



origin

CIRCULARITY YOU
CAN SEE

Origin Plastics Ltd

Founded 2019

Daniel Sutherland

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Gray's School of Art

Founder

Origin

Product Designer

20+ years

Ben Durack

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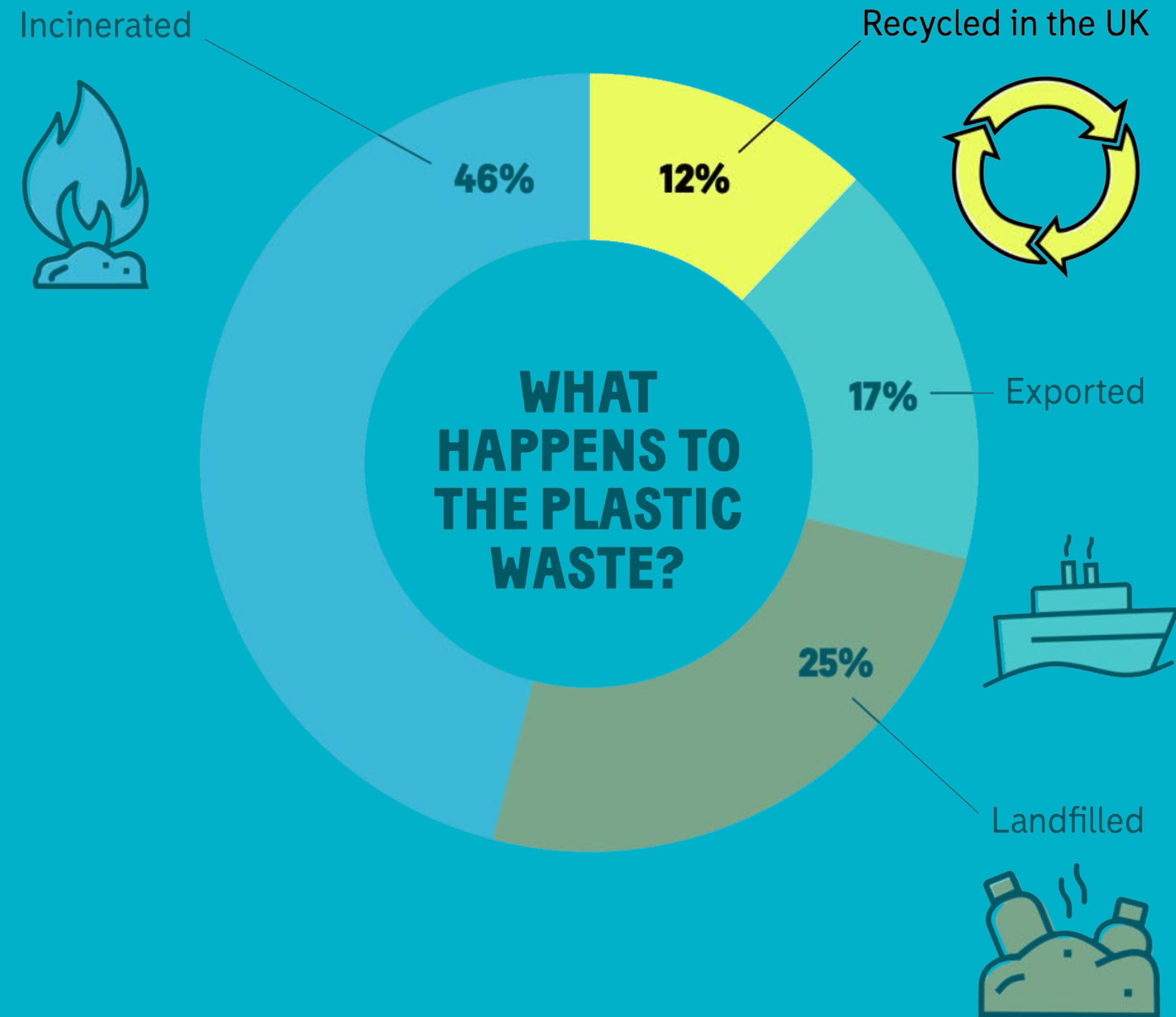
Origin

Product Designer

10+ years



What happens to our plastic?



