste.

## Key Highlights

**4496 MT**

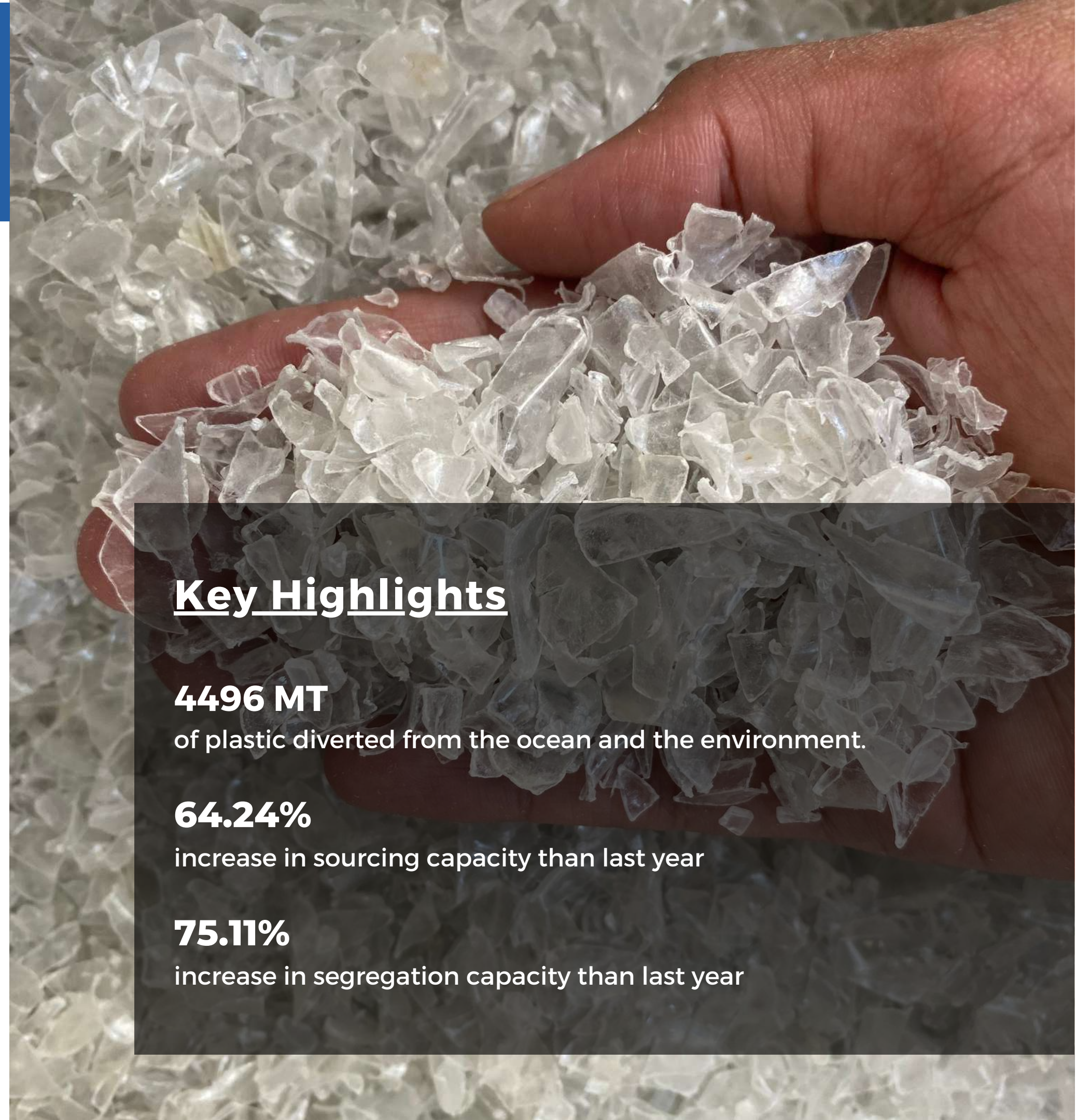
of plastic diverted from the ocean and the environment.

