

Biostraw4planet



WHY TRAVEL4THOUGHTS?



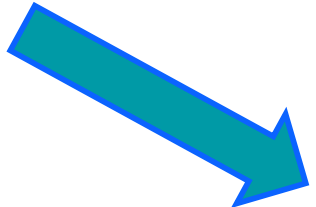
THIS IS HOW MY STORY UNFOLDS



FOLLOWING THE HEART: LIFE CHANGING CHOICE



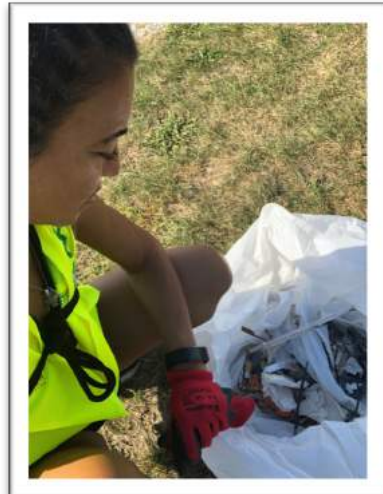
PLANET WARRIOR



ENVIRONMENTAL ACTIVIST



SDGs SUPPORTER



CONTENT CREATOR

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 •eco-conscious 🌱 & PhD biologist 🧪
 •inspired by travel ✈️
 •@5gyres Ambassador: plastic free wannabe
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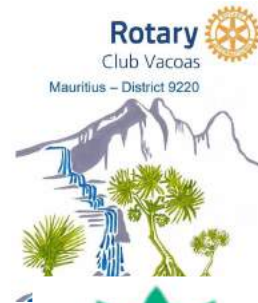
PARTNERSHIPS



