

Organizator:



Parteneri strategici:



Plasticwatcher.ge

Founder: Ekaterine (Eka) Asatiani

**CONFERINȚA NAȚIONALĂ
ECONOMIA CIRCULARĂ**



About Plasticwatcher

It is a personal initiative and protest-driven.

It is founded on the core principle of social enterprise.

Philosophy behind is to protect the environment from waste dump and challenge consumer's polluting behaviour patterns.

Its mission is to alter thinking mainstream and make people fancy to adopt to a more mindful lifestyle.

Showcase the best example of the circular economy model and promote business process, take make use return.





What we know

Plasticwatcher knows that almost all waste can be recycled and upcycled.

By collecting household plastic waste, expired advertising banners, and roll-up materials from partner organizations, we create sustainable fashion items and interactive art objects.

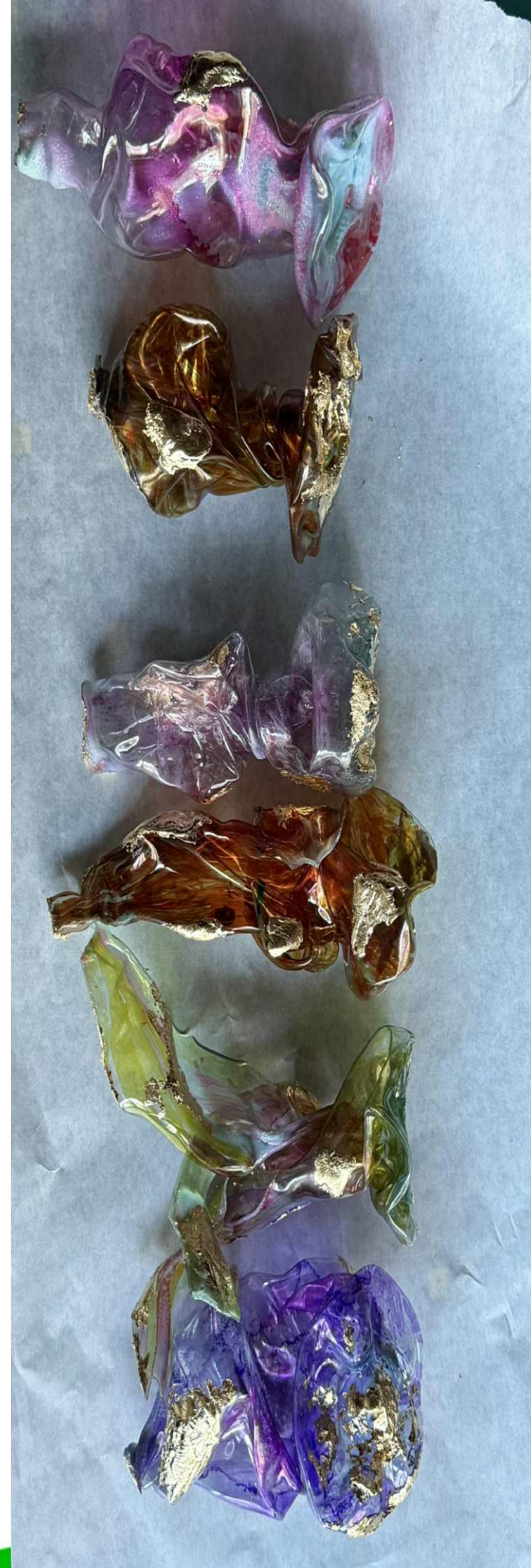
What WE Do

We make unique, handmade, bags, raincoats, umbrellas, flowers and other sustainable fashion accessories and interactive art objects.

We advocate reducing the use of new plastic and preventing it from entering our land and waterways.

We speak up about the need for proper waste separation and management facilities in our country as well as promoting a circular business processing model for business operators and advocate for a culture of garbage separation among citizens.

We speak out loudly against greenwashing, uncovering the foul play that make companies or products appear more environmentally friendly through false or misleading claims.



Design Philosophy and Products Tone

Design Principles:

Design out waste and polluting materials;

Designs to create excitement;

Keep products and materials in use as long

As possible by fixing them;

Design Tone: Relevant, Edgy, Sassy and Cute

Easily to penetrate Minds.

Superpower: ability to Pivot during design making, aligning with the collected wasted materials, available for the moment.

Plasticwatcher is not about fashion, its about awareness! It uses fashion items as a means of communication!

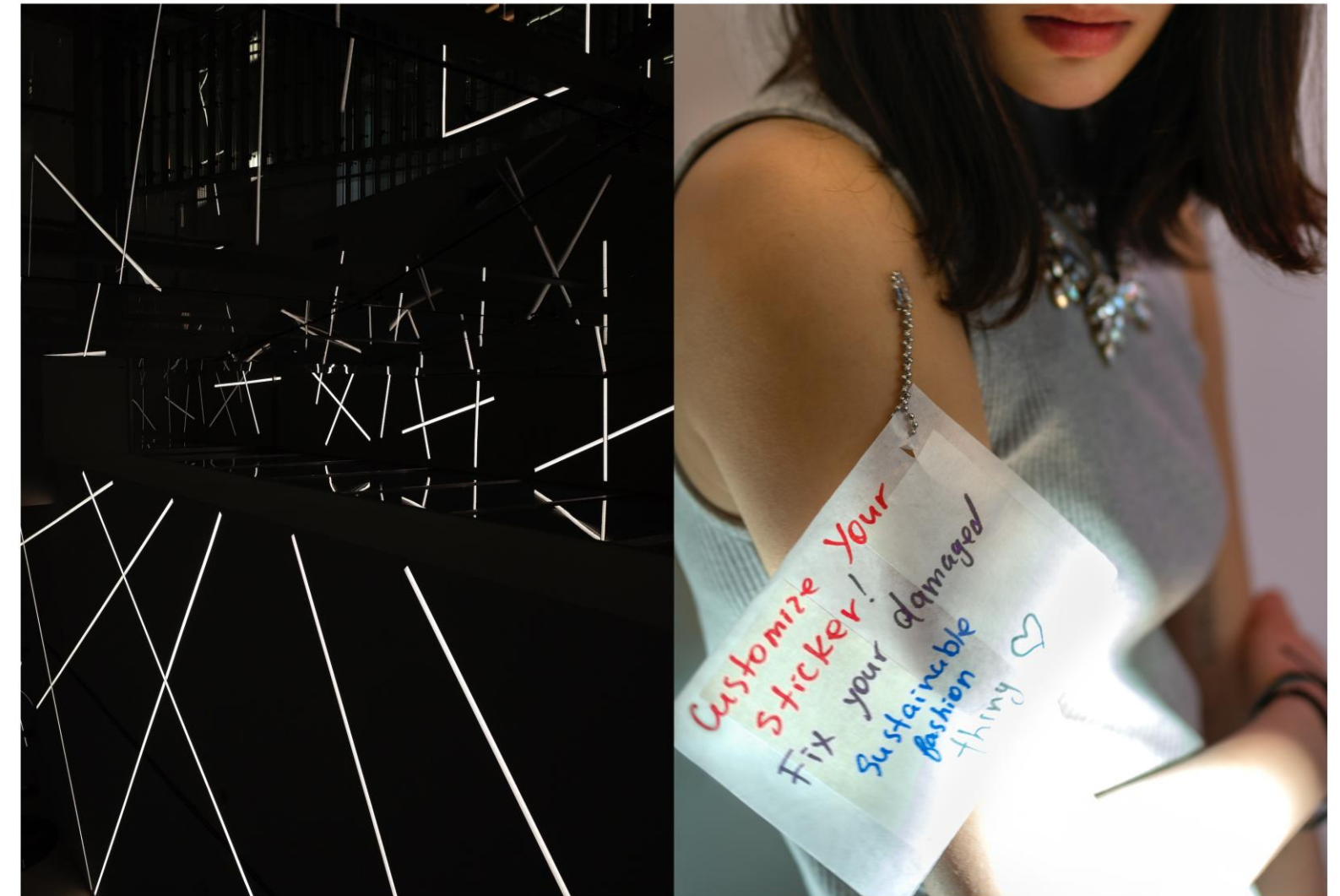


Advocating for Mending

Instead of a "take-make-dispose" business model, Plasticwatcher encourages mending and fixing of the products by following playful ways.

If a product gets damaged, customers are encouraged to fix it and keep it transforming as long as possible.

Counseling for smart artistic ways of mending is available.



Awareness and Consultancy Work

- ❑ To help youth and public to understand **why** and **how** to adopt circular practices. With the focus on the mindset change.
- ❑ Educational workshops about basics of the circular economy, product design out of waste and why products life extension is important and cool.
- ❑ Create media content and deliver presentations to inspire others.
- ❑ Offer Circular business model ideas for business operators.



PET Peeves Greenwashing Related

Companies using misleading or vague environmental claims, like "eco-friendly" without proof.

Using green imagery or packaging to suggest sustainability when the product or practice is not genuinely green.

Misleading packaging: Promoting "eco-friendly" refills that are still made of single-use, hard-to-recycle plastic, or claiming packaging is recyclable when in fact it isn't.

Hidden Trade-offs: Highlighting one small "green" attribute of a product while ignoring a much larger, more significant negative environmental impact (e.g., a shirt made from recycled materials in a high-polluting factory, or an electric car company ignoring the impact of material extraction for batteries).



Organizator:



Parteneri strategici:



Fun Facts

“Arresting” waste: We use the term "arresting" plastic waste to describe the process of collecting it and stopping it from entering the environment.

It started at home: The idea was born when I experimented at home to make a fabric material from polyethylene bags, which led to the first bag prototype.

We make Christmas Ornaments from plastic bottles, which you cant find on our website but only on Instagram.



Thank You For Your Attention!



Webpage



Instagram

There are two main goals:
first, **TO STOP WASTE**, and second, to **EDUCATE PEOPLE** and
encourage them to **change their behaviour**.