

# PlasticBUSTers CIC

The mobile  
recycling workshop



# Executive Summary

This business plan proposes the launch of a mobile plastic recycling workshop and retail store that will travel around the United Kingdom with the following objectives:

-  Educate the general public on the importance of plastic recycling
-  Allow people to experience and understand the recycling process
-  Create products and crafts from recycled plastics collected locally

*The challenge* The world, and the UK with it, is suffering an environmental crisis of unprecedented scale. Plastic pollution is a problem that is affecting us all, and now more than ever we need to find solutions and make sure we recycle ourselves 100% of our plastic waste. Since the recent announce that China won't be taking our rubbish, calls for national action have emerged. Here we present you one of them.

*The idea* Our idea was inspired by 'Precious Plastic', an initiative conceived by Dave Hakkens in the Netherlands. He has developed a set of open source DIY machinery that enables anyone in the world to recycle plastics. As the plans are open source, he encourages everyone to have a go at making beautiful products out of recycled plastics, with the benefit of cleaning the environment at the same time.



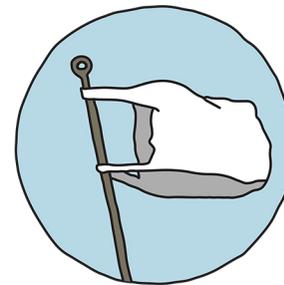
*Our Proposal* This sparked the idea of starting a mobile workshop that can be easily relocated and that can tour around the UK, educating people of all ages, bringing together school kids, hobbyists, artists and the general public to witness how easy it can be to recycle plastics. The wrong disposal of these widely used materials is causing serious harm to the environment so the awareness across the general population about proper disposal, recycling or upcycling and ways to create more value out of plastics is a pressing need.

This social enterprise, incorporated either as a Community Interest Company or a Cooperative, will have different streams of revenue. Its main goal is to be an open space for the public to walk in and see how the different machines work. We therefore envision charging a fee to local or regional councils to allow us to run this workshop in a suitable public space, such as a central car park, high street, park, marina or along the seafront. The investment from local councils would not only be used to educate its own citizens, but would also be used to employ locals to help us run these machines, so it's a re-investment in their own town.

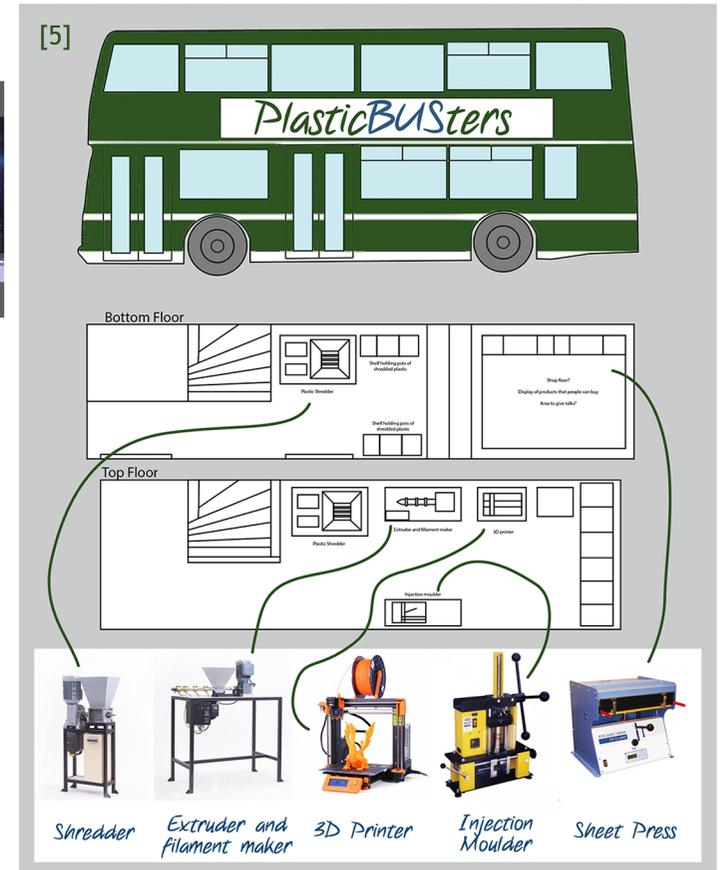
*watch demo video:*



[https://www.youtube.com/watch?v=2KlW\\_WmV3Bw](https://www.youtube.com/watch?v=2KlW_WmV3Bw)