**64.24%**

increase in sourcing capacity than last year

**75.11%**

increase in segregation capacity than last year



# People

Rather than approaching informality as a problem and developing a new system for plastic waste management, we used our technology platform to leverage the existing informal infrastructure toward a more efficient plastic waste management system. We provided the right incentives for this ecosystem to work in order to fuel transformation in the lives of the actual waste collectors,

Plastics For Change understood that in order to overcome the limitations that had constrained their size and revenues, our stakeholders needed to formalize and capacitate their potential for growth through the appropriate combination of investment, technical support, and market facilitation.

We worked on formalizing the informal sector- helping them get some infrastructure, increasing efficiency, and increasing their visibility.

## Key Highlights

**377**

No of scrap shops

**220**

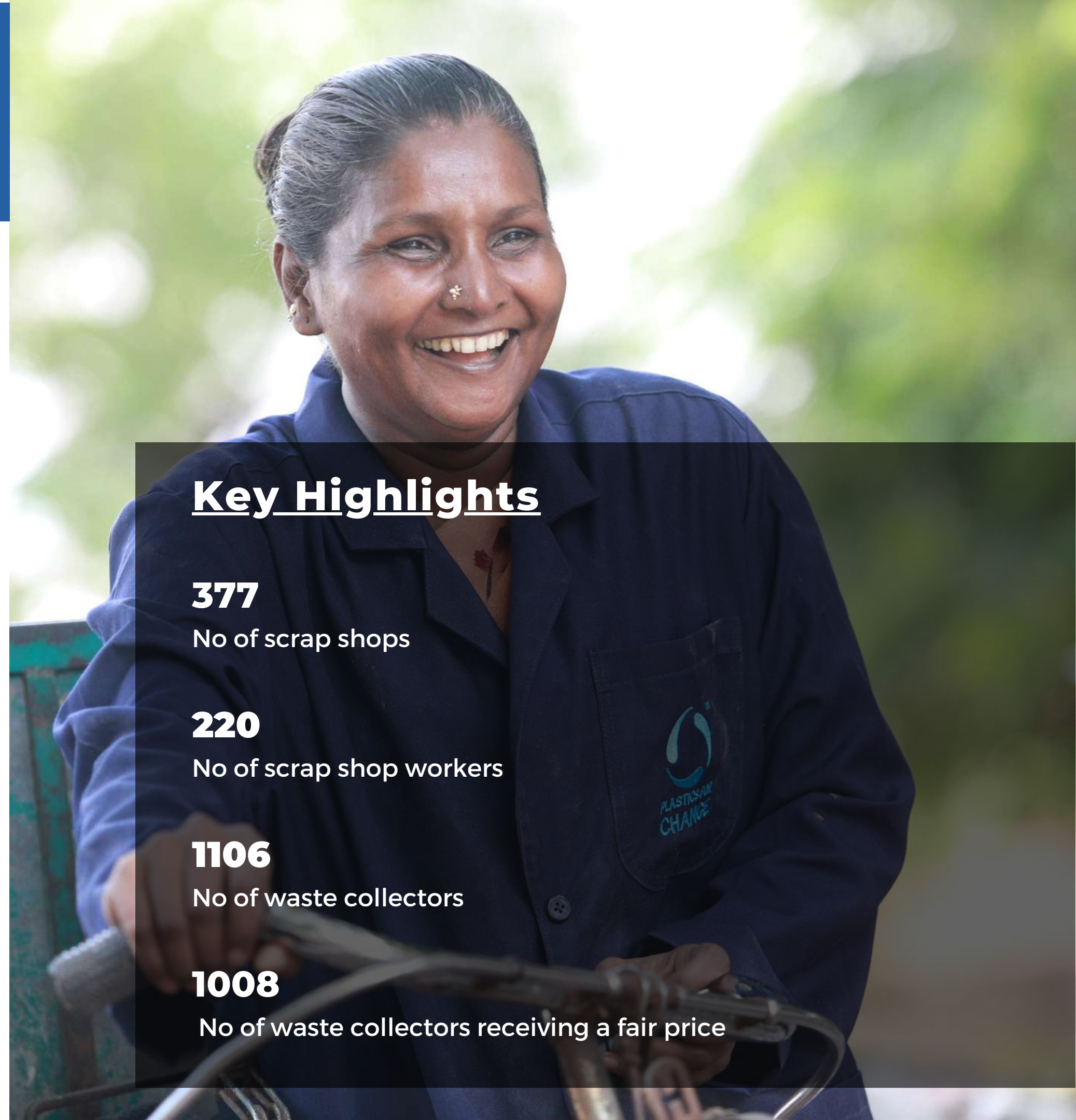
No of scrap shop workers

**1106**

No of waste collectors

**1008**

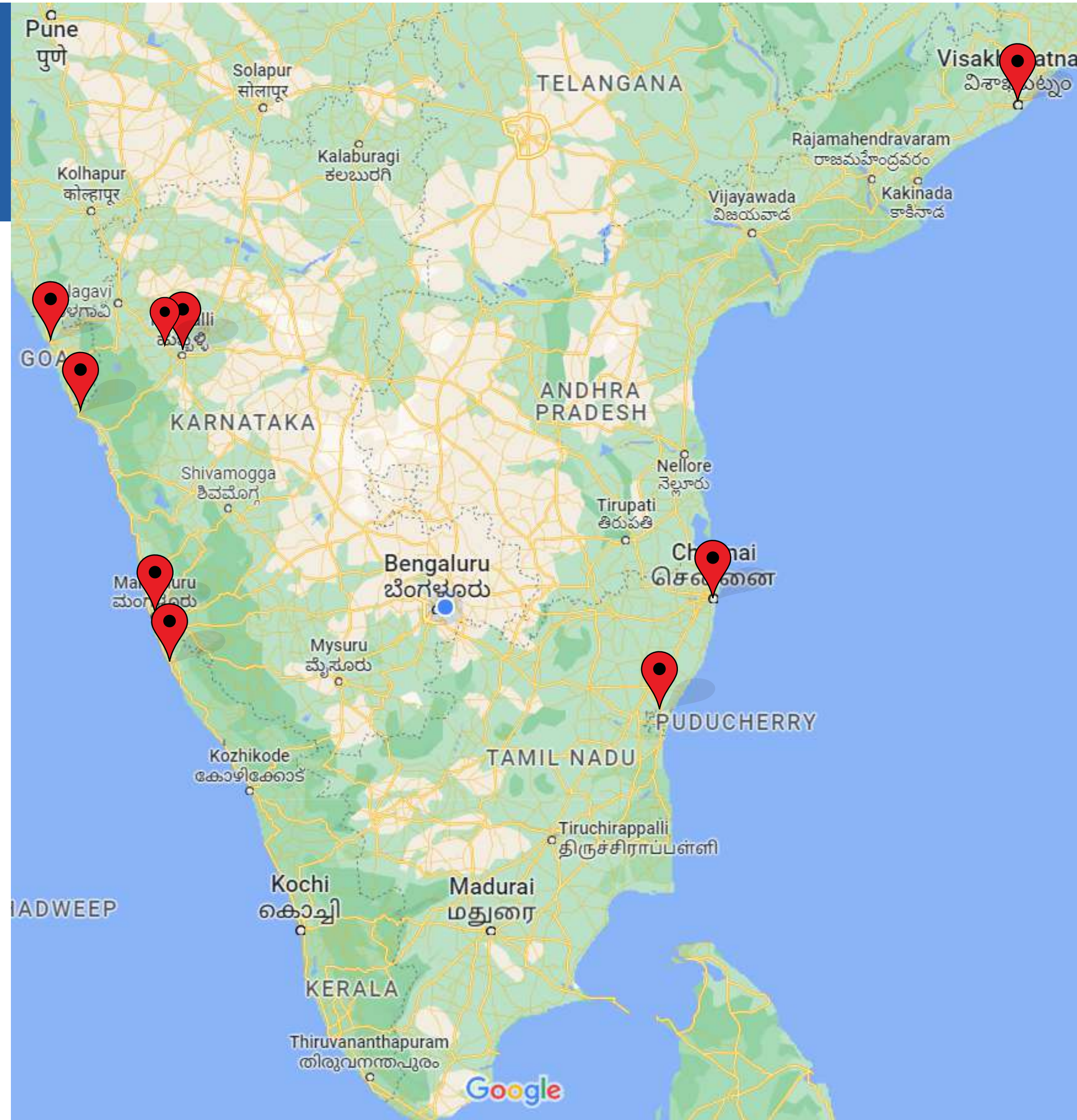
No of waste collectors receiving a fair price



# Places

In the year 2022, we expanded to new geography in the eastern Indian city of Visakhapatnam identifying new markets, moving up the value chain, and formalizing the recycling economy.

