

# PARROTFISH PLASTICS



COASTAL ARTISANS

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# Identifying an Issue

Lack of waste management infrastructure

Belizeans are proud of their clean waters

Diverse ecosystems are important

Belize is dependent on tourism to build their economy

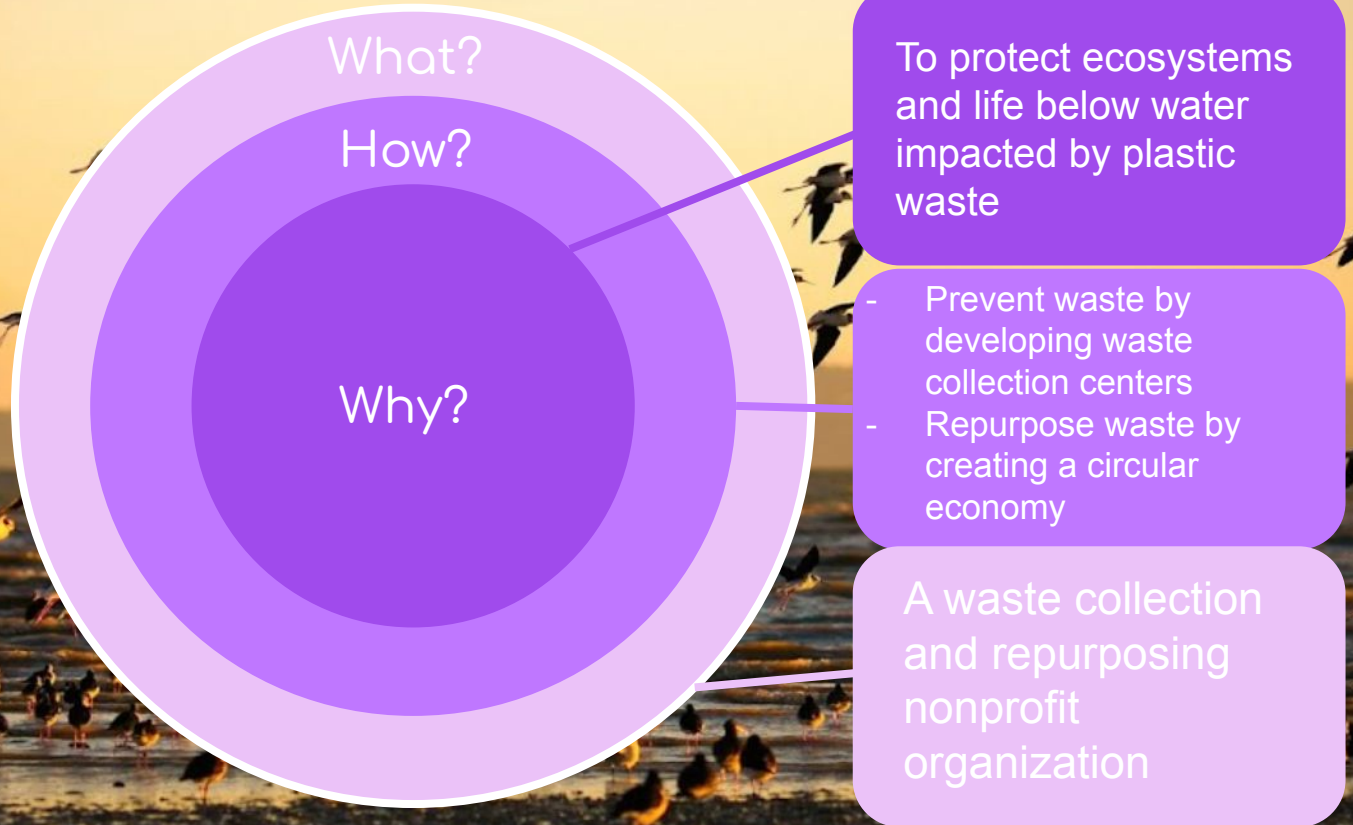
Need to fortify oceans against pollution

Already developed culture of taking glass bottles to grocery stores

NGOs have widespread involvement in conservation groups

Respect for the environment

# The Golden Circle





## So what is Parrotfish Plastics?

- A non-profit organization based in a small-scale location (like Placencia) who wants to protect their marine ecosystems
- Using the unfinished buildings, we will create a small plastic-collection center
  - Acts as a preventative measure for plastic build up in oceans
- Volunteer-based
- Collaborate with local artists to repurpose the plastic along with selling plastics to larger corporations
- All money obtained will be cycled back into the development of our company
- We recognize there is an issue with plastic waste from other Caribbean nations that bleeds into areas like Belize, however, our company will start specifically as a domestic organization in a smaller location such as Placencia

# Day in the Life of a Volunteer

## 1. Plastic Collection

- help individuals separate their plastics and deposit them in the correct container

## 2. Plastic Sanitation

- soak plastics in bleach-water solution for ~ 15 min
  - 5-10% bleach
- set out plastics to dry and prepare for molding

