



Hackathon: the circular diaper

Team 5 - ForLifers

SEDONA COMMUNITY CHURCH

HACKATHON: THE CIRCULAR DIAPER

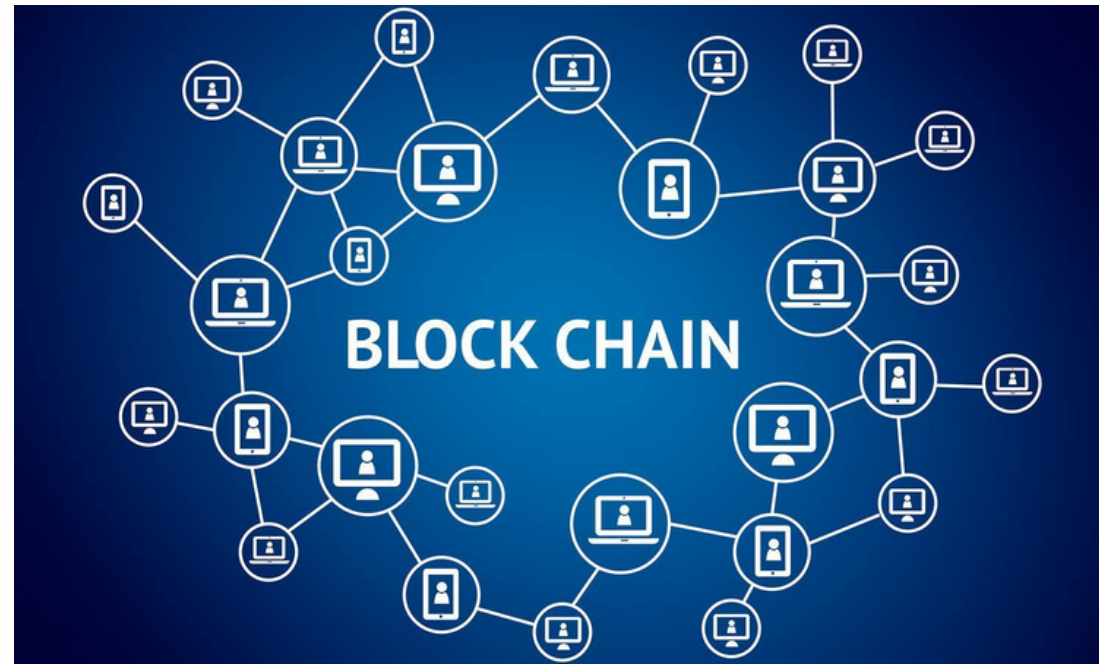
Team 5: ForLifers



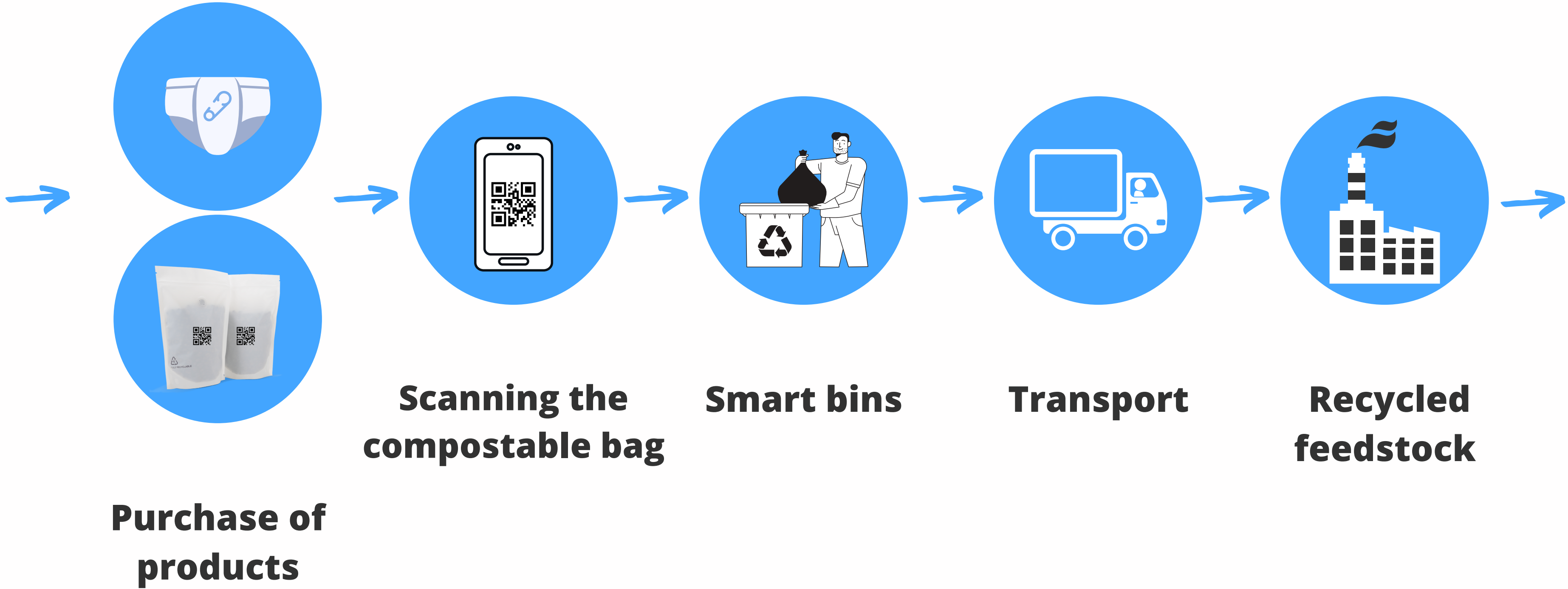
**40,000 DISPOSABLE DIAPERS ARE
USED EVERY
MINUTE IN THE EU**

1.3 t/min of waste

Our solution