5 GYRES AMBASSADOR

Member of
WORLD ALLIANCE for EFFICIENT SOLUTIONS | by **SOLARIMPULSE** FOUNDATION

MORE OCEAN
LESS PLASTIC
 5 GYRES INSTITUTE



REPUBLICQUE
 ET CANTON
 DE GENEVE

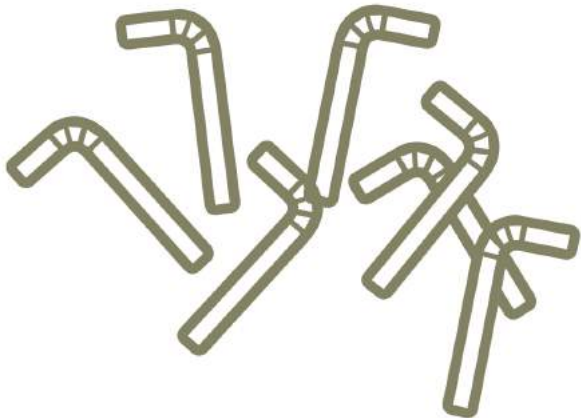


World Business Council for
 Sustainable Development



**ALLIANCE TO
 END PLASTIC WASTE**

A PLASTIC STRAW: ONLY THE TIP OF THE ICEBERG



≠

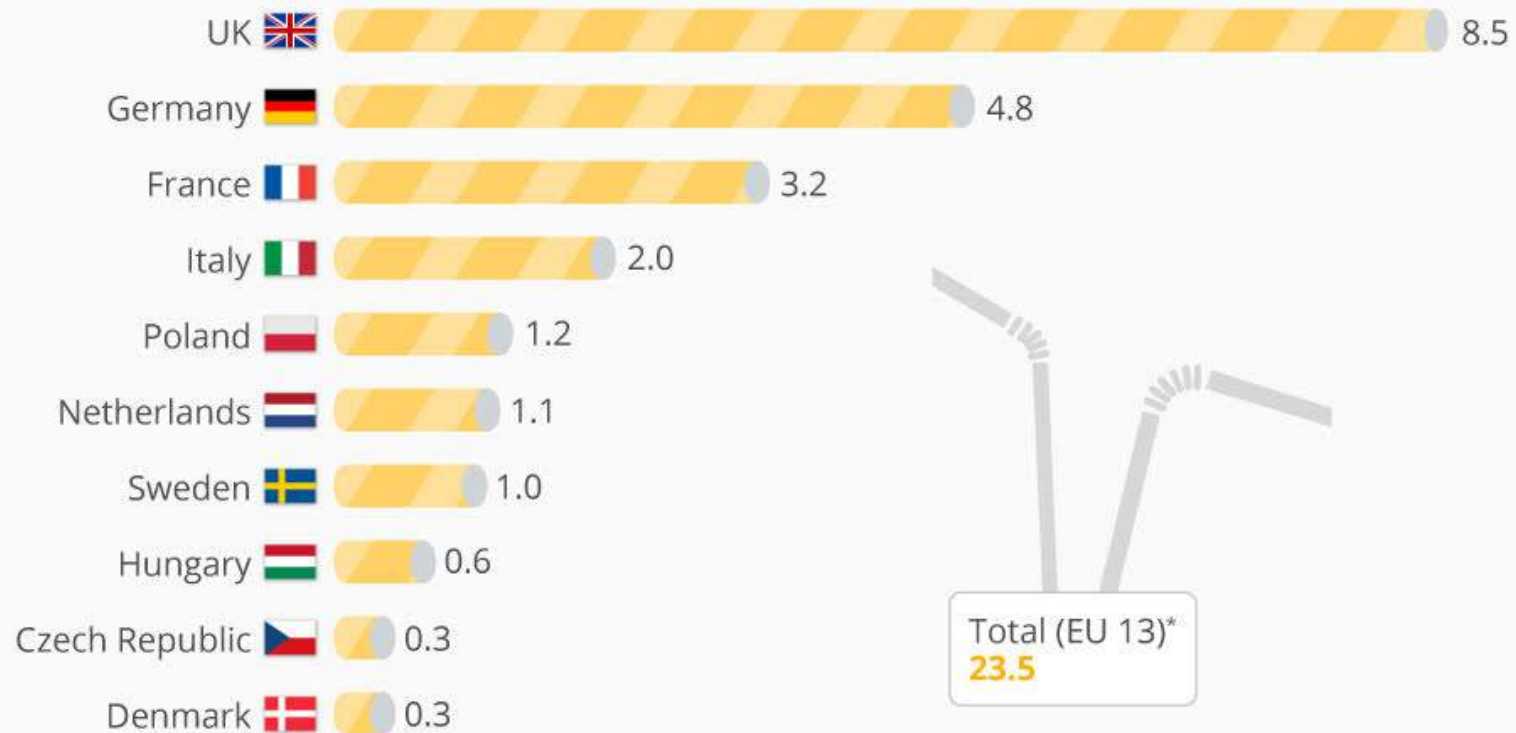


STRAWS FIGURES

7.5 million plastic straw polluting US shorelines, and anywhere from 437 million to 8.3 billion on shorelines around the world

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



@StatistaCharts

Sources: Eunomia, Straw Wars

PROJECT'S RATIONALE

- Straw as an educational tool: shift from 'take-make-dispose' to «closed loop» mindset
- Single use plastic reduction
- Promotion of resilience, adaptability, and self-sufficiency of marginalized groups (SDGs 1, 8, 9, 10, 11, 12, 13, 15 and 17) in a threatened island

PLASTIC STRAWS BASICS

- Colorants, plasticizers, antioxidants and UV filters are added
- Individually wrapped in sleeves or bulk-packed in plastic containers
- 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 (multiple sclerosis) or other life changing physical issue

PLASTIC BASICS

We eat “polluted fish”



White and straw-like, about three inches long



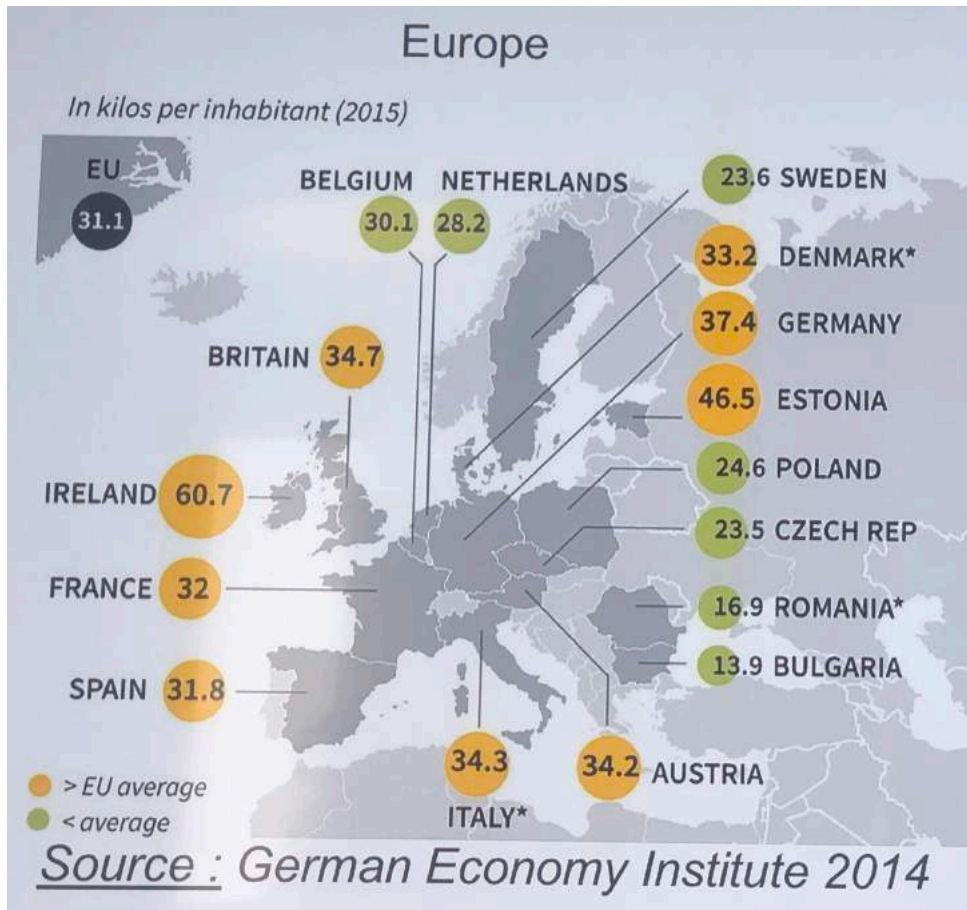
Microplastic: plastic items broken apart

SWITZERLAND...?

- 100kg per person per year vs 31kg EU average
- 99% of the plastic found in the lake are dropped as litter and particles washed away via gutters, ditches and drains
- Temperature has increased up to +1,8°C : Genève is subjected to the highest increase by 2020, estimated at 2,5°C.

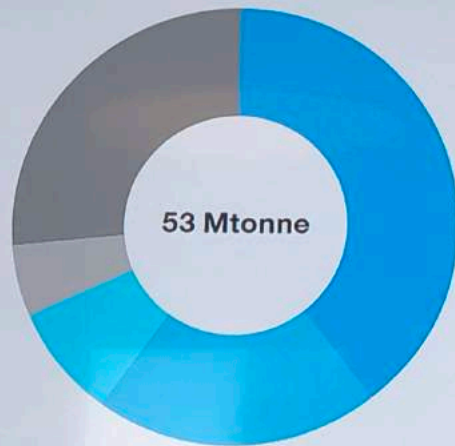
PLASTIC CONSUMPTION PER EUROPEAN INHABITANT

Switzerland: 3 times more plastic than EU average per person



PLASTIC PACKAGING CONSUMPTION

Europe



- 39.4% Emballage -> 12 kg/pers/year
- 20.5% Bâtiment et const.
- 8.3% Automobile
- 5.4% E&E
- 26.4% Autres

