



Press Release From Beach to Big Bags: Strengthening Danish-Indian Collaboration for Sustainability

The *From Beach to Big Bags (FBBB)* initiative officially launched in January 2025. Funded by Danida Green Business Partnerships (DGBP), the project unites Danish and Indian partners to create a socially and economically sustainable value chain that transforms ocean-bound and land-based plastic into recycled polypropylene (rPP) big bags.

Led by Ocean Plastic Forum, in collaboration with Kabadiwalla Connect, Gleco A/S, and Desmi Ro-Clean A/S, FBBB aims to establish a scalable recycling model for rPP, sourced from inland waste collected by the informal sector and ocean-bound plastic gathered through barrier systems. This approach not only tackles the growing plastic crisis but also supports economic empowerment within local communities.

"Kabadiwalla Connect is thrilled to be a part of the FBBB initiative," says Siddharth Hande, CEO of Kabadiwalla Connect. "This project aligns perfectly with our mission to empower informal waste collectors and integrate them into formal recycling systems. We believe that by providing fair wages, access to insurance, and improved working conditions, we can create a truly sustainable and inclusive circular economy that benefits both people and the planet."

"This project is a great example of how international value chain collaborations can drive real change," adds Thomas Alstrup, Head of Secretariat at Ocean Plastic Forum. "By combining the expertise of each partner, we can ensure that significant amounts of plastic waste are recovered from coastal areas and integrated into scalable business models that support the circular economy."

Tackling Plastic Pollution with Scalable Solutions

Operating in coastal peri-urban communities around Chennai, Tamil Nadu, FBBB focuses on developing scalable solutions to manage and recycle plastic waste while supplying sustainable big bags for industrial use. Desmi Ro-Clean's trash barriers will capture plastic waste before it reaches the ocean, while Kabadiwalla Connect will mobilize the informal waste collectors, ensuring fair wages and helping waste collectors access their entitled insurance benefits. The collected plastic will be processed into rPP pellets, with an initial supply of 20 tons to Gleco A/S. This key step aims to demonstrate the commercial viability of recycled industrial packaging, with a long-term goal of scaling operations and establishing a continuous supply chain.

"At Gleco, we are very excited about the prospects of the project," says Anders Holm, COO of Gleco A/S. "By integrating recycled polypropylene into our supply chain, we are demonstrating that sustainability and high-quality production can go hand in hand."

Beyond environmental benefits, FBBB seeks to establish a financially sustainable business model. The project demonstrates that recycled industrial packaging is a scalable and profitable solution, inviting industry stakeholders to join in expanding sustainable supply chains.





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About the Partners

Ocean Plastic Forum: A Danish non-profit association with the aim to develop value chains for ocean plastic waste removal and recycling. <u>www.oceanplasticforum.dk</u>

Gleco A/S: International supplier of industrial big bags with headquarters in Denmark. <u>www.gleco.dk</u> **Desmi Ro-Clean A/S**: Based in Denmark and expert in proven pollution clean-up solutions for Oil Spill, Seaweed & Clean Waterways. <u>www.desmiro-clean.com</u>

Kabadiwalla Connect: Integrates informal waste collectors into decentralized waste management solutions and technology for cities in the developing world. <u>www.kabadiwallaconnect.in</u>

For more information about the project: <u>www.oceanplasticforum.dk</u>