We focused on decentralized solutions, boosting employment and entrepreneurship locally, formalizing the recycling value chain, encouraging circular economy, waste traceability, and maximizing resource recovery.



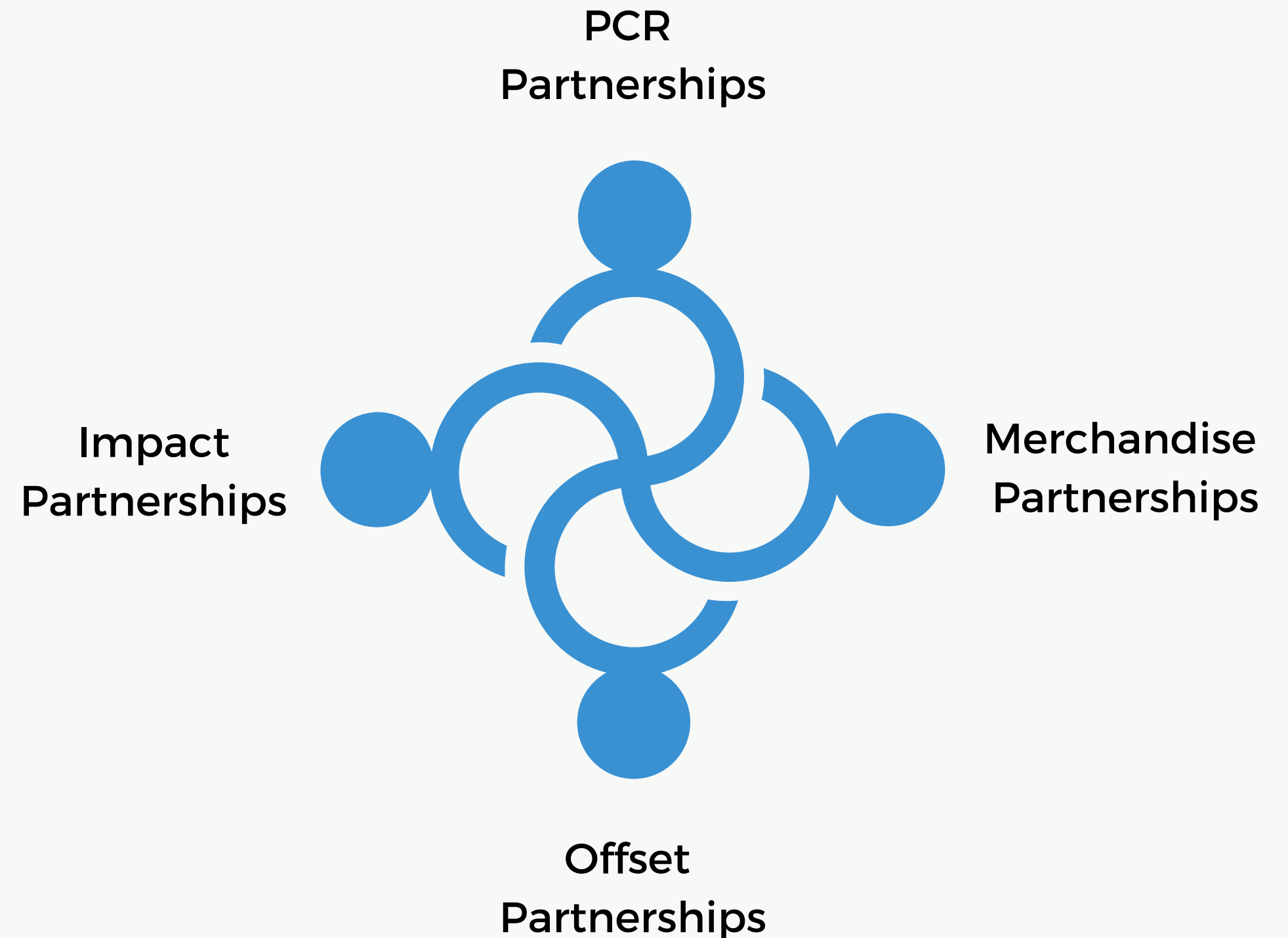
# Our Key Partnerships

Innovative partnerships were key to catalyzing the transformation of the circular economy and PFC's success highlights the potential for further growth of partnerships to help speed this transition. We focused on four key partnership

1. PCR Partnership
2. Offset Partnership
3. Merchandise Partnership
4. Impact Partnership

The catalyst for this transition was provided by our partners to move towards Circular Economy. The formalization of waste projects and the development of a more secure and equitable market for plastic waste were accelerated by the new revenue streams.