Switzerland



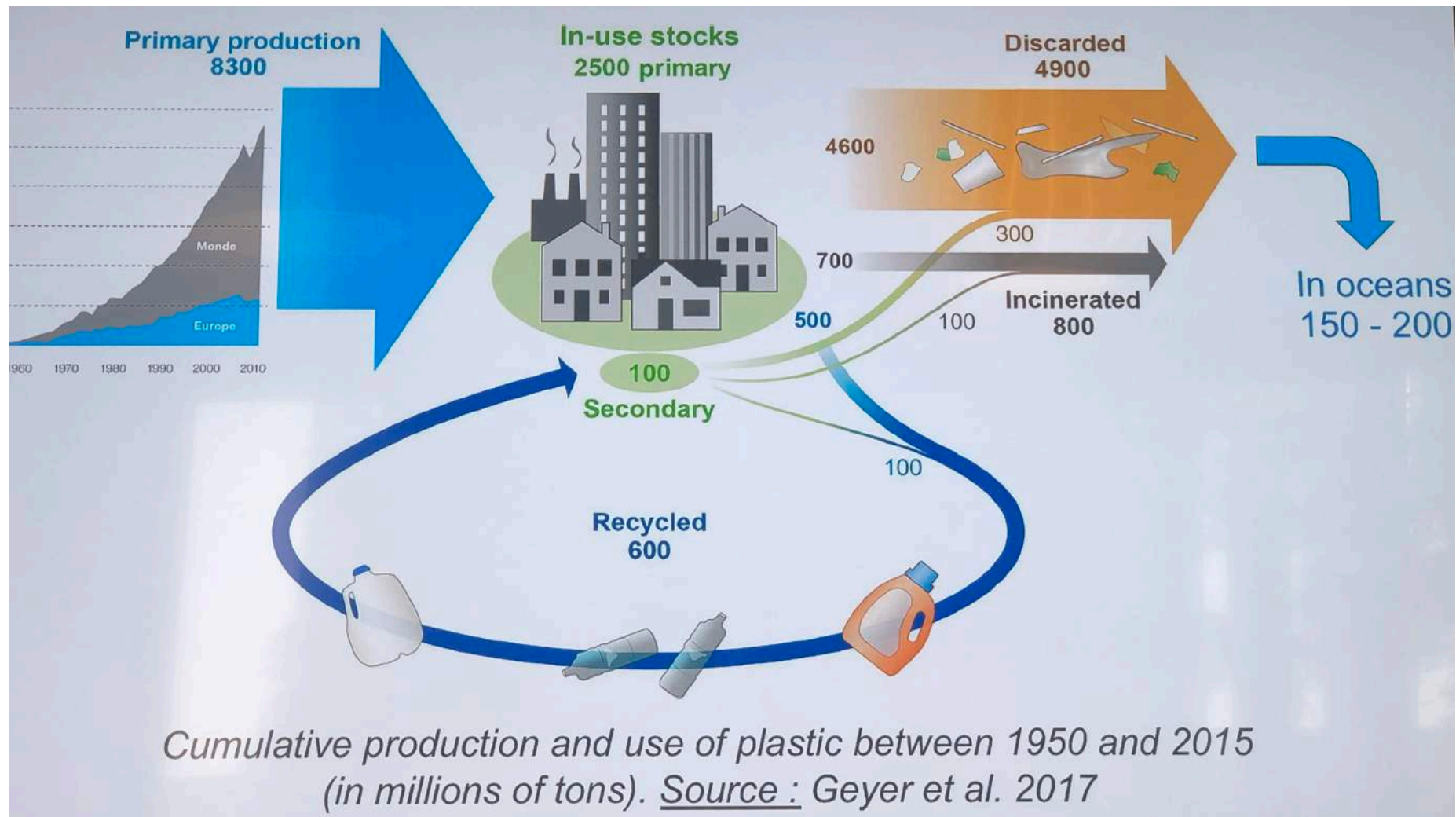
75% packaging
(75 kg/pers/year)

