

Plastic Punch (PP) was founded in January 2018 by a group of seven young international advocates and aims to promote the circular economy and environmental protection, particularly marine conservation, to support sustainable development that affects future generations. PP's goal is also to inspire behavioral change towards sustainable waste management practices with a focus on plastic pollution reduction through citizen knowledge and awareness-raising.

The NGO started its projects in Ghana, which is home to rich flora and fauna, more specifically sea turtles, a critically endangered species that comes to its coasts annually to lay its eggs. As observed during the turtle monitoring sessions carried out by the PP team, the amount of waste on the beaches directly harms the turtles, as they have to nest amidst considerable amounts of plastic waste and can die from ingesting plastic floating in the water. The NGO's characteristic activity is the beach cleanups: they are the most direct instrument to improve the turtles' nesting environment and the good sanitary condition of the beach, but also serve as a strategy for raising awareness towards behavioral change.

The NGO's educational activities are implemented through entertainment ("Edutainment"), and there is strong community involvement, as they are the ones directly affected by the cleanliness of their surroundings. Plastic Punch believes that systemic change begins with informed and engaged communities. Therefore, our work combines advocacy, education, research, and direct action. Whether they co-develop voluntary pacts with companies to reduce plastic consumption, conduct beach monitoring through citizen science and research, develop alternative packaging solutions, or organize creative awareness campaigns – their goal remains the same: to fight back against plastic pollution with innovative, inclusive, and impactful solutions.

The waste-to-energy initiative is intended to be an educational model that reflects multiple factors. It creates a renewable energy source as well as jobs and serves as an example of how waste can be utilized and contribute to the circular economy. In Ghana and throughout Africa, coconut husks are discarded as waste, contributing to environmental problems. Yet, this byproduct actually offers immense potential as a sustainable, cost-effective energy solution. Plastic Punch aims to convert coconut husks into biomass – a cleaner, renewable energy source for communities and potentially for industries as well. This initiative is not just about energy, but also about improving lives, protecting the environment, and creating economic opportunities for vulnerable populations.