All of us worked together and got behind this movement, We saw real, noticeable changes. In 2022, Plastics For Change worked closely with a coalition of local authorities, waste collectors, and organizations dedicated to advocacy in order to strengthen the plastic waste recycling ecosystem.



# PCR Partnership

## Inditex

Plastics For Change collaborated with Inditex as a part of their Sustainability Innovation Hub, a project created to support the use of new technologies, materials and processes that search for new ways to limit the impact of their products and move towards circular solutions.

A rug line produced from recycled plastic, founded in social impact and human connection, was jointly developed by Inditex and Plastics For Change.

We provided 31.93 MT of recycled polyester as a source stock. This contributed to making 2,000 Carpets for Inditex.

The plastic was collected along 50km of the Indian coastline.

The rug (In pic) is crafted in 100% recycled polyester that might have otherwise ended up in the ocean.





# Offset

in 2022, Plastics For Change began offering offset services as a separate revenue stream. Plastics offset was a transformative way of funding innovative and efficient solutions in 2022 to accelerate our growth. The offset program enabled collection and recycling activities targeted towards reducing plastic pollution in especially vulnerable marine ecosystems. Through the offset contribution, we put a price on the collection of plastic to empower waste collectors by transitioning them into the formal sector by ensuring dignified jobs, fair wage and benefits.



Locations

**Chennai, Goa, Kumta  
Pondicherry, Mangalore**



Ocean Bound Plastic Diversion

**3518.07 MT**





# Offset Partnership

## Ocean Bottle

Ocean Bottle enabled decentralised waste management system where they help us set up on-site facilities to ensure segregation at source and processing of waste as close to the source as possible. The collection site aggregates plastic waste and engages with stakeholders to bring last mile traceability and to provide access to global markets ensuring long term sustainability.

As a result of these activities, they have developed an ecosystem for a transparent and traceable waste management industry where waste management is becoming more viable and there is more accountability



Locations

**Chennai, Goa, Kumta,  
Pondicherry Mangalore**



Beneficiaries

**2000**



Plastic Waste Diversion Target

**4000 MT**

# Merchandise

Plastics For Change collaborated with two brands to create a sustainable collection comprised of leash, shirt and tote bags with the aim of closing the material loop.

We strengthen the collection of plastic bottles to create sustainable jobs and diverting waste from the ocean. We then turn the collected waste into recycled polyester, which has been used by brands to develop new merchandise.

We provided 1,93,900 kg of rPP and rPET as a source stock for brands to be made into merchandise.

By connecting our physical and digital solutions, we are enabling businesses to have impactful solutions for all stages of their product's lives: past, present, and future.



# Featured Partnership

## Garnier X PFC Launch

This partnership established waste management infrastructure to improve access to formal waste collection services and build an ecosystem of downstream stakeholders to create viable end markets for recycled post-consumer resins.



