

Brand Introduction





Global Battle Against Plastic	01
We are GOOD CYCLE	07
Full Industry Chain Solution	16
Recycling	18
Traceability	22
Design for Regeneration	26
Why GOOD CYCLE	32
Plastic Neutralization Cases	35


Global Battle Against Plastic

Plastic Recycling Volume and Structure

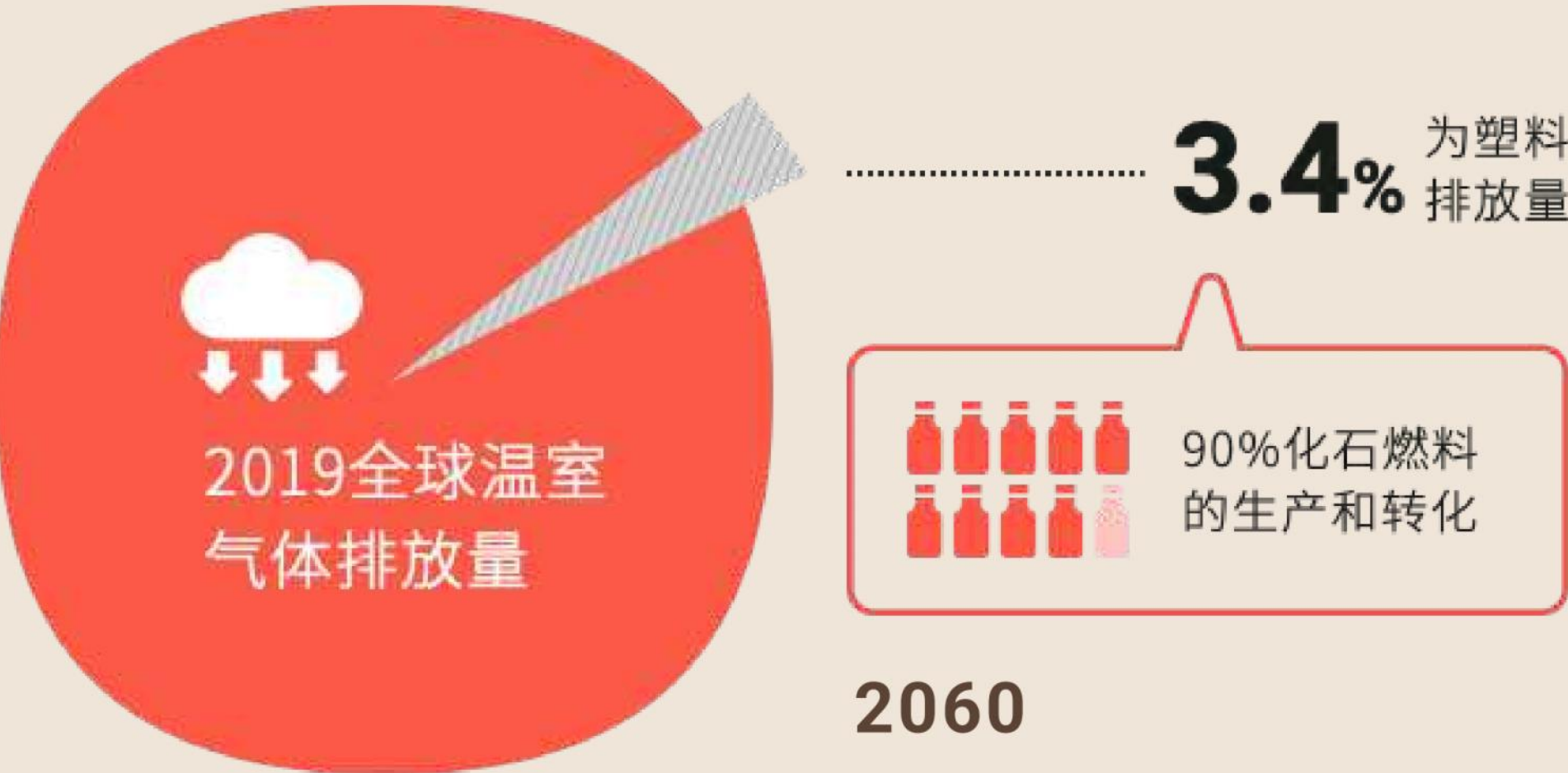
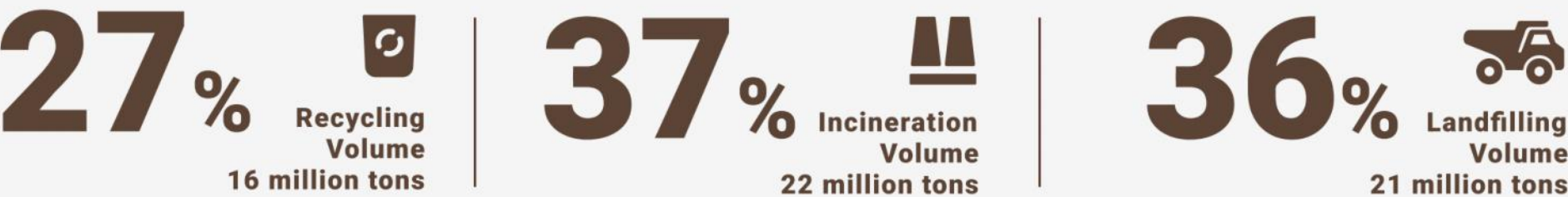
2019 

Globally, 460 million tons of plastic are used, generating 353 million tons of plastic waste, with the remaining 22% discarded in uncontrolled landfills, openly burned, or leaked into the environment.

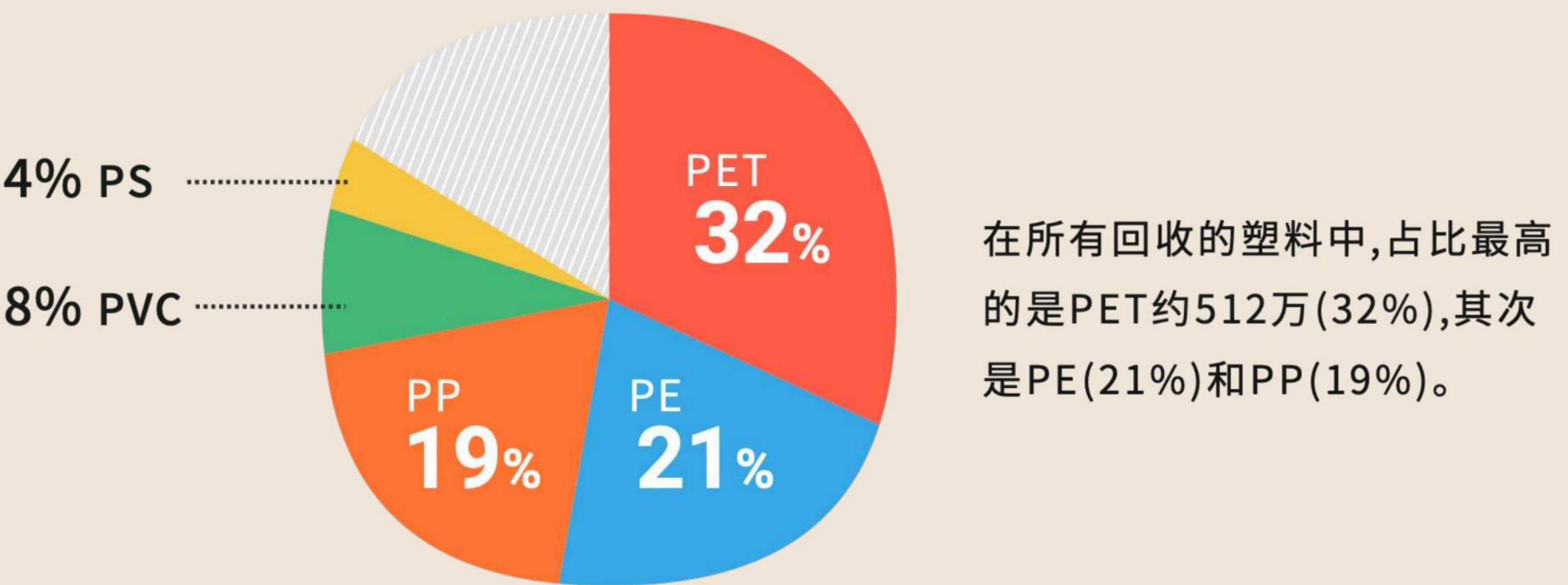


2020 

China produces around 60 million tons of plastic waste, with an overall recycling rate of only 26.7%. Incineration and landfilling are the main culprits of the environmental pollution.