## 3. Plastic Molding/Melting

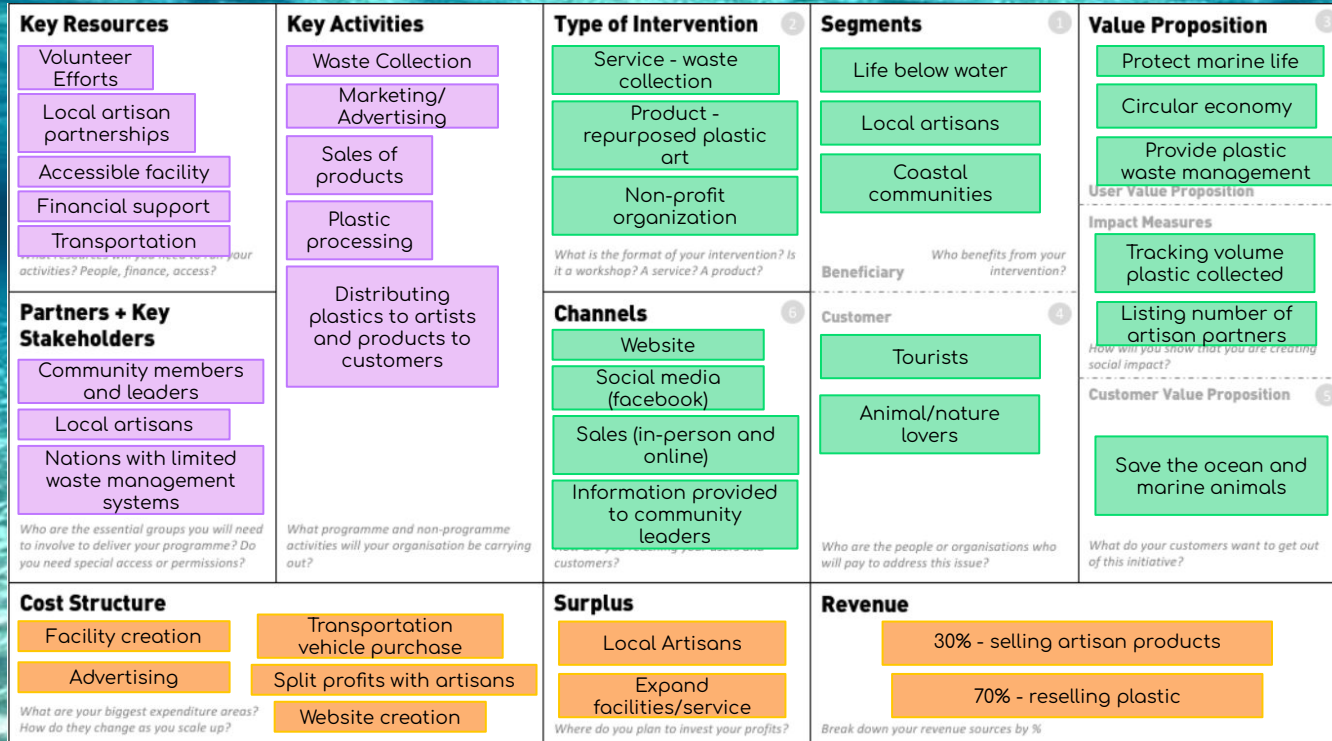
- create plastic beads
  - cut plastics into large (4-8 inch pieces)
  - color plastics and cut into strips
    - 4-8 in long, ½ in wide
  - heat plastics with heat gun then wrap around skewer to form bead

