

Within a few years the weight of plastic waste in the ocean will be the same as those of all fishes. The underwater world will be irreversibly destroyed through growing plastic pollution. About 675 tons of plastic garbage is disposed in the oceans every hour – leading to isles of plastic reaching the size of Europe. As a comparison, this amount of garbage corresponds to one thousandth of an average German inhabitant's annual waste generation. On the landside a similarly dramatic picture can be drawn. There is a total of 250,000 tons of non-recycled garbage on Koh Samui, an island that is not even as big as the city of Munich.

In cooperation with the local population, we want to start a sustainable, entrepreneurial solution and thereby fight against the plastic bottle.

The aim of the project team is to establish a reusable system for glass bottles on a Thai island. The introduction of returnable glass bottles will reduce the usage of plastic bottles in the long-term. Not only hotels, restaurants and bars will benefit as customer of such an innovative and green product. The future oriented business model also allows to create new employment possibilities for local people that are sharing our vision.

Some luxury resorts are environmentally pioneers and already use their own glass bottles in combination with water treatment systems of Eco Pure Waters, which is the biggest water treatment and filling system provider in South East Asia. We are proud to have Eco Pure Waters as one of our partners. The technology of those systems is based on a very flexible and also holistic concept: depending on the source, the water is purified to drinking water and directly filled in glass bottles.

The business Modell works as follows:

At first, existing water treatment technology will be used. With this resource the extension of the returnable glass bottle system on additional hotels is realized. The offered service also contains collection and cleaning of the bottles. Customers, e.g. hotels or bars, are motivated to return the bottles by deposit and therefore keep up the circulation system of bottles.

With well-filtered water, perfect, high-quality and robust glass bottles local gastronomy can offer their customers an attractive and innovative product. Our holistic concept counters the single use and throw-away mentality. The illegal waste disposal in the area of hotels that are part of our system will be reduced immensely.

Seven Munich students from different fields of study are forming the core project team. We are motivated to make use of our knowledge regarding logistics, finance, marketing and especially our creativity and infectious entrepreneurial spirit. Let's create a sustainable positive effect on human's lives and environment!

Classic – shaping a sustainable world