



231 lb.



rePurpose


A global movement of
conscious consumers and
businesses going PlasticNeutral



Wake up.
We are in the
midst of a global
plastic crisis.

A green garbage truck is shown from a low angle, dumping a large load of waste into a massive pile of trash. The scene is set in a landfill under a clear blue sky. In the foreground and middle ground, several people are seen scavenging through the waste. One person in a blue shirt is carrying a large white sack on their back, and another person in a pink shirt and green skirt is also working. The ground is covered in a sea of discarded plastic, paper, and other debris.

Every day, 20M workers across the developing world work tirelessly to scavenge for recyclable waste in dumpsters & landfills, earning less than \$5 from exploitative supply chains.



Meanwhile, millions of consumers and businesses worldwide are searching for convenient and convincing options to take action and fight climate change.



**plastic
neutral**

In response, we created the world's first **PlasticNeutral platform**


We help consumers, workplaces, and brands worldwide go PlasticNeutral by measuring, reducing, and offsetting their unique footprint

1 PlasticNeutral individuals

3 PlasticNeutral Products

2 Everyday PlasticNeutral

4 PlasticNeutral workplaces

A woman, Elizabeth, is standing in front of a brick wall with a window grid. She is wearing a blue and pink sari with gold polka dots and a blue lanyard with an ID card. The background shows a brick wall with a window grid and some industrial equipment.

Your PlasticNeutral payments fund waste management enterprises that create *formal recycling systems* and integrate marginalized waste workers worldwide.

For every \$0.5, we work with partners to keep 1 additional kg of low-value plastic out of oceans and landfills.

Meet Elizabeth - a supervisor at Saahas Zero Waste. Backed by training and welfare benefits, she was able to double her income.

“Whenever waste enters my facility, be it 2 or 5 tons, I have to clear it within 3 days. Framing this as a challenge helps me! I am always fighting with waste in my job!”

1

Go PlasticNeutral as an individual to take easy, engaging and affordable climate action



- **Measure your unique plastic footprint**

In 3 minutes, our interactive calculator takes into account your lifestyle to help you estimate your personal plastic footprint.

- **Offset your plastic waste at \$3-5/month**

For every \$0.25, a vetted project of your choice will recycle a pound of plastic otherwise landfilled or flushed into oceans.

- **Get personalized green living tips**

Receive personalized and localized tips & tricks straight to your inbox that help you live greener. We curate brands, eco-living content, and local events based on your consumption patterns.

01 BEVERAGES

Which of the following beverages do you normally consume?
Consider a typical week and account for circumstances like travels and festive seasons.

Bottled Water, Coffee / Tea, Bottled juices, Fresh juices and smoothies, Energy drinks, Alcoholic drinks, Soft drinks / Sodas, Milk, Yoghurt, Plastic cups

In total, how many such beverages containing plastic packaging do you purchase each week?

0

less

Saahas Zero Waste

With 18 years of expertise, Saahas Zero Waste (SZW) operates an end-to-end waste management model that collects and processes garbage from corporate campuses and residential buildings in Bangalore, India's Silicon Valley. Through its highly trained staff at decentralized processing centers and a state-of-the-art material recovery facility, Saahas ("courage" in Hindi) boldly turns waste into new products in a meticulously managed process driven by data and technology.

Website reBalance With SZW

YOUR REBALANCE

Your plastic footprint is 88.17 kgs.

HERE ARE A FEW LAST QUESTIONS TO BECOME #PLASTICNEUTRAL

NAME Tanushri No preference - rePurpose allocates for you based on your location

EMAIL tanushri@repurpose Founders

ConsciousLiving tips of the week

A personal word from rePurpose founders

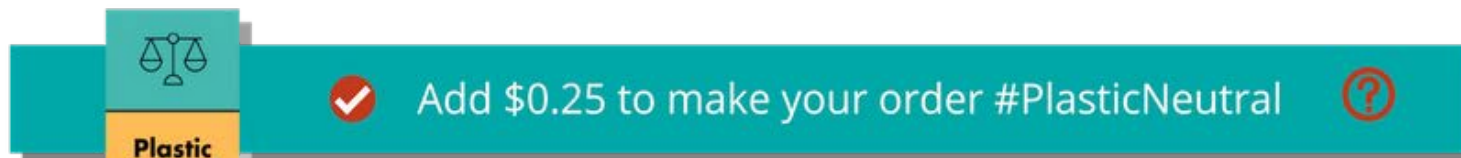
2

Everyday PlasticNeutral – pioneering experiences that embed climate neutrality into consumers’ daily lives



Point-of-Sale PlasticNeutral integrations

1. **Enable** customers to add a few cents during checkout to offset plastic in their purchase
2. **Fund** the recycling of an equivalent amount of low-value plastic
3. **Engage** your audience with micro-sites, social media creatives & impact stories