Global plastic usage is projected to increase to **1.231 billion tons**
Plastic waste will increase to **1.014 billion tons**



Global Plastic Reduction Movement



UN Sustainable Development Goals

United Nations, [sustainable development goals](#)



400+ Enterprises Signed
Global Commitment to New Plastic Pollution

Ellen MacArthur Foundation, [New Plastics Economy Global Commitment 5-Year Progress Report](#)

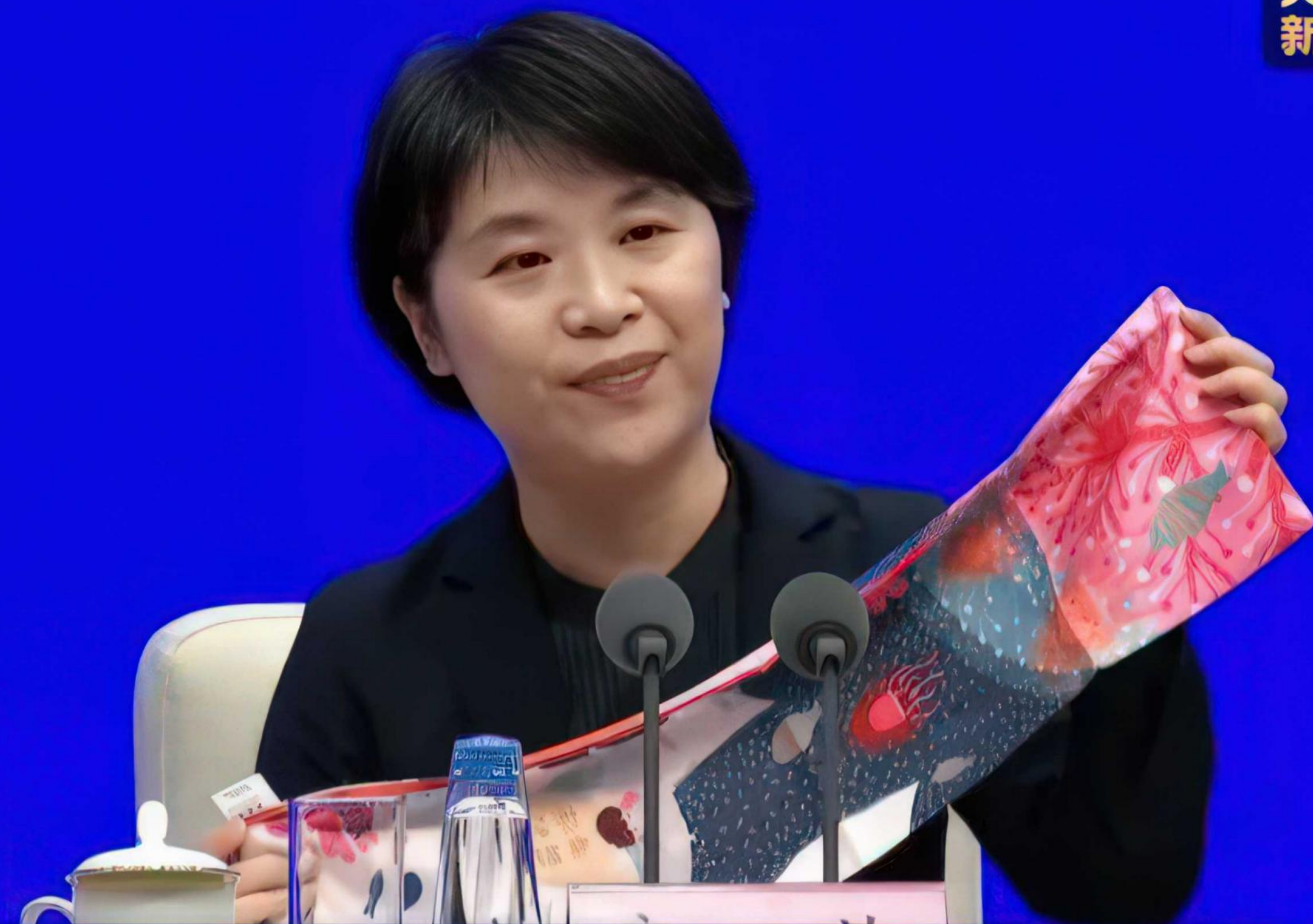


Global Plastic Treaty

Ellen MacArthur Foundation, [United Nations Global Plastics Treaty](#)

China's Battle Against Plastic

央视新闻



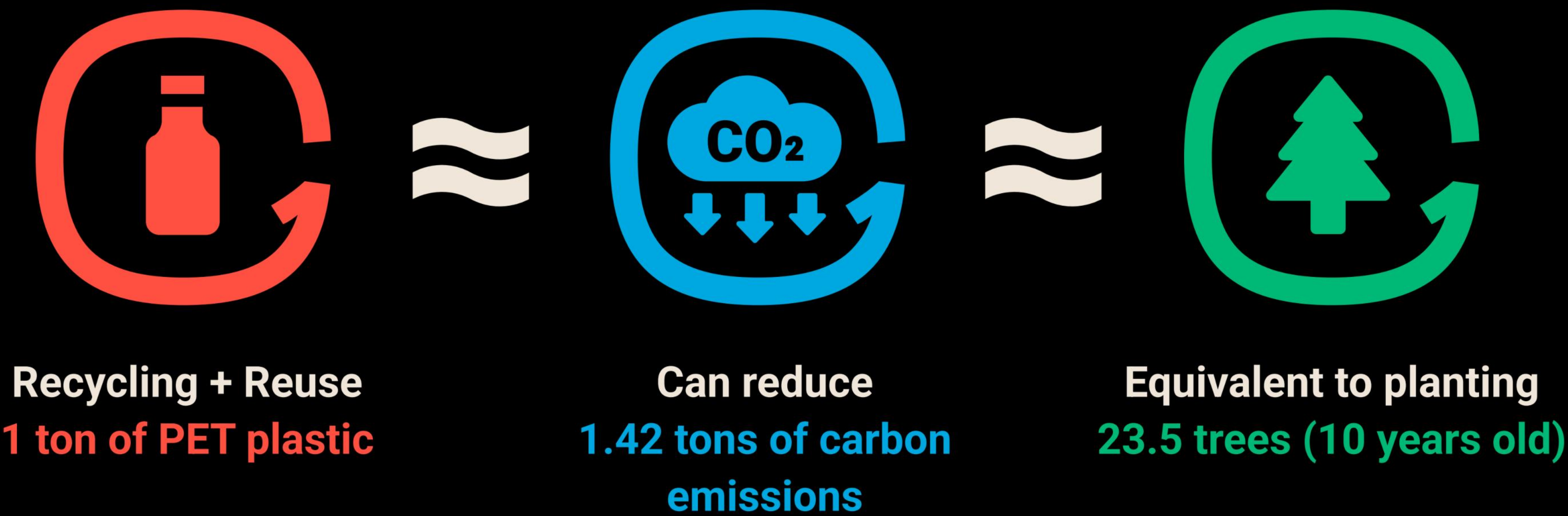
国务院新闻办公室举行新闻发布会 发布《中国的海洋生态环境保护》白皮书

On September 22, 2020, China proposed at the United Nations General Assembly that carbon dioxide emissions strive to peak before 2030, with efforts to achieve 'carbon neutrality' by 2060. This goal is known as the '3060' dual carbon goal.