Source : *Plastics Europe Market Research Group 2012*

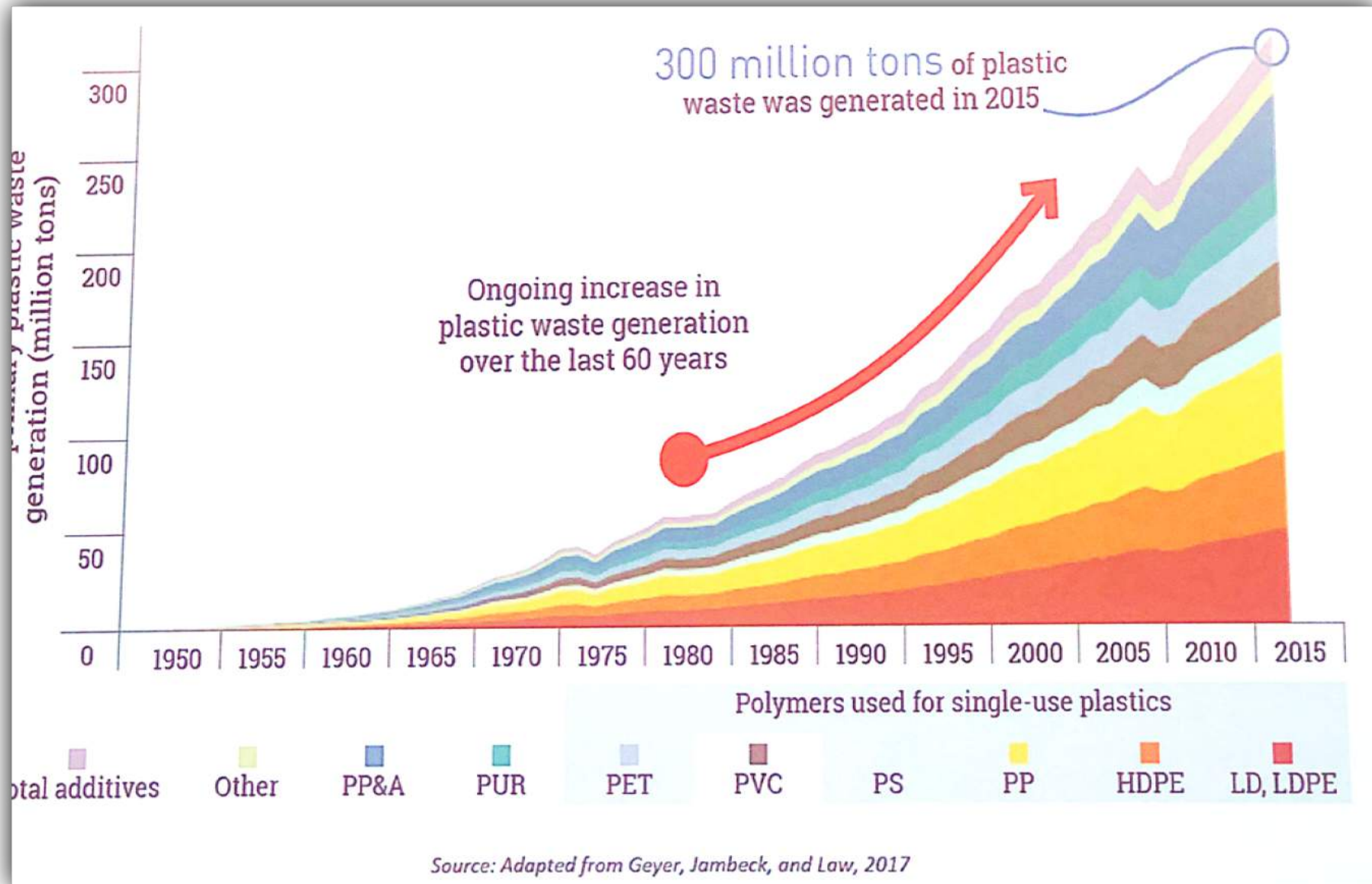
Source : *Julia Schmale – PSI 2018*

WORLDWIDE DEPOSIT OF PLASTIC

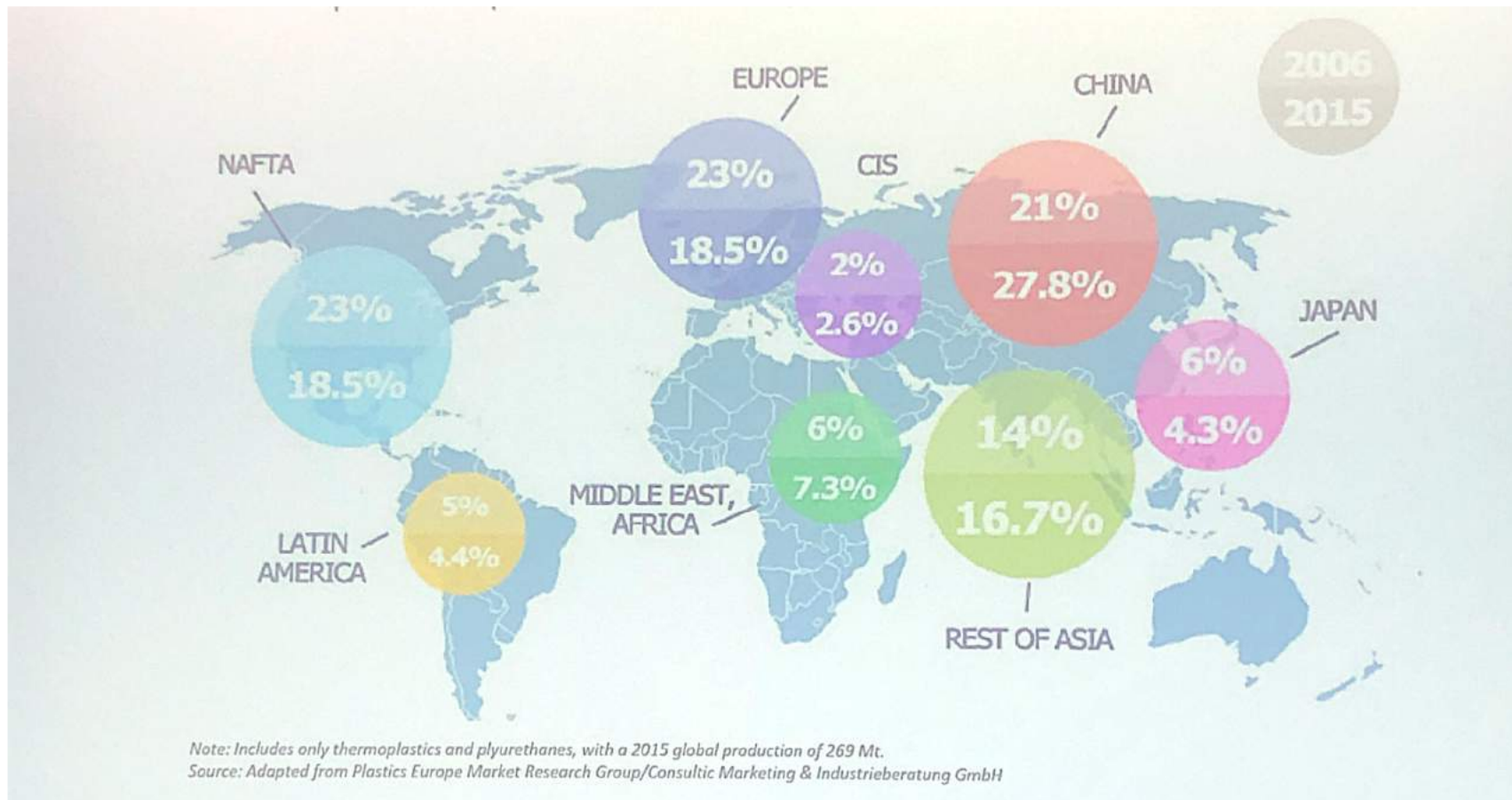
Up to 200 millions of tons ends up in the oceans



