

February 25, 2021

Innovative waste tech
for eliminating plastic pollution



Fujio Kojima, Founder

Pirika Inc. (for-profit) and Pirika Assoc. (non-profit)

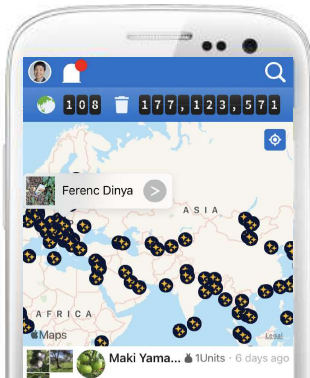
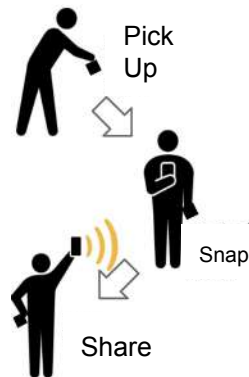


Pirika's Solutions for Plastic Waste

PIRIKA



Anti-Litter App *Pirika*



The world's largest waste cleanup social media platform.

<https://en.sns.pirika.org>



Urban Litter Survey *Takanome*

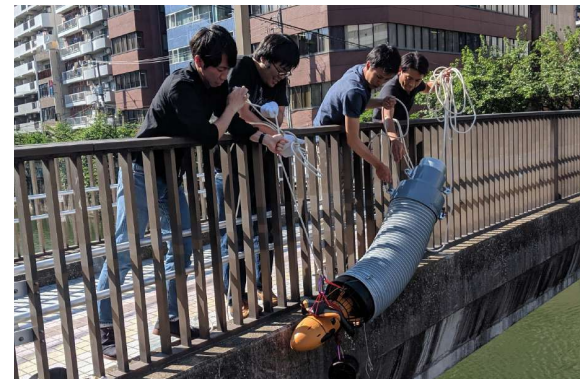


Tracks litter distribution through AI & smartphone.

<https://en.research.pirika.org>



Microplastic Survey *Albatross*



Low cost micro plastic survey system can be used anywhere

<https://en.plastic.research.pirika.org>



Litter Cleanup Social Media Platform “Pirika”

