

NOTPLA INNOVATIVE SUSTAINABLE PACKAGING FROM SEAWEED IN UNITED KINGDOM

May 2025

[Notpla is a family of regenerative packaging materials, made from seaweed and plants.](#) Behind these products is a company of the same name, deeply committed to making the planet a healthier place.

[Notpla was one of five companies to be announced in 2022 as winners at the Earthshot Prize award.](#)

The start-up Notpla, based in London (United Kingdom) was founded by Pierre Paslier and Rodrigo Garcia Gonzalez in 2019, based on their research and development work to find an alternative and sustainable solution to the use of single-use plastics that generate large amounts of waste on the planet.

To address this issue at its source, Notpla has created an innovative food container with a 100% natural seaweed coating, breaking away from traditional containers laden with enduring petrol-based coatings.

Seaweed's natural properties allow the entire package to be composted at home or given a second life through recycling, diverting waste away from landfills with a safe and eco-friendly disposal route, subsequently reducing the prevalence of plastic pollutants in the environment. Where conventional containers have petrol-based coatings that stick around forever, Notpla has created a 100% natural seaweed coating. Once finished, the whole package can be composted and disappears without a trace, just like a fruit peel.

Just 9% of all the plastic ever produced has been recycled and 12% has been incinerated. The rest lies in landfills or has been dumped into the oceans. Notpla is an alternative to plastic made from seaweed and plants and the innovation of Notpla comes from the forests below the sea. Seaweed grows quickly, and needs no freshwater, land or fertiliser. It captures carbon and makes the surrounding waters less acidic. Seaweed forests are biodiverse, and can even filter out pollution from human activities. The more we grow of it, the better the effect.

The products of the innovative company Notpla include a plastic alternative called "Notpla" made from seaweed, coating for takeaway boxes, film, paper made from seaweed pulp, and a rigid plastic alternative, also made from seaweed. Notpla is working for new materials in development that could one day replace single-use plastic



packaging applications across various industries and at a global scale. The company is continuing to research and develop new formats and solutions, with flexible films and rigid materials in the pipeline.

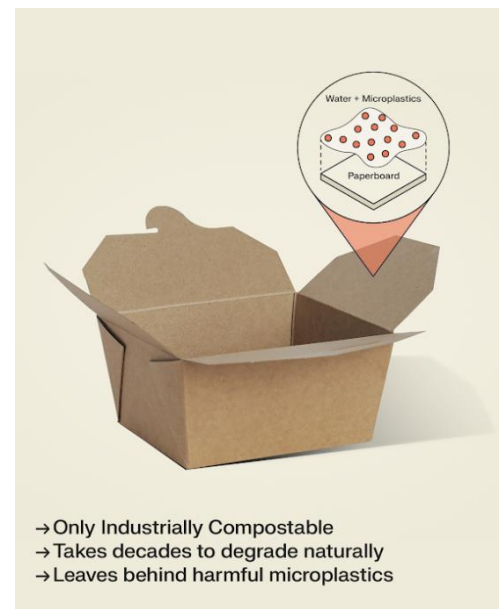
Seaweed-based packaging is rich in minerals and fibres, providing the strength and flexibility to create film, coating, and moulded products. Beyond its physical properties, seaweed thrives in harmony with its marine habitat: with its ability to sink carbon, sustain marine biodiversity, employ women, and unlock value chains, seaweed farming demonstrates how development, climate, and nature work together to generate value and uplift communities.

Through the project *Seaweed Breakthrough*, Notpla also promotes sustainable seaweed aquaculture, the conservation of wild seaweed stocks and associated biodiversity on a global level. Regenerative seaweed aquaculture is a powerful tool for climate change mitigation and adaptation. It is crucial that the increase in seaweed production to meet our future needs is carried out in a manner that maximises the advantages to both humanity and the environment. Notpla participates in various international initiatives to establish a seaweed supply chain that is regenerative, resilient, safe, and equitable.

Since winning the Earthshot Prize in 2022, Notpla has scaled its team rapidly to keep up with growing demand. In particular, they have reached the following results:

- Since winning the Earthshot Prize, Notpla has grown its team to keep up with demand. The company has invested some of the Prize money in R&D, such as a machine to create a rigid form of Notpla material: 'Notpla Rigid'. It is developing its mass production capabilities to prepare for greater scale and to improve production efficiency as it forges new partnerships with larger companies.
- Notpla has replaced 4.4m units of plastic with Notpla products in 2023. Its packaging is the first and only material worldwide to have been recognized as being plastic-free under the European Single Use Plastics Directive. Commercial partnerships are growing in number, too. The company is working with Bidfood UK, has partnered with Just Eat in Spain and Belgium and supplied products to dozens of sporting events.
- In 2023 Notpla replaced 4.4m single-use plastic units with Notpla products, double the total achieved in 2022. This means that in 2023 it displaced the equivalent of 8.5 tonnes of plastic waste and avoided 250 tonnes of CO₂e emissions, double those avoided in 2022. As it has grown it has also expanded its team, creating 17 new green jobs.
- The Earthshot Prize's Global Alliance has supported in multiple ways. Deloitte, for instance, has jointly launched a project with Notpla to develop a strategy for their flexible packaging film. Bloomberg has become a customer of Notpla and featured the company on Bloomberg Philanthropies' 'Follow the Data' podcast. Herbert Smith Freehills, meanwhile, has provided pro bono legal support for the company's pipeline of commercial agreements.

The Impact Report 2023 of Notpla presents useful information about the main results achieved. The Company collaborated with the World Economic Forum and published a joint statement ahead of the UN Global Plastics Treaty negotiations. As leaders of this coalition, they aspire to inspire policy and public opinion, encouraging the adoption of natural packaging solutions to combat plastic pollution more effectively.



[As the Company highlights in a post in LinkedIn.com](#), looking for circular solutions that can help reduce the weight of waste on the planet, at Notpla they do not just reduce waste - they make it disappear. Their natural, seaweed-based materials leave no trace, serving their packaging purpose before returning to the earth. No microplastics. No toxins. The opportunity for cutting waste is very real, not some far-off concept.

To know more

[Notpla website](#)

[Notpla shop](#)

[Notpla collections](#)

[Notpla Impact](#)

[Notpla food containers](#)

[Notpla Impact report 2023](#)

[Article 2022 in Earthshotprice.org](#)

[Notpla in Facebook.com](#)

[Article in bbc.com](#)