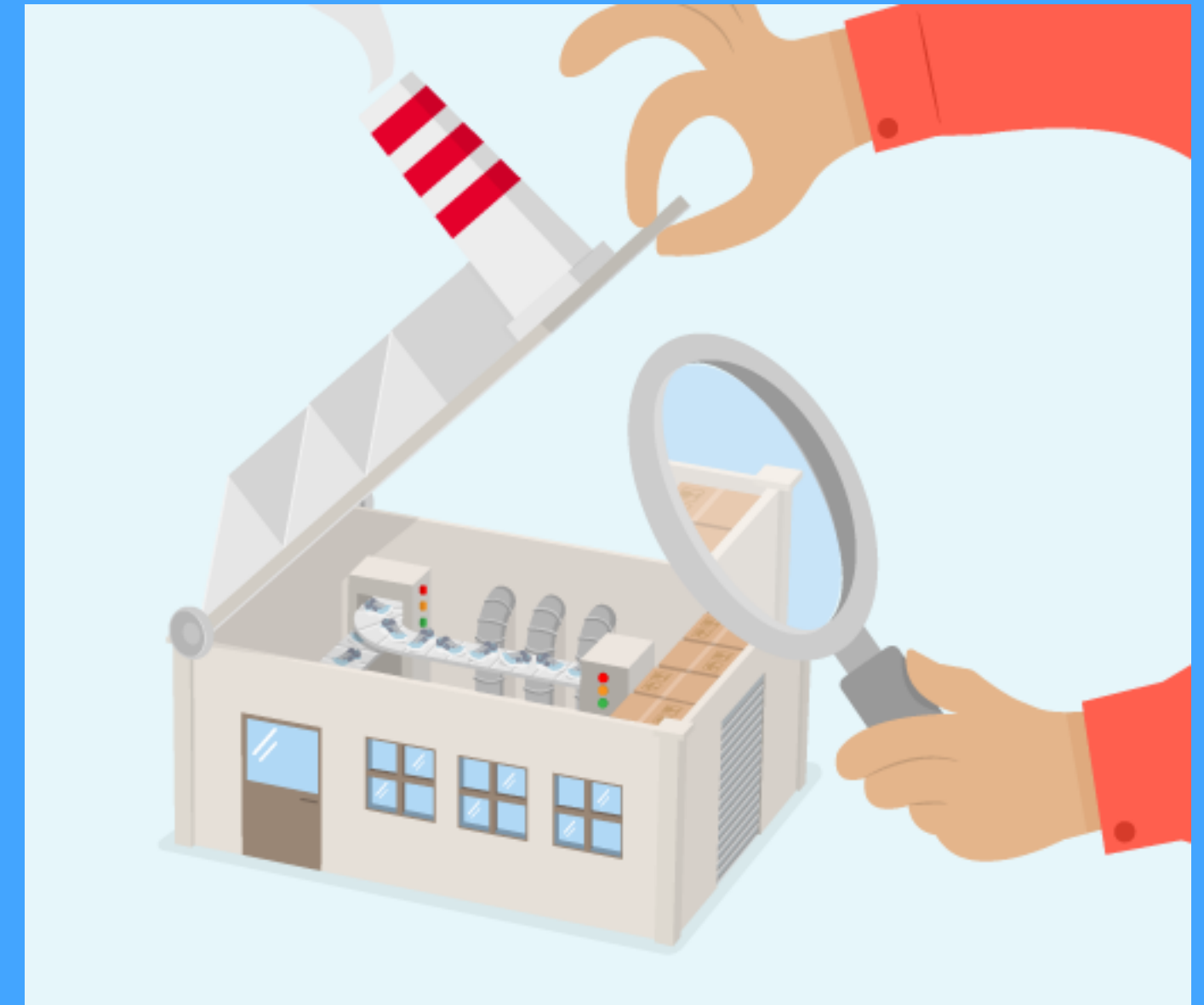


How our Blockchain works

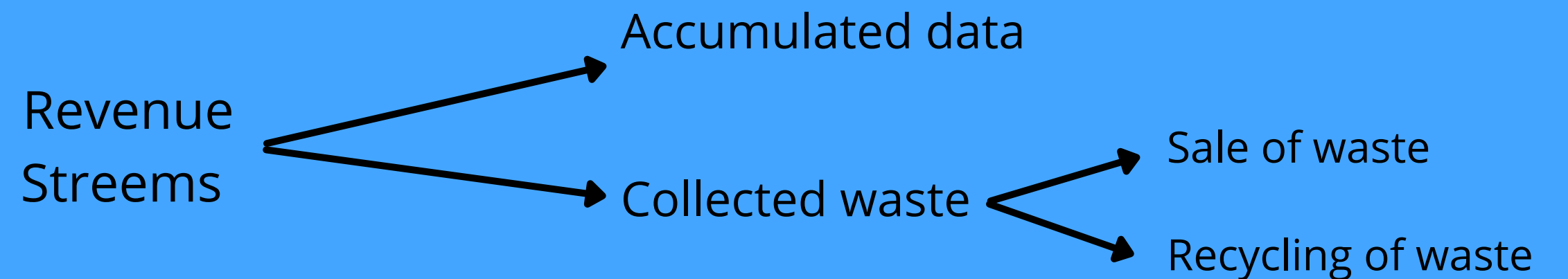
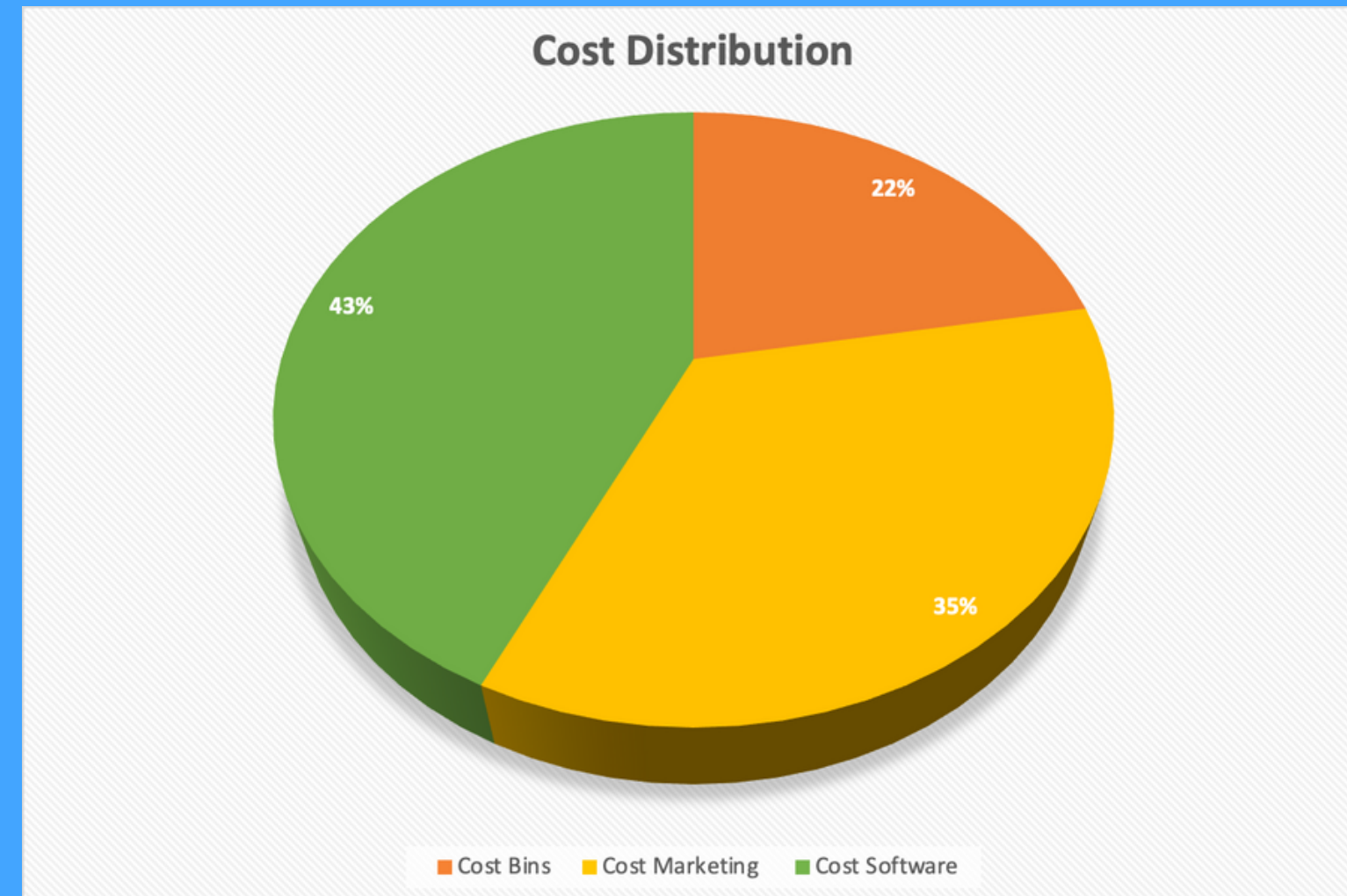


Benefits of blockchain

- **Transparency**
- **track individual items through the recycling supply chain**
- **Reward to consumers and manufacturers**
- **Have large amounts of data on recycling**



Smart bin



Second-life of the Diapers

Cellulose Pulp → Molded Pulp Packaging

- Molded pulp industrial packaging
- Molded pulp food packaging
- Molded pulp technological packaging

ADVANTAGES

- Sustainability - 100% recyclable
- Stock reduction
- A green alternative for a strong product protection
- Molded and adapted to any shape
- No assembly required

Machinery needed:

- Thermoforming with LASER cutting robot
- Injection Molding Presses
- Pulp molding machine

Average baby diaper composition (source: EDANA)

Material	Weight percentage (%)
Cellulose pulp	35
Superabsorbent polymer (SAP)	33
Polypropylene	17
Polystyrene	6
Adhesives	4
Other	4
Elastics	1