*The big plastic count (May 2022)

Plastic isn't bad



What's the Problem?

2022

9.5 billion Tonnes Produced

380 million Tonnes annually

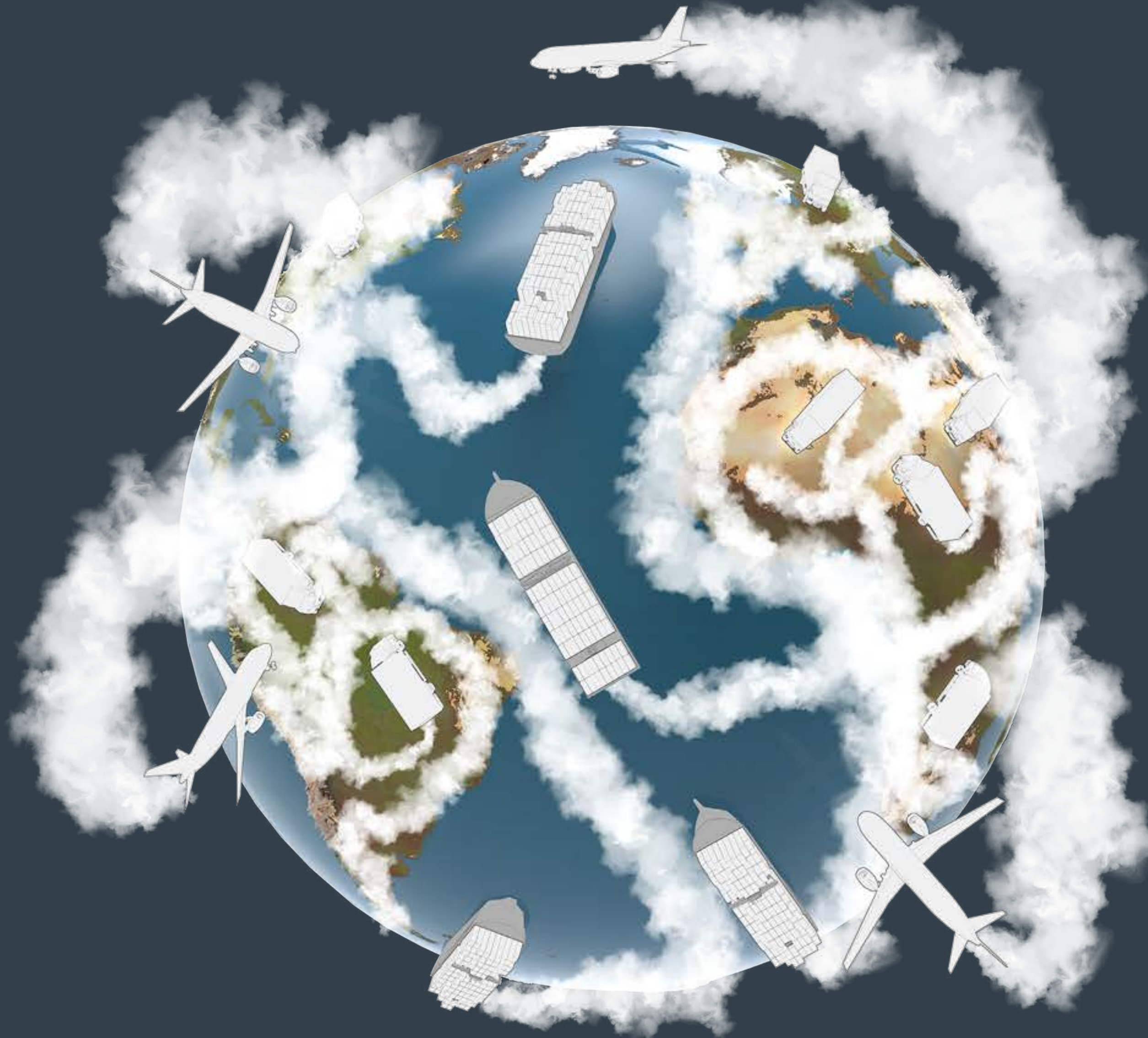
9% recycled

6.5 billion tonnes is already considered waste, half of which is estimated to have been used for less than 15 minutes. If you were to pile this waste across the UK and its islands, we would be standing up to our knees in it. We see this as a resource, not a burden.

If we continue with this Linear economy approach - 26 billion tonnes of plastic produced by 2050



Are Circular Economies too big?



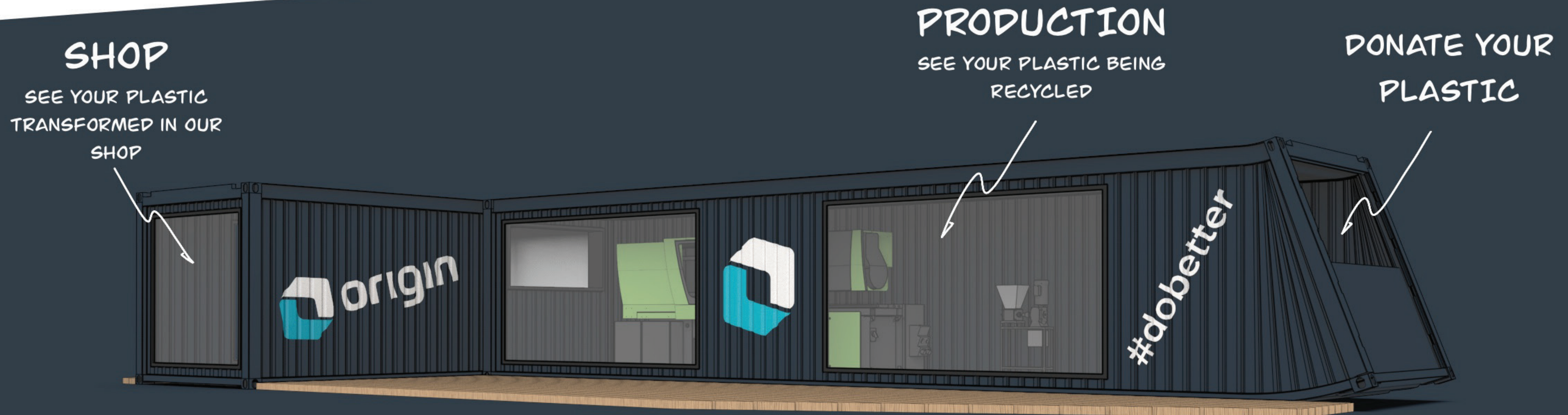
Currently, circular economies operate on such large scales that we collectively ship plastic waste around the planet to be recycled - think of the carbon footprint of that supply chain.

Scale leads to an opaque system that lacks transparency - leading to stories like the below breaking - which ultimately wears away at public trust.



The Origin Way

A network of decentralised hubs delivering micro-circularity. Collecting, recycling, transforming plastic waste at the source of plastic waste in the public eye. Local circular economies that negate the need to collectively ship plastic waste around the world and bring **transparency and trust** to plastic recycling.



The Power of Design

Human Centred Design is all about placing those we are designing for at the centre to create solutions that resonate and improve people's lives

This highly visible approach also enables us to leverage the power of design.

We believe that behaviour change is at the centre for meaningful change around our approach to resources.

Origin hubs are highly public, community spaces, designed to empower the public to effect visible change and promote trust - resulting in behaviour change around the public's perception to individually impact on the climate emergency.

Collaborations

Historic Environment
Scotland

Camphill School



10,000
facemasks transformed





THANK YOU

[Originthat.com](https://originthat.com)

[@originthat](#) on social media