

## **Problem**

Only nine percent of the nine billion tonnes of plastic the world has ever produced has been recycled/upcycled. Most end up in landfills, dumps or in the environment. If current consumption patterns and waste management practices continue, then by 2050 there will be around 12 billion tonnes of plastic litter in landfills and the environment. By this time, if the growth in plastic production continues at its current rate, then the plastics industry may account for 20 per cent of the world's total oil consumption. Up to 5 trillion plastic bags used each year.

13 million tonnes of plastic leak into the ocean each year. 17 million barrels of oil used on plastic production each year. 1 million plastic bottles bought every minute. 100,000 marine animals killed by plastics each year. 100 years for plastic to degrade in the environment. 90% of bottled water found to contain plastic particles. 83% of tap water found to contain plastic particles. 50% of consumer plastics are single use. 10% of all human-generated waste is plastic.

## **Solution**

Inculcating the mentality of responsible and sustainable consumption and production patterns, making sure communities only produce and/or buy what they need and will use in a bid to eliminate waste and irresponsible consumption.

Upcycling, Reuse, and recycling of products.

Sensitization on ecological behaviors and setting up SDGs clubs which will be poised at the aforementioned in schools, homes and communities.

And finally to have a competition and award giving platform for communities on the premise of Sustainable consumption and production patterns.

## **Competition**

Jos Green Centre

GIZ

## **Revenue Model**

Membership dues and registration, donations, sponsorships, sales of products, competition registrations.

## **GTM Strategy**

Partnerships with schools, local authorities, private organisations and associations, as well as local and international NGOs.

***...sustainable consumption and production patterns will not only contribute significantly to the alleviation of poverty, enhanced health and promotion of economic development and opportunities, it will also ensure that present needs are met without jeopardizing the tendencies for future needs to be met....***