



NatureUp



NatureUp - The team:

The team consists of two people, Marilena Frye and Stina Jool Skånhoff. Marilena has a Bachelor of Science in business administration and Stina has a Bachelor of Arts in graphic design. Currently they are both studying Biology (B.Sc.) at Nord University.

Problem/idea:

Plastic pollution is recognized as a worldwide problem especially in the marine environment and there is a growing amount of evidence of alarming effects on aquatic ecosystems as well as life on land. According to Naturvernforbundet, 22 000 tons of plastic enter the ocean every single day and if this continues there will be more plastic than fish in the ocean by 2050. It has been shown that microplastics, such as plastic liquids, microfibers and microbeads, escape water treatment and filtering processes and end up in the ocean. These micro particles can interfere with the feeding patterns of aquatic life and enter the food chain. Furthermore, plastics are bioaccumulative, sorb persistent and toxic pollutants which will pose potential health risks to the marine and terrestrial ecosystems, including humans.

A possible solution to some of these problems is NatureUp. The idea is to create a plastic free certification scheme that will rate and label enterprises through easily-implemented, relevant and concrete measures to improve their plastic footprint and prove their dedication to corporate responsibility. We want NatureUp to be a valuable tool for reducing the environmental impact of plastic waste, such as bottles, straws, cutlery, lids, waste bags, and microplastics have on our future. NatureUp will provide businesses and government institutions with the information and resources of eco-friendly, plastic-free options as a substitute for today's commonly used plastic products. The process will consist of three stages. The first stage will be to remove all disposable plastic items and replace them with plastic-free options. In the next stage the client will focus on recycling the unavoidable plastic that comes from their suppliers or the products they use, which currently do not have an alternative substitute. During the third stage NatureUp will, together with the client, get in contact with the client's suppliers to explore the possibilities of getting end to end plastic-free products. In this way, NatureUp can reach out to more companies through already existing clients.

Venture opportunity:

There is currently no widespread national labelling system for companies or institutions that want to go plastic-free and want to communicate their dedication to their customers. Other certification systems, including the Nordic Swan and Eco-Lighthouse, are in the same category as NatureUp, but are dealing with different environmental issues. The recently increased focus on the negative effects of plastic pollution demonstrates the urgency and importance of dealing with the problem. NatureUp wants to be in the forefront of this development.

Customer:

The customers are mainly enterprises, both private and state-owned, which want to demonstrate their awareness and interest in creating a sustainable plastic free future. As we are students ourselves, an excellent starting point would be making Nord University the pilot project for this business which can be



used as an example for future partners.

Target market:

Our main target market will be universities, schools and other government institutions such as town halls, hospitals and nursing homes. Furthermore, we would like to involve shopping centres, museums and other businesses.

Marketing strategy:

The idea will be tested through NatureUp's pilot project at Nord University. The business will also need to carry out market research and contact industry partners and organizations like Nordic Swan and Eco-Lighthouse. After completing the pilot project, NatureUp will use the knowledge and information gained to expand to other Nord campuses. The university itself will market their progress and transformation to a plastic-free university through their own website and social media accounts. Simultaneously, NatureUp will use their own social media profiles to advertise and further build the business.

NatureUp will start its networking through participating in several relevant start-up competitions and get in contact with suitable investors and clients. As NatureUp is dependent on investors the company will utilize the investors' prominence to gain media publicity. The business will also use direct marketing to contact future business partners via email, social media and previous clients' networks.

The next step will be finding the main sources of plastic waste that our pilot project, Nord University, produces and finding non-plastic alternatives to these. Additionally, NatureUp needs to reach out to Innovation Norway and other companies that can provide funding for the project as this is essential for its completion and success. The following step will be expanding to other businesses that can be used to gain traction and put the spotlight on NatureUp. In the future, the project will ideally have secured enough funding and national support to be able to expand internationally.

Market size:

The market is of a substantial size as the mentioned businesses in the target market are currently using plastic products and no other plastic free labelling exists.

Value proposition:

Go plastic-free! NatureUp creates a possibility for enterprises to ensure their customers that they act in an environmentally responsible and sustainable way by committing to our plastic free pledge.

Business revenue:

The customer enterprises will pay for the certification and the services NatureUp provides. The certifier gets access to all relevant information from the customer which enables NatureUp to implement the specific changes to fulfil the requirements of the certification.



Social impact:

The social awareness of the problems regarding plastic pollution has had a huge increase in the last couple of years. Statistics from HoldNorgeRent show a dramatic growth in the number of people participating in Strandryddedagen and the amount of waste collected. This is consistent with the current trends of having a greater focus on pollution and the long-term effects on the environment.

NatureUp will take the social dedication a step further by tackling the root of the problem and ensuring no more plastic is wasted and finds its way to the ocean.

Marilena Frye

Tel. +47 486 50 590

Mail M.Frye@gmx.net

Stina Jool Skånhoff

Tel. +47 980 47 513

Mail Skanhoff@gmail.com