PRECIOUS PLASTIC



Plastic waste is collected and sorted



## Other revenue streams

- The sale of products made from recycled plastics within the mobile workshop (or in a permanent headquarters), e.g. 3d printer filament, pellets, jewellery, hardware and baskets.
- The offer of dedicated, small groups or one-on-one sessions to get a hands-on experience in the use of the machines, enabling participants to walk out with a product made by themselves.
- The sale of crafts made by local artists, featured in the mobile shop and online
- Commission generated by the promotion of the machines used in the mobile workshop, acting itself as a mobile showroom.
- Being a social enterprise we would also anticipate to receive donations as well as support from local volunteers.

Shredded into flakes



## Baby steps

We have acknowledged that starting up with a bus workshop would be a big initial commitment so we have taken into consideration the following options:

- Simplest way to start up will be relying on rented machinery, and set up a gazebo, tent or stand wherever we take the workshop to. No need to own vehicles or machinery, which is a big liability.
- The next step would be owning the machinery for our exclusive use and a van or trailer that we can transport to our destinations.
- A converted shipping container (see picture below) would require less initial investment than a double decker bus
- Finally the most expensive option would be the double decker bus, ideally converted into electric. For this option it'd be invaluable to have a partner who is able to store it and park it, i.e. a big supermarket chain.



Grandier plans...

This initiative can also be explored on an international level. Places with the biggest pollution problems are also the poorest and access to this recycling machinery becomes too expensive. A mobile / for hire recycling plant could become a big solution and campaign.

and moulded into a new product



A precious resource!

## Funding

The minimum viable funding required to start up this project would be around £5-10k, which would be sufficient to establish a mobile workshop without a vehicle. An initial investment of around £60k would allow us to build a much better-looking mobile workshop using a double decker bus, and put in place a larger support team. Different ways to obtain this investment will be explored, including donations via crowdfunding, government and European funds and grants, partnerships with companies and not-for-profit organizations and loans from ethical banks. As we develop this concept further we welcome input from whoever is reading this business plan, in the form of investment (from a small donation to a partial or full investment), people (to run the workshop/company, collaborators, logistics, marketing, PR), sponsorship or partnership deals and ideas.



## Please note:

A comprehensive business plan is being finalised, which will go into greater detail, but this executive summary concisely explains the concept. We are currently sharing the project concept with interested parties to gather feedback and gauge interest levels for such a project. We will use the feedback received to tweak our plan accordingly (operations, suggestions, names, visuals, logos).

Some parties that have expressed an 'initial green light' for this project, and that *may* become partners or supporters eventually, are:



Precious Plastic  
(Dave Hakkens)



Happenstance  
workshop

Reigate & Banstead  
BOROUGH COUNCIL  
Banstead | Horley | Redhill | Reigate

Formech  
Perfectly formed

Cambridge Eco Living Festival 2018 (Where we might launch a demo workshop)

Green Growth Platform (University of Brighton)

Hubbub.org

Liz Corbin Researcher, Doctoral Candidate. (Institute of Making, University College London)

Chris Kemp (Worth from Waste, plastics to fuel initiative)

+15 listed supporters

+300 potential supporters (<https://map.preciousplastic.com/>)

+YOU?

For more information, feel free to get  
in touch with Javier Rivera:

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Or visit

<http://plastic.singularmars.com>

## Founders:



Singular Plastic Arts  
(Singular MARS Ltd /  
Javier Rivera)



Ecotribo  
(Tyrone Probert)



Liam Murphy

## Credits:

[1] Precious Plastic ([www.preciousplastic.com](http://www.preciousplastic.com))

[2] BOPE shop (Thailand  
[https://www.instagram.com/bope\\_shop/](https://www.instagram.com/bope_shop/))

[3] Happenstance Workshop (UK  
[www.happenstanceworkshop.com](http://www.happenstanceworkshop.com))

[4] Kids learning about the recycling process (Italy  
<https://davehakkens.nl/community/explora-teaching-future-generations/>)

[5] Liam Murphy / Javier Rivera (Singular MARS)

[6] Tyrone Probert (Ecotribo) / Javier Rivera (Singular MARS)