Chinese Carbon Peak and Carbon Neutrality Policies and Actions 2023
by the Policy Research Center for Environment and Economy, Ministry of Ecology and Environment

- 2007 Plastic Restriction Order
- 2009 Circular Economy Promotion Law
- 2017 Import Ban on 'Foreign Waste'
- 2020 Opinions on Further Strengthening the Governance of Plastic Pollution
- 2021 The '14th Five-Year Plan' for Circular Economy Development & Action Plan for Plastic Pollution Control
- 2022 The Revision of the People's Republic of China Circular Economy Promotion Law
- 2024 Establishment of China Resource Recycling Group Co., Ltd.

EMF & Tsinghua University
Strategic Research Report on the Circular Economy Development of China's Plastic Packaging Industry



According to the USA [EPA.GOV](https://www.epa.gov)'s RECON data tool and the GHG Equivalencies Calculator by the U.S. Environmental Protection Agency. The recycled material is 100% rPET.

*“Plastic does not equal pollution,
the careless disposal causes harm.”*

We are GOOD CYCLE



P.E.T.
Plastic Ecological
Transformation

GOOD CYCLE was founded in 2017 and is one of the earliest environmental brands in China. GOOD CYCLE was formerly known as P.E.T.

Corporate Vision

Plastic Neutral

Corporate Mission

Make Plastic Neutralization Easy

Plastic Neutrality Solutions

Connecting the entire industry chain of '**recycling-traceability-design regeneration**' to transform waste plastic into high-quality products with design aesthetics.

GOOD CYCLE focuses on replacing virgin materials with recycled materials. By providing companies with comprehensive solutions for recycling, traceability, and product customization, it helps enterprises achieve carbon neutrality and sustainable development goals, while also promoting the sustainable development of the recycling and regeneration industry, creating more green for the planet.

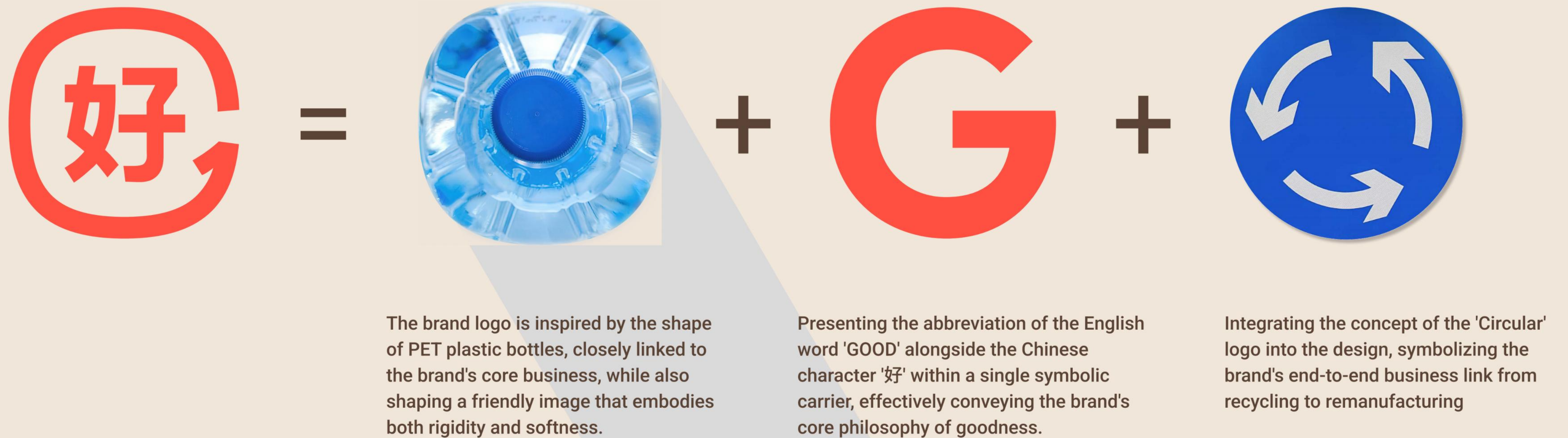


好雨知时节，
当春乃发生。
随风潜入夜，
润物细无声。

From the five-character regulated verse 'Spring Night's Joyous Rain' by the Tang Dynasty poet Du Fu.

Like rainwater, it comes from the earth and returns to the earth, and good rain always nourishes all living things at the right time and in the right way.

Brand Logo Design Rationale





GOOD
CYCLE

Sustainable Materials System

GOOD
CYCLE

100%20

rPETPLASTIC
BOTTLES

GOOD
CYCLE

100%20

rABS2 x 4
LEGO BRICKS

GOOD
CYCLE

100%20

rHDPESHAMPOO
BOTTLES

GOOD
CYCLE

100%20

rPPTAKEAWAY
BOXES

GOOD
CYCLE

100%20

COFFEE
GROUNDS

CUPS OF
AMERICANO

GOOD
CYCLE

50%20

rLDPEPLASTIC
BAGS

GOOD
CYCLE

100%14


VEGAN
LEATHER

RECYCLED
APPLE SKINS

GOOD
CYCLE

100%20

rNYLONFABRIC
(KG)

GOOD
CYCLE

100%20

rRUBBERRUBBER
TYRE

GOOD
CYCLE

100%20

TINPLATEMILK POWDER
CANS

GOOD
CYCLE

100%20

RECYCLED
WOOL

WOOL
(KG)

GOOD
CYCLE

100%ECO

DUPONTFRIENDLY
MATERIAL

GOOD
CYCLE

95%ECO

ORGANIC
COTTON

FRIENDLY
MATERIAL

GOOD
CYCLE

100%ECO

RECYCLED
PAPER

FRIENDLY
MATERIAL

GOOD
CYCLE

100%ECO

TEA
RESIDUE

FRIENDLY
MATERIAL

GOOD
CYCLE

100%ECO

BAMBOOFRIENDLY
MATERIAL

GOOD
CYCLE

100%ECO

CORKFRIENDLY
MATERIAL

GOOD
CYCLE

100%ECO

YAKFRIENDLY
MATERIAL



We are a Social Enterprise

GOOD CYCLE is the 33rd B-Corp in China

A social enterprise is a business that uses commercial means to solve social problems. GOOD CYCLE helps companies achieve plastic neutrality while promoting zero plastic pollution by replacing the raw materials of their daily consumables with eco-friendly recycled materials, thus achieving a balanced development of business and public welfare. More collaborations lead to higher efficiency and impact; more recycling and regeneration result in greater carbon reduction. GOOD CYCLE has gained dual certification as a B-Corp and a social enterprise through its beautiful business model.



B-Corporation

The most authoritative social enterprise certification recognized internationally



China Social Enterprise

The most credible social enterprise certification in China.



