




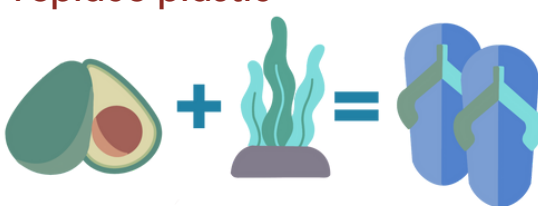

**ACADEMIC INSTITUTION** Wilfrid Laurier University

**PROJECT NAME** SmileTabs, Coffee Candy and BioFlops

**NEED AND AUDIENCE**

 <p><b>SmileTabs</b> eliminates the need for single use tubes by creating biodegradable capsules of toothpaste.</p> <p><b>Target Audience:</b> eco-conscious consumers who value convenience.</p>	 <p><b>Coffee Candy</b> eliminates the need for plastic syrup bottles by creating dissolvable coffee syrup capsules.</p> <p><b>Target Audience:</b> coffee shops and retailers that sell coffee products.</p>	 <p><b>BioFlops</b> eliminates a source of plastic pollution by using algae and food waste to create biodegradable flip flops.</p> <p><b>Target Audience:</b> spas and resorts.</p>
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**ACTION TAKEN**

<p><b>WE'VE PARTNERED</b> with biochemistry students in our university lab to <b>test</b> different membrane designs</p>  	<p><b>RESEARCH &amp; DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>• <b>Testing</b> different flavours and capsule membranes</li> <li>• Working on a <b>prototype</b> that combines the use of avocado pits and algae to replace plastic</li> </ul>    
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**IMPACT**

ESTIMATED POTENTIAL IMPACT	SmileTabs	Coffee Candy	BioFlops
<p><b>20 Billion</b> plastic/aluminum toothpaste tubes <b>replaced</b> annually.</p>	<p><b>16.67 Million</b> plastic syrup bottles <b>replaced</b> by syrup capsules annually.</p>	<p><b>3 Billion</b> pairs of plastic flip flops <b>replaced</b> with biodegradable footwear annually.</p>	
<p><b>3.5 Billion</b> tonnes of CO2 <b>eliminated</b> from entering atmosphere.</p>	<p><b>1893</b> Tonnes of CO2 <b>eliminated</b> from entering atmosphere annually.</p>	<p><b>25%</b> Of ocean plastics <b>prevented</b> from entering the ocean.</p>	

**STANDARD METRICS**

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Individuals educated on climate action	<b>28</b>	Businesses educated on climate action	---
Litres of water conserved	---	Metric tonnes of waste diverted	---
GHG emissions diverted	---	Dollar value of waste diverted in CAD \$	---

**PROJECT START DATE** SmileTabs: 2020  
Coffee Candy and BioFlops: 2021

**IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?** **Yes**