# Plastic Free Planet · Air & Environment

# Plastic Free Planet

**Country:** Costa Rica · Puerto Viejo **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Private Beta **Team Size:** 5 **Website:** — **Founder:** Beate Heycke

## Elevator Pitch

Plastic Free Planet promotes sustainability through environmental education, beach cleanups, and recycling to reduce ocean plastic pollution while creating local jobs and community development.

## Climate Problem

We address plastic pollution and deforestation in Caribbean coastal regions by recycling plastic waste into durable plastic wood for construction, reducing ocean pollution and lowering demand for timber, helping protect ecosystems and biodiversity.

## Solution

We recycle plastic bottle caps into crafts, and our main solution is scaling production of plastic wood from mixed plastic waste. This reduces ocean pollution and deforestation by replacing timber in construction with a sustainable alternative material.

## Revenue Model

We generate revenue by selling plastic wood as a sustainable building material to the fast-growing construction sector, replacing timber. We also sell upcycled crafts from bottle caps, creating income streams from both recycled materials.

# Target Market

Our target market is the local and regional construction sector in the Caribbean, including builders, contractors, and developers seeking affordable, sustainable alternatives to timber. We also sell upcycled crafts to eco-conscious consumers and tourists.

# Social Impact

People of African Descent, Indigenous Peoples, Women

# Demand Evidence

We confirmed demand through outreach to local businesses, which have shown interest in buying locally produced plastic wood. Demand for affordable building materials continues to grow in the region.

# Competitors

In Costa Rica, plastic wood competitors are limited and mostly small regional initiatives such as Eco Tárcoles and Ecowood. This creates a strong opportunity for us to scale and meet growing demand for sustainable construction materials in the region.

# Founder Expertise

We bring 15+ years in environmental education and recycling, building community recycling centers, supporting sorting facilities, and supporting Blue Flag and CST certifications.

# External Support

We received a Change X grant in 2025, which helped us purchase two mini injection machines and new molds for our workshop and to secure production of our crafts program.

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*Source: ClimateLaunchpad 2026 Application · App ID: 9118 Ingested: 2026-05-25*

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Revisión #5
Creado 2026-05-25 17:44:45 UTC por Angelica Diaz
Actualizado 2026-09-18 19:18:18 UTC por Angelica Diaz