Location

**Chennai, India**



Beneficiaries

**2000**



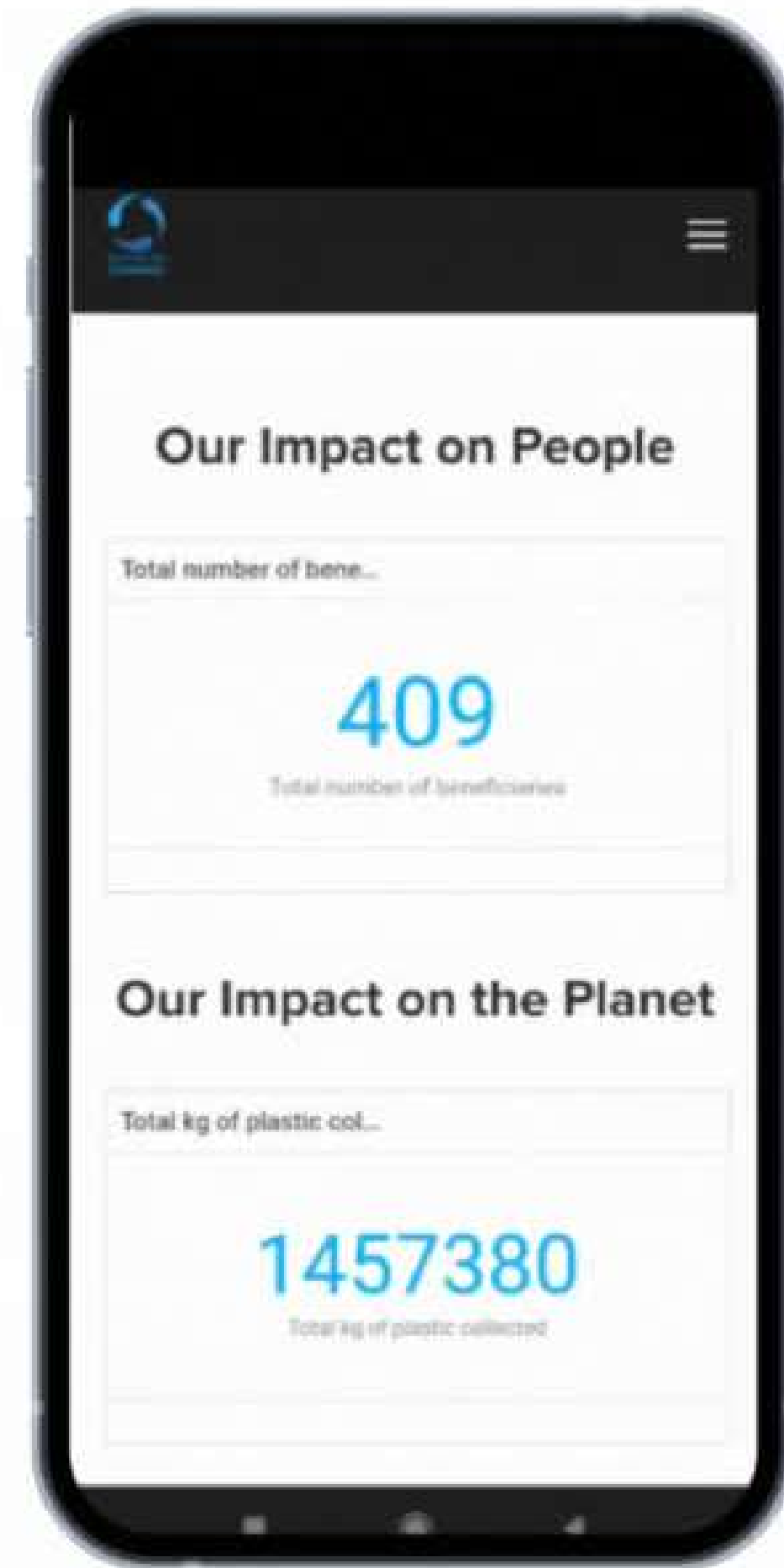
Plastic Waste Diversion Target

**2000 MT**



# Technology

Customized Real-Time Impact KPI Tracker



A woman with dark hair and a bindi on her forehead is smiling and looking upwards. She is wearing a blue button-down shirt with a logo on the pocket that reads 'PLASTICS FOR CHANGE'. The background is a soft-focus green forest. A semi-transparent dark rectangle is overlaid across the middle of the image, containing the text 'ACCELERATOR AND AWARDS' in white, bold, uppercase letters.

# ACCELERATOR AND AWARDS

™  
PLASTICS FOR  
CHANGE



AB InBev, The Coca-Cola Company, Colgate-Palmolive and Unilever joined in a unique partnership to fund and pilot sustainable innovation in supply chains.

Plastics For Change, was selected for the 100+ Accelerator 2021 Cohort with AB InBev. We are now working with Colgate to create Blister Packaging for their Charcoal Toothbrushes, which is Colgate's first-ever packaging made fair trade PCR.

We are currently in trial phase and looking to launch in Q2 of 2023.



# SECOND MUSE

This year we focussed on increasing our collection capacity. With the collaboration with TIN, we scaled our infrastructure to increase the collection and recycling of plastic waste from 10 MT to 50 MT over a period of 12 months. The collection center Increased interdependence between waste collectors and conventional waste management actors to facilitate mutually beneficial cooperation that leverages their distinct competitive advantages; and achieve greater efficiency by shortening waste supply chain movements through decentralized waste processing.

