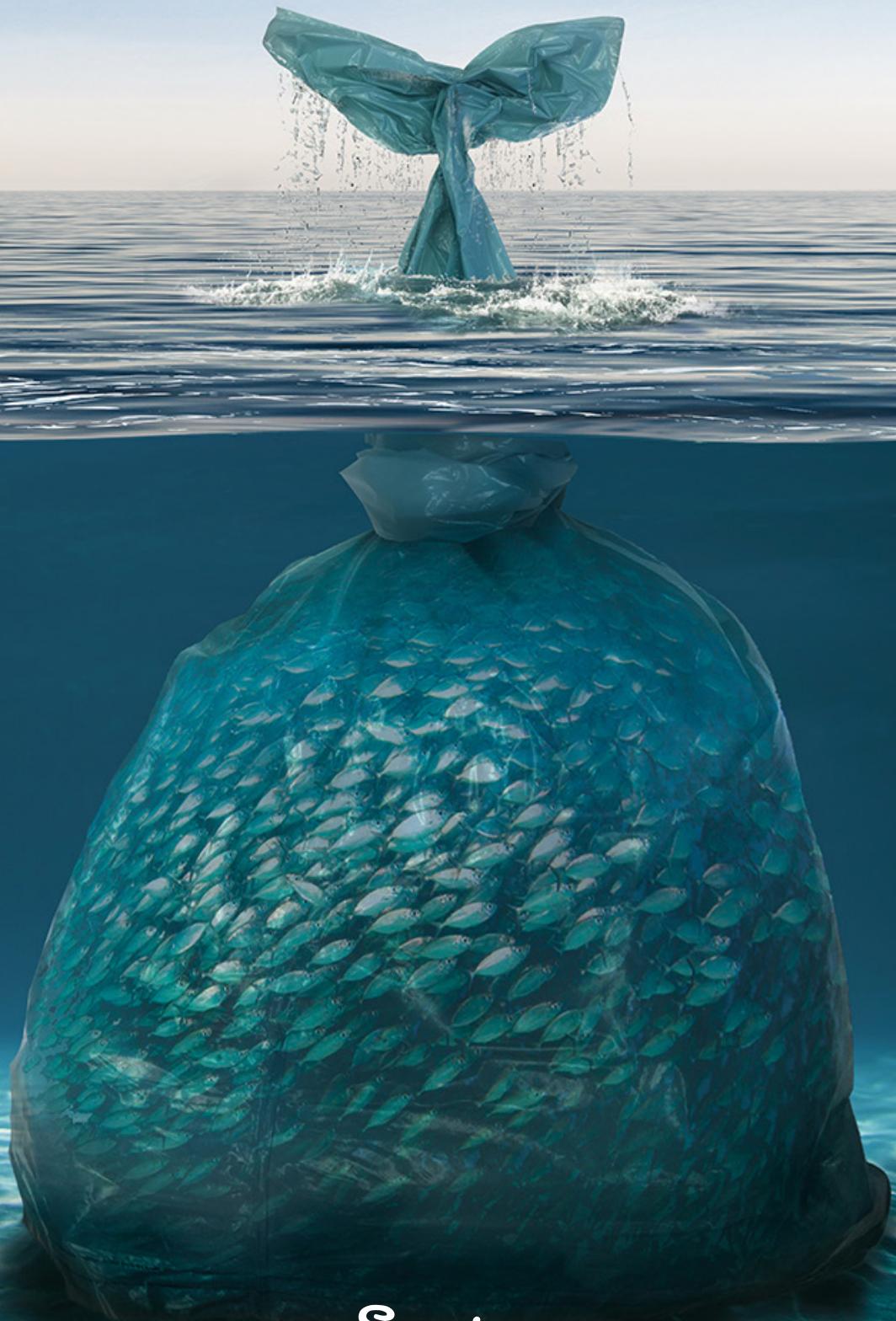


# MIND-SHIFTING SOLUTIONS FOR CIRCULAR PLASTIC USE



Searious  
BUSINESS

# Mind-Shifting Solutions for Circular Plastic Use

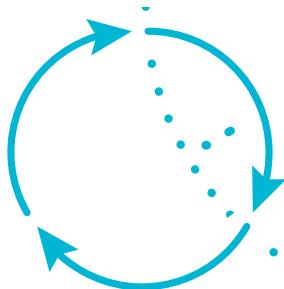
Searious Business provides innovative circular product & strategic business solutions for brand owners who want to lower their plastic footprint. And we steer cross-value chain coalitions towards resource efficiency and financial return.

