

**for an eco-friendly lunch**

# OUT OF THE BOX

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Reducing plastic pollution in Parisian takeout gastronomy

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# MISSION STATEMENT

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Introducing reusable boxes  
to decrease plastic usage in  
the Parisian takeout industry  
by 20%

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# THE PROBLEM

OF ALL PLASTIC PRODUCED....

9%

Is recycled and reused properly

12%

Gets incinerated, ending circularity

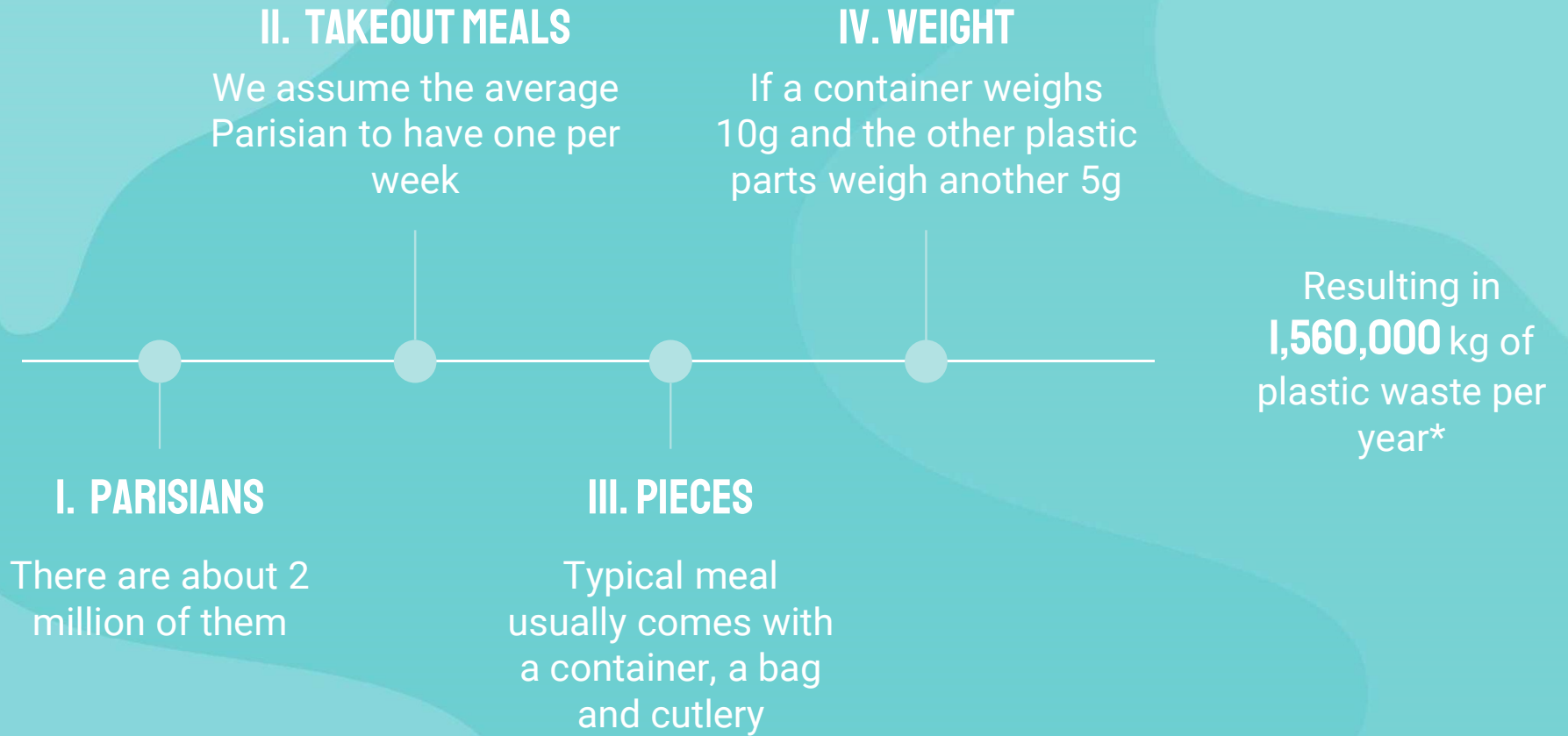
79%

Ends up in landfills or the environment

**1,560,000 KG**

**Estimation of plastic waste generated by the  
Parisian takeout economy per year**

# HOW DID WE ESTIMATE THAT FIGURE?



\*These assumptions were made as reliable data is not available

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# THE SOLUTION



# FOUR EASY STEPS

## **1. BOXES DISTRIBUTED TO COMPANIES IN PARIS**

- Start with startups, move to bigger companies in future

## **2. EMPLOYEES TAKE BOXES TO RESTAURANTS**

- When getting takeout, employees bring the boxes to be filled by restaurants, thus eliminating single use plastic