313 enterprises collaboration



2,295,018 PET bottles



100,800 ABS LEGO bricks



Carbon reduction
63.72 tons



43,334 PP takeaway boxes



10,166 cups of Americano



20,668 HDPE shampoo bottles



Equivalent to planting
1,042 trees

Our Partners

- 
Internet
- 
Finance
- 
Auto
- 
Charity
- 
Chemical
- 
Real Estate
- 
Cosmetics
- 
Education
- 
F & B
- 
Culture
- 
Others



Our Honors

Tatler

Cartier
WOMEN'S INITIATIVE AWARDS



CHIVAS
VENTURE

上海时装周
SHANGHAI
FASHION
WEEK

GenT



中国社会企业
与影响力投资论坛
China Social Enterprise and
Impact Investing Forum

FOR
GOOD



SGECO
Fund

GreenInitiatives
绿色倡议

有赞.公益

SEE
北京市企业家环保基金会

创绿家
有行动 就有支持

Luxe.Co
Brand Innovation Competition
Excellence Award

SS2019 Shanghai Fashion Week
Green and Sustainable Fashion
Organization

2020 FOR GOOD Awards
Annual Social Enterprise Top 10

Chivas Global Venture Competition
Chivas Venture Winner of China

UNDP & OPPO 2021
Youth Innovation Accelerator
