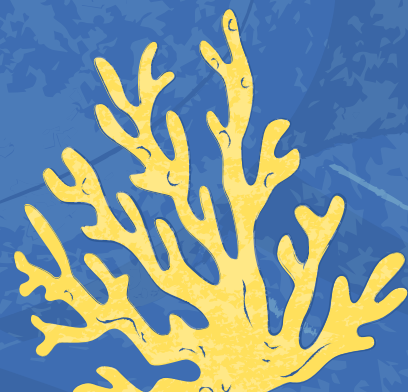
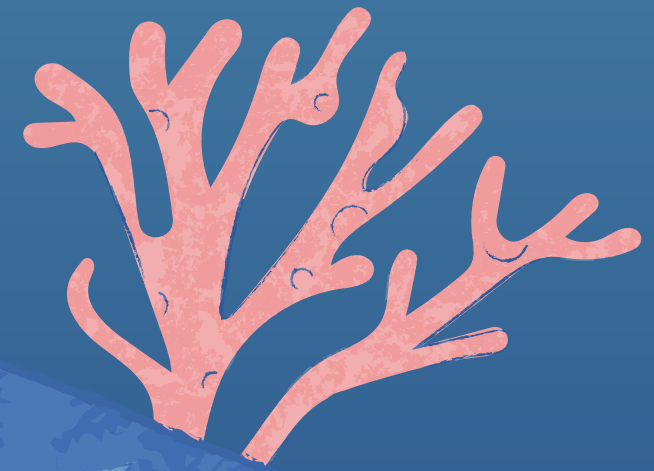
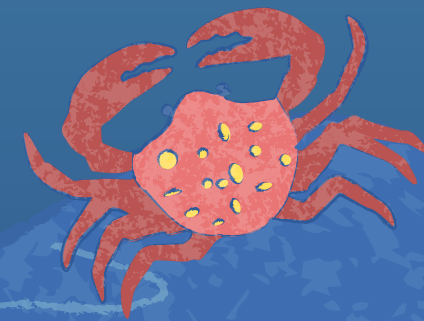
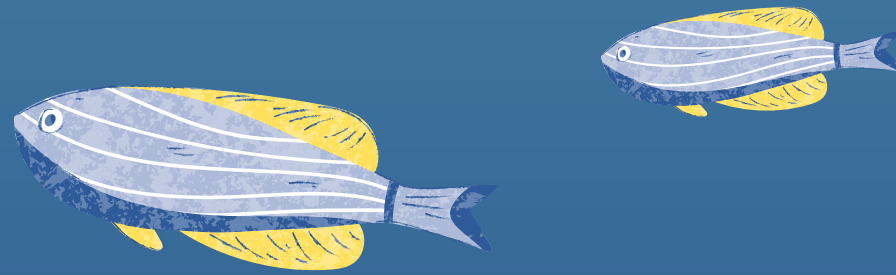
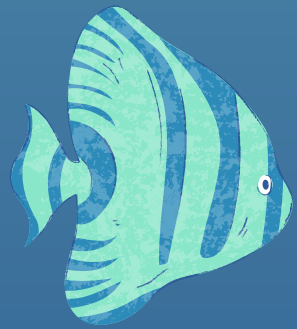


SAVE THE OCEAN

ELIMINATE PLASTIC POLLUTION



THE ISSUE?



One of the most critical environmental issues is plastic pollution. 380 million tons of plastic is produced annually and it's mostly single-use (Eller, Healthy Humans). These plastics are dumped into the environment, jeopardizing various ecosystems. In the oceans alone, 10 million tons of plastic is dumped annually (Earth Day)!

