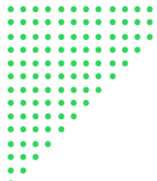
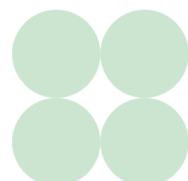
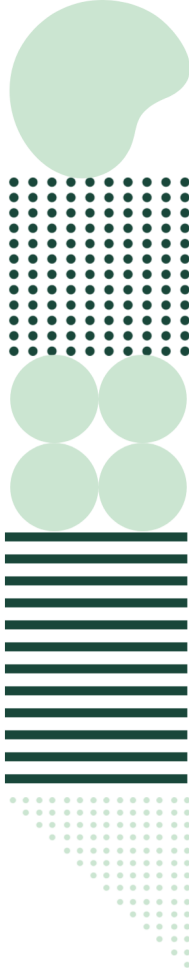
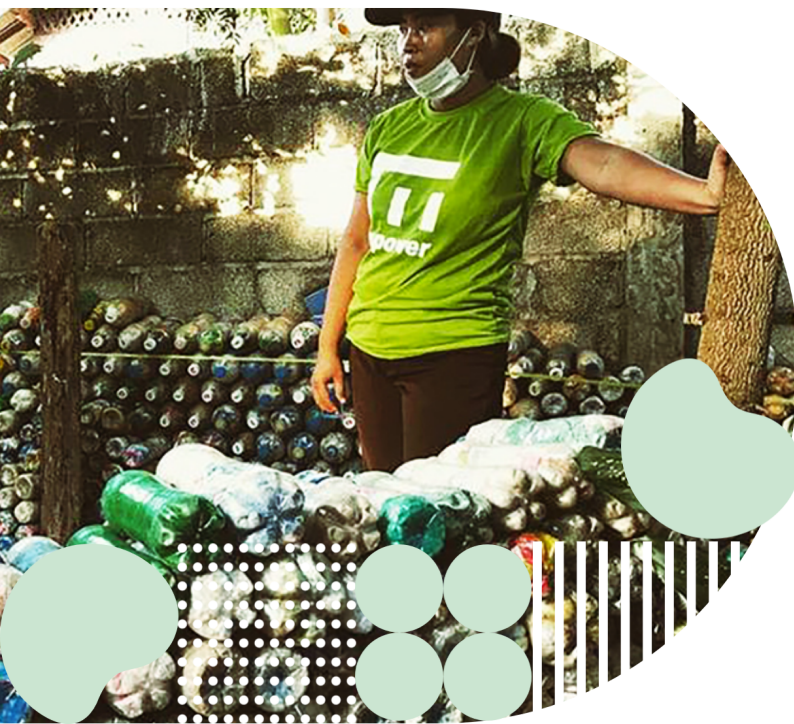


# Becoming Plastic Positive



# Table of Contents

- Introduction 01
- Background & Challenges 02
- How We Can Solve 03
- Solutions 04





# Introduction

Plastic waste is a global crisis, impacting businesses and the environment. This white paper explores the Plastic Positive certification, a solution to address this challenge.

The Plastic Positive certification promotes transparency and accountability in waste management, encouraging businesses to adopt sustainable practices.

This certification helps businesses to showcase their commitment to sustainability, build consumer trust, and stay ahead of evolving regulations.



# Background

Picture a world where we continuously consume without considering the aftermath. This "take-make-dispose" linear economy has drained our planet's resources and credibility along with it. But times are changing—consumers expect more. They demand that brands switch to a circular economy model, where waste is not wasted but reinvented, giving materials a second life.



## Key Challenges



### For Brands

Imagine trying to keep up with the need for transparency and accountability—it feels like a sprint. Navigating traceability is like finding a needle in a haystack, yet it's crucial to meet the growing sustainability expectations.



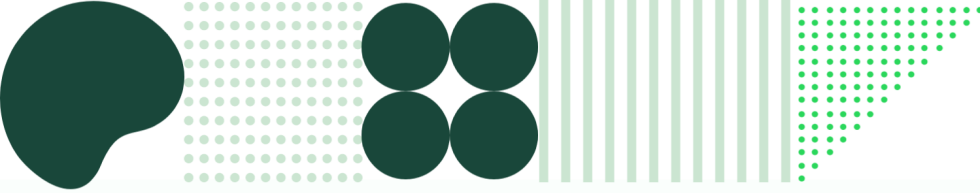
### For NGOs

Securing steady funding, tracking impactful changes, and having access to the latest digital tools can seem like chasing the elusive unicorn.



### For Plastic Credit Resellers

In a market that's all over the map, establishing trust is quite the uphill battle, almost like piecing together a puzzle without a guide.



# How We Can Solve

## So, what's in Empower's toolkit?

By harnessing blockchain technology, Empower enables unprecedented transparency across every supply chain.

Think about it—every plastic credit and cleanup operation is not just validated but genuinely impactful.

Tools like the Digital Product Passport and Impact Dashboards offer real-time insights, fostering transparent partnerships marked by credibility and compliance.

- **Steps to Achieve Plastic Positive Certification:** Brands, NGOs, and resellers with their hearts set on Plastic Positive certification should focus their efforts on revamping supply chain norms. Become part of initiatives that zero in on truly mitigating plastic footprints and engaging in cleanups.
- **Leveraging Empower's Platform:** Why not use Empower's digital marvels to broaden your market horizons, perfect reporting precision, and assess sustainability impacts with finesse?
- **Success Stories:** Empower's efforts speak volumes, helping brands lift over 2 million kg of plastic waste from our world last year. It's proof of tangible change and a beacon for stakeholder trust.

# Empower's Core Solutions

Achieving Plastic Positive verification isn't just a badge of honor—it's a declaration of dedication to sustainable practices. Let Empower arm you with the tools to achieve this, transforming how you manage waste and maintain compliance.

## Plastic Credits

Empower Plastic Credits allow businesses to fund verified cleanup projects and offset their plastic footprint, ensuring full traceability and transparency.

## Material Traceability

Empower's blockchain-powered material traceability tools ensure that plastic collection, recycling, and credit issuance are verifiable and fraud-proof.

## Digital Product Passport

Digital Product Passport (aka DPP) helps brands track recycled content, material origins, and compliance with regulations.

## Ready to step up?

Begin your journey toward Circularity & becoming Plastic Positive today. Partner with Empower for the full suite of solutions and support that will guide you every step of the way.