Usage examples:



Trial Location: Denmark

Copenhagen

- Ranked World best city for families in the 'family Index 2017' due to factors such as safety, happiness and great activities for children
- More than 19,000 families living in the city (in 2016)
- World's most sustainable city according to the Time Out Index

High Fertility Rate

- Denmark had one of the highest fertility rates in Europe, with 1.70 live births per woman



Highest EPI* Score in the world

- Denmark has an EPI score of 82.5, making it the most environmentally friendly country in the world.
- Denmark has some of the most efficient policies to reduce greenhouse gas emissions and prevent climate change.

* The EPI scores take into account the latest data on critical things such as air and water quality, waste management, CO2 emissions, and other public health factors

Market Analysis

Markets	2021
Global Diaper Market	€ 39 331m
European Diaper Market	€ 7 096m
Denmark Diaper Market	€ 83m
Copenhagen Diaper Market	€ 11.4m

m: millions
Source: Statista



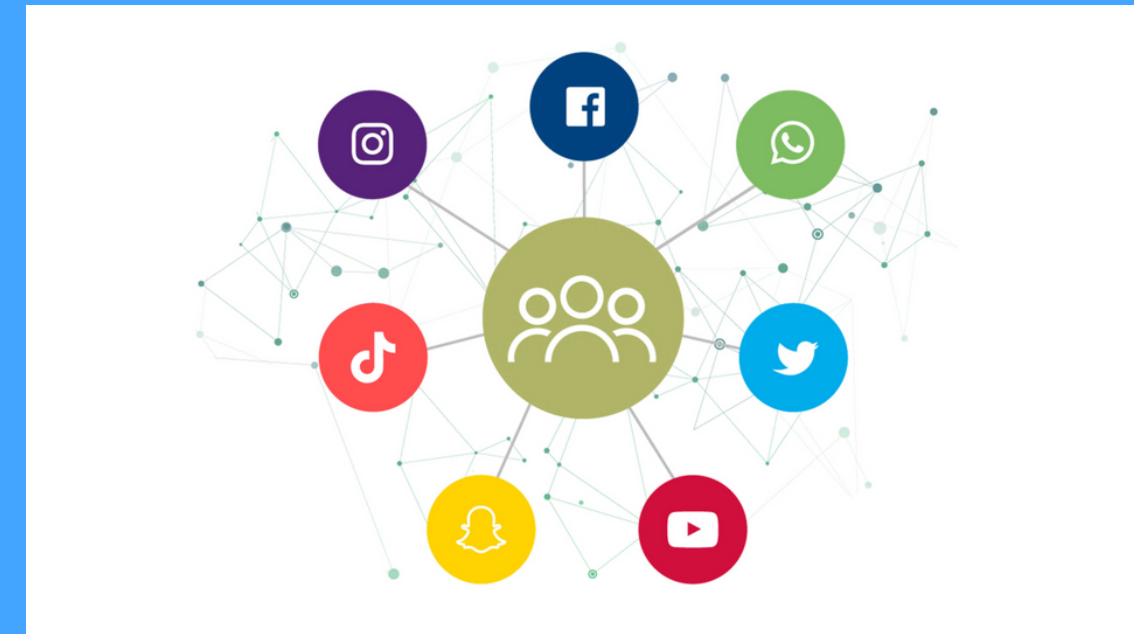
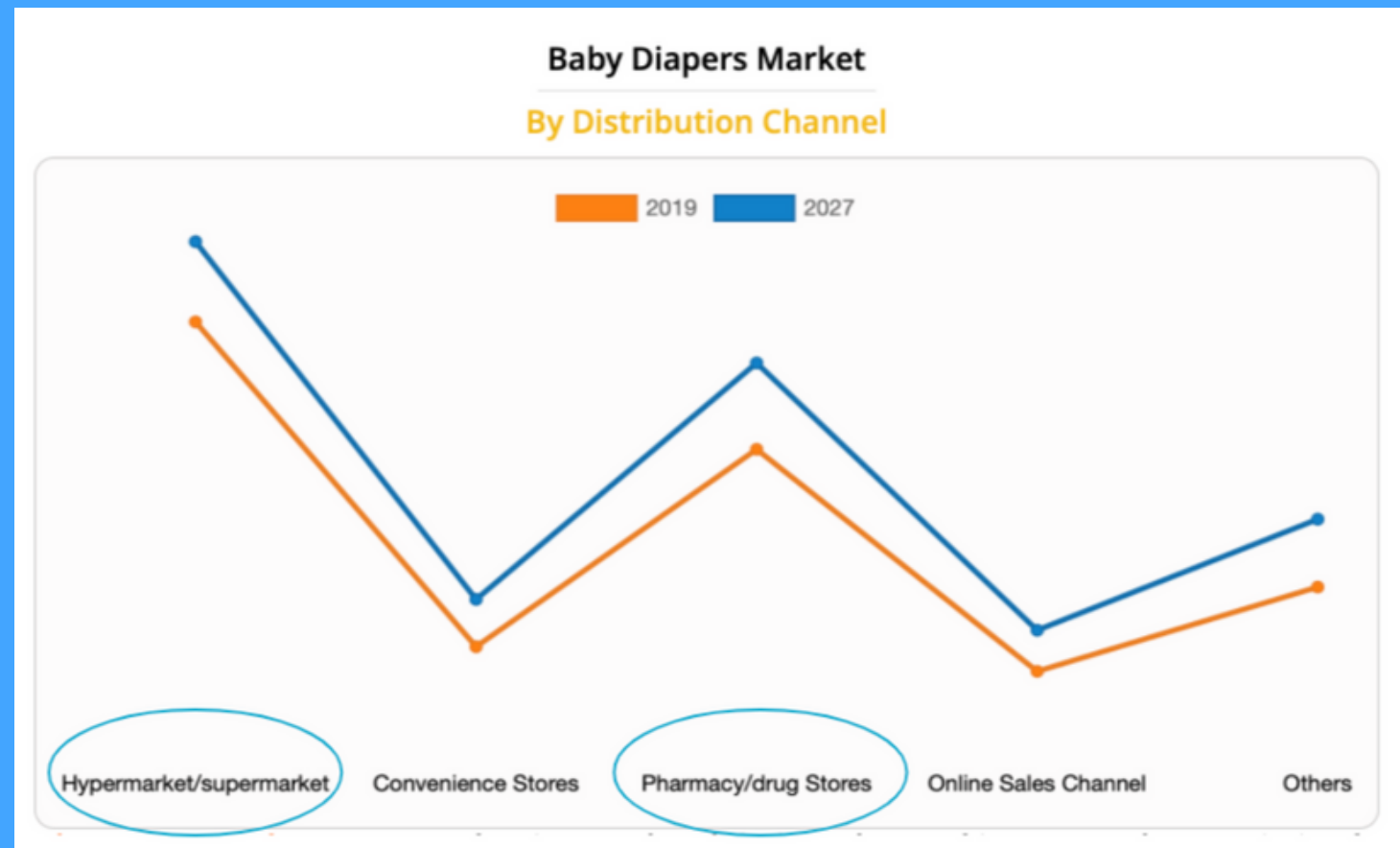
Target group:

Environmentally-minded Danes parents

Marketing Strategy

Good Offline Visibility:

- We will have our bins located next to supermarkets, drug stores and nurseries.
- We will have posters in supermarkets' baby aisles.
- We will be Present at local environmental events (e.g. Fridays for Future)
- We will host an annual competition to reward the person with the highest recycling score (e.g. 1 year of free diapers)



Good Online Visibility:

1. Very active on our app with parental tips and special coupons and exclusive content and rewards
2. Mass presence in social media to:
 - Raise awareness about our existence and presence
 - Explain how our app function
 - Explain our recycling process
3. Team up with famous environmental activists

**Thank you
for your
attention**





ForLifers
For a better Future