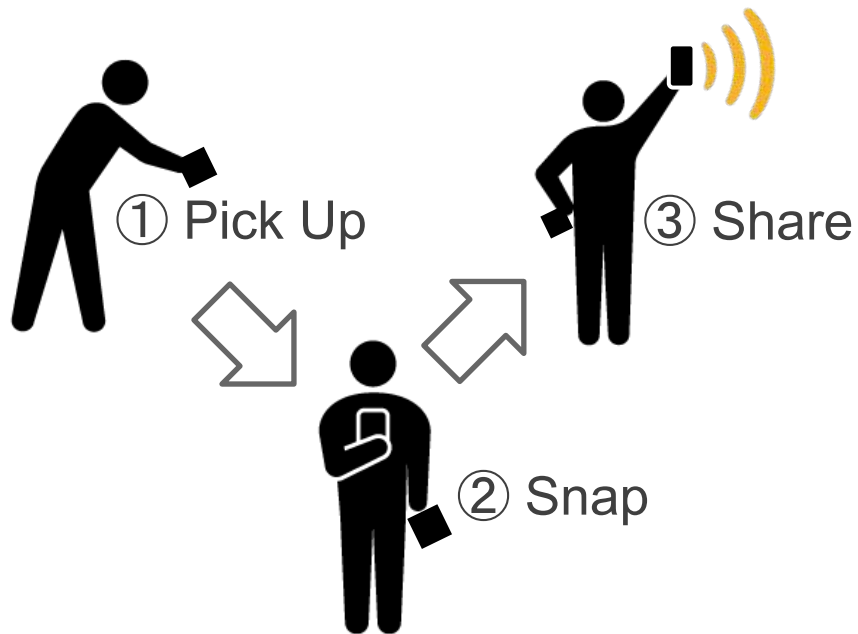
PIRIKA

Over **170 million** pieces of waste removed from **108** countries

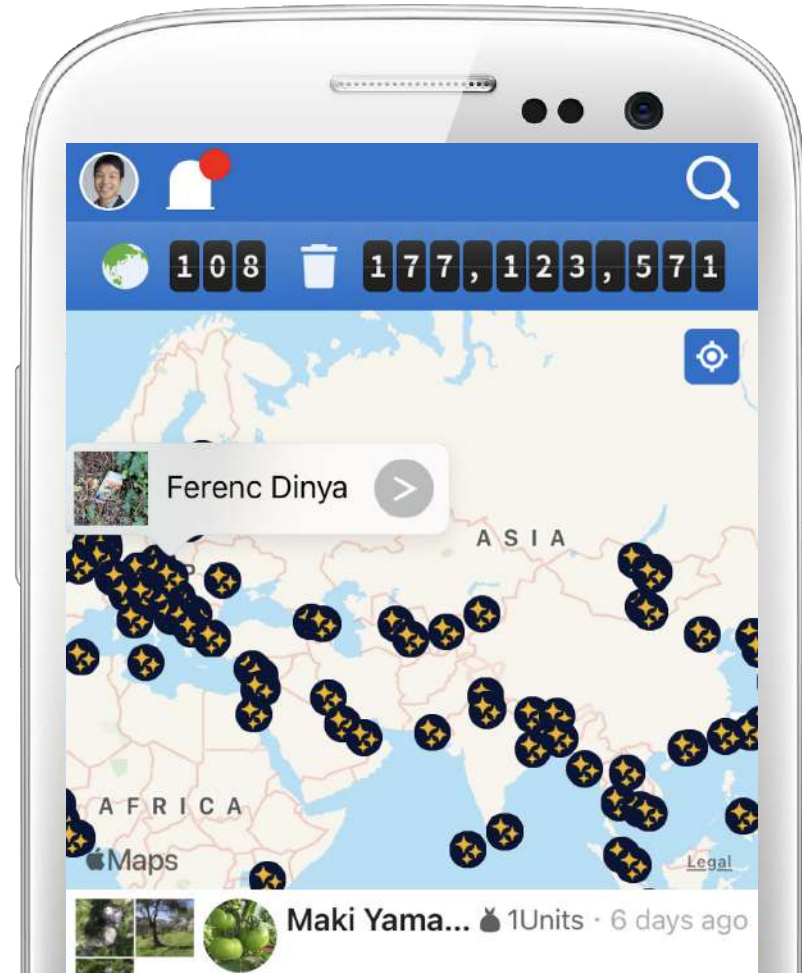


Anti-Litter App “Pirika”

PIRIKA



By visualizing previously unseen litter, Pirika actively encourages cleaning efforts by ordinary people



Litter Cleanup Social Media Platform “Pirika”

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Popular with Businesses and Municipalities

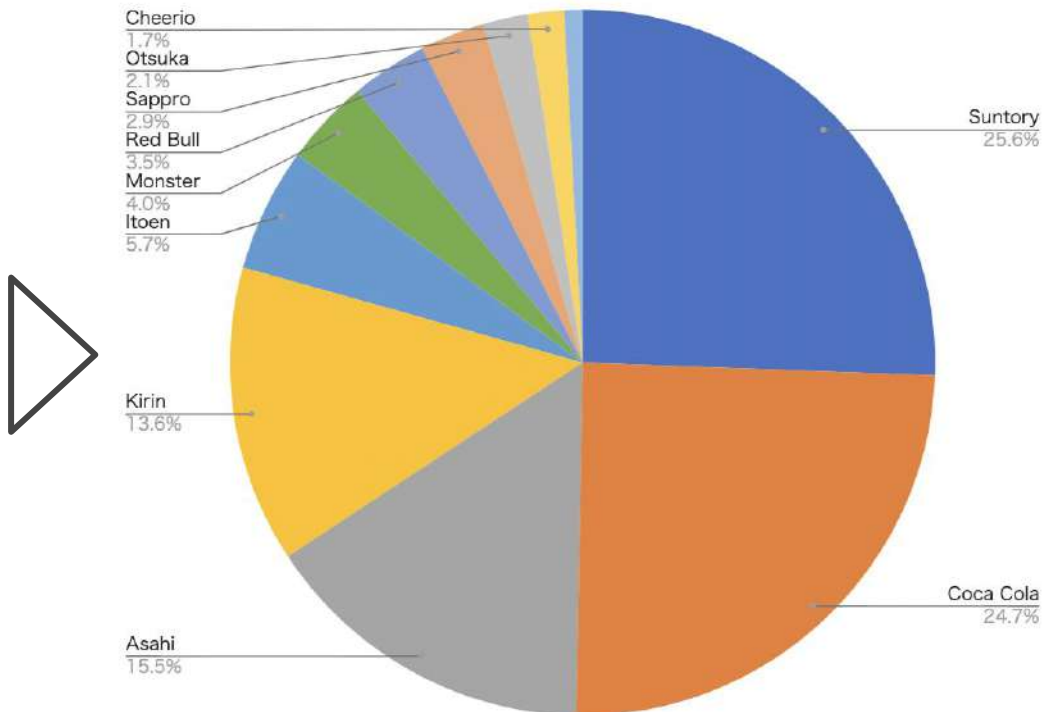
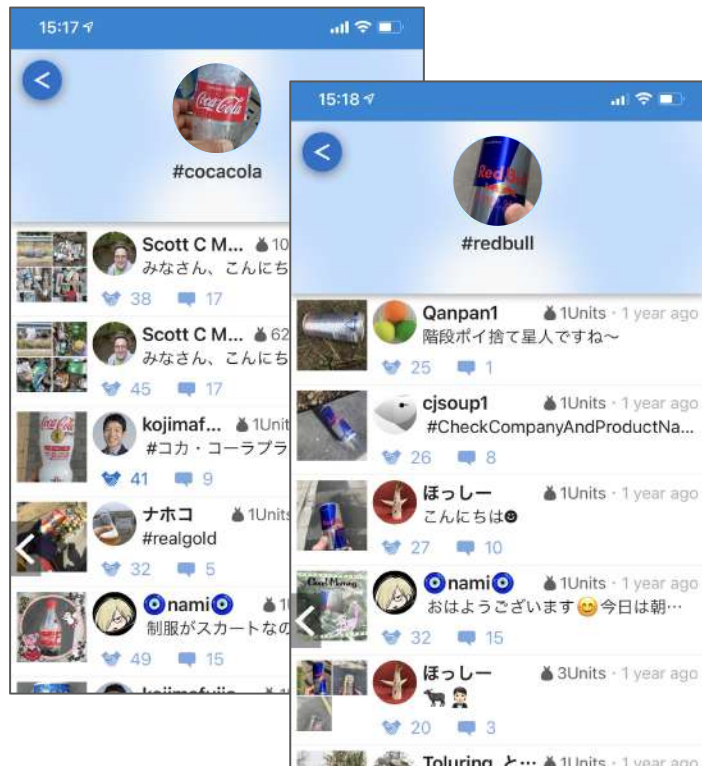
In addition to individual users