Excellent Sustainable Project

The 3rd Social Entrepreneur Selection
Outstanding Social Entrepreneur

520 Social Responsibility Day
Initiative Partner

Green Initiatives 2021
Superwoman

2024 Singapore Eco Fund Program
Singapore Environment Agency x
Enterprise Singapore jointly funded GC
to advance plastic neutrality for local
businesses

Beijing Entrepreneur Environmental
Protection Foundation
Green Home & Strong Grass Partners

Youzan Public Welfare Alliance
Founding Member

Coca-Cola 'Unbottled' Recycled
Materials Design Award
World Design Awards

Shanghai Apparel Group Sustainable
Fashion Innovation Design Competition
Best Sustainable Circular Economy Award

Cartier Women's Initiative Awards
Top Ten in East Asia

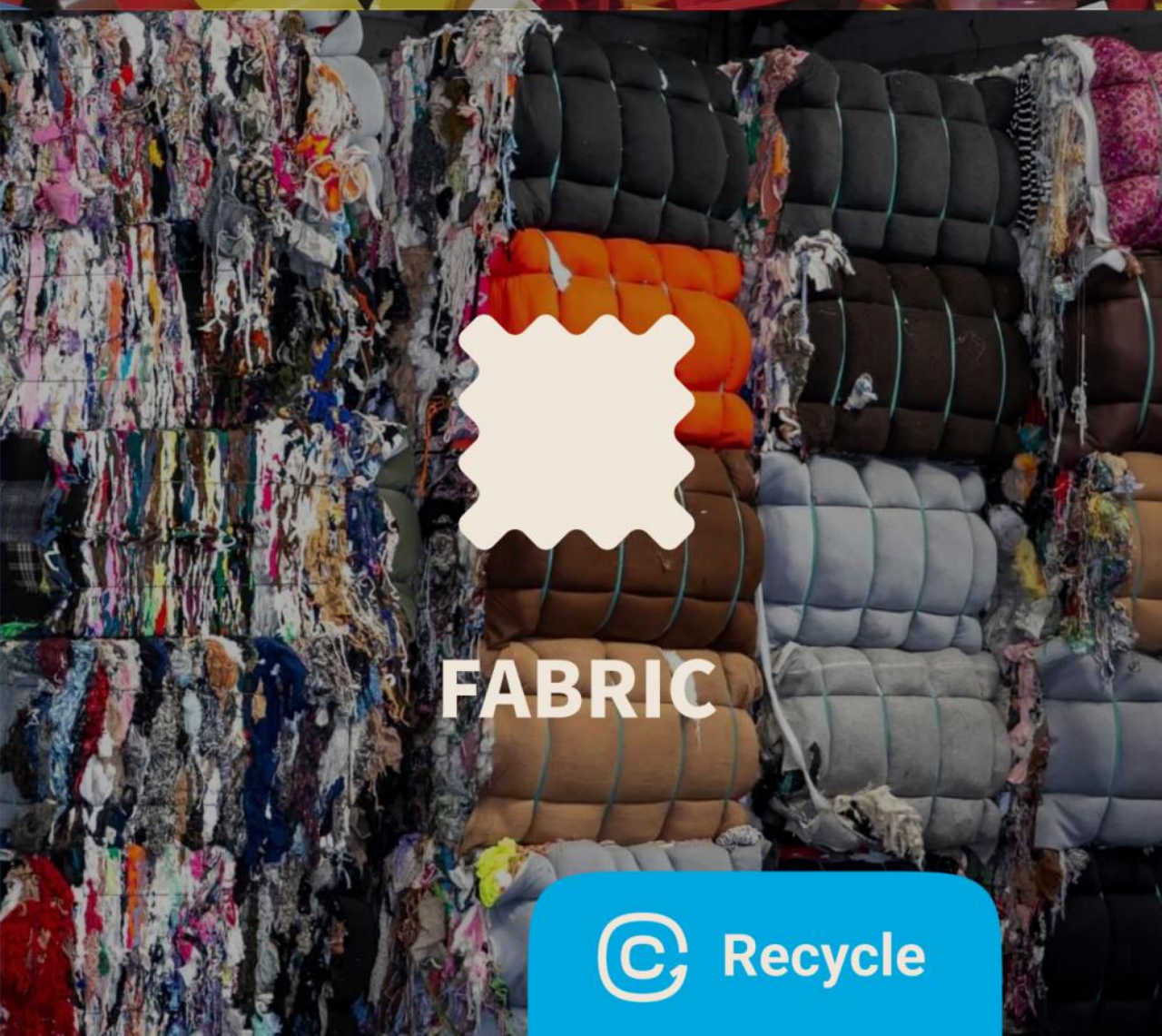
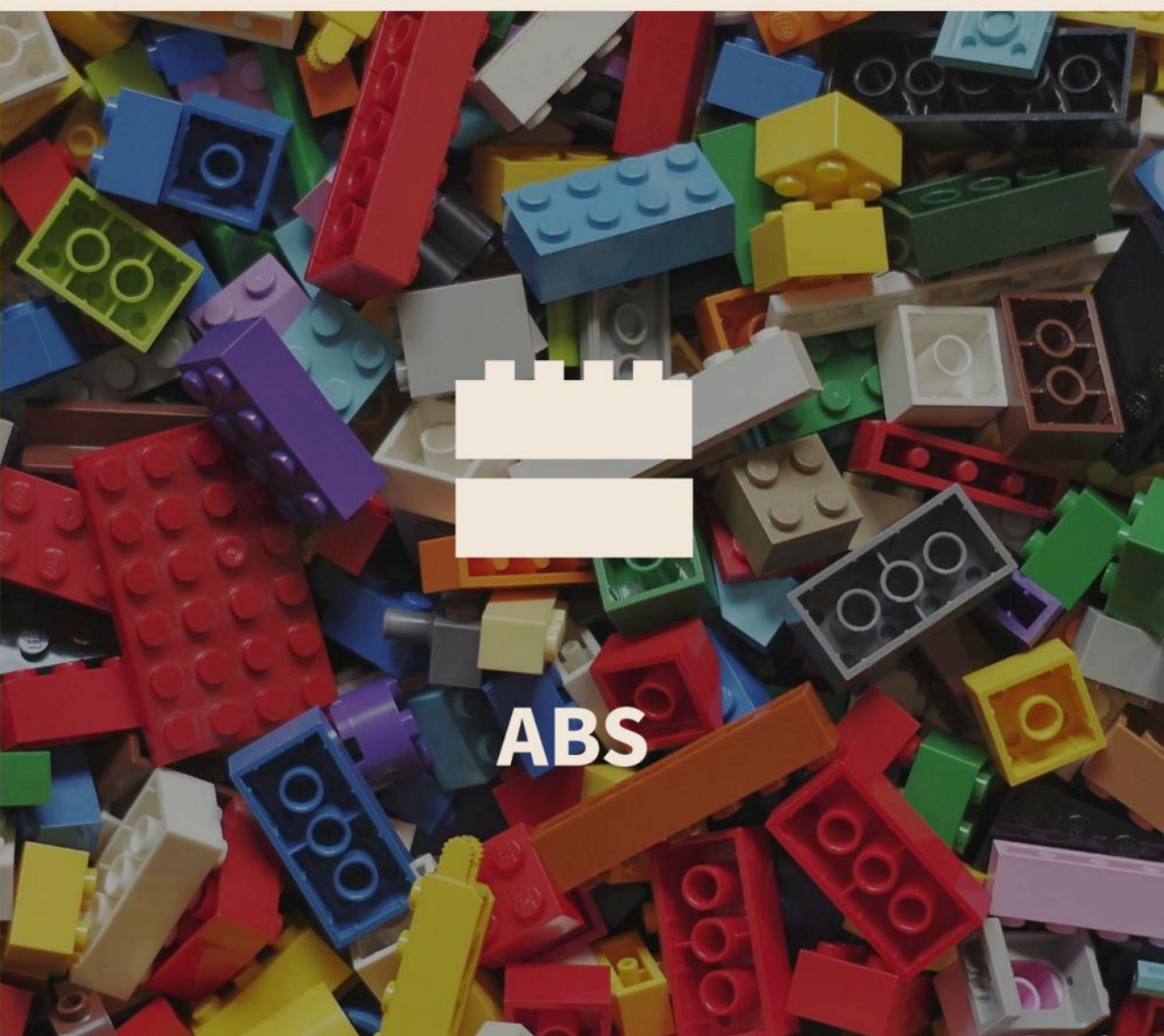
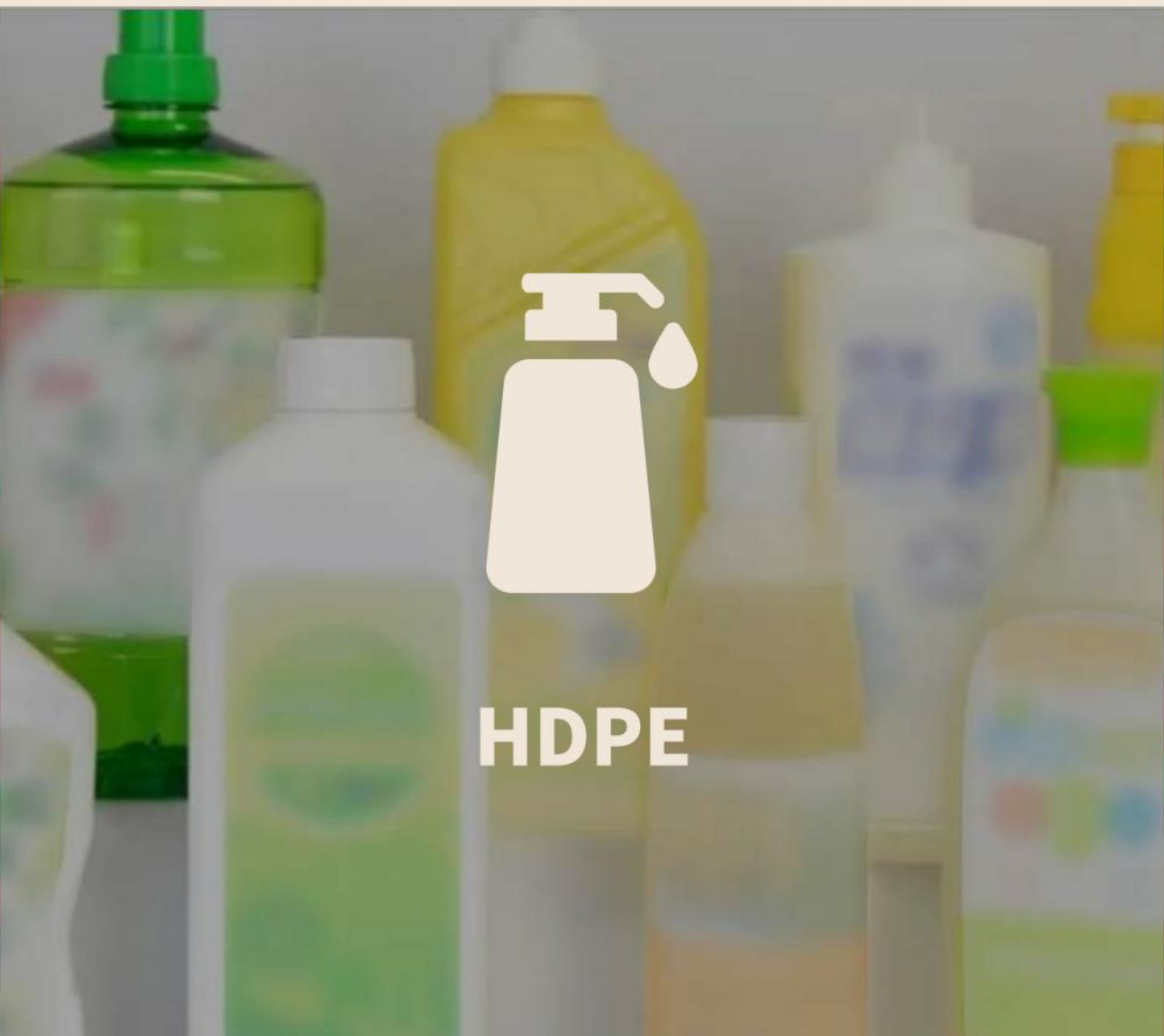
IPWS Women Leadership Awards
Shangliu GENT China New Generation