GLOBAL PRIMARY PLASTICS WASTE GENERATION, 1950-2015

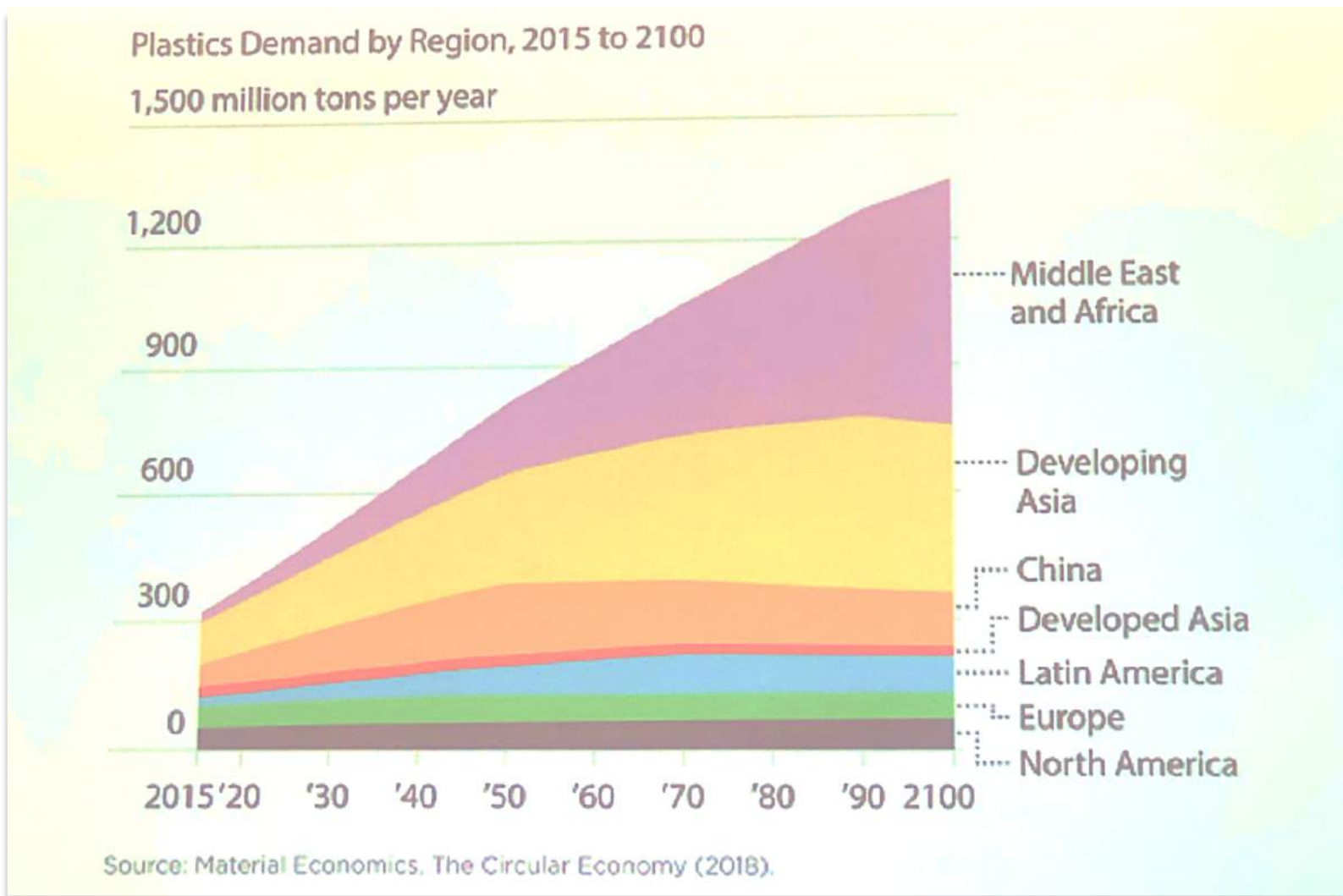


RELATIVE PLASTIC PRODUCTION BY COUNTRY/REGION

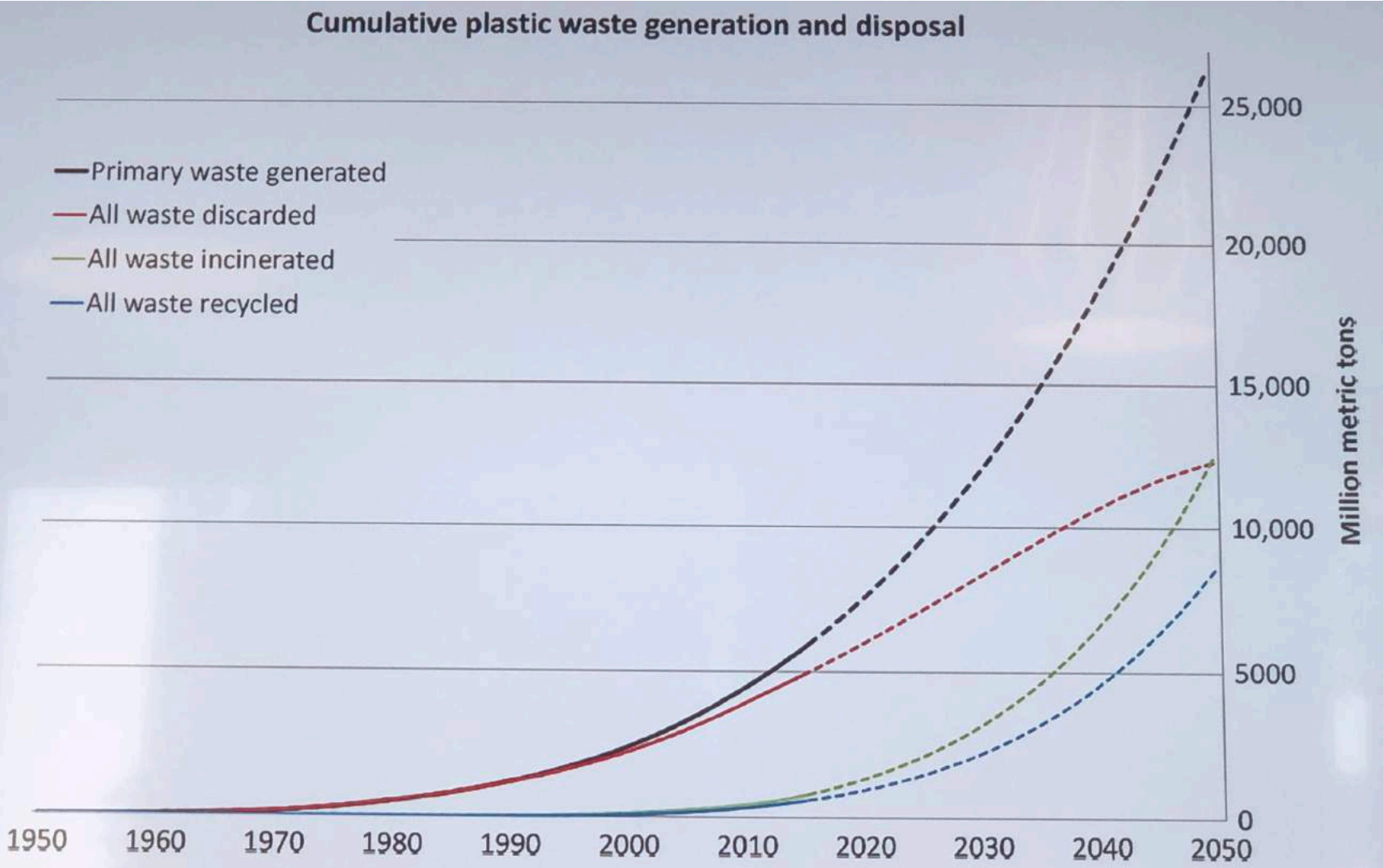


WORLD PLASTICS DEMAND MAY INCREASE SIGNIFICANTLY