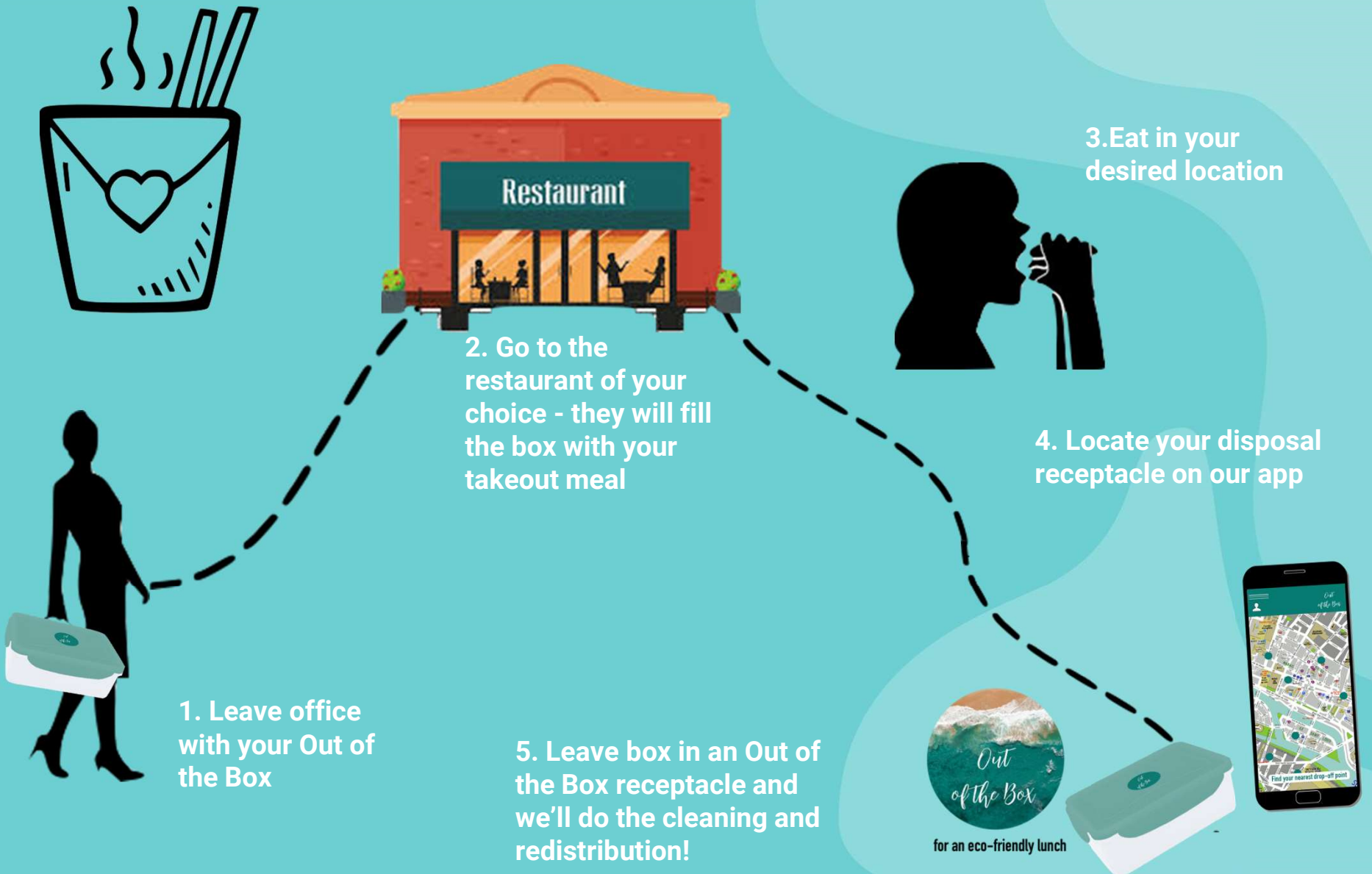
## **3. DISPOSE OF THE DIRTY BOX IN ANY OF OUR RECEPTACLES**

- We collect the dirty boxes nightly and sanitize in our dishwashing facility

## **4. USE OUR APP TO FIND A RECEPTACLE AND TRACK YOUR MEALS AND FIND A RECEPTACLE**

- Once an employee uses Out of the Box boxes 10 times in a row, they receive a subsidized free meal

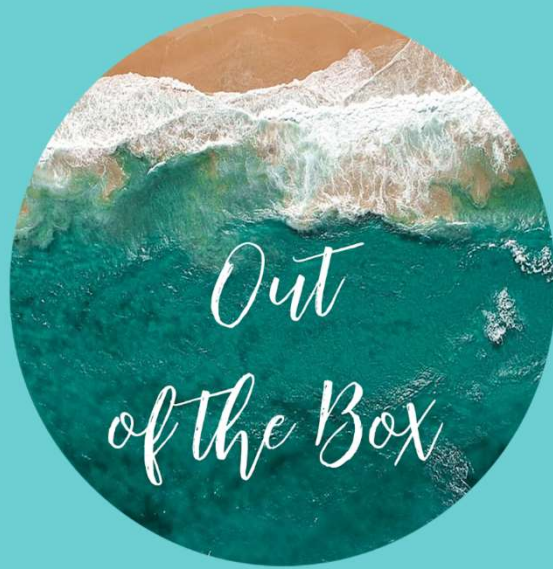
# NO MORE SINGLE USE PLASTIC



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# THE DETAILS

INSPIRED BY NATURE



**for an eco-friendly lunch**

## OUR LOGO

The design of the “Out of the Box” logo is inspired by the colors of the ocean and therefore makes a reference to one of the dangers of plastic waste that we want to reduce: the pollution of the oceans by plastic

**THE BOX**

# «Out of the Box» - the eco-friendly lunch alternative

Made of reusable & recyclable plastic

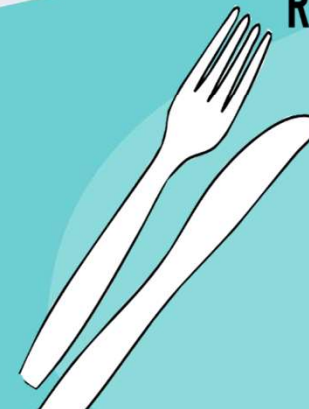
Freezer, microwave & dishwasher safe



100% food safe

BPA, PVC & Phthalate free material

Reusable fork, knife & spoon  
will be attached





# The «Out of the Box» mobile app

The app that helps your  
lunch get  
eco-friendly



# FUNCTIONS OF THE APP

The app helps users to find the closest drop-off point for their boxes



# FUNCTIONS OF THE APP



**The user's profile provides an overview of boxes used and the environmental impact of it, as well as the uses required to reach the subsidized meal**