- 7 municipalities
- Over 700 businesses and organizations use Pirika

To date, the app has over 800,000 active users



Compiling Waste Cleanup Databases

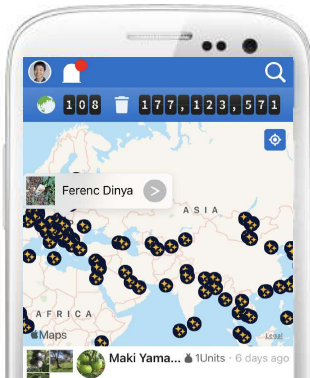
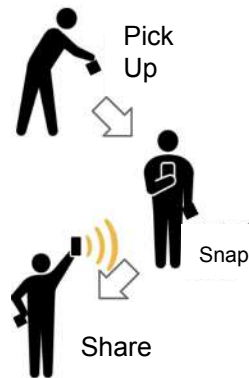


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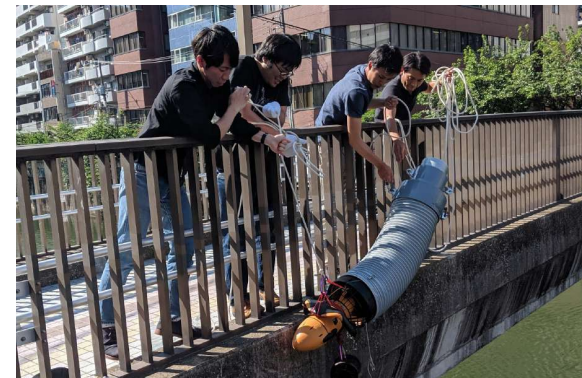
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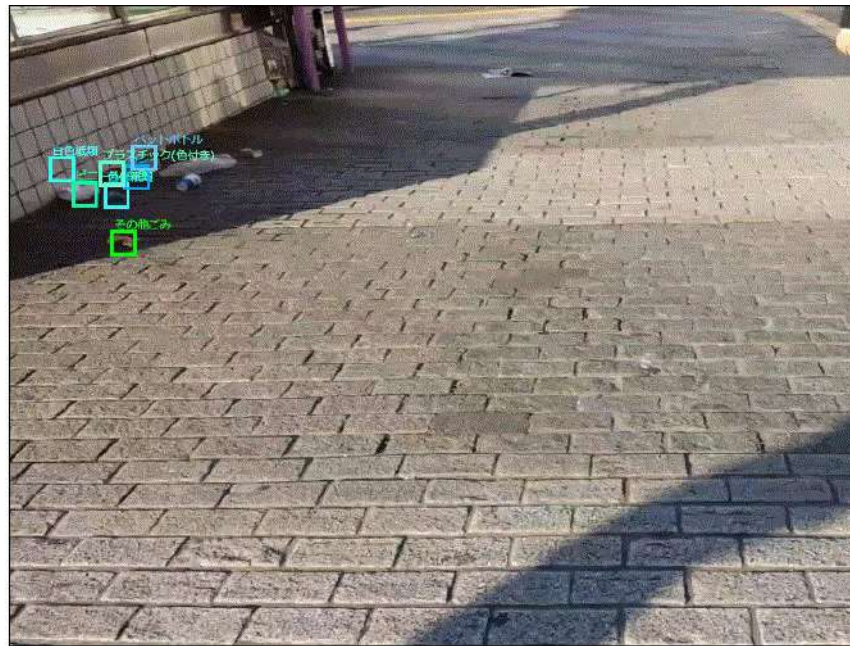


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Urban Litter Survey “Takanome”

