

**Department of Information Technology**  
**<Design an eco-friendly alternative to single-use plastic straws>**

**Design Thinking (IT103L)**  
**Activity Based Assessment**  
**Detail Report**



Group No:- G6

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EcoStraw Solutions

# The Straw Problem

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EcoInnovator



Join the Revolution!

# Agenda

- ☐ Problem
- ☐ Solutions
- ☐ Impact
- ☐ The Future

# Section 1: The Problem



# The Plastic Straw Crisis

## Marine Pollution

Plastic straws contribute significantly to marine wildlife injury and death.



## EcoStraw Solutions

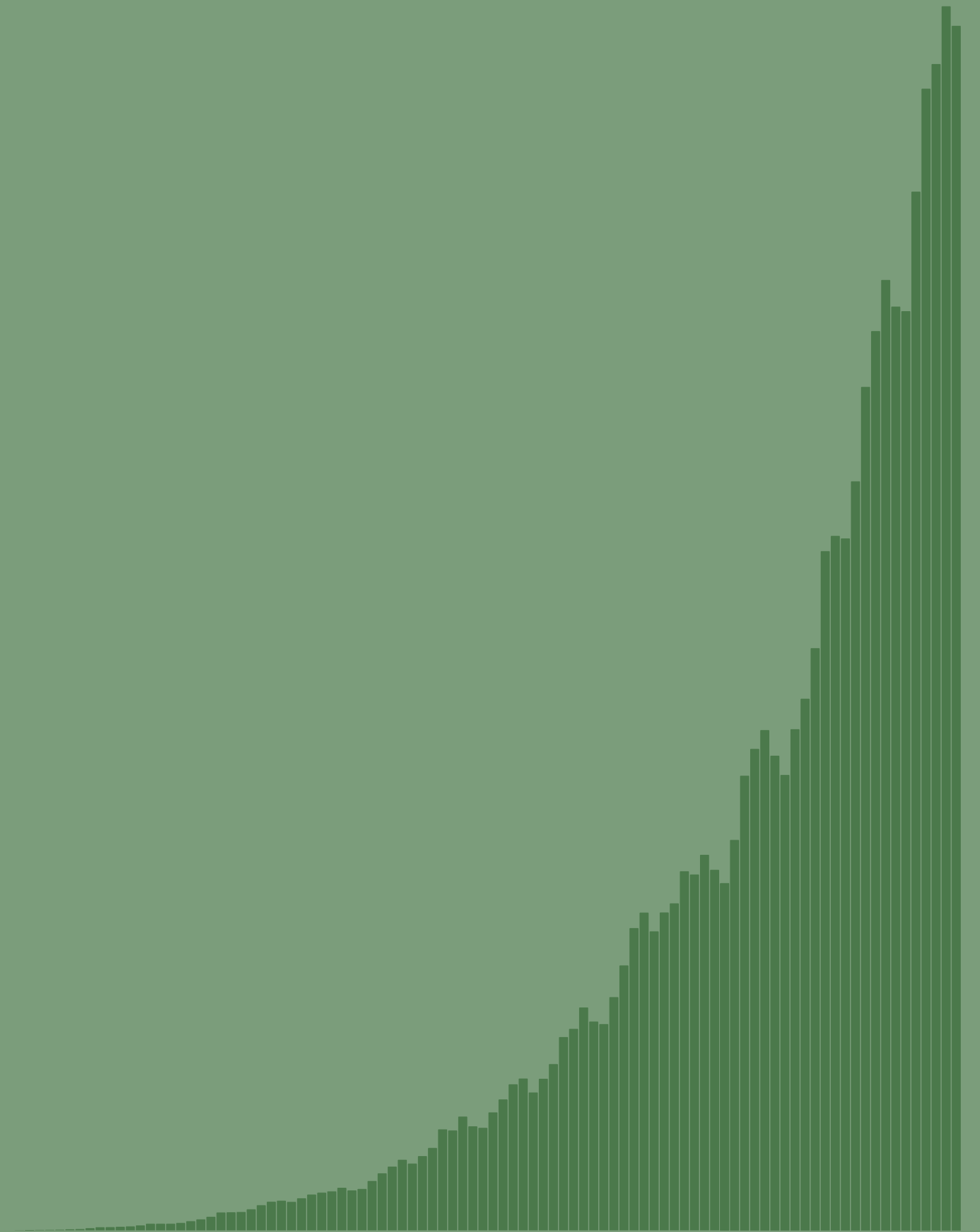
Sustainable alternatives can reduce plastic waste and protect marine life.



Plastic Straw Waste Today

500 million straws

8.3 billion plastic straws in oceans



# Solutions to Plastic Straws



# Eco-Friendly Straw Alternatives

## Bamboo Straws

Naturally durable and biodegradable, bamboo straws offer a sustainable option for eco-conscious consumers.



## Metal Straws

Reusable metal straws are sturdy, stylish, and contribute to reducing single-use plastic waste significantly.



HEMP STRAWS

# Versatile and Sustainable Solution

Hemp fibers offer a **renewable alternative** to plastic straws, providing durability and biodegradability while minimizing environmental impact in various applications.







Choose reusable  
straws for a  
sustainable future

Make the switch



Support local  
businesses that  
prioritize  
sustainability

Shop local



Spread awareness  
about eco-friendly  
choices

Share the message

# The Impact of EcoStraws



# Reducing Pollution

## A Greener Future

Our eco-friendly straws represent a significant **step towards sustainability**. By replacing single-use plastics with biodegradable options, we contribute to a **measurable decline in ocean pollution**. This initiative aims to protect marine life and restore our beaches, fostering a cleaner and healthier environment for future generations.



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GLOBAL REACH

# Map of Initiatives

This map showcases our programs' global footprint, highlighting key areas where EcoStraw Solutions has made an impact in reducing plastic waste and promoting sustainability.



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## Inspiring Change

"Be the change you wish to see in the world - every action counts towards a sustainable future."

# Thank you!

For more information, contact us at [hello@ecoinnovator.com](mailto:hello@ecoinnovator.com) or visit [ecoinnovator.com](https://ecoinnovator.com).