

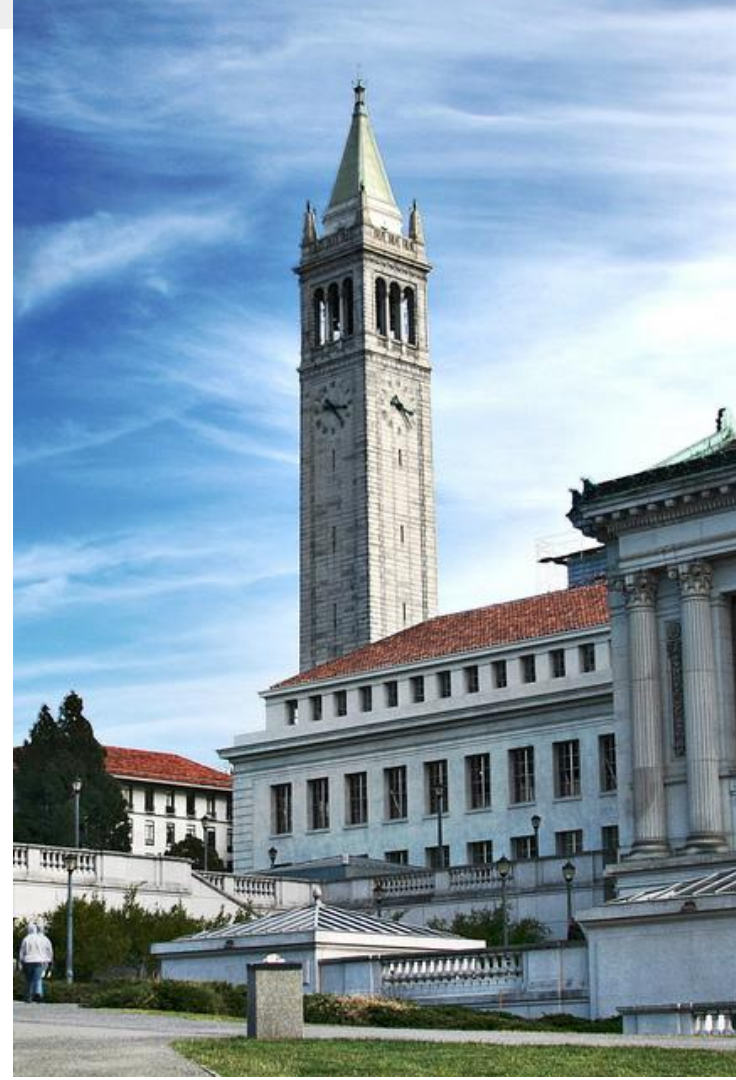
“**Deplastify The Planet**” is a project-based course designed to provide students with the opportunity to work alongside corporate partners to explore sustainable solutions for reducing plastic use.

The urgency of the climate situation is well-known, and solutions need to be uncovered in every industry. It is an ongoing effort, and it is key that all change makers incorporate sustainability at the center of their design process. Moreover, we believe the only way to create a long-lasting impact is by fostering all generations and industries to create systemic changes.”



**Berkeley** Sutardja Center for  
Entrepreneurship & Technology

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# Fall 2021 Projects



**Challenge #1 Elo Pak:** How might we reduce HDPE and PET plastic bottles in Fresh Dairy products at retail stores by introducing Pure-Pak® cartons alternatives as a way to reduce plastic and CO2 footprint?



**Challenge #2 Mondelez:** How might we redesign the Oreo packaging to make it more sustainable?



**Challenge #3 TOGG:** How might we create off-the-grid electric car charging stations with local solutions in Turkish rural areas and Africa?

**Challenge #4 Undisclosed partner:** How might we find a sustainable solution for the individual soap pod in South-East Asia?

**Challenge #5 Undisclosed partner:** How might we identify reinforcements for coatings/films to be used as artificial leather with a GWP 100 of zero?