Food Delivery
Meal Prep Kits



Groceries



Online shopping



Hotels and Flights

The composite image shows two digital interfaces. On the left is a mobile app checkout screen for 'Samosa'. It includes a delivery slot selection (Aug 19 2019, SNACKS), a 'Minimum 1 hour from now' notice, delivery charges of ₹ 5, and a checkbox for 'I am ok for early delivery'. The bill details section shows: Items Total ₹ 29, Delivery Charges ₹ 5, and a highlighted row: 'Add ₹ 1 to make this Purchase Plastic Neutral Remove ₹ 1'. The total to pay is ₹ 35. On the right is a micro-site for 'India's first PlasticNeutral delivery service' by Trice. It features three steps: 1. Contribute (Add ₹ 1 to every food purchase), 2. Impact (recycle an amount of plastic equivalent to that in your food packaging), and 3. Engage (Enter a cleaner world and find out more about going PlasticNeutral). It also includes a call to action: 'Create genuine impact at the click of a button'.

PlasticNeutral Products: offset the unique plastic footprint in your products and build a reduction roadmap



1. Measure

We identify the volume of plastic in each SKU / product line as determined by your scope

2. Offset

For every unique item sold, rePurpose will save an equivalent volume of low-value plastic

3. Reduce

Create a roadmap to reduce plastic in your supply chain, and the usage of virgin plastic in two to five years

TeaBox – Premium Teas



Auric – Herbal Drinks



Moms&Co – Baby products

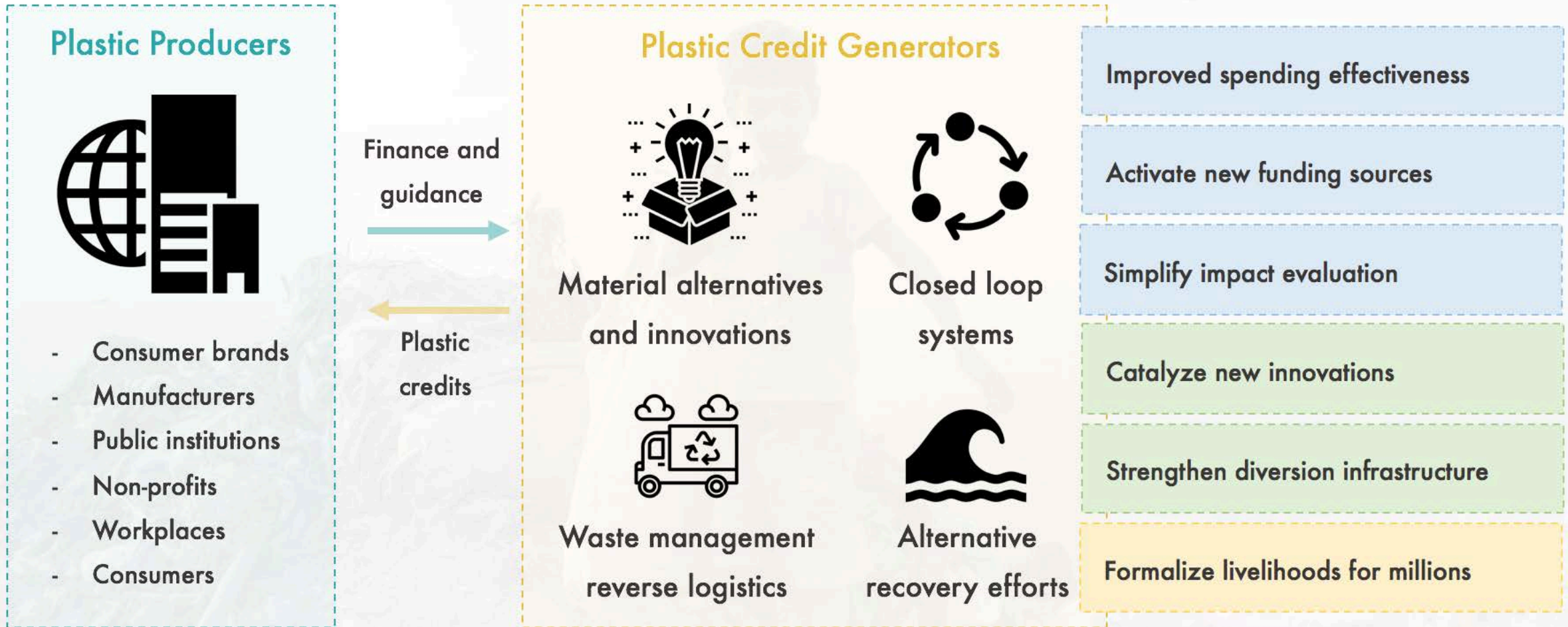


MyGreenFills – Laundry detergents



Toys, electronics, and more

Creating the world's first plastic crediting platform





rePurpose

Awards & Accolades



Advisors



Truus Huisman
CCO IKEA Foundation,
ex-VP Sustainable
Business Unilever



Mathew Jose
CEO Paperman, circular
economy
movement & incubator



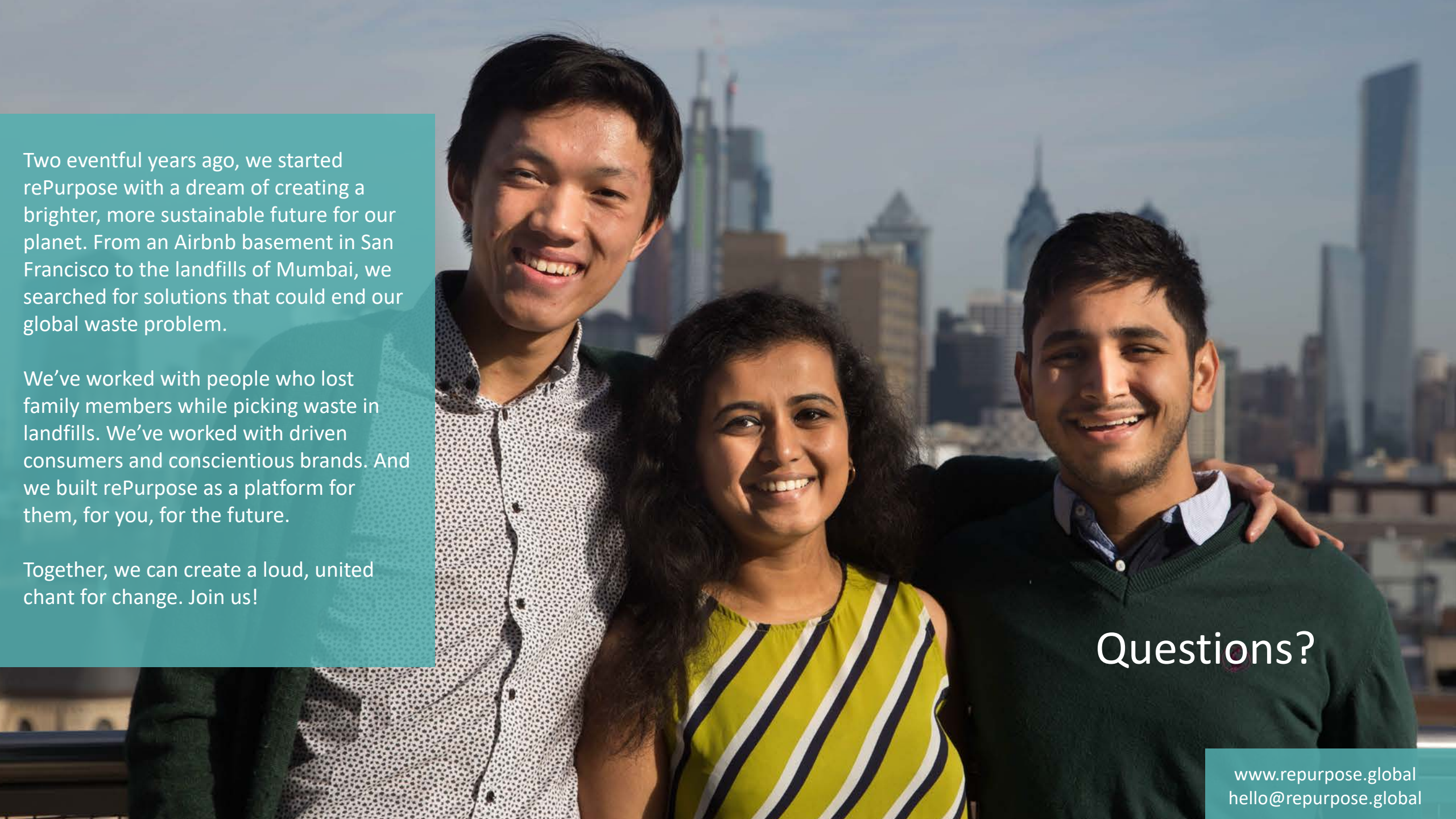
Peter Fader
Frances and Pei-Yuan Chia
Professor of Marketing,
Wharton School



Gaurav Gupta
Asia Director at Dalberg
Advisors, global social
impact consultancy

Reduce waste
Revive lives
Restore balance



A photograph of three people—two men and one woman—smiling and posing together on a rooftop. The background shows a city skyline with several skyscrapers under a clear sky. The woman is in the center, wearing a yellow and white striped top. The man on the left is wearing a white patterned shirt, and the man on the right is wearing a dark green sweater over a blue collared shirt. A teal-colored text box is overlaid on the left side of the image.

Two eventful years ago, we started rePurpose with a dream of creating a brighter, more sustainable future for our planet. From an Airbnb basement in San Francisco to the landfills of Mumbai, we searched for solutions that could end our global waste problem.

We've worked with people who lost family members while picking waste in landfills. We've worked with driven consumers and conscientious brands. And we built rePurpose as a platform for them, for you, for the future.

Together, we can create a loud, united chant for change. Join us!

Questions?

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