Solution: Make Plastic Neutralization Easy

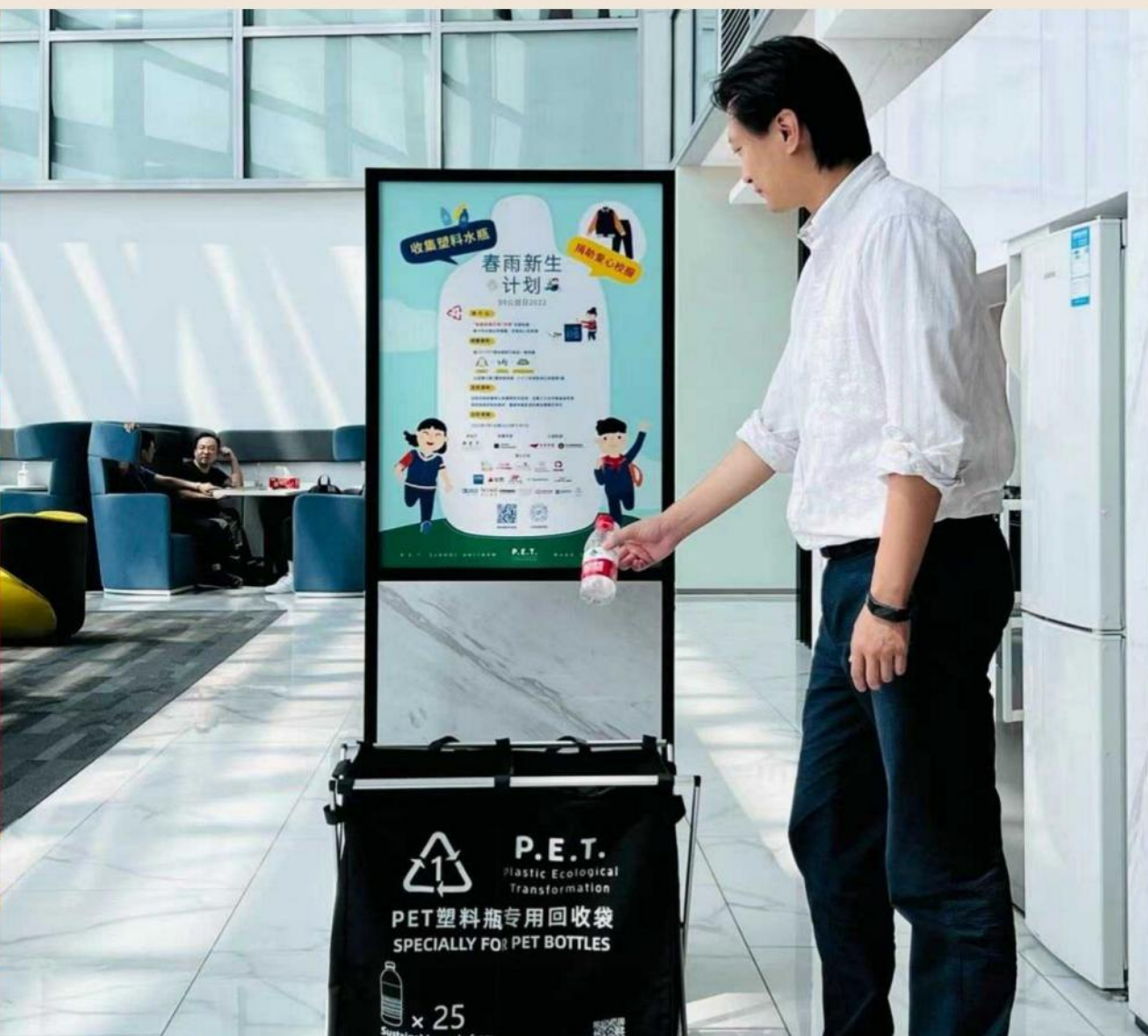


The Journey of Plastic Bottle Recycling

GC Recycling



Offline Collection





Did you know? 28 plastic bottles can be made into a set of school uniforms.

China still has thousands of 'non-uniform' schools. School uniforms, as a form of standardized dress, not only help children develop a sense of equality but also give them a sense of identity, belonging, and responsibility as students. Eco-friendly uniforms, as a medium of education, also plant a green seed in the hearts of children.

If you have money, donate money; if you have bottles, donate bottles.

Since 2020, Haorun Environmental Protection has launched the "Spring Rain Rebirth" eco-friendly school uniform donation program, collaborating with enterprises and foundations to mobilize everyone to jointly donate eco-friendly school uniforms for children in economically disadvantaged areas. For every three sets of eco-friendly school uniforms donated by companies, GOOD CYCLE will contribute one additional set at a discounted rate."



As of
July 2024



Uniforms
5423



Schools
35



Did you know? Recycled rubber soles can be made into 'sustainable' playgrounds!

Recycling process, through the COOD CYCLE Chain system, traces the recycling and regeneration link, witnessing the entire process of recycling and regeneration, ensuring true recycling and true regeneration

At Mingtang Primary School in Lintao County, Gansu Province, GOOD CYCLE in collaboration with Vibram, used 4,260 kilograms of recycled rubber soles to construct a brand new 'sustainable' children's playground.



Rubber Soles
24342



Carbon Reduction
1789 kg



≈ Planting Trees
272

Note: One tree is equivalent to 10 years of age.

Why Tracing

Responsible Recycling



- Prevent greenwashing behaviors; avoid greenwashing doubts
- Ensure that waste is sorted and collected properly into a standardized recycling system to avoid secondary pollution during the recycling process, as well as to prevent landfilling or incineration
- Ensure that waste is sorted and collected properly into a standardized recycling system to avoid secondary pollution during the recycling process, as well as to prevent landfilling or incineration



Traceable Regeneration

- Prevent branded empty bottles from being refilled and entering the market
- ensure the use of genuine post-consumer recycled materials (PCR) to avoid counterfeit products
- establish a professional recycling supply chain system to guarantee the quality of high-quality recycled products
- ensure responsible production, ensuring no child labor and other responsible practices



Tracing System: GC Chain

WeChat Mini Program Frontend + Blockchain Backend

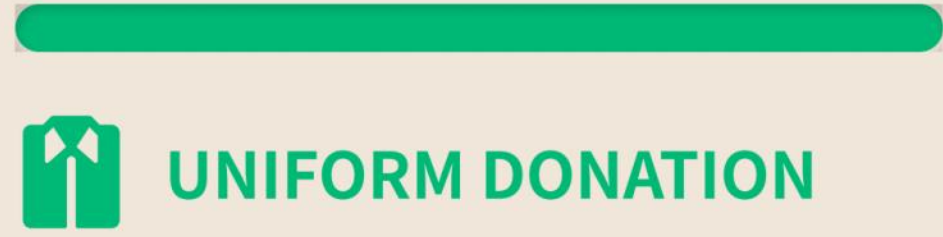
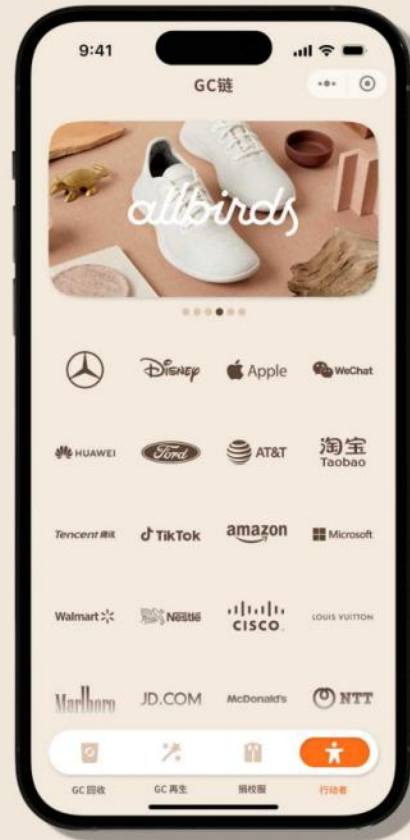
In the full industry chain service of 'Recycling - Tracing - Regenerating', GOOD CYCLE has launched the 'GC Chain' traceability system integrated with blockchain technology, becoming a SSaaS (Sustainability Software as a Service) company. This enables enterprises to trace the whereabouts of waste after recycling and to account for carbon emission data.

The 'GC Chain' records data on the whereabouts of waste after recycling and provides proof of the source of raw materials for products. Once the waste is delivered to GOOD CYCLE designated receiving point, a unique traceability code is generated to record its destination. All data is updated in real time and made public, allowing all users to view relevant information at any time through the WeChat mini program.



Tracing System: GC Chain

WeChat Mini Program Frontend + Blockchain Backend



01

One-stop Plastic Bottle Collection



The GC standard recycling bin is made from 25 recycled PET plastic bottles, suitable for various settings such as conferences/events, offices, and retail stores.

02

WeChat Real-time Traceability



Through the GC chain tracing system, users can check the recycling progress and related data at any time. This is a public and transparent platform.

03

Annual Certificate

GC provides customers with recycling certificates every year, serving as a third-party social enterprise to verify the relevant data on recycling and regeneration within a year, as well as calculating carbon reduction and tree planting data.



04

Customized QR Codes for Regenerated Products

All of GC products feature unique QR code labels. In addition to indicating the relevant data of the product's raw materials, companies can also use customized QR codes to convey the story behind the product, facilitating information exchange between the company and users.



