

NAME OF PROJECT

Sean's Straws

LOCATION

Sha Tau Kok, Shenzhen, China

KEY ISSUE

Plastic straw elimination and replacement



prototypes by Loliware

RELEVANT SUSTAINABLE DEVELOPMENT GOAL/S



PROBLEMS

Every year, million tons of plastic wastes are dumped into our ecosystems, especially the ocean. About 275 million metric tons of plastic waste was generated in 192 coastal countries in 2010, with 4.8 to 12.7 million metric tons entering the ocean. There are five trillion pieces of plastic in our oceans; an estimated ten million tons of plastic is produced every second.

SOLUTION

Seaweed is our primary material for the straws. Seaweed can photosynthesise, take in Carbon Dioxide and produce Oxygen during the process of seaweed production. The material itself is edible and degradable. We will develop technologies to make them heat proofing and flexible which is overwhelming other "environmentally friendly" straws. We will introduce our brand to our community to help eradicate plastic waste. We will promote our products to local restaurants, school canteens, and to individuals as well.

STAKEHOLDERS

Shaohan Zhou, Xinya Chen, Jiamin Li, Siyu Lu, Mingyuan Li.

OBJECTIVES

This is a beacon based project. We are introducing a new-brand of straws in our community. As a coastal community, it's important for us to bring plastic pollutions to an end. We are testing new approach to overlooked environmental scourge: the plastic straws.

RESULTS

DIRECT RESULTS

Decreases the use of plastic straws which would reduce ocean pollution while maintaining the users experience and behaviours when they were using plastic straws.

IMPACT ON COMMUNITY

Restaurants like the Mcdonald's and KFC has banned consumers from using disposable plastic straws, and asked them to bring environmentally friendly straws instead.

BUDGET

OVERALL

\$ USD 1400

EXISTING FUNDING

\$ USD 400

REQUIRED FUNDS

\$ USD 1000

TIMELINE

Nov: workshop	Dec-Jan: advertising	Feb: contracting
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STATUS

Phase 1: scientific research	Phase 2: advertising and looking for suitable contractors.
Phase 3: Enter the market in our community	Phase 5: Cooperate with other firms and widen our marketing area

CREDIBILITY

Unlike any other straws, the Sean's Straws introduces an environmentally friendly solution to the global plastics problem, without compromising the user experience or requiring a shift in consumer behavior. With a mouth-feel similar to traditional straws, and vegetable-based colors and flavours, the straws target pricing parity with current plastic straw alternatives on the market.

NEXT STEPS

1 Introduce drinking cups with new designs that require less straws for now

2 Contact manufacture to order a number of straws

3 Establish social network to increase the public awareness of our brand

4 Communicate with NGOs and local committees for additional support

CONTACT DETAILS

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SUPPORTING SCHOOL

MMUN Guangdong Committee