

Deplastify The Planet

The first international hybrid coalition dedicated to disrupt the plastic scene

MoHo, BCG & UC Berkeley are launching a coalition to tackle the systemic plastic challenges in a scalable way

You are a corporate, a NGO, a startup, an university, an expert, a research lab or a public institution around the systemic plastic issue ?
Join the coalition

✓ What it is

- A coalition gathering a wide spectrum of stakeholders (e.g., universities, institutions)
- A pragmatic approach to have actors with diverging interest working together towards a higher purpose
- A catalyzer of actions with vocation to produce results & impact

✓ Actions plan

1 CONNECT

Bring together **various stakeholders** with structurally different perspectives in an efficient, robust and long-term manner. Better share operational constraints & ideas to align stakeholders on coordinated **trajectories, common vision, objectives & feasible actions**

2 INFORM

Create awareness & shed light on challenges & existing solutions by Producing **high-quality contents** (whitepaper, conferences, podcasts, blog articles) & organizing **public events**

3 TRAIN

Develop a **systemic-approach of training** targeting:
- Currently enrolled students to empower the next generation to understand and act even faster and further
- Current decision-makers and key players in industry

4 ACT

Catalyze the emergence of **concrete solutions built collectively** through the organization of common challenges (Student challenges, Startup, Research, Citizen, Corporate, Transversal)

Stream ACT to catalyze emergence of innovative solutions



STUDENT CHALLENGE

Involve higher education institutions to identify solutions on real business issues



CITIZEN CHALLENGE

Mobilize & engage citizens to generate local initiatives on plastic use



STARTUP CHALLENGE

Coach startups to build pitch & processes on plastic issue



RESEARCH CHALLENGE

Mobilize scientists & research lab to create scientific consortium