## Fellowship projects:



**Challenge #6 Buoy:** How might we design and replace single-use food and beverage take-out containers with reusable, 100% recyclable containers made out of 100% recycled, ocean-bound-plastic in a circular economy?



**Challenge #7 Sway:** How might we collaborate with external stakeholders to successfully maximize our biodegradable product's diversion from landfill and into appropriate composting environments?

# Our disclosed partners for Fall 2021



Elopak is a leading global supplier of carton packaging and filling equipment for the liquid food industry. Sustainability is their guiding principle as they play a leading role in the industry for reducing carbon footprint and deliver the Science Based Targets in line with the Paris Agreement. Elopak is dedicated to reduce the quantity of plastic on the market and in the packaging cartons to offer 100% renewable, low carbon and easy to recycle packaging.



TOGG is a global USE-CASE MOBILITY™ provider whose intellectual property rights are owned by Turkey and will compete on a global scale. Founded on June 2018, TOGG will be the first non-classical born electric SUV manufacturer in Europe by 2022. They develop new generation electric and connected cars and create a mobility ecosystem around these cars. TOGG aims to reach 1 million production units by producing 5 different electric and connected models on a common platform by 2030.



Mondelez International is an American multinational food company, particularly active in the cookie and chocolate sectors, with operations in many countries around the world. By sales volume, it is the world's second largest player in the food sector.

## Fellowship partners:



Buoy is a product and design company dedicated to replacing single-use products made from virgin materials with 100% recyclable products made out of 100% recycled, ocean-bound-plastic in a circular economy on a global scale. Delivery services in influential markets are popping up to service avid takeout consumers who don't want to generate large plastic waste. These services have proved that circular economies can work, but their containers aren't environmentally viable solutions. Buoy is on a mission to solve that.



Sway is a venture-backed California biomaterials startup harnessing the power of seaweed to create compostable replacements for single-use plastics. They are focused on developing and scaling high-performance, seaweed-based, thin film LDPE replacements. Sway's technology drops into traditional plastic infrastructure, while simultaneously replenishing ocean health, sequestering carbon, promoting regenerative materials, and ultimately creating a more inclusive climate movement.

## Program Lead



Mathieu Aguesse (San Francisco)  
CEO Schoolab San Francisco, UC  
Berkeley Lecturer

"It shouldn't be a compromise between doing good or doing better, it should be both at the same time. Through our program we're constantly looking for ways to reinvent our consum habits and generate a real appeal for sustainable solutions. It will take some time to change our behaviors and influence companies in the right directions and engaging with the leaders of today and the leaders of tomorrow it's probably one of the best way to go!"



Maxime Damagnez (New York City)  
Deplastify The Planet Program  
Manager

"We have all come to realize the environmental and social crisis our generation is facing, and that neither political or individual initiatives would be enough to balance the impact we are having on our planet and ecosystems. All leaders, entrepreneurs, students, consumers have the power and responsibility to act and 'be the change we want to see in the world.'"



Priya Trivedi (San Francisco)  
Innovation Programs & Strategy, Microsoft

"The SchoolLab Program & The Deplastify the Planet initiative are the perfect opportunity to empower the incredible UC Berkeley Students to build impactful solutions. Over the semester, I worked closely with student teams to support them on their innovative journey of exploring sustainability solutions while helping them build strong entrepreneurial and innovation focused skills."



Celine Wherritt (San Francisco)  
Deplastify the Planet Course Coordinator,  
UC Berkeley

"Sustainable innovation is one of the most difficult yet rewarding challenges to explore because entrepreneurship and sustainability are seemingly contradictory. This class signifies that you don't have to sacrifice sustainability for innovation. Deplastify the Planet provides students from different backgrounds to come together and create a solution that will be critically considered with corporate partners."

**Submit a challenge, help deplastify the planet! [info@us.theschoolab.com](mailto:info@us.theschoolab.com)**