## Our Why:



### Our Ocean:

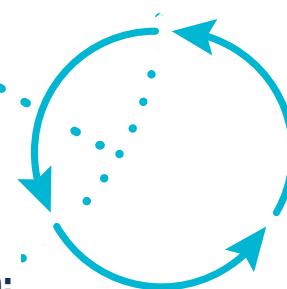
- 20,000 kilos of plastic end up in our Ocean EVERY MINUTE!
  - 50% of the air we breathe comes from the Ocean
  - >70% of the earth's surface is covered by Ocean.
- Our climate regulation highly depends on our Ocean, as it absorbs most of the CO<sub>2</sub> in our atmosphere.



### Circular Economy Potential:

- 1.8 trillion Euros in economic benefits by 2030
  - 65 million new sustainability jobs
  - 2.1 trillion Euros in new revenue for governments

**Searious Business sees that it's often not technology what's impeding a shift to circular plastics.**



### The answer lies in a threefold approach:

- technological innovations
- empowerment through marketing
- organizational change: Changing hearts & minds into a 'can do' spirit

### 98% OF CEOS BELIEVE THAT THE CIRCULAR ECONOMY IS IMPORTANT FOR THEIR COMPANY'S FUTURE SUCCESS.

Circular economy has become one of the most important growth parameters for companies, and many companies are taking advantage already.

## Searious Business

Searious Business is a social enterprise, delivering mind-shifting solutions for circular plastic use. The global companies we work for, use plastics for packaging, furniture and consumer electronics. Together, we make the difference in the world of plastics.

### For the love of our Ocean

In March 2016, Willemijn Peeters founded Searious Business to prevent plastic soup at the very source. Coming from business and having worked in sustainability for years, she firmly believes companies are the true catalysts of change.

#### Every MINUTE 20,000 kilos of plastic enter our Ocean.

- That's more than one garbage truck of plastic per minute. Searious Business is committed to bring this amount back to zero.
- Searious Business is your partner to become a game changer. Let's make our Ocean plastic-free!
- Together, we need to protect the blue heart of our planet. Because our lives depend on it.

# Approach

We help our customers to increase their bottom-line while at the same time lowering their plastic footprint. On average, our customers see >5% higher margins. We apply our knowhow of, and partner network in the whole plastics value chain, and think of innovative solutions through dedicated pressure cookers. With this holistic approach, our solutions reach further than the scattered approach of solo companies.

We offer novel innovation projects to global companies in high volume markets where plastics are involved. Searious Business has developed an approach based on **ReThink - ReDesign - ReBrand** a company's use of plastics.

It focuses on careful management of material flows through product design, reverse-logistics, business model innovation and cross-sector collaboration. Moving the plastic value chain in this direction means improving recycling, promoting reuse and redesigning products, while taking into account the whole lifecycle of products.



## 1. ReThink

- Lead Strategy session to define roadmap
- Deploy Plastic Scan on site to map plastic material flow
- Accelerate Creation & Ideation: identify promising innovations through circular use of plastics



