

100% BIODEGRADABLE DISHES MADE WITH RECYCLED WASTE MATERIALS IN COLOMBIA

The [Lifepack company](#), based in Cali (Colombia), contributes to the care of the environment manufacturing biodegradable dishes made with recycled paper and natural fibers, such as the crown of pineapples and corn husks, which come out of the harvesting process carried out by the farmers of the region.



An added value of the innovation is the idea of embedding the dishes with seeds that germinate into fruits, vegetables and herbs, when they are discarded. [The consumer can plant the plate in the soil](#), in their gardens or in local or communal green areas, water it, and 70% of plates germinate into a plant in 8 days.

The new material is 100% biodegradable. If the consumer throws the plates out, they will biodegrade within three weeks on average, greatly reducing the polluting impact of the plastic waste and polystyrene that can take up to 1,000 years to disappear.

In the LikePack website the [catalog of the company's different biodegradable products](#) is available.



The enterprise, initially called Provokame and founded in 2009 by Claudia Isabel Barona and Andres Benavides, was looking to design a zero-waste and environmentally-friendly product to replace the more common plastic and polystyrene equivalents. The Colombian academic institutions *Universidad los Andes*, *Universidad Icesi*, and *Pontificia Universidad Javeriana* have partnered with Provokame providing financial and business advice and favoring a public recognition of their entrepreneurship project. This company was a pioneer in finding alternatives to the growing use of plastic materials for food, to solve the great problem of discarding disposables and wastes generated in the environment.



Based on the data evidenced by the company, 96,000 plates of plastic and polystyrene are being replaced per year thanks to the work of Lifepack, reducing more than 5 tons of greenhouse gas emissions and reducing plastics waste by 1,000 kg per year. Each plant that germinates filters up to 1 ton of CO₂, causing a positive effect on the carbon footprint. For every 1,000 germinable packages produced, they save 88% of water consumption and up to 70% of the energy consumed in a production process with traditional non-renewable raw materials. Lifepack products are biodegradable, compostable and sustainable.



The Lifepack company, however, in addition to all the mentioned benefits to the environment, has managed to promote a productive chain that involves the farmers and groups of women of the territory who participate in the generation of the company's products, providing a significant social value.

In particular, working directly with the farmers, the company offers them a sustainable and financially attractive solution to manage their agro-industrial waste of pineapple crops previously discarded, turning it into vegetable pulp. Moreover, Lifepack also generates more than 60% of indirect jobs for low-income mothers who have been trained by the company. They work from home and receive payment for each unit produced.

Considering the innovative approach to waste management and climate change mitigation, and for the entrepreneurial approach and commitment to promote women's empowerment and gender equality, the company has been rewarded in [2013 by the Gender Equality SEED Award](#).

In the SEED website an interesting [case study which presents the story of the company](#) is available.

In 2009 the first and key strategic partner of the enterprise was a local business called *Papel y Color de Colombia* (Papelyco) and in 2014 Provokame and Papelyco merged to form a new company called LifePack. The latest partnerships were established with two sponsor organizations from St. Louis, USA: the social business incubator Arch Grants and the agricultural laboratory Yield Lab. These new partners helped LifePack for the research and design of new products and to enter the American market.

Lifepack is planning to expand its market to the United States, Europe, and Canada, where organic and fair-trade products are very popular and increasing in demand. Meanwhile, the company is intensifying its work on sustainable production and consumption in Colombia in an effort to further develop the domestic market and maximize the social impact of their work.

The campaigns launched by the United Nations and international organizations to [Beat Plastic Pollution](#) and the commitments made by many governments to find alternative solutions to the indiscriminate use of plastic materials represent today a new positive scenario for the work of this company that experiments innovative solutions for the environment, involving agricultural producers and the social actors of the area where it operates.

To know more

[LifePack website](#)

[Lifepack products](#)

[Lifepack in Facebook](#)

[Lifepack in Facebook and photos](#)



[2013 Gender Equality SEED Award](#)

[Case study in seed.uno website](#)

[Lifepack in aim2flourish.com](#)

[Papelyco in Twitter.com](#)

[Germinable plates in Alibaba.com](#)

[Article in calicreativa.com](#)

