

## **Empowering Businesses to Restore Nature's Balance**

Svanika Balasubramian, rePurpose

I am a co-founder of [rePurpose](#), a global movement of conscious consumers and businesses going **Plastic Neutral**. As the world's first Plastic Credit Platform, we make climate action delightfully simple for companies of all sizes by removing and recycling as much ocean-bound plastic waste as they produce while embedding sustainability into their product experience to reach and retain purposeful consumers.

**1) Plastic Neutral Products:** with us, consumer brands get to take climate action that is good for their business and our planet in 3 easy steps:

1. We **calculate** their plastic use in 2 minutes with packaging/sales stats
2. We **compensate** for their footprint by eliminating as much plastic waste from nature as they use through our global network of vetted recycling projects
3. We **help them run** unique marketing campaigns on plastic neutrality that instantly differentiate from competitors and demonstrate authentic societal responsibility, overnight

**2) EverydayNeutral:** We add a tick-box at the Point of Checkout for any e-commerce retailer where customers can add a few pennies and erase the unique plastic footprint of their purchase that day. By enabling people to balance out the bad by doing an equal amount of good, you build goodwill with new customers and retain loyal ones - all at no cost to the business.

**3) Plastic Neutral Consumers:** Individuals anywhere in the world can subscribe to go Plastic Neutral by taking our 3-minute [plastic footprint calculator](#) and paying \$2-4/month to a project of your choice to compensate for your consumption and join our global community.