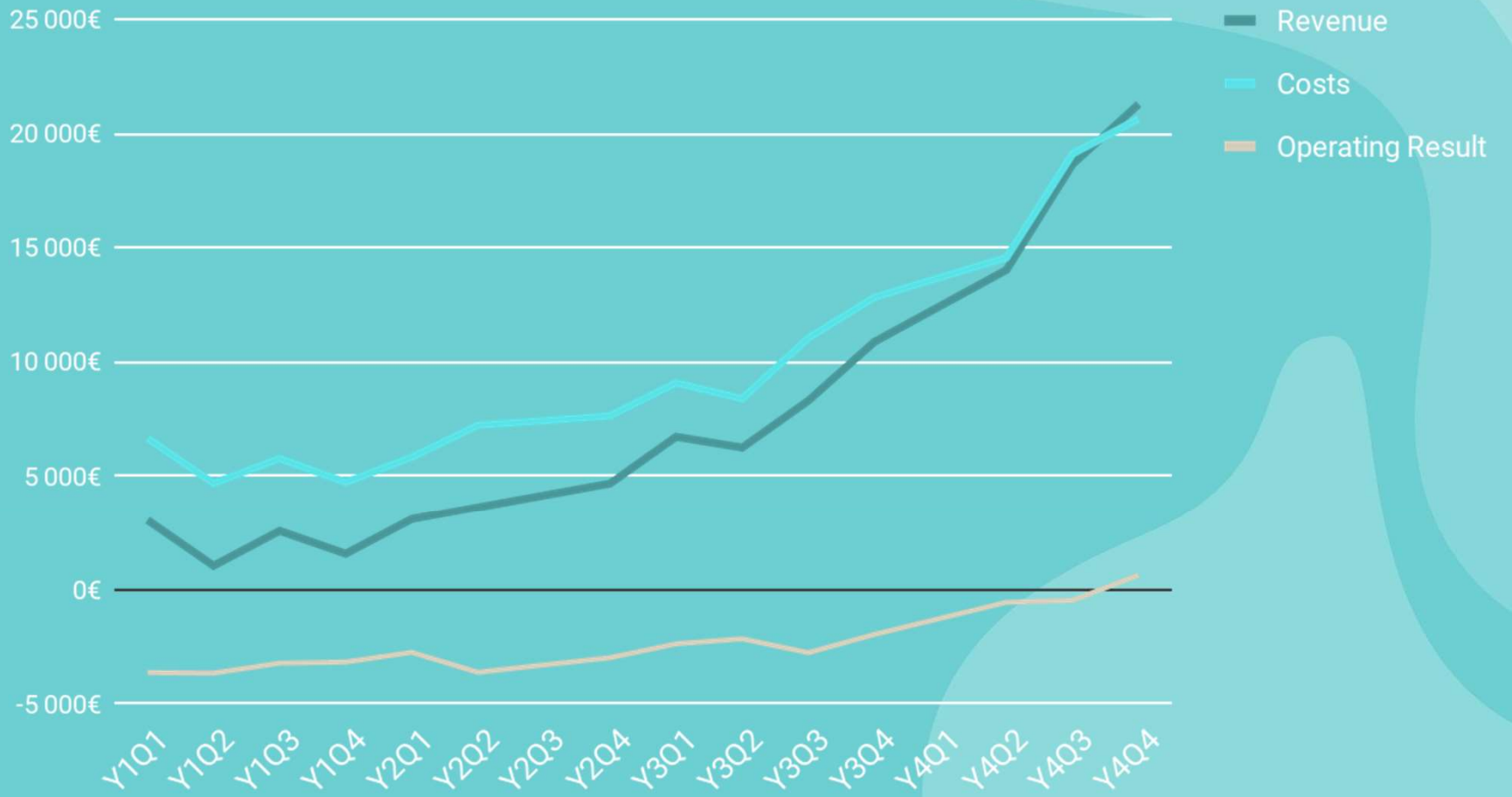


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# THE PLAN

# FINANCIAL PROGNOSIS

## Overview



# THE EXPECTED POSITIVE OUTCOME

## REDUCTION OF THE PLASTIC WASTE

Each use of the reusable box reduces the amount of plastic garbage by 20g

## AWARENESS AMONGST CUSTOMERS

The app will inform customers about the impact of plastic waste & create incentives to reduce it

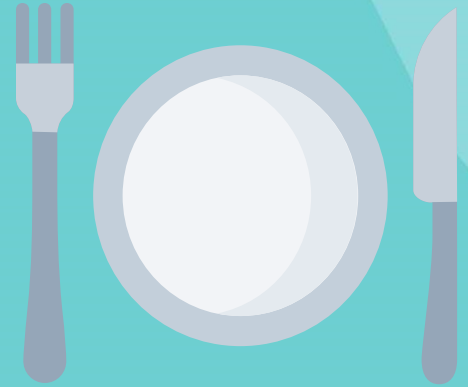
# HOW WILL THE IMPACT BE MEASURED?

## THE APP

The app will track the exact number of uses, which allows us to calculate the total amount of plastic waste reduced

## CASE STUDIES

Case studies in participating restaurants will help to calculate the % of takeaways that are packed in reusable boxes



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# THE TEAM

THE TEAM



ALEXANDRE  
BLASCO



JUDITH STEIN



YTIAN SIMON  
SCHULLER



YUKA MURAKAMI



JULIA GILMAN