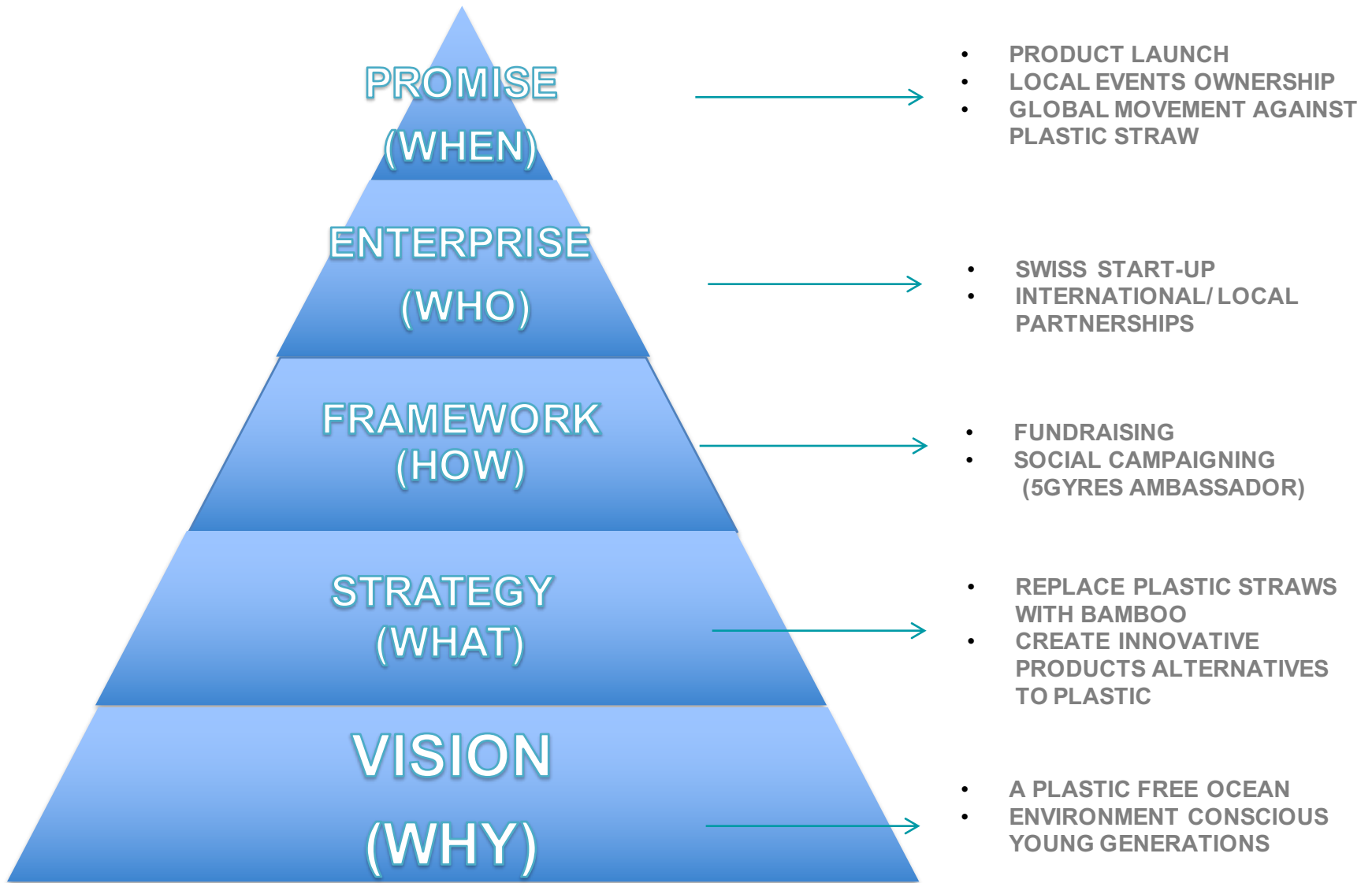


Biostraw4planet



BUSINESS ARCHITECTURE



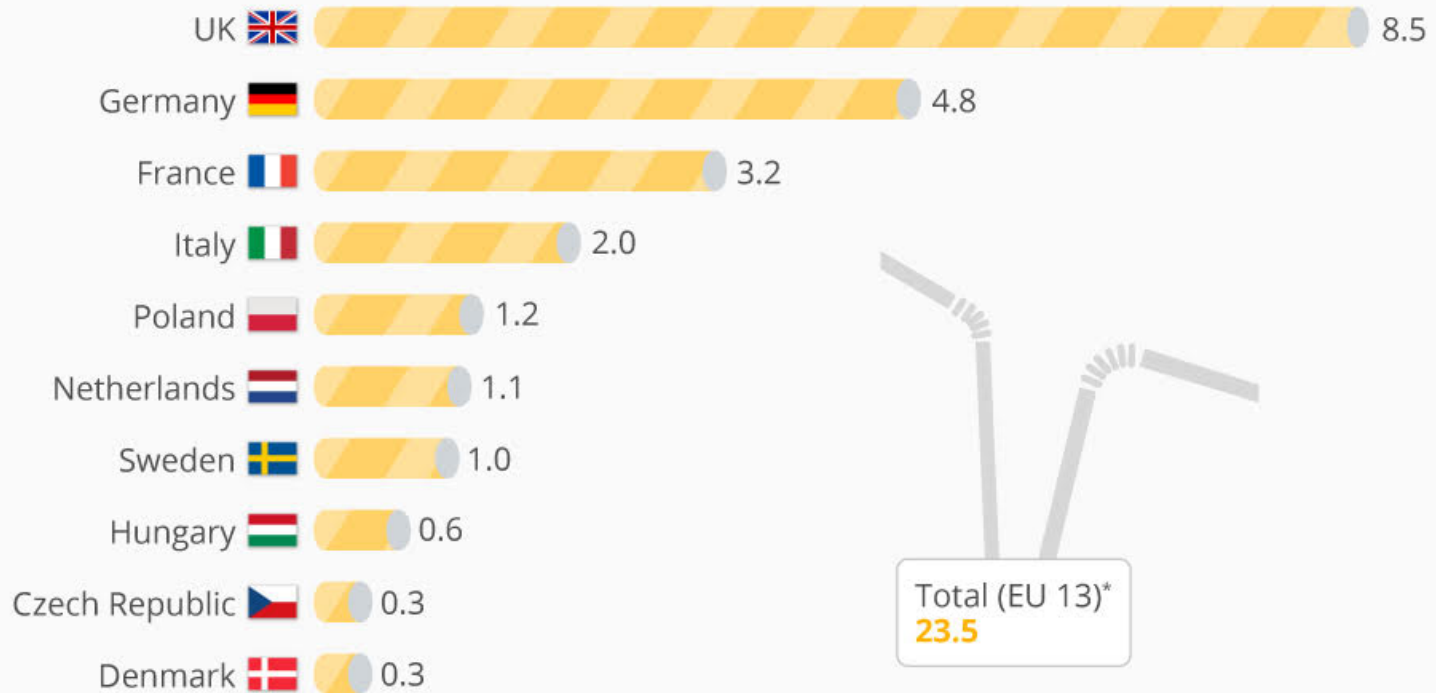
STRAWS BASICS

- Colorants, plasticizers, antioxidants and UV filters are added
- Individually wrapped in sleeves or bulk-packed in plastic containers
- Symbol of our 'throw away' culture: used for few seconds, lasting for over 500 years
- Too lightweighted to be recycled, entering the drainage and river streams to end in the ocean
- A necessity for those who had a stroke, MS or other life changing physical issue

STRAWS FIGURES

Billions of Discarded Straws

Countries with the highest consumption of single-use plastic drinking straws (in billion p.a.)



* EU countries in which McDonald's is the market leader
Calculation for straws provided in fast-food restaurants based on 3.5 million straws given out daily by McDonald's in the UK
As of March 2018

PLASTIC BASICS

Toxic chemicals floating on the water surface eaten by marine organisms channeling hazardous pollutants in our food chain-we eat “polluted fish”



