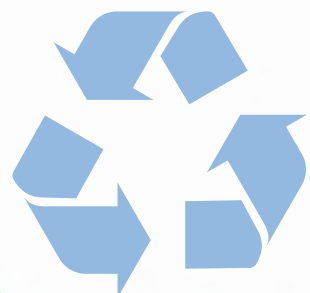




# REDUCING PLASTIC WASTE

and promoting sustainable  
practices in Pakistan.



# INFO DECK

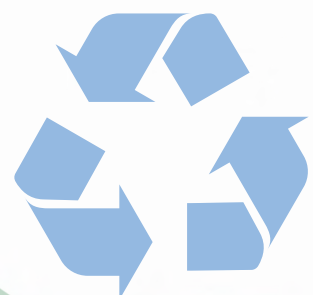
According to a report by the United Nations Development Programme (UNDP), Pakistan generates approximately 20 million tons of solid waste annually, of which 5 to 10 percent is plastic waste which includes plastic bags, caps, pet bottles and packaging.

Visually speaking, if the plastic waste is collected and dumped together, it will rise to 16,500 m, almost equal to the height of two K2 mountains.

Around 400 million tons of plastic products are generated, and out of this, 300 million tons end up in global waste and baskets.

Scavengers (informal sector) collect almost all the metal and glass, 95 percent of paper and about 60 percent of plastic waste, which is largely undocumented and unrecognized.

**Pakistan ranks as the highest in the list of mismanaged plastic within South Asia.**



# ABOUT 2ND LIFE PAKISTAN

Unilever Pakistan and SEED Ventures have teamed up to launch an innovative platform, '2nd Life Pakistan', which is aimed at reducing plastic waste and promoting sustainable practices in the country.

This platform offers a unique opportunity to propose solutions that will have a positive impact on the environment. It is divided into 2 different segments: Acceleration and Research.

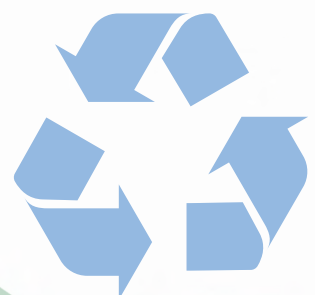
The research programme of 2nd Life Pakistan focuses on conducting research to address the following questions:

- a** How can we formalize the informal plastic sorting, collection, recycling, and repurposing industry
- b** What are the challenges and obstructions to formalization
- c** What are the challenges to business growth
- d** What are the business opportunities
- e** How open is the informal sector to working with large multinationals on reducing plastic from the value chain
- f** Potential of new employment creation/generation if the sector is formalized
- g** Regulatory roadblocks and room for improvement



# THE PROGRAMME AIMS TO:

1. Create an opportunity for academia to participate, specifically university students.
2. To deliver workshops that provide them with relevant advice and fine-tune their concepts, improve their research direction and design, and help them develop their research proposal.
3. To understand how to engage the informal sector as allies in the future iterations of the programme through this research.
4. To understand the challenges and gaps in informal and formal plastic sorting, collection, recycling, and repurposing industry in a better manner

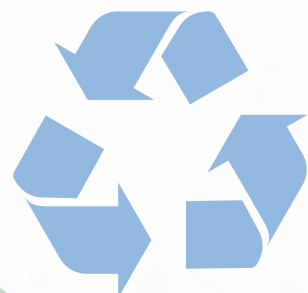


# THE APPLICATION PROCESS:

For the research segment, students:

1. From all universities and programs across Pakistan can apply
2. Must have a valid CNIC card
3. From 3rd and 4th year are encouraged to apply (for bachelors' category)
4. Can participate individually or in teams of 2 – 3
5. Must also submit a signed consent form for the support of a faculty member in advisory capacity

Participants who match the application criteria will be screened by a jury who will score the concept notes. Applicants with the highest scores will be shortlisted. These shortlisted participants will then be trained for 4 weeks in our capacity building phase to make a robust research proposal on the said topics.





# THE FINAL PRIZE

The top 3 teams will be rewarded with:



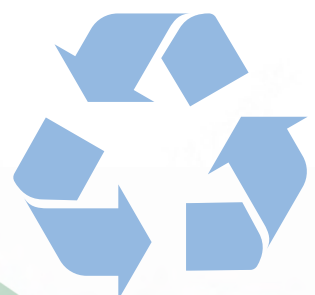
**PKR  
500,000**



**PKR  
250,000**

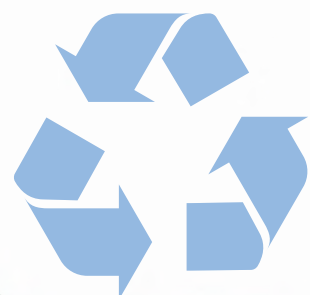


**PKR  
125,000**



[www.seedventures.org](http://www.seedventures.org)

# PROJECT TIMELINE



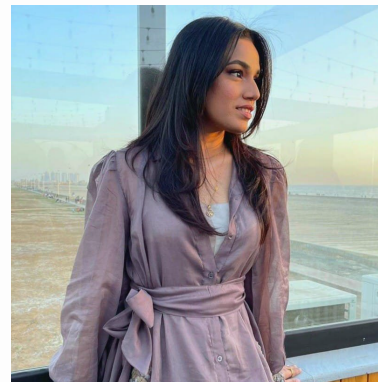


# TEAM



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