

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

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# Notpla

Tackling plastic pollution through the power of seaweed

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# 62%

of plastic waste found in marine environments is attributed to food and beverage **packaging**

→[What a Waste 2.0: A Global Snapshot of Solid Waste Management to 2050](#)

# 77%

of EU citizens have microplastics in their **blood**, due to increasing microplastic pollution of our water, food and air

→[Discovery and quantification of plastic particle pollution in human blood](#)



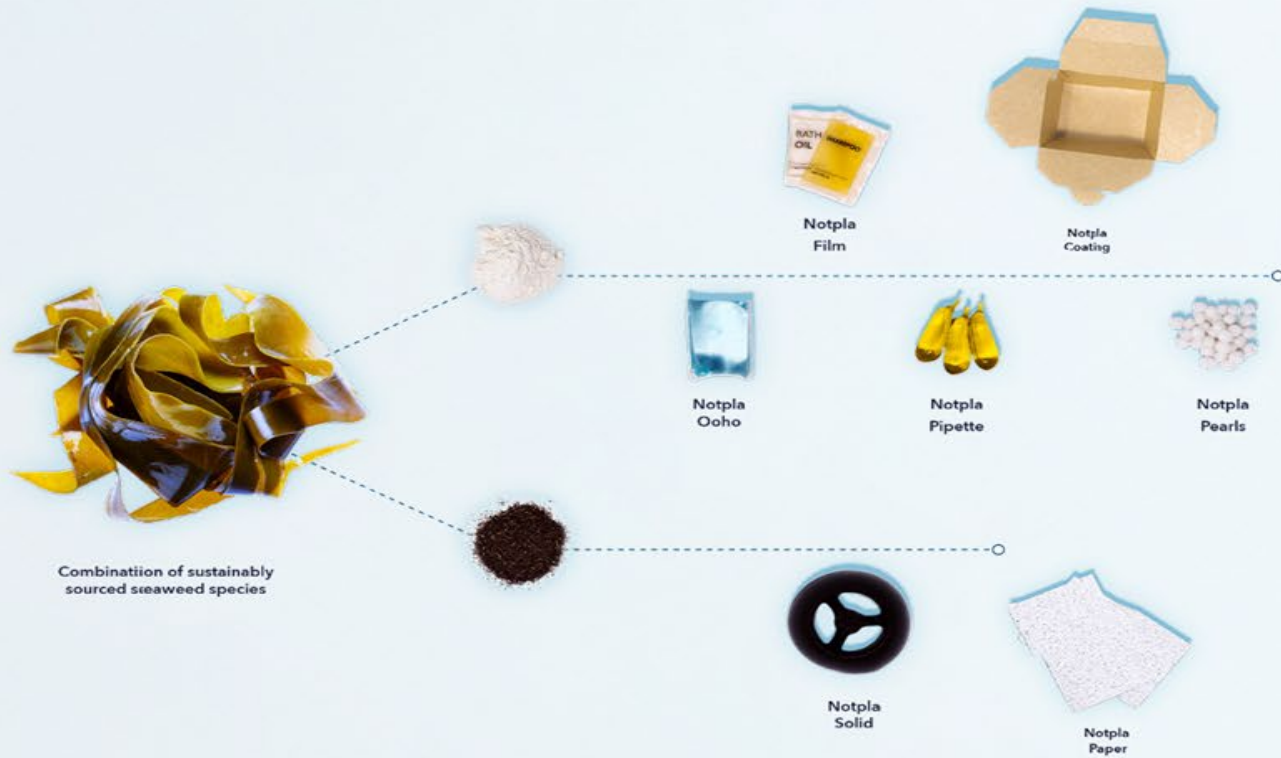
25 and 26 March, 2024  
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# Seaweed is one of nature's most renewable resource

- ✓ Fast growing
- ✓ Globally abundant and readily available
- ✓ Doesn't compete with food crops for land
- ✓ No need for freshwater or fertiliser
- ✓ Actively sequesters CO<sub>2</sub>
- ✓ De-acidifies the ocean
- ✓ Can uplift coastal communities
- ✓ Boost ocean diversity





