

Project title: TONTOTON

Project duration: At least one year

Geographic area of the proposed project: Phu Quoc, Hon Son, Rach Gia, HCMC.

Project idea: TONTOTON is a Plastic Neutralization Program that offers a sustainable and environmentally friendly solution to ocean plastic pollution. Businesses willing to neutralize their plastic footprint will be engaged in the following process:

- **Development of a neutralization plan**

Based on their documentation, we will help businesses to identify their overall plastic consumption and define the quantity they wish to neutralize.

- **Collection of ocean-bound plastic waste**

TONTOTON works under the strict standard of the Ocean-Bound Plastic Certification Scheme. It defines what Ocean Bound Plastic (OBP) is, where it can be collected from, who can collect it, and provides ethical and social guidelines. Moreover, a 3rd party control body will verify the amount of the collected OBP. We collaborate with local communities and waste pickers to rescue an equal weight of ocean-bound plastic (OBP) as our client's plastic consumption.

We collect all kinds of plastic made from petroleum and biosourced, with a focus on low-value and non-recyclable plastic waste. After collection, the waste is stored, weighed, and prepared in order to be valorized.

- **Valorization of the ocean-bound plastic waste collected**

We will transfer the collected OBP to our co-processing partner treatment facilities to be used as energy for cement kilns. This system enables us to avoid the use of natural resources by providing Alternatives Fuels and Raw Materials (AFRM). Moreover, all the ash is blended in the cement, creating zero waste.

- **The reward for sustainable efforts**

We will invite companies to share their commitment as a sustainable business preserving the environment by rewarding them with an international Neutralization Certificate, audited by a 3rd party, Control Union.

This Neutralization Certificate mentioning the number of tons of ocean-bound plastic rescued, on behalf of companies, will be available online in a public registry on the Zero Plastic Oceans website. TONTOTON will provide advice for marketing communication, CSR Reports, and more. Additionally, we will display the commitments of businesses on our social media platforms.

TONTOTON activities aim to deliver visible results of the work achieved to fight plastic pollution in Vietnam. The objectives of this program are to:

- Drastically reduce openly burned waste causing CO2 Emissions and dangerous air pollution for local communities.
- Rescue a large amount of ocean-bound plastic before reaching oceans to protect marine life and its ecosystem.
- Contribute to nature conservation such as Phu Quoc and Hon Son Islands by preventing a high volume of plastic to end up in landfills.



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- Reward committed companies with Neutralization Certificates to claim their achievements in the reduction of the plastic footprint.

Relevance to VB4E thematic areas

Our project is related to the concept of "PLASTIC WASTE MANAGEMENT" as our mission is to fight plastic pollution to protect Vietnam's natural resources.

Total Budget: US\$84,000/year

The budget depends on the plastic neutralization plan of the business.

However, TONTOTON Program is based on a yearly commitment with a minimum quantity of 10 tons per month to make a sustainable change for the environment and ensure a sustainable business model. Therefore, the price of our services is made as :

1 ton costs 700\$

700\$ x 10 tons = 7000 \$ MOQ for a month

7000\$ x 12 months = 84 000 \$ MOQ for a year

**two companies or more can join forces and reach the minimum requirement. Each company will get a separate certificate based on its contribution to reducing ocean plastic.*

Co-financing: N/A

Please contact the coordinator at VB4EAlliance@gmail.com for further information if you are interested in the project idea.