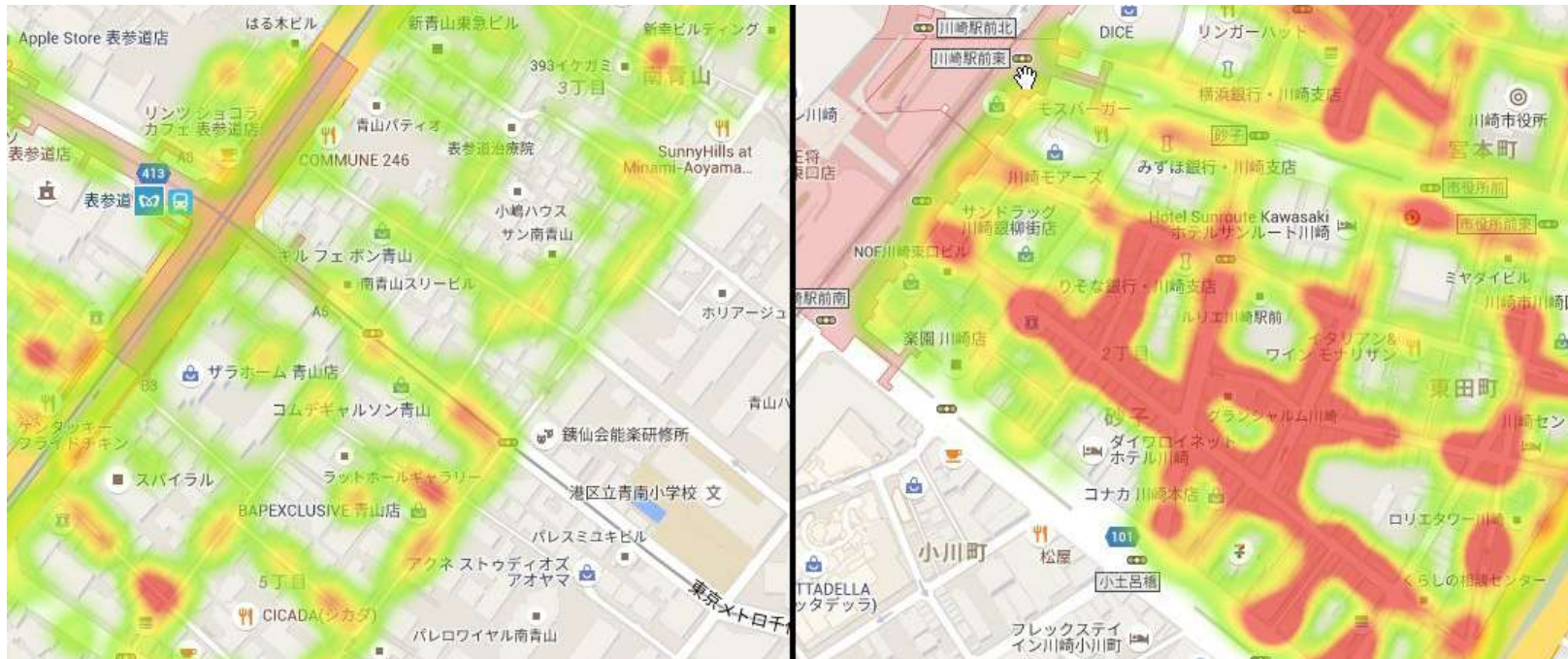


① Capture target areas with a smartphone



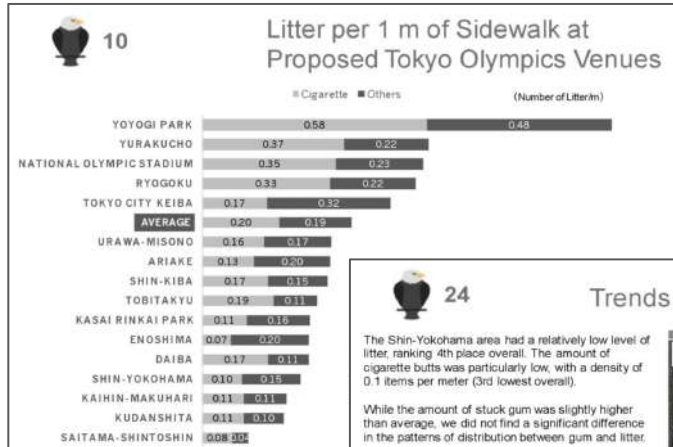
② Identify litter using video and visual analysis

Urban Litter Survey “Takanome”



③ Heat map visualization provide useful insight to inform future sanitation policy

Providing In-Depth Litter Analytics



Governments

Tobacco companies

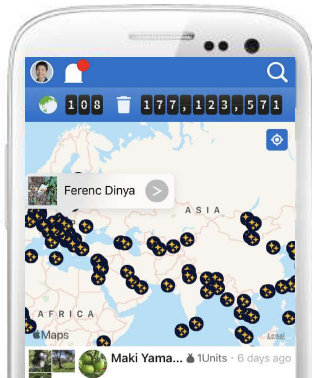
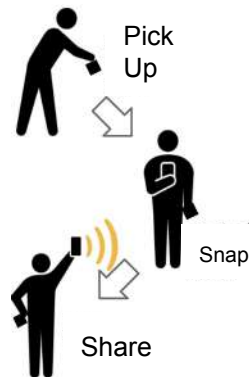
Beverage companies

