



effect

THE INNOVATION EXPERIENCE

# THE PLASTIC CHALLENGE

**LEVERAGING YOUR ECOSYSTEM TO TACKLE  
CHALLENGES IN SOCIETY**

SAP



NATIONAL  
GEOGRAPHIC

HET  
**PLASTIC**  
DILEMMA

*'We moeten  
nadenken over  
hoe verwend we zijn  
en hoe ons afval in  
de natuur belandt.'*  
'VERPAKKINGSPROFESSOR'  
ROLAND TEN KLOOSTER

LEED DOOR  
WILDLIFETOERISME

HIJRA'S: TRANSGENDERS  
IN BANGLADESH



effect



**SAP** **Plastics Challenge**



TARONGA

ZOOLOGICAL PARK

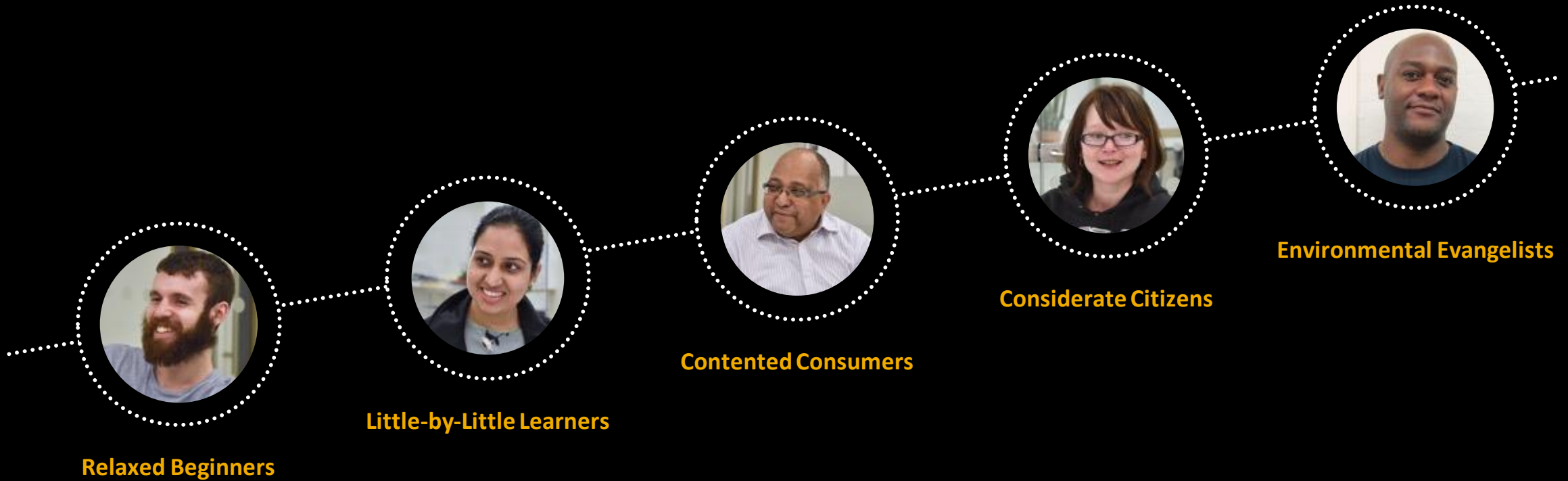
1916

TARONGA ZOO'S HISTORIC UPPER  
ENTRANCE RESTORATION

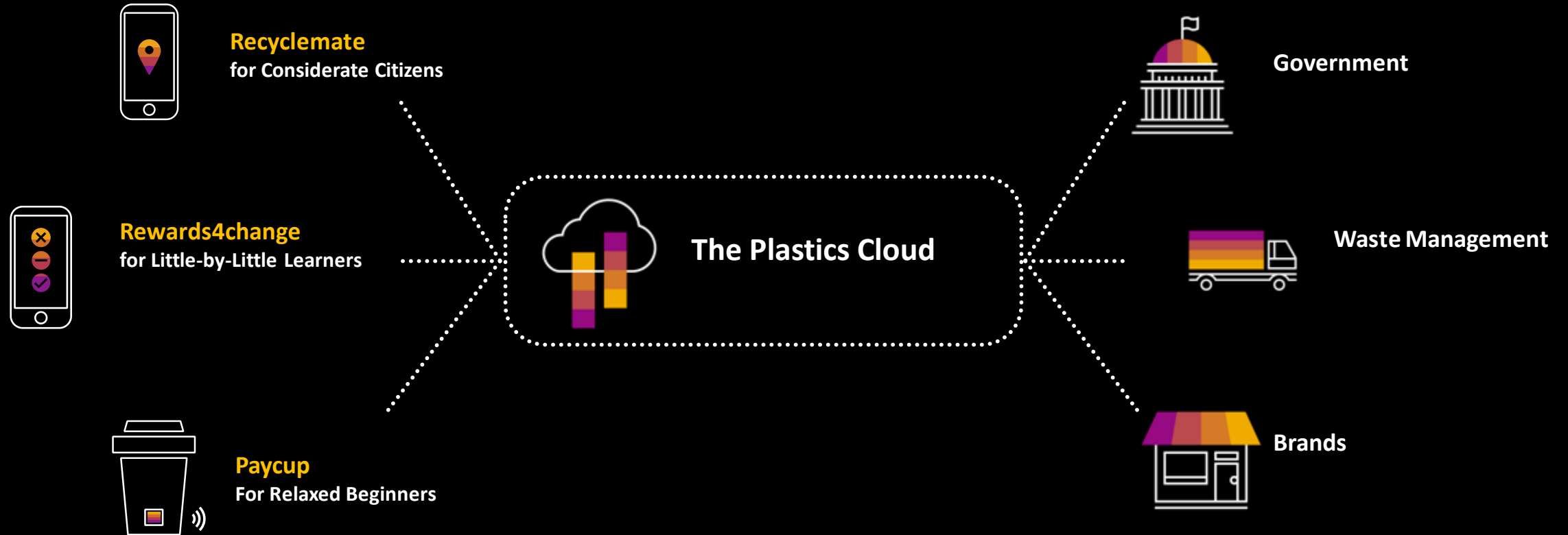
TARONGA  
ZOOLOGICAL PARK  
DEDICATED TO THE PEOPLE OF THE  
TARANAKI DISTRICT BY THE  
HON. J. H. M. PRENDER, M.P., M.A.  
1916

CELEBRATING  
100 YEARS

# Start with humans



# Initial concepts into prototypes



# Now what?

- As an **INDIVIDUAL**
- In your **ORGANISATION**
- With your **ECOSYSTEM**



## CONTACT US

Please get in touch if you have any inquiries

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