Our Recycled Materials



GOOD CYCLE

100% 20

rPET PLASTIC BOTTLES



GOOD CYCLE

100% 20

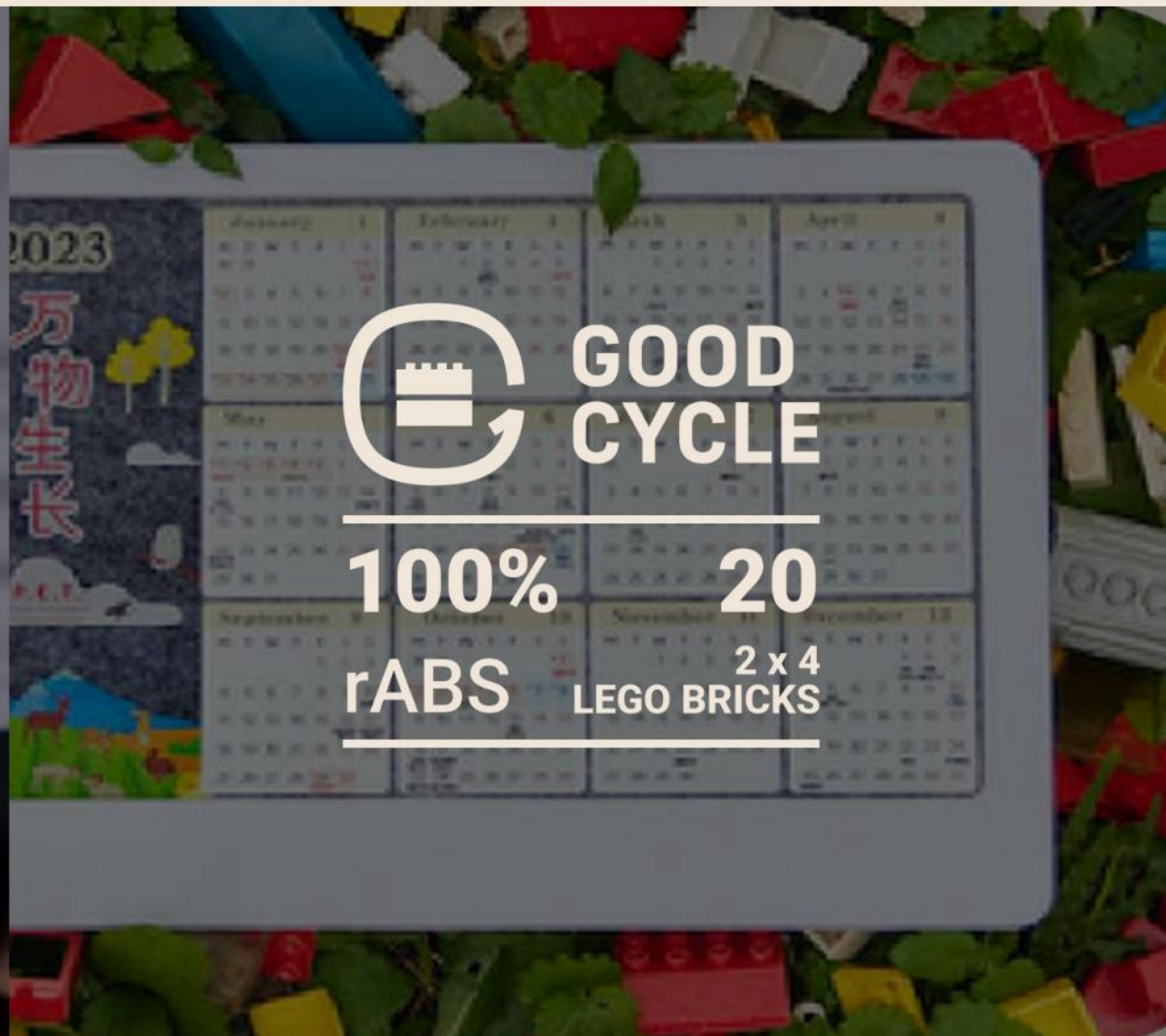
rPP TAKEAWAY BOXES



GOOD CYCLE

100% 20

rHDPE SHAMPOO BOTTLES



GOOD CYCLE

100% 20

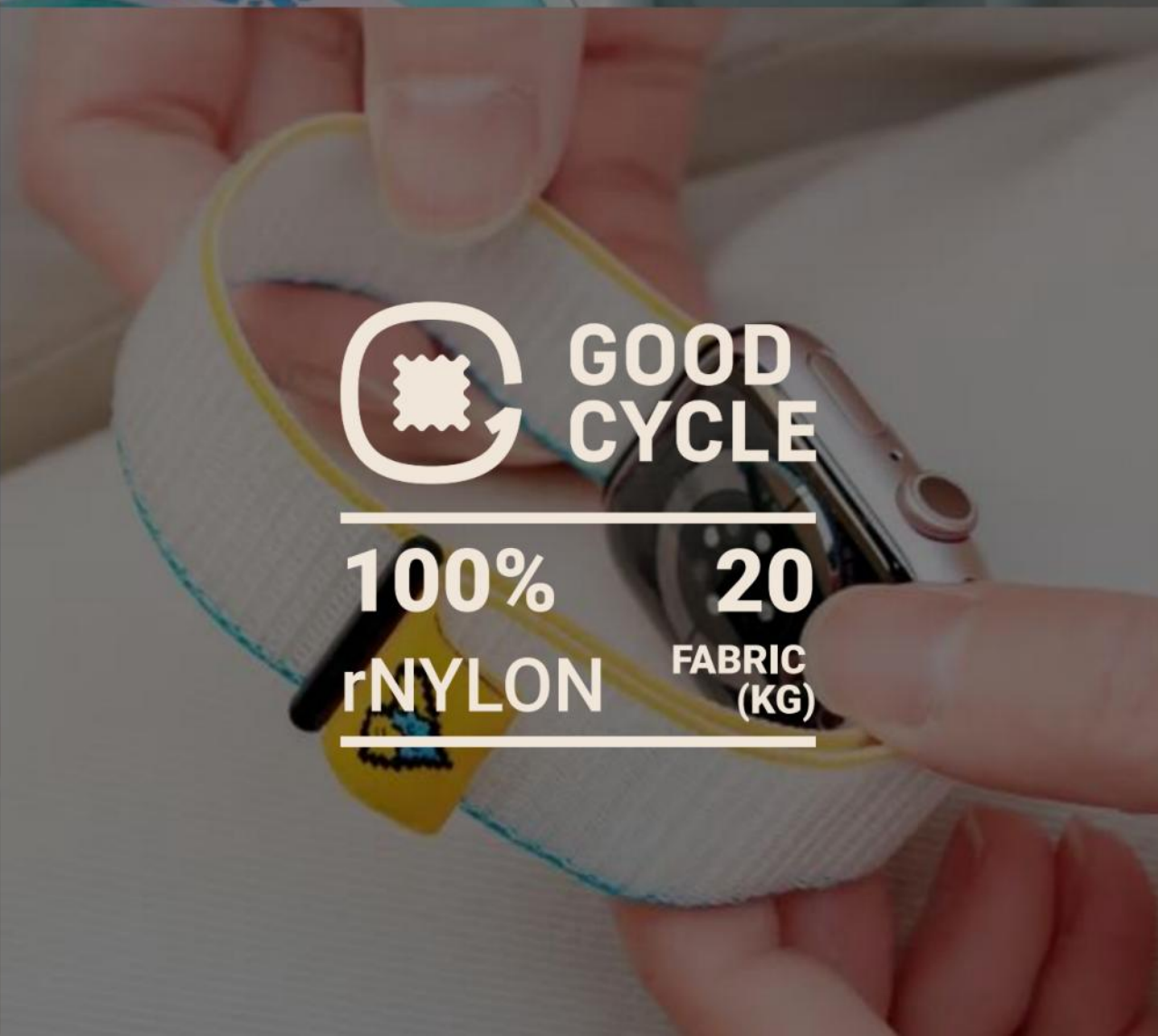
rABS 2 x 4 LEGO BRICKS



GOOD CYCLE

100% 20

rRUBBER RUBBER TYRE



GOOD CYCLE

100% 20

rNYLON FABRIC (KG)