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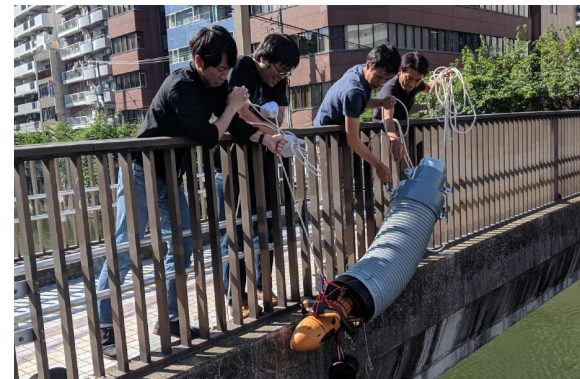
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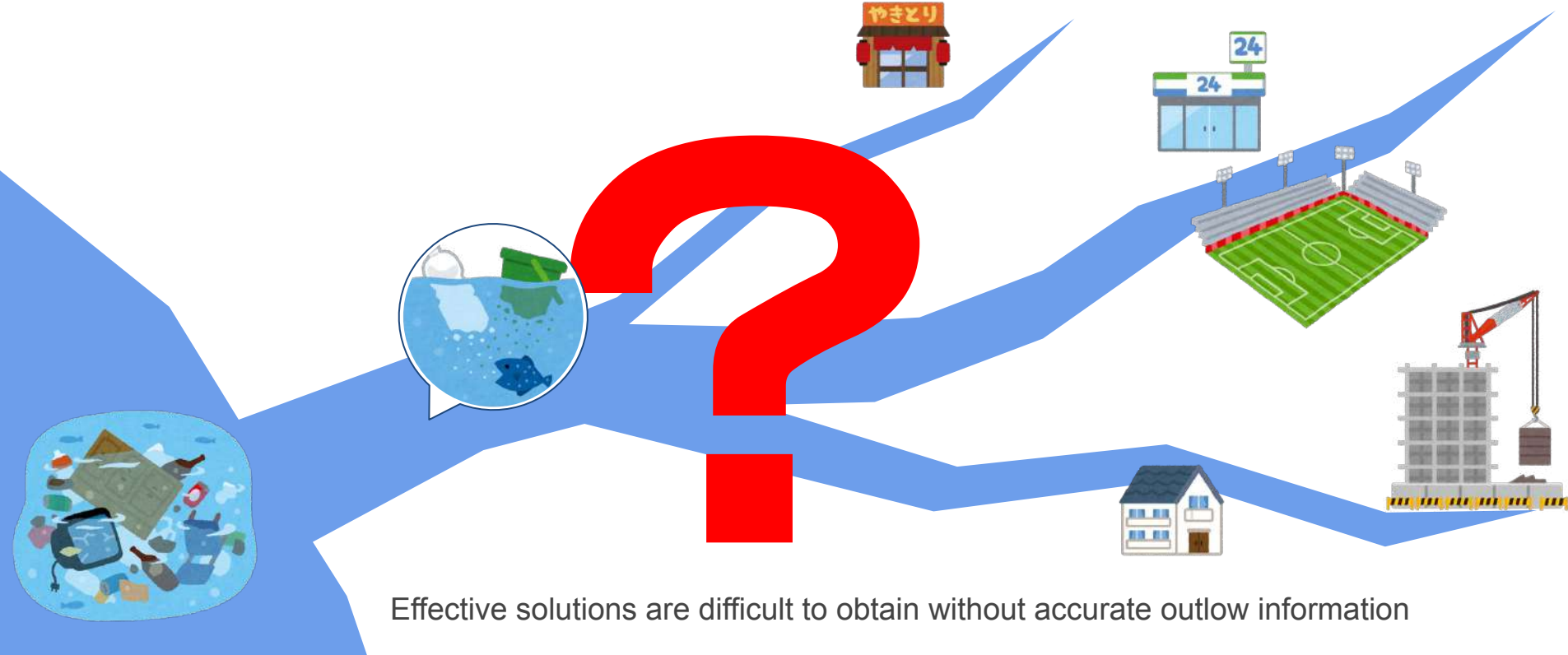


Low cost micro plastic survey system can be used anywhere



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Researching Outflow Mechanisms to Reduce Microplastic Pollution