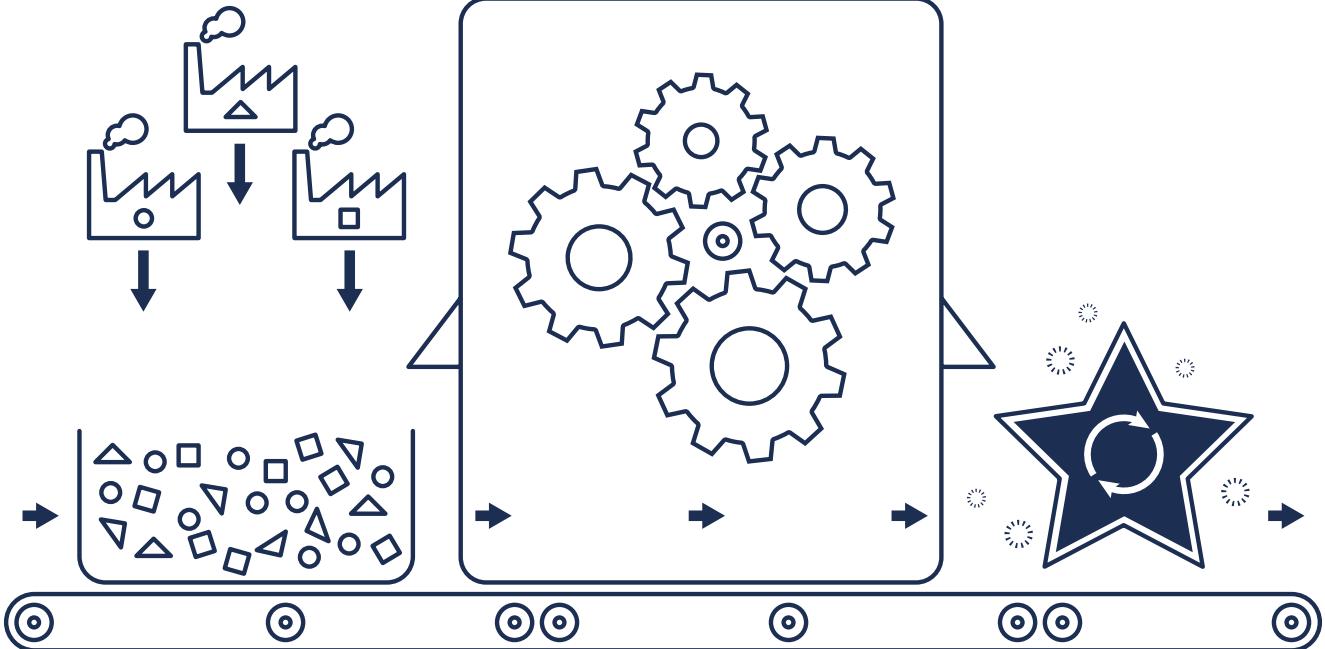
## 2. ReDesign

- Redesign material (and technology) use and develop product design up to market-readiness
  - Refine plastics use in production and logistics process to avoid plastic waste
    - Set up careful management of plastic material flows
  - Improve effective reusability, recyclability and recycled content in products & packaging
- Coordinate systemic change e.g. reverse logistics, business model innovation and cross-value chain coalition
  - Include Material Flow Analysis, extended Life Cycle Analysis & Cost-Benefit Analysis



## 3. ReBrand

- Build a collection of success stories to share
  - Showcase what can be done
- Inspire customers, partners and stakeholders to get involved
- Prove the economic and ethical rewards of doing the right thing



## Head-to-tail

With our holistic approach, our solutions involve different aspects. Like adding recycled content to materials, implementing design for recyclability and making sure that in future no substances are in the plastics that could be critical. But it often also entails supporting the process of reducing secondary & tertiary packaging material in logistics, setting up reverse logistics schemes, ensuring effective re-use/remanufacturing/recycling routes, and adjusting business models to e.g. selling products as a service.



## Unique Selling Points

Our unique combination of drive, vision and a total value chain approach help our customers to be 'leaders of change' in their sectors: in Food packaging, Furniture and Consumer electronics. This way, you can show the world how to move away from oil-based plastics.

We will help you to build your business model towards a sustainable business model with increasing margins. And even more important: with it, we create a lasting change. Together we preserve the planet for the next generations.



# Added value to our customers

## What do we bring to our customers:

- license to operate;
- sustainable, long-term focus;
- added value through new partnerships, technologies & thought-leadership;
- consistent and reliable supply chains in plastics;
- lower Plastic Footprint and related lower CO2 emissions;
- strong brand building and customer loyalty;
- high commitment and involvement from employees.

## We stand out for:

- involving players from the total value chain and cross-links with other sectors;
- our holistic approach, tackling the different challenges with plastics all at once;
- highly innovative & breakthrough solutions;
- increased margins for our customers (current average is >5% increase).

## Why invest in sustainable use of plastics?



## Example 1: 100% Recyclable Drink Pouch



**(Food) Packaging is the major source of plastic pollution.**  
**Searious Business focuses specifically on the 'recycle disasters' in food packaging, the multi laminate packaging.**

We just finished development of a 100% fully-recyclable drink pouch. A major breakthrough, which will be made market-ready with industry players like converters and interested brand owners.

