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Founder of TONTOTON

Session 5: Circular Economy for Less Plastic Wasted













Post-consumer non-recyclable plastic wastes are typically mismanaged and abandoned in the natural environment because the commodity market finds no value in them. They are the black spot in plastic waste management and we call them orphan plastic. Nobody wants anything to do with them, and if we don't collect them, nobody will.

# THE IMPACT OF REMOVING NON-RECYCLABLE PLASTIC WASTE





Commercially Recyclable Removed



Non-Commercially Recyclable Removed

# **The current situation:**

The lack of adequate infrastructure for recycling resulted to poor waste management in vulnerable communities of Vietnam and Cambodia. In just six out of 10 Southeast Asian countries, 53% of plastic wastes are uncollected, leading to the multiplicity illegal dumpsites. It is a very problematic situation as it leads to soil pollution, toxic open-burning, river pollution, and ocean pollution.



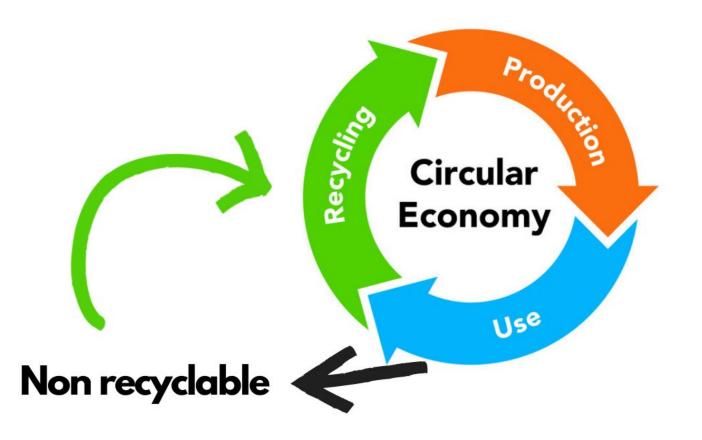




Sihanoukville, Cambodia 09.2021

# **Prime Goal:**

# Create a sustainable economic system to maintain clean areas



- Create alternative plastic waste
   management solution in problematic areas
   Cleaning of untreated orphan plastic debris in
   the ocean-bound area through plastic credit
- Provide local communities the means to create change in their environment and their own lives

Through collecting centers, we allow the community to be part of the solution to their environment while earning extra income

Reduce CO2 emissions by 25% in cement production

Reducing cost and CO2 emissions by replacing coal with post-consumer plastic waste through advanced co-processing.



# Our Mission

## from Plastic Polluted





# to **Plastic-Free** paradise



Many Southeast Asian coastal and island communities are drowning in plastic wastes and this sight has become embedded in the threads of daily lives of these communities. TONTOTON aims to change this, through a certified system of PLASTIC CREDIT.



## WHO WE ARE



### TONTOTON is a business for PURPOSE created to help solve two main concerns:

- Tackle the biggest threat to the oceans post-consumer, non-recyclable plastic wastes. It has no market value and, therefore, can't be part of the circular economy.
- Connect companies to the solution by adding significant impact and purpose to their brand, products, and CSR strategy



# What we do



# How does it work?



DEFINE YOUR

Including plastic credit as additional impact and purpose

to companies' CSR and Sustainability programs.



WE PICK PLASTIC WASTE

We collaborate with **local communities** to collect orphan

ocean-bound plastic

on your behalf



WE RECYCLE

We co-process all rescued plastic to generate Alternative Fuels and Raw Materials (AFRM)



JOIN THE MOVEMENT
"PLASTIC WASTE-FREE NATION"

Your business helps **reduce the world's plastic pollution** through
an environmentally and socially
sound solution



# 1. <u>Collection of Non-Recyclable Ocean</u> <u>Bound Plastic (OBP)</u>







#### **NEUTRALITY SUBPROGRAM**

**OBP NEUTRALIZATION SERVICES PROVIDER STANDARD** 



IOCUMENT TITLE OBP Neutralization Services Provider Standard
IOCUMENT CODE OBP-NEU-STD V1 EN

RELEASE DATE 8" of September 2020 ©Zero Plastic Oceans I 16 rue de la Tannerie 56000 Vannes, France Through a certified plastic credit program following the **Ocean-Bound Plastic Standard**, we are able to create a system that allows the **removal of non-recyclable plastic wastes** in poor waste management coastal
areas, therefore also helping **improve marine life**.



Nonrecyclable plastics



Recyclable plastics



# 2. Collaborate with local communities

1 NO POVERTY

Providing the local communities and informal waste pickers a tool to change their reality of plastic pollution while earning extra income in safer working conditions.



Phu Quoc Island, October 2020





Sihanoukville Cambodia, 2021

- Provide better equipment for **safer working conditions**: masks, shoes, gloves
- Provide access to the minimum health insurance
- Provide sustainable earnings to fight poverty



Hon Son Island, 2020



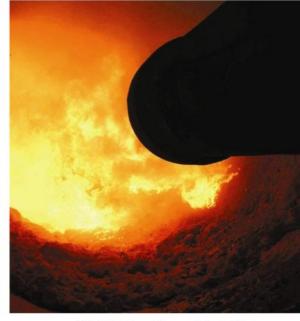
# 3. Valorize plastic waste collected

**Co-processing** is a technology that converts manufacturing waste into **AFRM** (**Alternative Fuels & Raw Materials**). The energy reduces the need for conventional fuels, while the leftover ashes are used as a raw material in the production of cement, creating **zero waste**.









INSEE, Hon Chong Plant, Vietnam











## **4. Certified Solution**





#### **Created the Standard**

- Approve Independent Control Bodies
- Approve Neutralization
   Certificates (NC)

### **3rd Party Control Body**

They perform audit to:

- Skills of collectors
- Control OBP collected
- Quantity collected
- Quantity Valorized
- Approve NC





Neutralization Certificates are kept in a Public Registry to ensure no double counting.





# **Business Impact**

# WIN - WIN - WIN

- You can label your products as "Plastic Responsible Product".
- Your company becomes proactive in reducing potential ocean plastic.
- You can let your stakeholders know about your **products with** impact and purpose.









- You can tell your impact and purpose story in your marketing campaigns.
- Be responsible and sustainable.
  Display your efforts towards the UN
  Sustainable Development Goals.
- Balance your environmental plastic footprint. You can include how much plastic your company neutralized and communities you helped in your CSR Reports.

# Our collaborations

















# **THANK YOU**





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