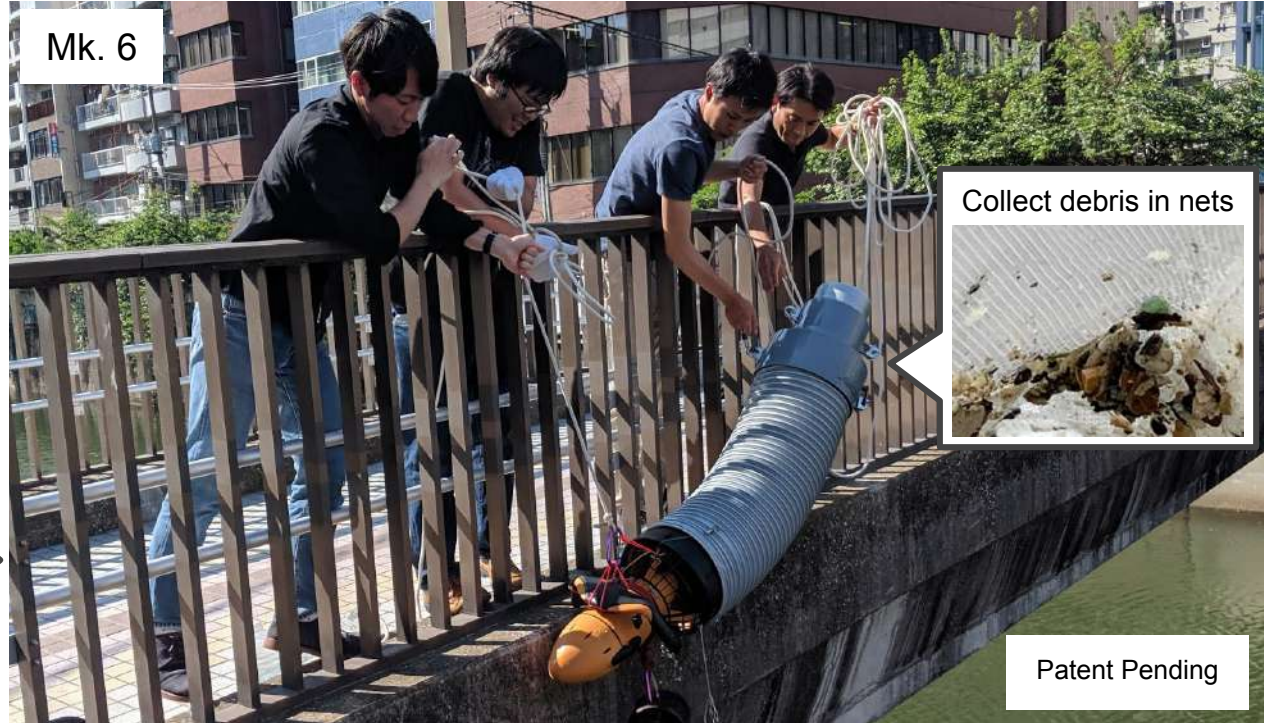
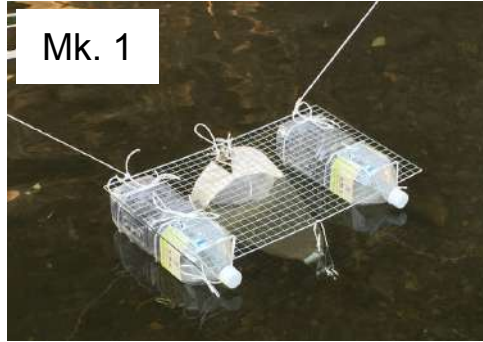
Boat sampling is **expensive** and its reach is **limited**



Developing a Microplastic Sampling Device

PIRIKA

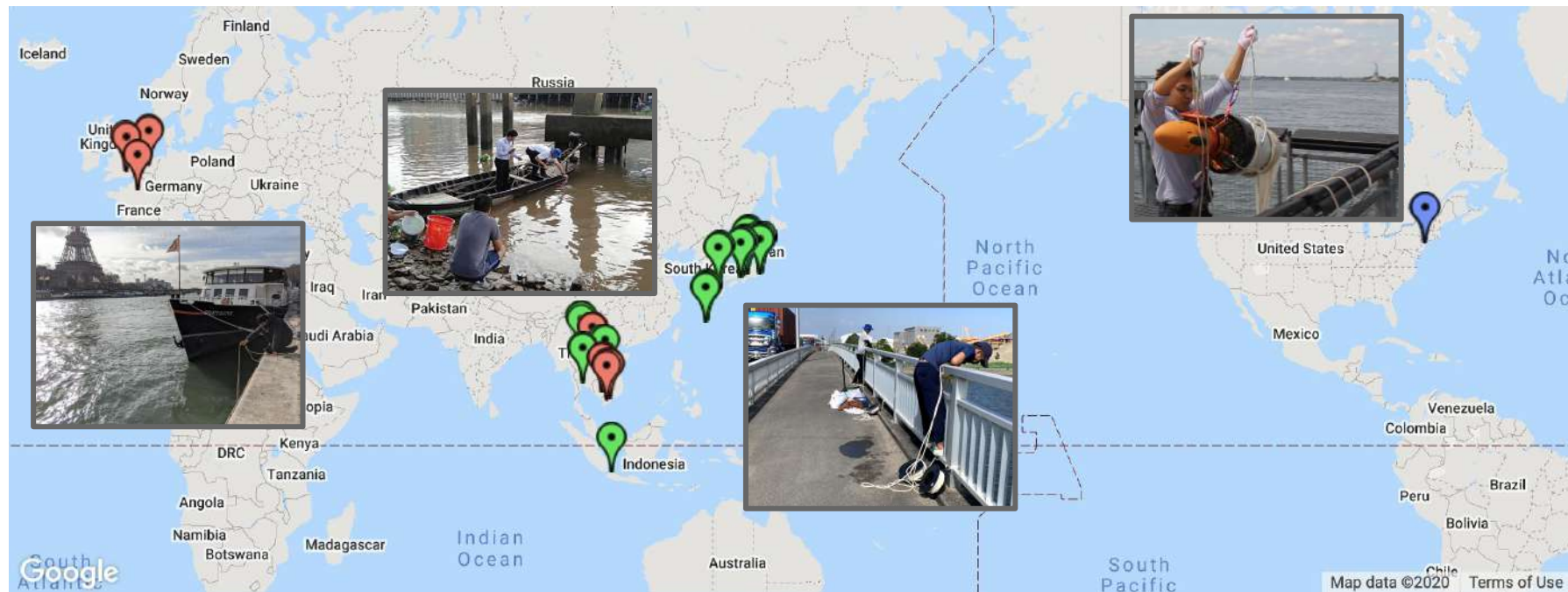
Developed an **affordable** and **versatile** sampling device



“Albatross” Around the World

PIRIKA

With its wide range and affordable cost, and deployed in over 200 locations across 10 countries as well as with the UNEP, “*Albatross*” has become the world’s largest microplastic surveying service.