\*plastic scraps will also be given to local artists for multimedia purposes

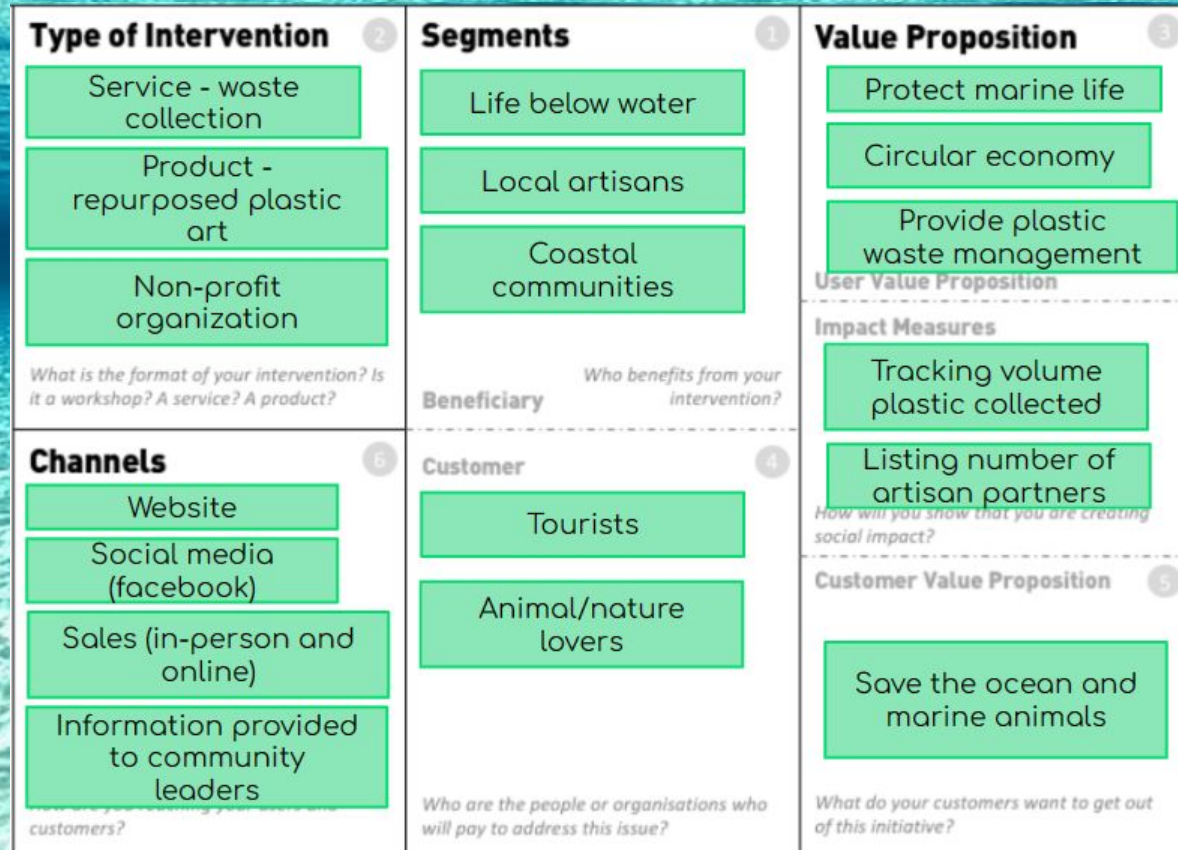
# Business Model Canvas

Structured template that identifies key aspects of a business proposition

Can be used to create a business model out of a social enterprise



# Business Model Canvas



# Business Model Canvas

## Key Resources

Volunteer Efforts

Local artisan partnerships

Accessible facility

Financial support

Transportation

*What resources will you need to run your activities? People, finance, access?*

## Partners + Key Stakeholders

Community members and leaders

Local artisans

Nations with limited waste management systems

*Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?*

## Key Activities

Waste Collection

Marketing/ Advertising

Sales of products

Plastic processing

Distributing plastics to artists and products to customers

*What programme and non-programme activities will your organisation be carrying out?*



# Business Model Canvas

## Costs:

Facility: 750 sq ft x \$100/sq ft ~ \$75,000

Advertising: ~ \$35,000

Transportation: ~ \$20,000 per used vehicle

Website: ~ \$3,000

Profits split with artisans: \$30,000

Total: ~ \$163,000

## Cost Structure

Facility creation

Transportation  
vehicle purchase

Advertising

Split profits with artisans

Website creation

*What are your biggest expenditure areas?  
How do they change as you scale up?*

## Surplus

Local Artisans

Expand  
facilities/service

*Where do you plan to invest your profits?*

## Revenue

30% - selling artisan products

70% - reselling plastic

*Break down your revenue sources by %*

# Business Model Canvas

Revenue (for Placencia Peninsula):  
3500 permanent residents + ~3000 tourists at given time  
x .17kg plastic wasted per day per person  
= about 410 tons plastic wasted per year in area  
Average plastic scrap prices are \$1 US per pound  
if around 75 tons of total processed by our organization, we can get  
\$150k USD in revenue

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# Business Model Canvas

Revenue (for Placencia Peninsula):

~5 local artisans making around 500 pieces per year (up to their discretion)

Pieces would sell around \$30 BZE (\$15 USD) in stores

Artists receive 90% profits, our organization gets 10%

\$37500 USD profits, \$3750 for organization

Overall, \$187,500 revenue

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# Sustainability Complex

National/State

- Caribbean Coastal Communities
- Centers in every major city
- Larger-scale commercials (TV, social media)

Region/Province

- Belize
- Expand collection methods
- smaller- scale advertisement (buses, signs)
- Hire employees
- Website creation
- Create non-profit governance (board of directors)

City

- Placencia
- Where our company sits
- Consult with indigenous people
- Volunteer-based
- Initial stages of plastic collection

# Sustainable Development Goals (SDG's)



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation



Creating an innovative way to collect and reuse plastic waste



Make cities and human settlements inclusive, safe, resilient, and sustainable



Ensuring that coastal community waste is properly recycled, allowing for cleaner lands and ocean water

# Sustainable Development Goals (SDG's)



Ensure sustainable consumption and production patterns



Producing artwork from recycled plastic materials

Circular Economy



Conserve and sustainably use the oceans, seas, and marine resources for sustainable development



Conserving the oceans and protecting marine life

# Sustainable Development Goals (SDG's)



**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



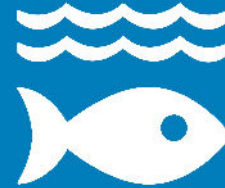
**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**14** LIFE  
BELOW WATER



Thank you!

Questions?