Projections based on business-as-usual growth through 2100



THE FUTURE

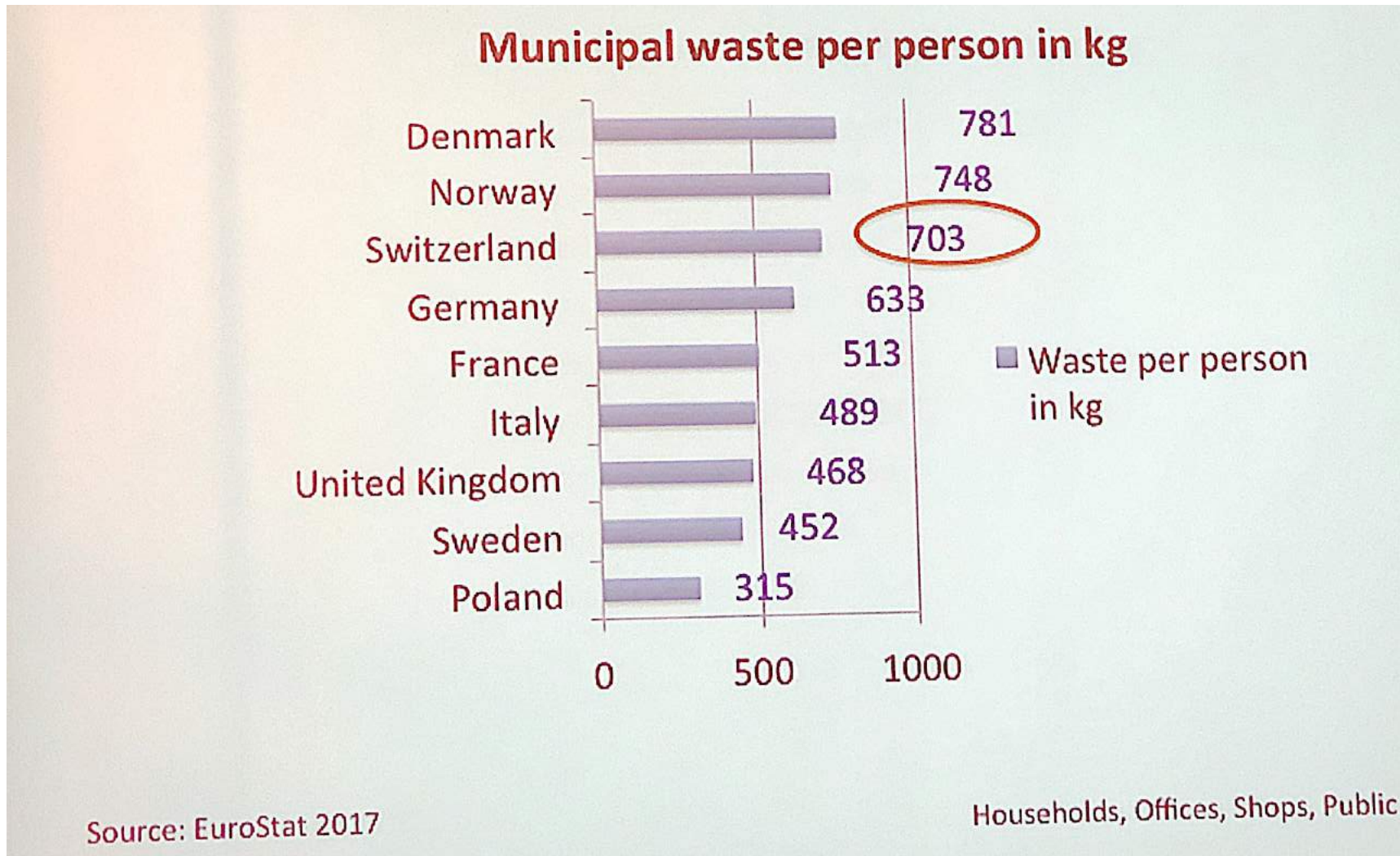


Plastic waste production and fate

Source : Geyer et al. 2017

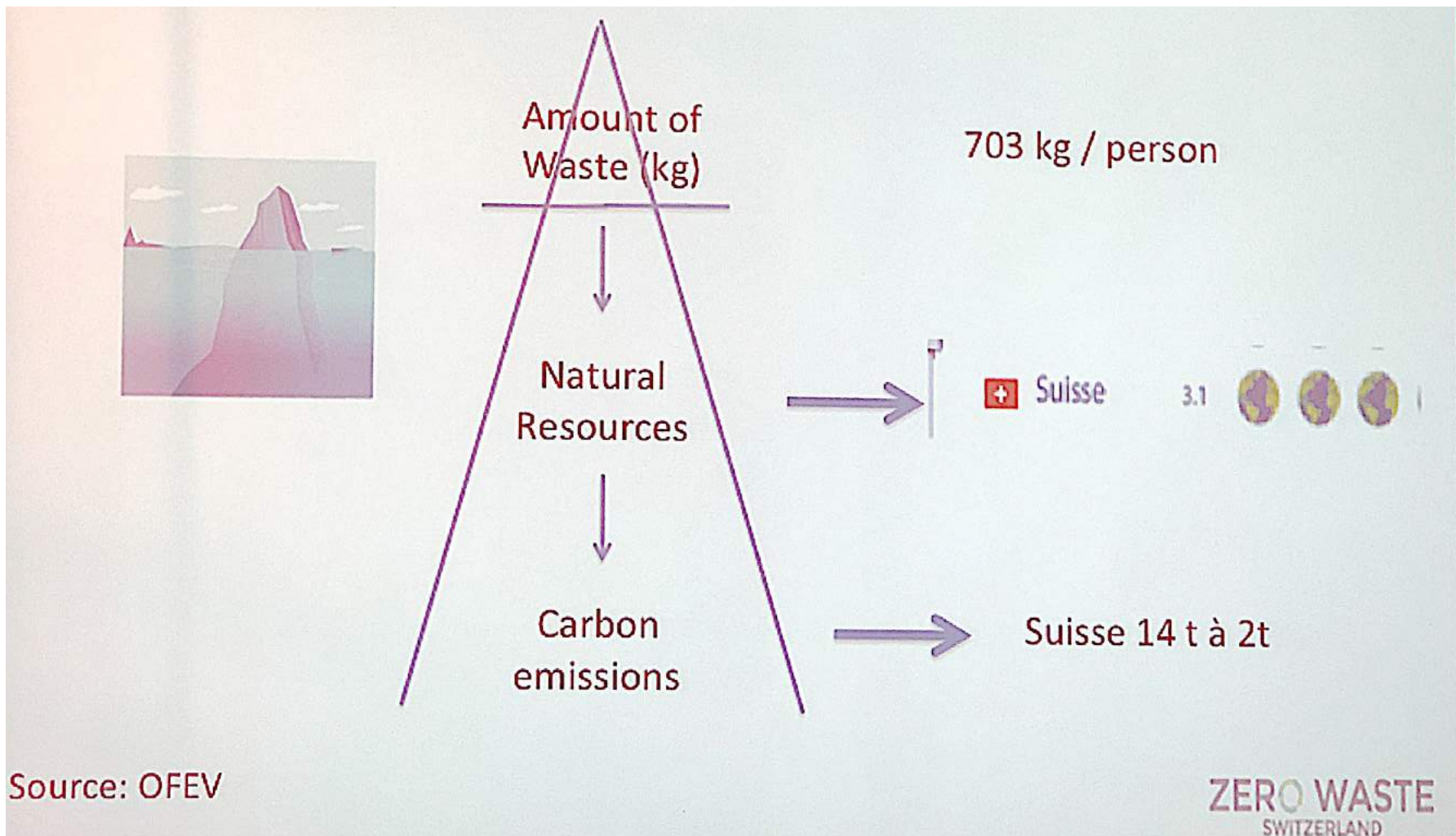
WASTE PRODUCTION

Switzerland is the 3rd highest in EU



SWITZERLAND CONSUMPTION PATTERN

The use of natural resources significantly exceeds their regeneration capacity. If all countries were to consume as much as Switzerland does, it would take 3 planets



