

Notpla

LAND-SYSTEM CHANGE

CLIMATE CHANGE

NOVEL ENTITIES

BIOSPHERE INTEGRITY

Problem

Single-use plastic packaging remains pervasive, polluting ecosystems, and does not biodegrade easily, burdening waste systems. Packaging alone accounts for 40% of the world's plastic waste.¹

Solution

Seaweed-based food containers, liquid pods (like Ooho), coatings, films, and rigid cutlery that are fully home- and industrially compostable, often even edible. Notpla is aiming to displace 1 billion units of single-use plastic by 2030.²

Contribution

Notpla pioneers seaweed-based “disappearing packaging” that performs like plastic but degrades naturally. Company leverages rapidly renewable seaweed—requiring no freshwater, land, or fertiliser—and turns it into scalable, compostable alternatives that meet regulatory compliance while avoiding contamination of recycling streams.

2024 Results

Notpla is scaling seaweed-based packaging to replace single-use plastics, avoiding 220 tons of linear resource use, 600 tons of GHG emissions, and diverting 22 tons of macro plastics, while advancing circular design with renewable, compostable materials.

220 tons

Linear Resource Use avoided³

600 tons

GHG emissions avoided⁴

22 tons

Macro plastics diverted from nature or landfill⁵

Impact Risk

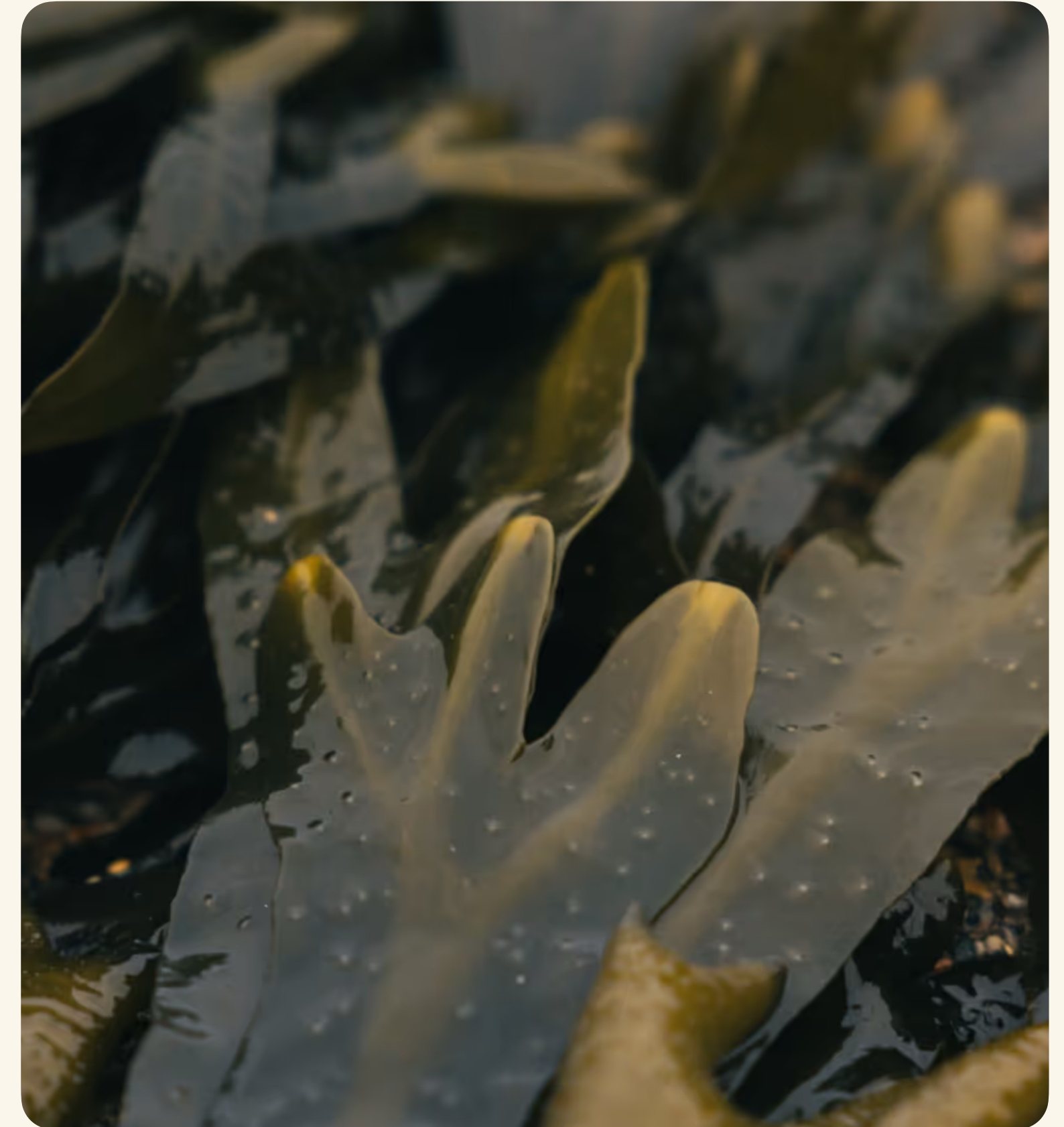
Evidence Risk



External Risk



Execution Risk



Notpla is redefining packaging by replacing single-use plastics with seaweed-based, plastic-free alternatives, at scale.

Sources 1. United Nations Environment Program 2. Notpla 3. LRU - Regeneration.VC and Circle Economy calculations based on company provided information, 4. GHG Notpla - Regeneration.VC 5. Notpla provided information