

Travel4thoughts: Biostraw4planet

19/02/2019 –Dr. Gabriella Silvestri

<h2>Project summary</h2>	
W H A T	<p>What is at stake?</p> <ul style="list-style-type: none">1- The achievement of SDG14 (life under water) with a tangible contribution to reduce plastic waste, and other SDGs implementation (poverty, social inclusion, sustainable communities, inequalities, innovation) strictly related2- Changing consumers' behaviours by creating awareness among youth of alternative products to plastic <p>What are the objectives?</p> <ul style="list-style-type: none">1- Replace as many single-use plastic straws as possible by introducing innovative solutions and biodegradable materials2- Create a local, regional and national movement against plastic straws in partnership with key players3- Pilot a social inclusive business model involving local communities in the Indian ocean, mobilizing stakeholders in the action against plastic pollution. This inclusive business model could be scalable and adapted to other local contexts.4- Build an innovative product portfolio to replace plastic to enforce other environmental friendly solutions and alternative productions/consumptions patterns
W H Y	<p>What is the motivation behind this achievement?</p> <ul style="list-style-type: none">1- Address current needs and provide sustainable solutions via a science driven approach and biological lens2- Exploit an established personal role as influencer to spread awareness and promote social campaigns to educate, inspire, provide role models to protect life under water
W H O	<p>Who would you like to involve to ensuring you are achieving your goal?</p> <ul style="list-style-type: none">1- NGOs (Ocean Eye, WWF, IUCN, ProNatura, basespailles.org), Foundations (Antinea, Rotary), Environmental Organizations (Federal Office for the Environment, International Society of Doctors for the environment), UN agencies such UNEP2- CSR Companies, Corporates3- Swiss platforms engaged in the acceleration of 2030 Agenda for sustainable development (Impact Hub, empretecUN, Onecreation, Flow in action, Giving Women)
W H E N	<p>What key milestones do you foresee to ensure the above?</p> <ul style="list-style-type: none">1- Align partnerships in the events' sector (i.e. Paleo, Fete de Geneve)2- Showcase the bamboo straws in boutiques bio and eco businesses3- Fundraise for the inclusive business model of a local production in the Indian Ocean (Rodrigues)
W H E R E	<p>Where will it take place?</p> <ul style="list-style-type: none">1- Switzerland2- Indian Ocean
H O W	<p>How would you like this project to happen?</p> <ul style="list-style-type: none">1- Initiate the formalisation of a start-up as a social enterprise2- Fundraise with impact investors3- Develop advocacy activities via social campaigns and collaborate with existing platforms

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