Source: OFEV

ZERO WASTE
SWITZERLAND

CIRCULAR ECONOMY INSPIRED



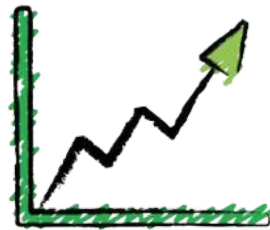
GROWS FAST
FASTEST GROWING
PLANT IN THE WORLD!
HIGH YIELDS - SUSTAINABLE



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



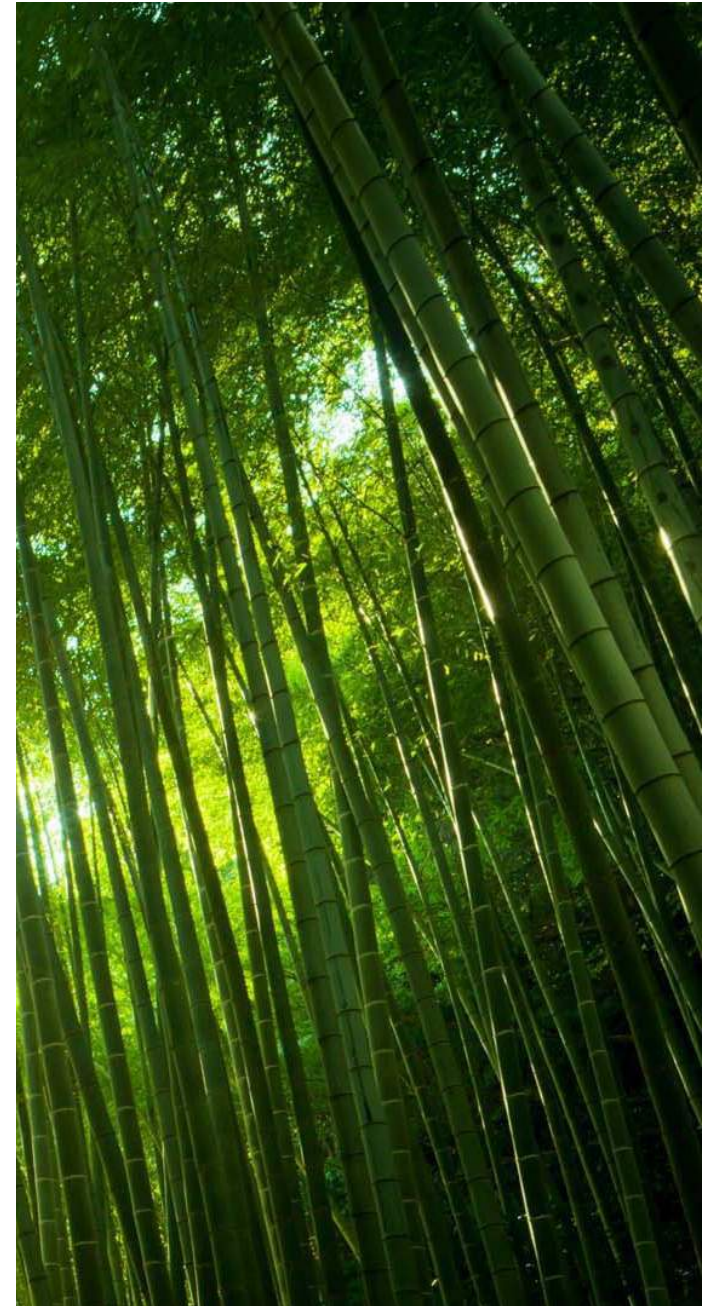
GROWS NATURALLY
THRIVES WITHOUT THE NEED
FOR FERTILIZERS OR
PESTICIDES



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

BAMBOO STRAWS

- 100% natural without chemicals
- 100% biodegradable
- Reusable (up to 6 months)
- Washable
- Antibacterial
- “Green recycling”: rebirth’s process by ecosystem
- Ethically manufactured
- CO2 neutral



CONSUMER'S EXPERIENCE



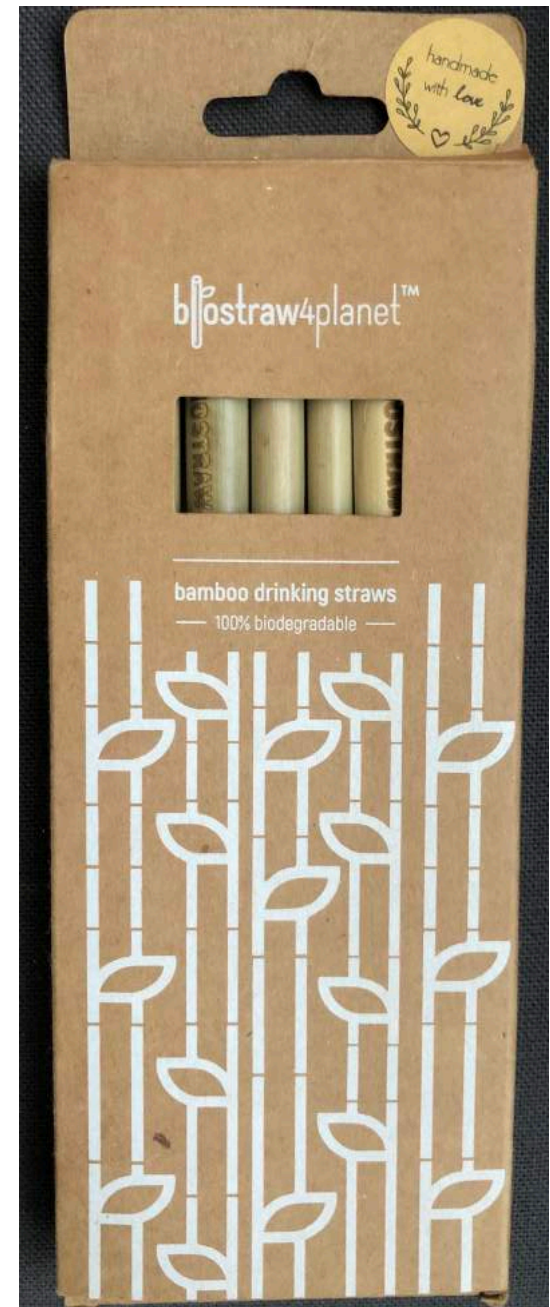
Consumer's research: *"I can drink my chocomilk again"*



HOW CAN YOU HELP?

- Perfect xmas gift to promote a change in our consumption patterns (employees, family, friends)
- CSR funding to scale up
- Partnership/collaborations

Let's promote swiss circular economy



b|o straw4planet

Thank you



Dr. Gabriella Silvestri



+41 798659410



info@travel4thoughts.com



[travel4thoughts](https://www.instagram.com/travel4thoughts)



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