White and straw-like, about three inches long



Microplastic: plastic items broken apart

BENEFITS OF BAMBOO TO ENVIRONMENT



GROWS FAST
FASTEST GROWING
PLANT IN THE WORLD!
HIGH YIELDS - SUSTAINABLE



SOIL FRIENDLY
CAN GROW ON UN-VIABLE
SLOPES & BE CUT,
NOT UPROOTED FROM SOIL



BIODEGRADABLE
AS A WOODEN PLANT,
BAMBOO IS **100%**
BIODEGRADABLE



GREATER YIELD
REQUIRES ONLY **10%** OF THE
LAND AREA COTTON REQUIRES
FOR THE SAME YIELD



GROWS NATURALLY
THRIVES WITHOUT THE NEED
FOR FERTILIZERS OR
PESTICIDES



NOT THIRSTY
ONLY REQUIRES NATURAL
AMOUNTS OF RAIN
WATER TO GROW FAST

BAMBOO STRAWS

- #01 > 100% natural & renewable raw materials
- #02 > Durable, reusable & biodegradable
- #03 > Ethically manufactured
- #04 > Optimised resource management
- #05 > CO2 footprint optimised



SCOPE



www.instagram.com/travel4thoughts



293 posts 7,343 followers 4,388 following

Promotions Edit Profile

Gabriella Silvestri

Local & Travel Website

From Lived in Living in

•eco-conscious & PhD biologist

•inspired by travel

•@5gyres Ambassador: plastic free wannabe
www.travel4thoughts.com/



Certified Emission Reductions (CERs)

United Nations
Carbon offset platform

BAMBOO MANUFACTURING PROCESS IN THE INDIAN OCEAN



BAMBOO STRAWS FROM RODRIGUES



CURRENT OVERVIEW: LOCAL LENS

- In Switzerland bamboo straws can be bought from ZERO WASTE online shops for 2CHF each-HIGH COST
- The negative impact of the product in Switzerland is due to the Carbon emission caused by its 'journey'- [The journey of plastic](#)

PARTNERSHIP PROPOSAL

- Envision a global movement to educate, aspire/inspire, drive a strawless *Switzerland*
- Boost *Geneve* visibility and exposure via social campaigns exhibiting its profile as sustainable city
- Pioneer the « plastic free » image of *Switzerland* via replacing the plastic straws with bamboo straws

CONCLUSION



- Project based on a circular economy model: products value and materials are maintained for as long as possible and waste and resource use are minimized
- Inclusion and jobs for the community are generated through this approach

CAMPAIGN ACTIVITIES




- Campaign #biostraw4planet promoted on social platforms:
www.travel4thoughts.com (blog)
www.instagram.com/travel4thoughts
www.facebook.com/travel4thoughts
- Articles published:
 - [il fatto quotidiano](#)
 - [Huffington post](#)
 - [La nuova ecologia](#)
 - [Eco dalle città](#)
 - [Voglio vivere così](#)
- TV emissions on Italian national channels ([Raidue](#));
- Videos in English, Italian, French and Sign languages to promote [#biostraw4planet](#) campaign ([english](#), [italian](#), [french](#))
- Swiss Radio emission: [radiopizzainternational](#)



COMMITTED SUPPORTERS/PARTNERSHIPS

	<p>Ambassador for 5GYRES Institute</p> <div data-bbox="1344 225 1750 386" style="border: 1px solid black; padding: 10px; text-align: center;"> <p>5 GYRES AMBASSADOR</p> <p>Visit us at 5Gyres.org! EMPOWERING ACTION AGAINST THE GLOBAL HEALTH CRISIS OF PLASTIC POLLUTION THROUGH SCIENCE, ART, EDUCATION, AND ADVENTURE.</p> </div>
	<p>Selected by Softweb for project acceleration programme</p>
	<p>GEW Mentorship and support</p>
	<p>Support in fundraising and identifying Calls for proposal</p>
	<p>Committed support and partnership by the Co-founder at Plastic Ocean Project Inc., Bonnie Monteleone</p>
	<p>support Listed on their global partners page: http://onemoregeneration.org/onelessstraw-partners/</p>

COMMITTED SUPPORTERS/PARTNERSHIPS

 <p>LONELY WHALE</p>	<p>Podsquad member for advocacy on action against plastic on social platform (www.instagram.com/lonelywhale)</p>
 <p>VILLE DE GENÈVE</p> <p>Rotary Genève International</p> <p>paleo FESTIVAL NYON</p> <p>ge f Genève en fête</p>	<p>Ongoing discussions for collaboration/project sponsorship</p>
 <p>IMPACT HUB</p>	<p>Selected for the Hubonaut programme from the biggest global network of changemakers engaged in social innovation for a more sustainable world</p>

b|o straw4planet

Thank you.



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