



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



GENDER EQUALITY WINNER 2013

Life Out Of Plastic – L.O.O.P. is a 100 % women-owned organisation that raises awareness about plastic pollution. It finances awareness campaigns on the value of marine ecosystems to communities through the sale of up-cycled plastic products and environmental educational services for the private sector.



Life Out of Plastic – L.O.O.P., Peru

BUSINESS MODEL

L.O.O.P.'s commercial activities include the sale of products made from 100 % rPET fibre (textile derived from PET bottle recycling) locally manufactured by women, and the provision of environmental educational services to the private sector. Profits fund L.O.O.P.'s awareness campaigns, including an annual public recycled art exhibition and a nationwide beach clean-up.


L.O.O.P.'s three-pronged approach combining products and services with public advocacy to bring about social change is unique in the marine conservation field in Peru.


ENTERPRISE FAST FACTS

Location	Lima
Year founded	2011
Sector	Sustainable production and consumption
Product/Service	Reusable rPET fibre bags

CONTACT

Ms. Irene Hofmeijer

 ihofmeijer@lifeoutofplastic.com

 www.lifeoutofplastic.com

Social impacts:

- Increasing awareness about plastic pollution through campaigns.
- Changing people's behaviour by encouraging them to collect recyclable waste.
- Creating social change by combining green products and services with public advocacy.

Environmental impacts:

- Reducing the GHG emissions resulting from the manufacture of plastic bottles.
- Reducing oil consumption by extending the lifecycle of plastic bottles and up-cycling them into new products.
- Improving the coastal marine environment by reducing the amount of waste going to local landfill and garbage dumps.

Economic impacts:

- Creating green jobs for the community with potential income up to USD 3,000 per year.
- Increasing the economic empowerment of key partners, such as recycling associations and participants in community projects.
- Creating a market for the end products of the plastics recycling value chain.

” L.O.O.P. is 100 % women-owned. As a team of young women scientists, we recognise the importance of having a majority of women involved in our work.

Scaling up activities:

- Secure the capital needed to move into a new office and hire additional full-time employees in order to enhance the business operations.
- Secure the market and increase work efficiency by improving production logistics.
- Increase the frequency and reach of large-scale awareness campaigns, such as beach clean-ups.
- Successfully complete a certifying process with the textile providers.



” L.O.O.P. aims to up-cycle 2.5 million bottles a year, equivalent to avoiding the use of 475 barrels of oil, emitting 120 tons of carbon dioxide and consuming 2,300 litres of water.



Partnership

❶ **RECIAMANCAES** is a recycling microenterprise led by women and L.O.O.P.'s priority beneficiary. It seeks to strengthen the organisation and empower its members.

❷ **Conservamos Por Naturaleza** is a Peruvian NGO. Together with L.O.O.P. it organises the annual national beach clean-up and tri-annual retreats.

❸ **Fundación OLI Perú** produces and markets a joint collection of products made from the textile sold by L.O.O.P.

❹ **Red Peruana Ciclo de Vida** develops a Life Cycle Analysis for recycled plastic products currently manufactured in Peru.

❺ **ecOcéanica** designs a marine debris study in cooperation with L.O.O.P., bringing in expertise in marine biology and conservation work.



The 2013 SEED Gender Equality Awards are supported by UN Women, the UN Entity for Gender Equality and the Empowerment of Women; and UNIDO, which promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. Additional support is from the international law firm, Hogan Lovells.

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

Partners



Corporate Partner

Hisense

Founding Partners



Hosting Partner



Supporter

