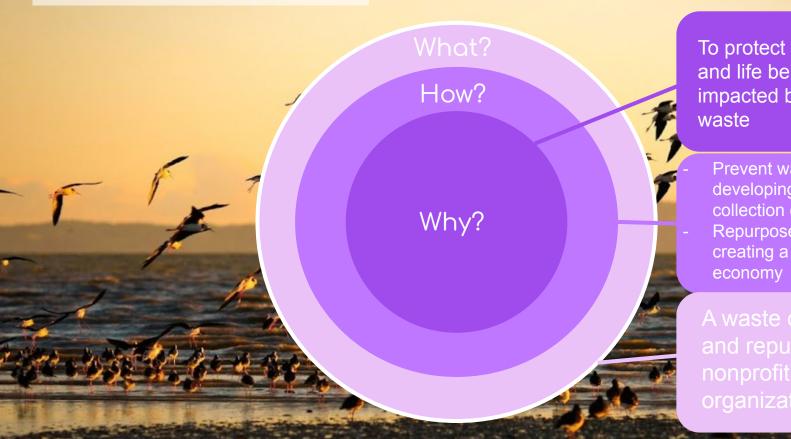
PARROTFISH PLASTICS COASTAL ARTISANS

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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 Need to fortify their economy oceans against pollution NGOs have widespread Respect for the Already involvement in environment developed conservation culture of groups taking glass bottles to grocery stores

The Golden Circle



To protect ecosystems and life below water impacted by plastic

Prevent waste by developing waste collection centers Repurpose waste by creating a circular

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

Key Resources Type of Intervention Value Proposition **Key Activities** Segments Volunteer Waste Collection Service - woste Protect marine life Life below water Efforts collection Marketina/ Circular economy Local artisan Product -Advertisina Local artisans partnerships repurposed plastic Provide plastic Sales of Coastal Accessible facility waste management products User Value Proposition Non-profit communities Financial support Plastic organization Impact Measures Transportation processing Tracking volume What is the format of your intervention? Is Who benefits from your activities? People, finance, access? it a workshop? A service? A product? Beneficiary intervention? plastic collected Distributing Partners + Key Listing number of Channels plastics to artists Customer Stakeholders and products to artisan partners Website Tourists customers social impact? Community members Social media and leaders **Customer Value Proposition** (facebook) Animal/nature Local artisans Sales (in-person and lovers online) Nations with limited Save the ocean and waste management marine animals Information provided systems to community Who are the essential groups you will need What programme and non-programme leaders to involve to deliver your programme? Do activities will your organisation be carrying Who are the people or organisations who What do your customers want to get out customers? of this initiative? you need special access or permissions? out? will pay to address this issue? Cost Structure Surplus Revenue Transportation Facility creation 30% - selling artisan products Local Artisons vehicle purchase Advertising Split profits with artisans Expand 70% - reselling plastic facilities/service What are your biggest expenditure areas? Website creation How do they change as you scale up? Where do you plan to invest your profits? Break down your revenue sources by %

Structured template that identifies key aspects of a business proposition

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

Type of Intervention Service - waste collection

Product repurposed plastic art

Non-profit organization

What is the format of your intervention? Is it a workshop? A service? A product?

Channels

Website

Social media (facebook)

Sales (in-person and online)

Information provided to community leaders

customers?

Segments

Life below water

Local artisans

Coastal communities

Who benefits from your Beneficiary intervention?

Customer

Tourists

Animal/nature lovers

Who are the people or organisations who will pay to address this issue?

Value Proposition

Protect marine life

Circular economy

Provide plastic waste management

Impact Measures

Tracking volume plastic collected

Listing number of artisan partners
How will you show that you are creating social impact?

Customer Value Proposition

Save the ocean and marine animals

What do your customers want to get out of this initiative?

Key Resources

Volunteer Efforts

Local artisan partnerships

Accessible facility

Financial support

Transportation

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?

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

Advertising

What are your biggest expenditure areas? How do they change as you scale up? Transportation vehicle purchase

Split profits with artisans

Website creation

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 9

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



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



Sustainability Complex

National/State

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

- Belize

Expand collection methods

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

Region/Province

City

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





Sustainable Development Goals (SDG's) 14 LIFE BELOW WATER 12 RESPONSIBLE CONSUMPTION INDUSTRY, INNOVATION AND INFRASTRUCTURE 11 SUSTAINABLE CITIES AND COMMUNITIES **AND PRODUCTION** CO

Thank you!

Questions?