✂ Projects in Thailand, Vietnam, Cambodia and Laos were conducted as part of the UNEP’s CounterMEASURE

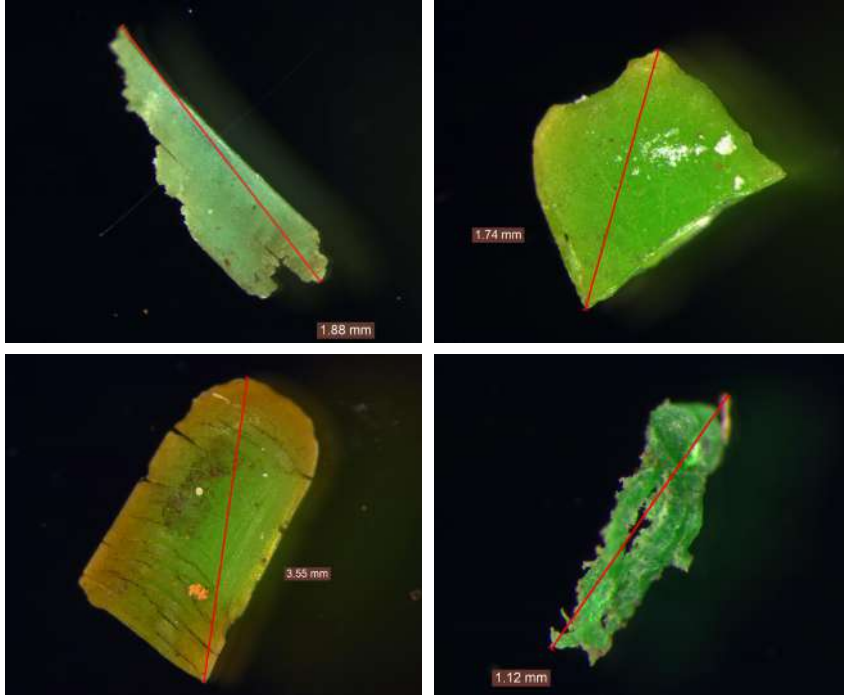
Determining Source Product of Microplastic Pollution **PIRIKA**

Collaborating with Tokyo Inst. of Tech. to analyze and identify samples in-depth



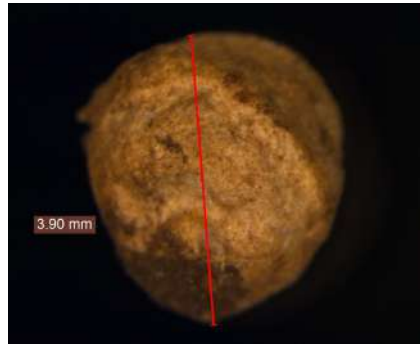
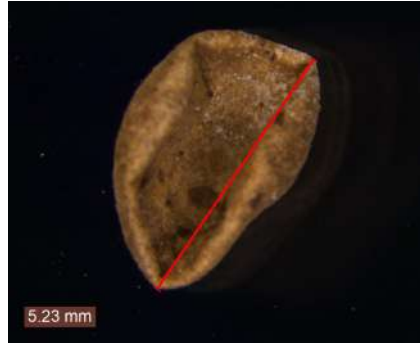
Revealing Tremendous Outflows of Astroturf

With astroturf making up 14% of MP pollution found in waterways, the extent to which sports facilities and schools play in the issue has become clear.



Plastic coated fertilizer

Used for Japan's rice paddies. During the rice farming season, a large amount of this plastic coating flows into rivers and oceans.



Proactively Publishing Research Results

PIRIKA

Establishing data-driven solutions through press releases and open sourcing data



Media : NHK, FujiTV, NihonTV, TBS, TVTokyo, Nikkei Shimbun, Asahi Shimbun, Mainichi Shimbun, Kyodo Comm., etc.
Presentations : National Assembly, Yokohama, Kawasaki, Sakai, Osaka City Assemblies, etc.

We look to establish positive client relationships by providing insights found in through research, developing new solution-finding services and expanding our client base

Providing Waste Insights

- Beverage/Food/Consumer Products
- Chemical Products and Materials
- Fisheries/Agriculture
- Retail
- Real Estate/Facilities
- Departments/Municipalities/ Intl. Orgs.
- Foundations/Research Orgs.