Game-changing elements are:

- ultrasmart design with integrated straw
- mono material
- no harmful effect on nature
- truly circular: recyclable back into drink pouches, meaning the pouch can be made from recycled content

Furthermore:

- meeting all barrier needs
- consistent with food regulation
- strong enough for stand-up pouch application
- weight is comparable to current model

To get the needed systemic change, we set up a consortium, together with Brightlands Materials Center & TNO: **RePETitive Packaging**.

Partners like Technical University of Eindhoven and Suez helped to conduct Material Flow Analyses and determine the best recycling route.

## Consortium

The "RePETitive packaging consortium" is comprised of research and business leaders from across the full food packaging value chain, collectively sharing a vision of making all plastic packaging recyclable. It is eager and well equipped to help operationalize EU's Strategy on Plastics in a circular economy, and has significant EU representation, including partnerships in Belgium, France, Germany, The Netherlands, UK & Switzerland.

### Consortium members:

Amcor, Brightlands Materials Center, CeDo, DSM, Dufor, Eunomia, Ioniqa, Mitsubishi Polyester Film, Mondi, Morssinkhof Plastics, Plastic Recyclers Europe, Plymouth University, Stenden Hogeschool/GreenPAC, Sanders Machinebouw, Searious Business, TNO.

**Involved brand owners:** Arla Foods, Coca Cola, Danone, Marks & Spencer, Nestlé, PepsiCo.

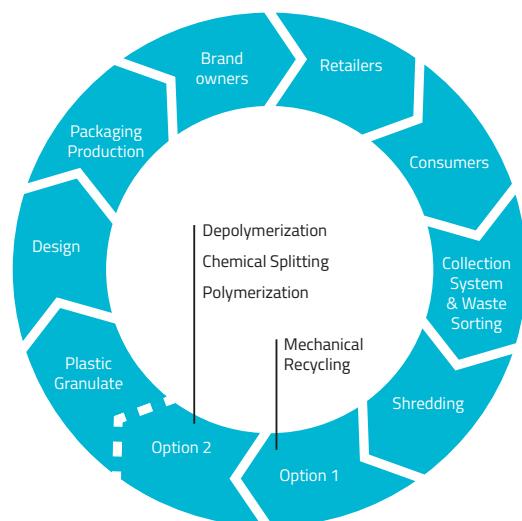
**Supporting Partners:** Dutch Ministry of Environment, Ellen MacArthur Foundation, Technical University of Delft, Technical University of Eindhoven, Wageningen University.

**Duration:**

March 2018 - December 2021

**Project coördination:**

Searious Business



Example 2:

## Design Sofa from >95% recycled plastics



*Although almost all companies use plastics, plastics are rarely seen as a valuable resource. Local recovery and reproduction of plastic materials can become an economic advantage - and result in a huge reduction of plastics entering our environment.*

Searious Business helped a big furniture company in Dutch Design, Gispen, to become a frontrunner in circular economy. In 4 months time, we developed a design sofa from >95% recycled plastics.

After getting it production-ready, we helped the company to build their marketing story. With it, Gispen won the biggest tender ever for office furniture: the company can now supply furniture for €10M per year, for the coming 10 years. This truly is a success story, for all players involved.

**Searious  
BUSINESS**

**Gispen**



**95%  
recycled  
plastics**



# Your solution

**Do you want to boost your bottom line? Ask us to help you in plastic innovations. Searious Business will help you strengthen your company's vision and strategy, and we will help you lead the way and build your own success story!**

## Impact measurement 2017

Amount of avoided plastic waste:

actual numbers to be determined in 2018



## Credentials



1 of 12 Green Solutions Providers by EC. We are selected by the European Commission as 1 of 12 Green Solution Providers in Europe. As such, we are part of the EC's Scale-Up Circular Business project. This means we stand out as a SME to help other companies to become more circular. Our solutions are extremely suited to do that.



Winner of Energy Globe Award 2018



Winner of Plastic Recycling Europe Award 2018

## Contact Searious Business

Contact us directly through:

[connect@seariousbusiness.com](mailto:connect@seariousbusiness.com) or: +31 (0)6 37 28 41 97

More information and videos on [www.seariousbusiness.com](http://www.seariousbusiness.com)



Follow Searious Business on social media: