

Helping customers curb the global plastic problem



The client is a non-profit organization that partners with sustainability-conscious businesses around the globe to responsibly offset their plastic footprint, and reduce the flow of plastic waste into our landfills and oceans. They have built a vast ecosystem of collaborators that recover, process, and recycle plastic waste, and continuously seek out the most environmentally sound solutions to plastic waste reduction. They support environmental protection with programs that improve livelihoods.

The Challenges

The client used the traditional approach to facilitate the Sale and Purchase of Plastic Credits which leads to the below challenges:-

- High setup and running cost
- Time consuming
- Geographic limitations and lack of convenience
- Limited access and lack of transparency to relevant information like Credit
- Lack of brand awareness
- Partners data loss

Quarks Solution

We created a seamless offline to online experience using an interactive B2B marketplace platform that is visually appealing and can ensure integrity, transparency, and traceability.

Marketplace development using the latest technology stack to facilitate companies in

- Determining their goals
- Measuring their plastic footprint
- Securing credits
- Getting Plastic Neutral Certified badge and its validation

Use of Blockchain to ensure transparency & traceability.

- All credits and offsets are registered on a blockchain ledger
- Decentralized contract execution
- Proof of ownership
- Reduced counterparty risk

The Benefits

Using the platform the Credit Buyers are able to calculate the plastic footprint, invest in the ongoing plastic recycling projects, browse through the existing projects, and buy the credits to offset their plastic footprint. Moreover, the project partners are now able to showcase their projects and connect with new global partners for funding which helped them in sustaining and expanding their project impact.