# A portfolio of packaging solutions built on seaweed



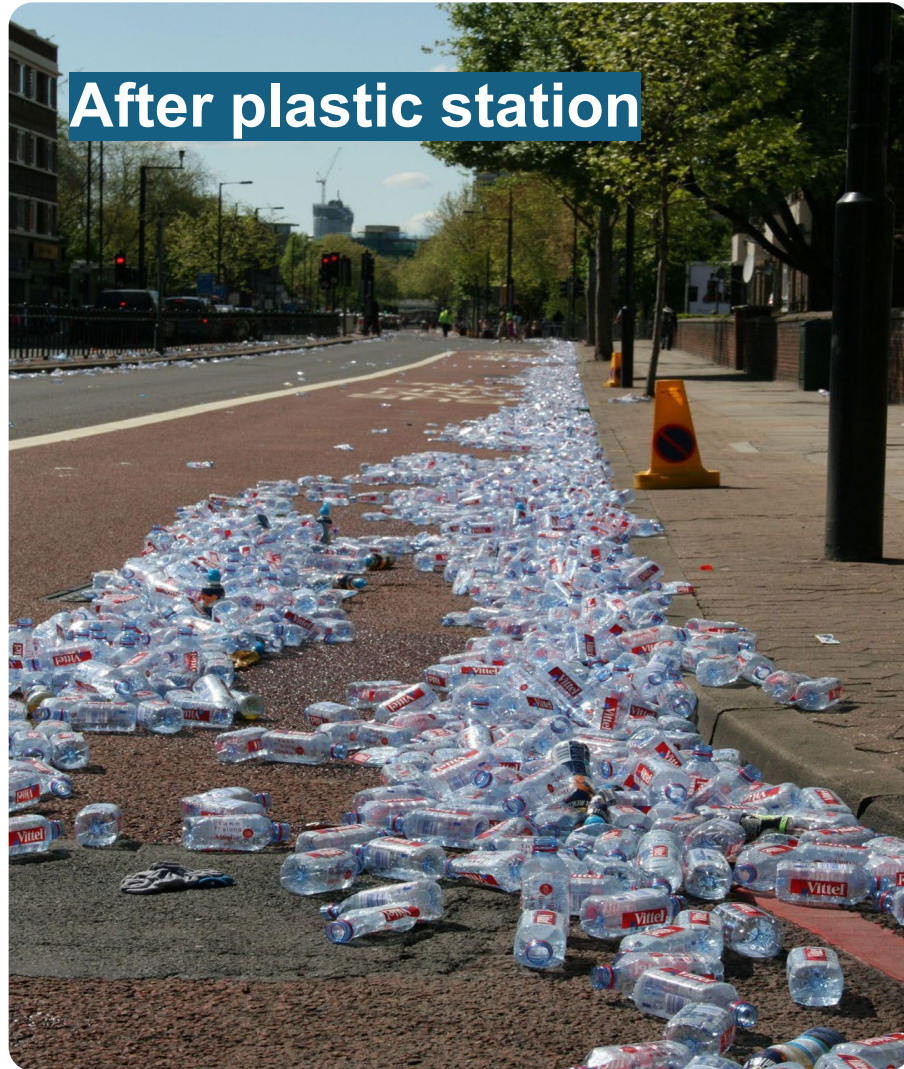
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After Notpla station



After plastic station



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WINNER



THE  
EARTHSHOT  
PRIZE



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**It's never just  
cardboard**



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Notpla is the trusted packaging solution for sustainability-minded leaders with big audiences



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# Zero plastic also means less CO<sub>2</sub>

Notpla box compared to plastic alternatives

**-70% CO<sub>2</sub>e**  
**-88% land use**



**Certified**



**Corporation**



## UN Sustainable Development Goals



## Certifications



**Read the Notpla 2023 Impact Report [here](#)**



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# Future Pipeline



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## We set up the Natural Polymers Group

A coalition to advocate for policies and legislation that support natural polymers

**5,000** visits to the policy endorsement webpage

Engaged with the **UN Plastics Treaty, WWF, Ellen Macarthur Foundation, SYSTEMIQ** etc.



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THESE ARE THE  
**THREE**  
**PRIORITIES**  
WE MUST FOCUS ON

TO REACH  
**ZERO**  
**PLASTIC**  
IN NATURE

### 1. BAN AVOIDABLE PLASTICS

Establish **binding targets and timelines** for nations to reduce the production and consumption of avoidable plastic products through bans and restrictions. This should cover items with **readily available alternatives** such as plastic bags, straws, cutlery and food containers.

### 2. PROMOTE REGENERATIVE SOLUTIONS

Level the playing field for **natural polymers** through considering a broad range of impact indicators to encourage solutions that are **built-in regenerative**, pose no pollution risk and have a low production footprint.

### 3. CLOSE THE GAP ON THE TRUE COST OF PLASTICS

Policy measures like **taxes and levies** should make disposable and avoidable plastics more expensive than sustainable alternatives to change consumer behaviour and purchasing.



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