The Incubation Network (TIN) is a multi-year, multi-country program started in 2019. TIN aims to create new resilient waste systems to mitigate of plastic pollution and the creation of more circular economies in South and Southeast Asia.



Location

**Kumta and Pondicherry**



No of waste collector

**653**



No of Scrap entrepreneur

**224**



Plastic Waste Diversion Target

**900 tons**

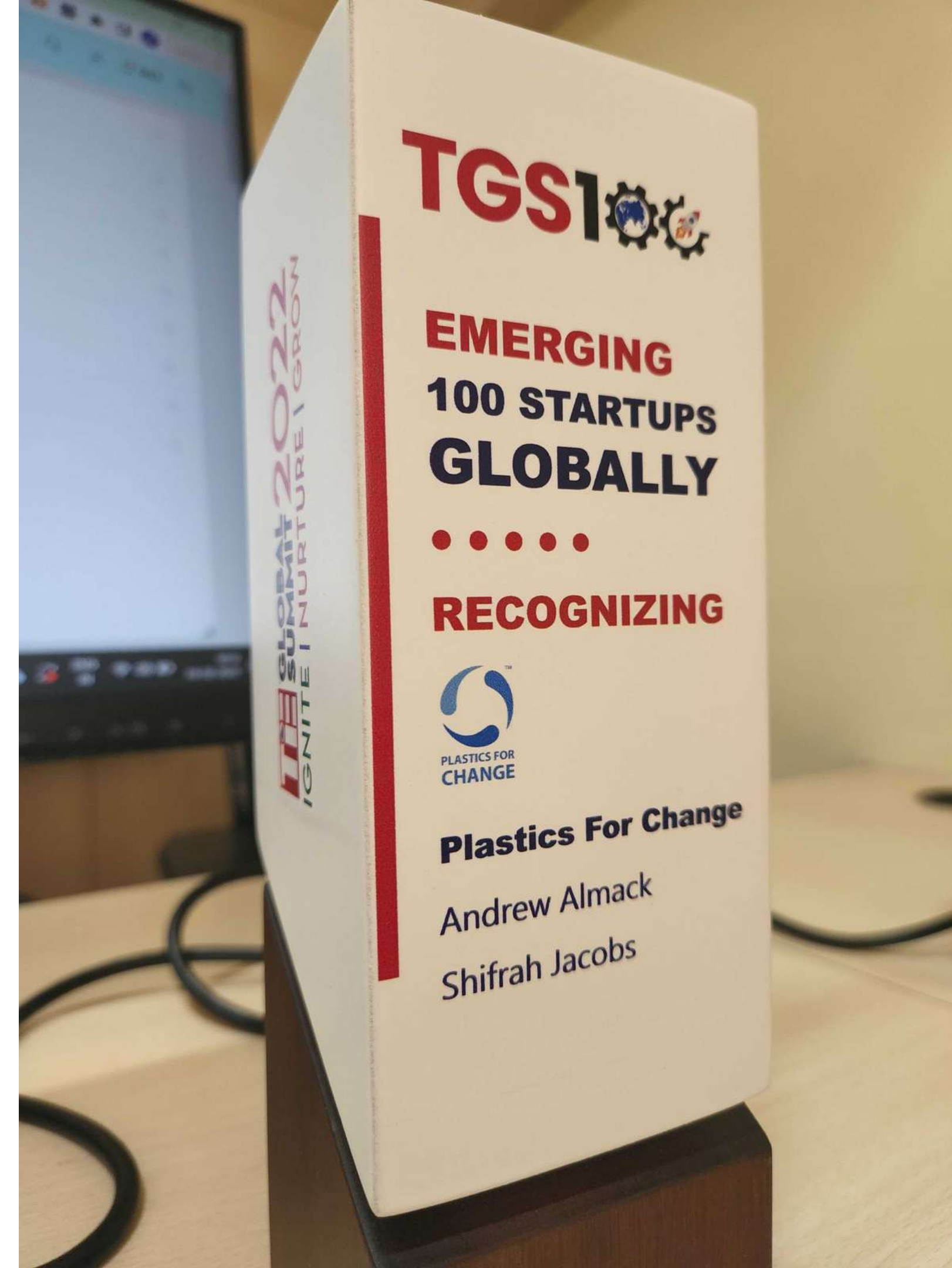


## AWARD

Plastics For Change is selected as one of the finalists of TGS100 Emerging Startups Recognition, by Global TiE (The Indus Entrepreneurs).

TGS (Tie Global Summit) is a vibrant platform for young and old entrepreneurs across the globe for networking, showcasing, and getting recognized.

We started off with the hope to make a difference in the circular economy ecosystem, but today the dent we've created by powering disruptive businesses with intelligent technology excites us to reach greater heights and this honor gives us further confidence to continue on this path,





# Social Additionality

Plastics For Change Foundation recognizes the valuable contributions that waste collectors make to society and are working towards creating more inclusive and equitable systems that support their socio-economic development.

Our approach starts from the bottom up and mobilizes collaborative networks to empower waste collectors with training, organization, and technology allowing them to ascend the value chain by utilizing recyclable materials to manufacture value-added products rather than limiting their role to collecting waste and brokering low-margin sales to commodity buyers.

The integration of the informal sector into plastic waste management systems has increased recycling rates, while eliminating child labor; providing waste collectors with the benefits of formalization such as healthcare, education, and social recognition; and create new jobs and improved livelihoods.



Beneficiaries  
**2518**

# Our Approach

Focus Area

## SOCIAL INCLUSION

- Access to documentation which focuses on identity, health, food, work, and social security.

**344**  
Beneficiaries

## FINANCIAL INCLUSION

- Access to document
- Financial Literacy awareness program

**1732**  
Beneficiaries

## STAKEHOLDER DEVELOPMENT

- Formalizing and Capacity development of Stakeholders
- Investment, Technical Assistance and Market facilitation

**3599**  
Beneficiaries

## SKILL DEVELOPMENT

- Provide Skill Training
- Provide Guidance, Infrastructure, Opportunities, and Encouragement to the Waste collectors

**104**  
Beneficiaries

## HEALTH

- Provide Curative, Preventive, Promotive, and Referral Health care services
- Awareness to waste collector's communities

**3001**  
Beneficiaries

## EDUCATION

- Assist students to Improve learning deficiencies
- Supplementary learning program

**654**  
Beneficiaries

## NUTRITION

- Provide Nutrition kit
- The nutrition kit consists of Produce rich in Protein, Minerals and Vitamin

**211**  
Beneficiaries

## INFRASTRUCTURE

- Improve the working condition
- Formalizing working condition
- Reducing Health risk

**2366**  
Beneficiaries

## HOUSING

- Building Sustainable Housing Units for Waste collector's families

**42**  
Beneficiaries

# Featured Projects

## Row Houses

We developed a sustainable waste management system in partnership with J&S trust that fits the needs of the local community, and at the same time provide strong yet affordable shelters.

This partnership with J&S Trust helped collect low value plastic waste in Dharwad, and process the collected plastic waste into 'recycled-planks( r.Plank)'.

We transformed low value waste into 'recycled-planks' which was used to build 288 sq.ft housing facilities for migrant waste collectors. The recycled planks are lightweight, waterproof, and resistant to pests and fire, making them an attractive option for low-cost housing



**Location**  
**Dharwad, India**



**Beneficiaries**  
**42**



**Plastic Waste Diversion**  
**3.6 MT**

# Story of Change

Ms. Kanakavva migrated to Dharwad from Munavalli in search of employment. She is married and has three kids. When they first arrived in the city, they began to collect waste from the streets while pushing a bicycle and selling any recoverables to the scrap shop.

She struggled to keep a decent roof over their heads. Caught in punishing cycles of unpredictable rent increases, overcrowded conditions, or lack of access to land and affordable financing, her family lived with a constant burden of uncertainty, stress, and fear. She had a makeshift home made from tarpaulin sheets and wood, it was difficult to keep the wind and rain out, especially during the monsoon season.

“Before, the rains used to come into my house,” said Kanakavva. “Because of this it was broken and falling apart around us.” Kanakavva is glad that this will truly be a home for the whole family to experience joy in, as they look forward to a brighter future.

I'm excited to be able to live in this brand-new house with a kitchen and hallway. Here, there is enough room for us to eat, sleep, and rest," exclaims Kanakavva.

Plastics For Change believes in building a safe space for vulnerable women, giving them and their children a chance to live better, healthier, more financially stable lives.

