

# Plastics for People and Planet

Group #15

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Proposal: Contract with disaster relief organizations to implement the use of carbon sequestration products, initially water bottles, during disasters.

## GROUP 15

### Plastics for People and Planet

#### I. Action-Forcing Event:

Implement an eco-friendly cost competitive production of plastics through the innovative process introduced by Novomer. This new process will be dedicated to issuing the plastic products associated with aid during disaster relief. The proposal should be considered due to the fact that the approach will be very eco-friendly, cost effective and extremely useful.

#### II. Background/Analysis:

The current state of affairs of plastic products is that they are continuing to use up our decreasing supply of oil while continuing to fill up landfills. There are methods for producing biodegradable plastic yet they all use corn as a resource. There are serious drawbacks to these products with increasing food prices, which would only become worse. We propose the use of a new groundbreaking technology which creates plastic from carbon dioxide and the plastic is biodegradable. There also can be an eco footprint left behind during the relief of a natural disaster from non biodegradable materials used in priority to aid injury, sickness, death and disease. Our plastic uses cheap, overabundant CO<sub>2</sub> and is also biodegradable. This new process also creates the opportunity to sell carbon credits and offset production costs. In doing so, this will further increase profits.

#### III. Business Model

An effective solution to the aforementioned problems is to partner with Novomer in the consumer market with IGO's and implement this groundbreaking technology initially with disaster relief. This would be a new cost effective, eco-friendly P.R. worthy product which will help exponentially toward the plastic products used. There are barriers to implementing this process. Connecting and contracting with the IGO's to change their policy could be slow and difficult. This can be rectified by using effective ways to sell this model. The project is also capital intensive to begin with. The turnover in profits can possibly be sluggish in the early implementation stage.

#### IV. Projection

The product will be extremely helpful in the long run in terms of profits and effectiveness. Economies of scale will improve over time, making the cost lower as more are created. Over time, it will be more feasible to diversify the products, allowing the creation of many more products besides water bottles. This will eventually be a process which can make plastic syringes, packaging, tents, ponchos, pill bottles and more! All materials used in the time of disaster relief that contain plastic can be implemented.

#### V. Group's Role/Niche:

Be a logistical partner with Novomer allowing us to use its new product NB-180. Use this process to engage in the creation of products for natural disaster relief through organizations which provide aid for developing nations.

## Works Cited

“NB-180: The Cleanest Burning Binder,” Novomer, 11 July 2008,  
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Predd-Patel, Prachi. “Carbon-Dioxide Plastic Gets Funding: A Startup is Moving Ahead with an Efficient Method to Make Biodegradable Plastic,” *Technology Review*, Massachusetts Institute of Technology, 14 Nov 2007, 11 July 2008,  
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