ISSUES - ECONOMIC SYSTEM

SOURCING → MANUFACTURING → CONSUMING → DISPOSING
**ENVIRONMENTAL**

- Indonesia is the world’s second biggest plastic waste contributor to the ocean
- 90% of plastic waste go to the ocean, 70% comes from F&B Packaging
- Amount of oil consumption for AVIATION = for PLASTIC PRODUCTION
  - There are 150 million tons of plastic in the ocean
- There will be more plastic than fish in the sea by 2050
- 25% of fish in the market are contaminated by plastic
- 94.4% of tap water samples contained plastic fibers
- CO2 emission from production:
  - AI 16.5 | LDPE 1.479 | PP 1.343 | Paper 0.7
- Amount of oil consumption for AVIATION = for PLASTIC PRODUCTION
  - There are 150 million tons of plastic in the ocean

**SEAWEED FARMERS**

- A large volume of seaweed production is not absorbed
- Most seaweed farmers are poor due to a long marketing chain and loan shark
- 5 of the 6 poorest provinces in Indonesia are seaweed producing provinces
OUR SOLUTION - MIMICKING NATURE

SOURCING RESPONSIBLY

RETURNING THE ‘WASTE’ BACK INTO NATURE OR REUSE

MANUFACTURING ECO-FRIENDLY PRODUCTS

USING PRODUCT MINDFULY

OUR SOLUTION - MIMICKING NATURE

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OUR SOLUTION - CIRCULAR ECONOMY

Increase farmers’ income and decrease deforestation by using renewable material (seaweed) as main source

Conserve nature as our products give nutrients back to the earth

Produce nutritious and no hazardous chemical products by using sustainable practices

Reduce plastic waste, waste management cost and climate change effects as our products are edible & compostable

Create conscious market through our education, marketing and sell
CURRENT PRODUCTS

ELLO JELLO EDIBLE CUP

Food that works as tableware

Has the same function as single use cup, plus it’s safe to be consumed & biodegrades in 30 days

Delicious, comes in different flavours

Give health benefit
CURRENT PRODUCTS

BIOPACKAGING (BIODEGRADABLE & EDIBLE)

**Can be used for food and non-food products**

- Halal certified, safe to eat and produced in compliance with HACCP standards
- Contains high fiber, vitamins and minerals
- Shelf life: 2 years, without preservatives

- 100% biodegradable and will be natural fertilizer for plants
- Printable and Heat sealable
- Can be customized to give specific taste, color and brand logo
SOCIAL IMPACT

SEAWEED FARMERS

DISABLED & UNSKILLED LABOUR

ORPHANAGE
CHALLENGES & OPPORTUNITIES

Challenges
1. Uneducated market
2. Competition with conventional plastic
3. Misleading communication of "eco-friendly" products
4. Financial
5. New technology / machine

Opportunities
1. Government regulation
2. Indonesia as one of the largest seaweed producers
3. In line with SDGs
4. High cost of waste management
5. Trend of healthy & sustainable lifestyle
“We can’t solve problems by using the same kind of thinking we used when we created them.”