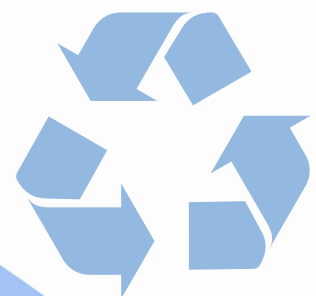




REDUCING PLASTIC WASTE

and promoting sustainable
practices in Pakistan.






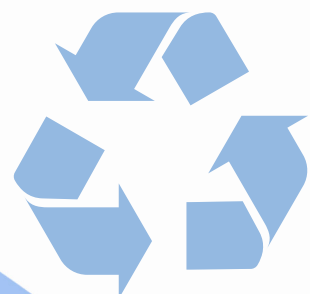
INFO DECK

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.

Out of the limited 18% plastic recycling potential of the country, only 3% of plastic is currently being recycled in Pakistan. - Inger Andersen (UNEP Cheif) 

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 Pakistan. This program 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 Acceleration Challenge:

This programme of 2nd Life Pakistan is a challenge designed to develop and scale enterprises in the plastic recycling and collection business.

The challenge aims to:

Identify, mentor and develop enterprises/entrepreneurs that are using technology/ or other innovative solutions to deliver sustainable interventions for plastic collection/segmentation/recycling in the country.

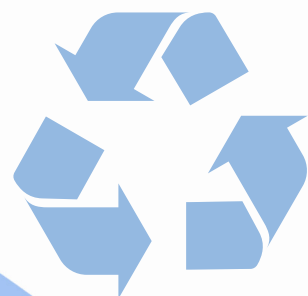


THE ACCELERATION CHALLENGE

This programme of 2nd Life Pakistan is a challenge designed to develop and scale enterprises in the plastic recycling and collection business.

The challenge aims to:

- 1.** Identify, mentor and develop enterprises/entrepreneurs that are using technology/ or other innovative solutions to deliver sustainable interventions for plastic collection/segmentation/recycling in the country.
- 2.** Improve the products and/or services of the inducted enterprises/entrepreneurs mainly by leveraging the competencies, resources, and networks of ULP, mentors and innovation experts.
- 3.** Connect candidates with industry experts who can provide them with relevant advice and product development assistance to make their services or products better.
- 4.** Understand the challenges and gaps in waste collection, segregation and recycling in a better manner.



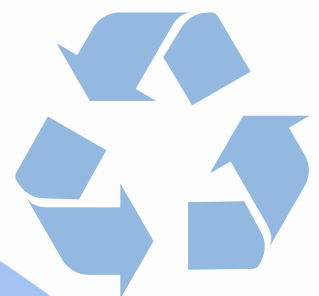
THE APPLICATION PROCESS

Candidates will be requested to apply under the following themes and define their expertise in

- a) Collection & sorting of plastic waste
- b) Repurposing of plastic into different usable products
- c) Reintroduction/recycling of plastic into existing value chains

To participate for the acceleration challenge, the relevant enterprise/ startup/organization:

- Must have a valid CNIC
- Women lead entities are encouraged to apply
- Should have been in operation for at least 1 year and should be looking to scale up
- Should be registered as a legal entity



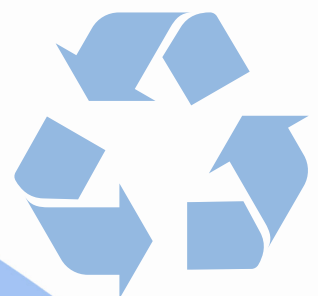


THE APPLICATION PROCESS

All applicants who fulfill the above criteria will go through an initial screening process. Shortlisted participants will be called in for an interview (virtual or in-person). These interviews will lead to final selection of candidates. These finalists will then be a part of our 4-week capacity building phase designed to increase their capacity/ improve their product and /or services.



www.seedventures.org





THE FINAL PRIZE

After their training in the capacity building phase the final candidates will then present their final ideas to a jury of business experts, UL personnel, waste management experts, and SEED Personnel.

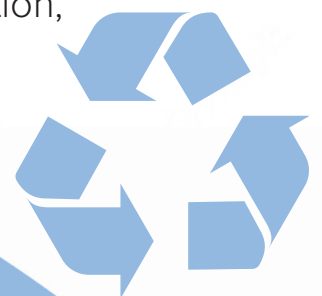
The winning team will be awarded a cash prize of:

PKR 1 MILLION

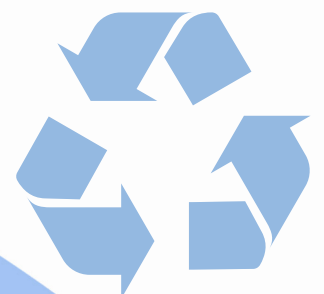
The top contestants from the challenge will also be provided a chance to work with Unilever Pakistan on plastic collection, recycling and repurposing.



www.seedventures.org



PROJECT TIMELINE

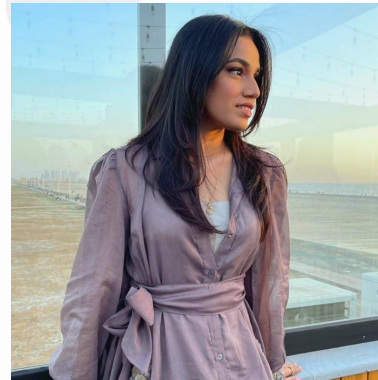




TEAM



MOHAMMAD AAQIB ARSLAN
PROJECT MANAGER
aaqib@seedventures.org
+923350361496



WAJEEHA MUKHTAR
PROJECT COORDINATOR
wajeeha@seedventures.org
+923333471720



www.seedventures.org