Creating Solution-Finding Services

- Coca Cola: Product Pollution Survey
- Kao: Product Recycling Survey
- TBM: Recycling Plastic Waste Products
- UNEP: Plastic Pollution Research
- Nippon Foundation: Plastic Pollution Research

Examples of Solution Development (Astroturf)

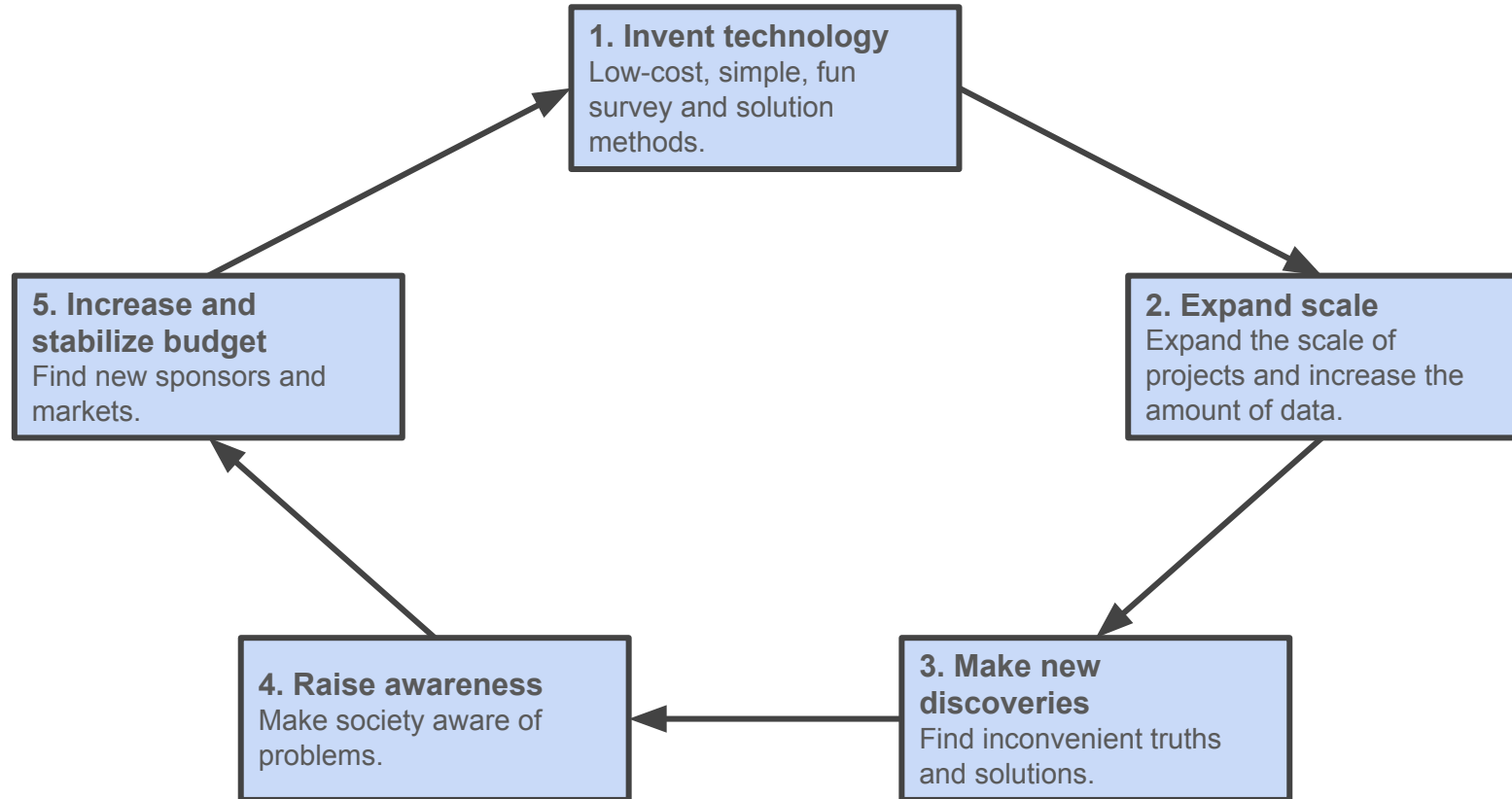
1. Create guidelines about maintenance

2. Develop a filter to stop leakage

3. Recycling

4. Ban (final option)



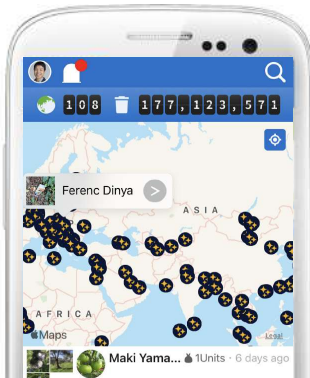
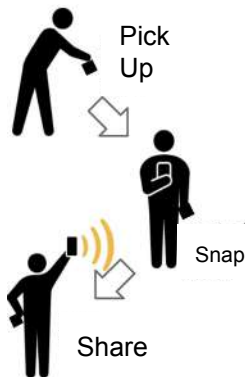


Keep in touch!!

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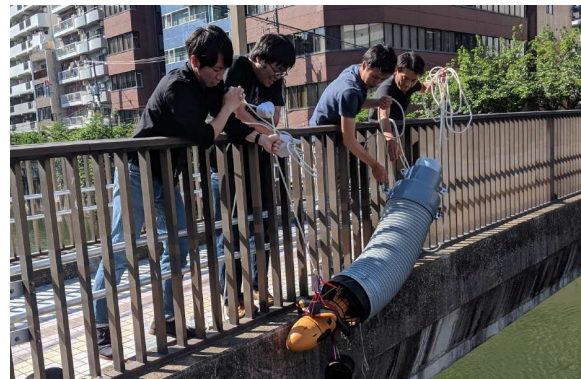
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