PROPOSAL

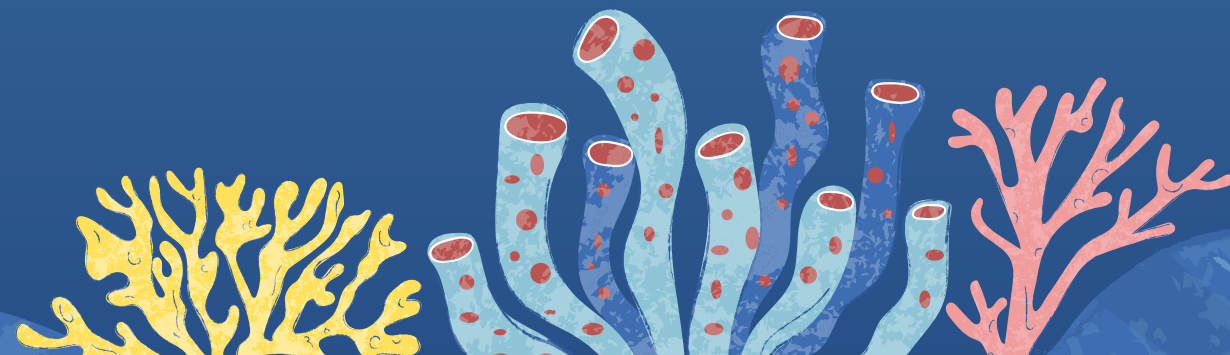
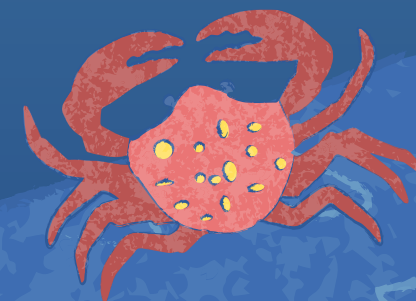
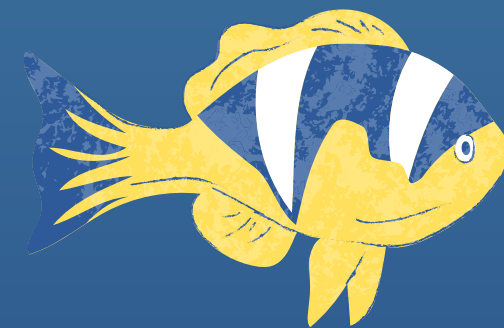
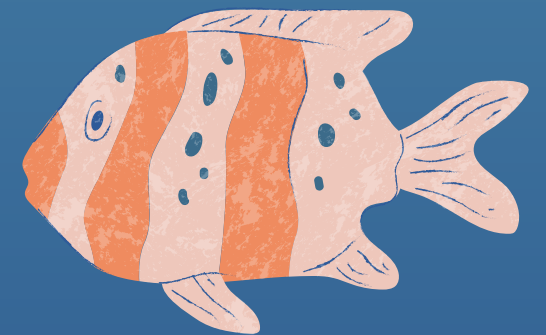


Beverage companies account for over 60 million plastic bottles being dumped daily (Parker, National Geographic)! This proposal urges Nestlé Waters to adopt an eco-friendly packaging alternative (aluminum), which is designed to deconstruct for reuse. This will allow the company to revolutionize itself by reducing plastic waste while lowering material costs.



WHAT IS THE DESIGN?

Aluminum bottles which are designed to keep re-usability in mind. These bottles are infinitely recyclable, unlike plastic, and can be easily deconstructed to use again (Onstad, Reuters)!



WHY ALUMINUM?



not recyclable

less durable

single-use

negative environmental impact

majority produced is used once



infinitely recyclable

more durable

75% produced is infinitely re-used

(Onstad, Reuters)

does not degrade over time

HOW WILL THE BOTTLES BE RE-USED?



aluminum bottles
are disposed



aluminum is
collected and
brought back to
factories

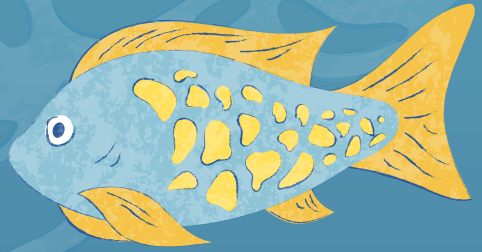


aluminum is
deconstructed and
reused to make new
bottles



new bottles are
ready to be
purchased!

IMPACT



Reduced Plastic



Ocean creatures will face reduced habitat degradation and injury!

Global Change

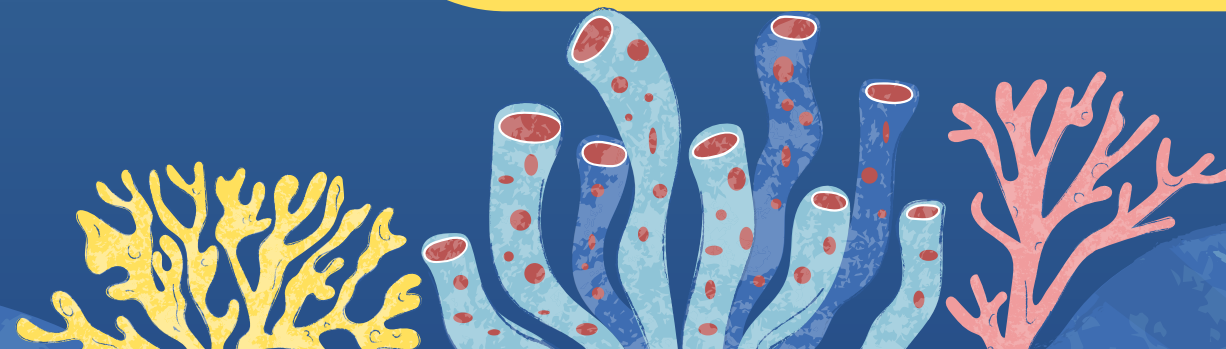


A new sustainability standard will be set and influence others to do the same!

Maintained Profit



Although aluminum costs 25% more than plastic to initially make (Onstad, Reuters), material costs will decrease due to recycling.





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