GOOD CYCLE

50% 20

rLDPE PLASTIC BAGS

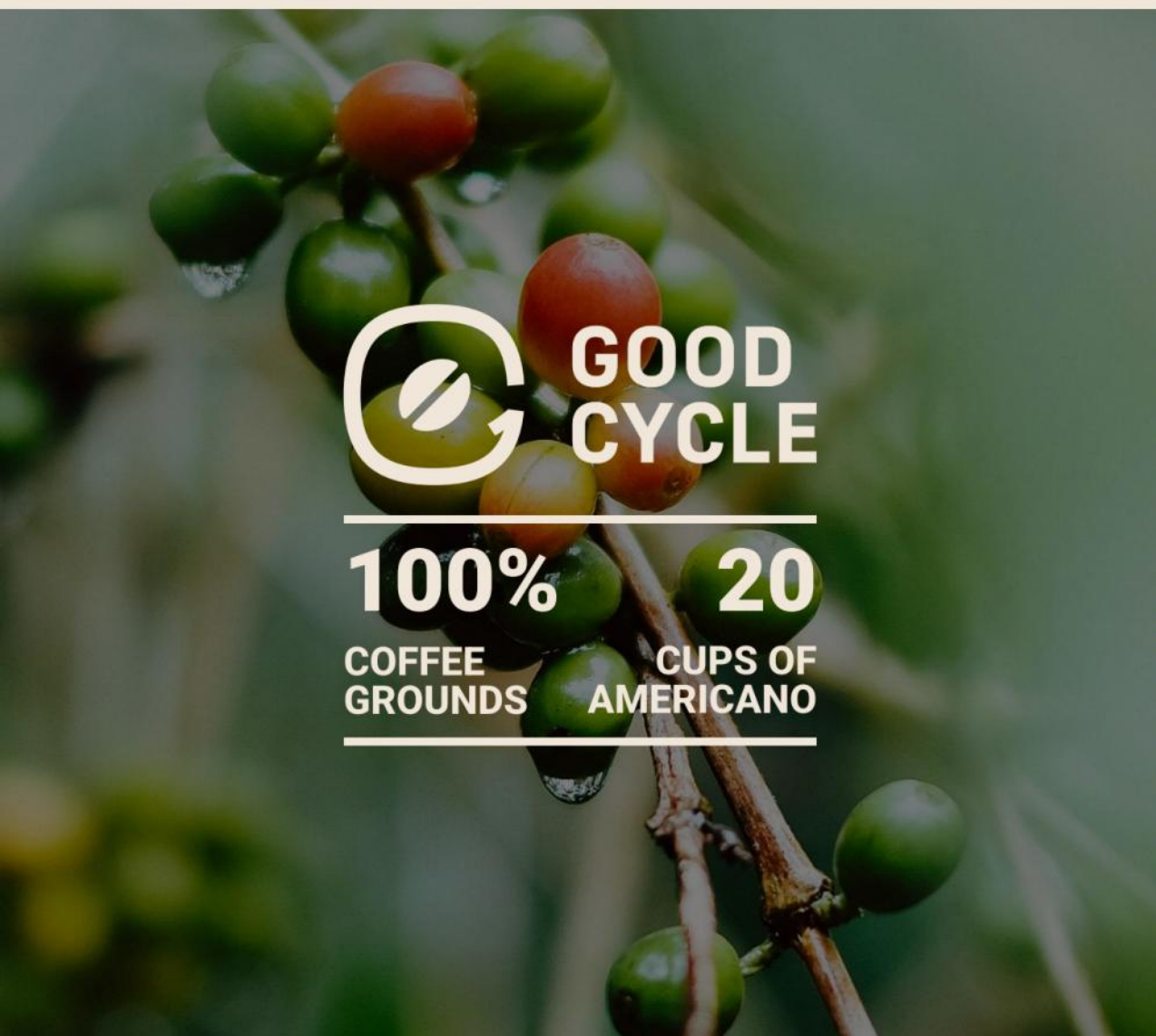



GOOD CYCLE

100%

RECYCLED PAPER FRIENDLY MATERIAL

Our Eco-Friendly Materials



 **GOOD
CYCLE**

100% **20**

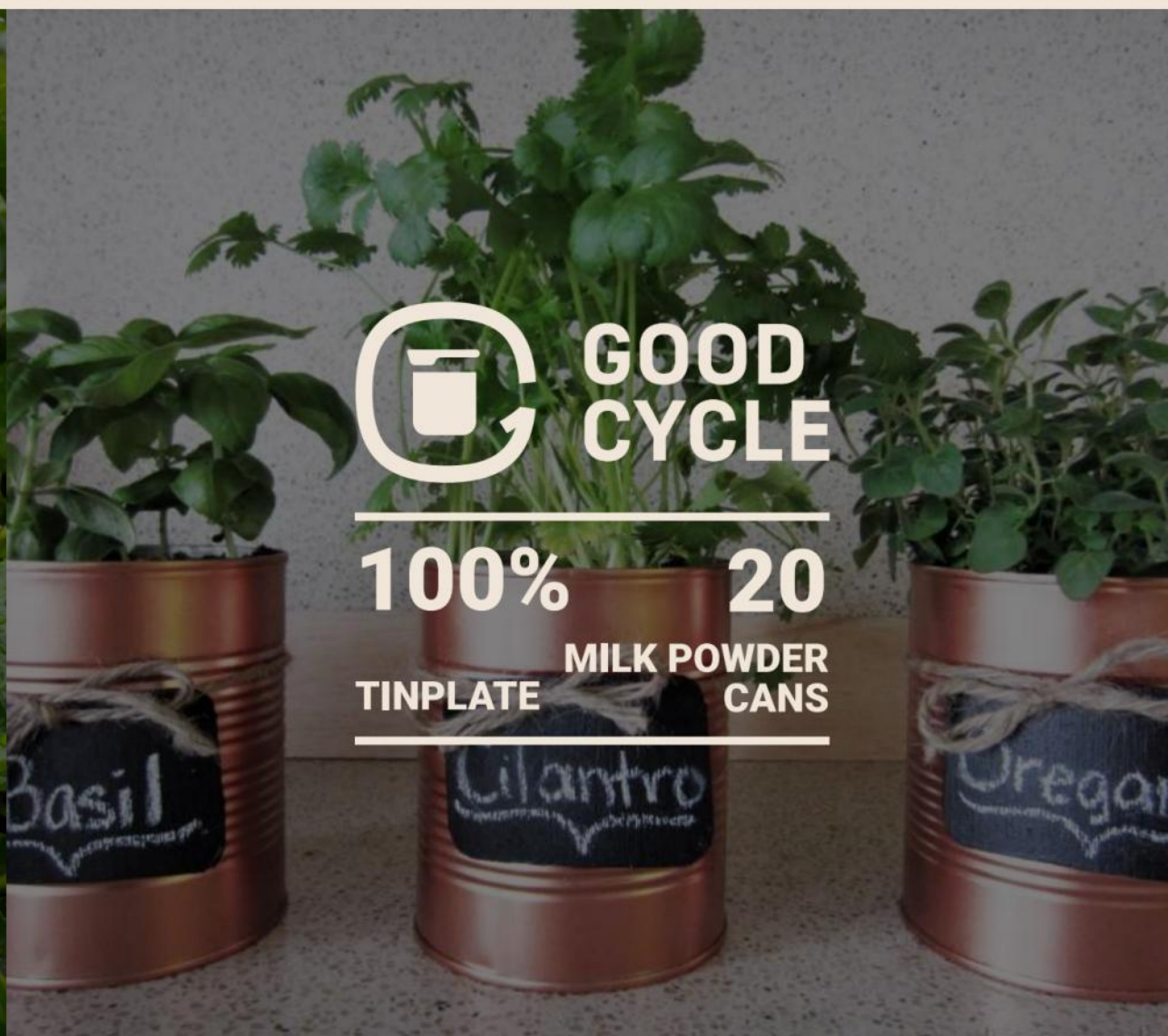
COFFEE
GROUNDS CUPS OF
AMERICANO




 **GOOD
CYCLE**

100% **ECO**

TEA
RESIDUE FRIENDLY
MATERIAL




 **GOOD
CYCLE**

100% **20**

TINPLATE MILK POWDER
CANS



 **GOOD
CYCLE**

100% **14**

VEGAN
LEATHER RECYCLED
APPLE SKINS



 **GOOD
CYCLE**

100% **ECO**

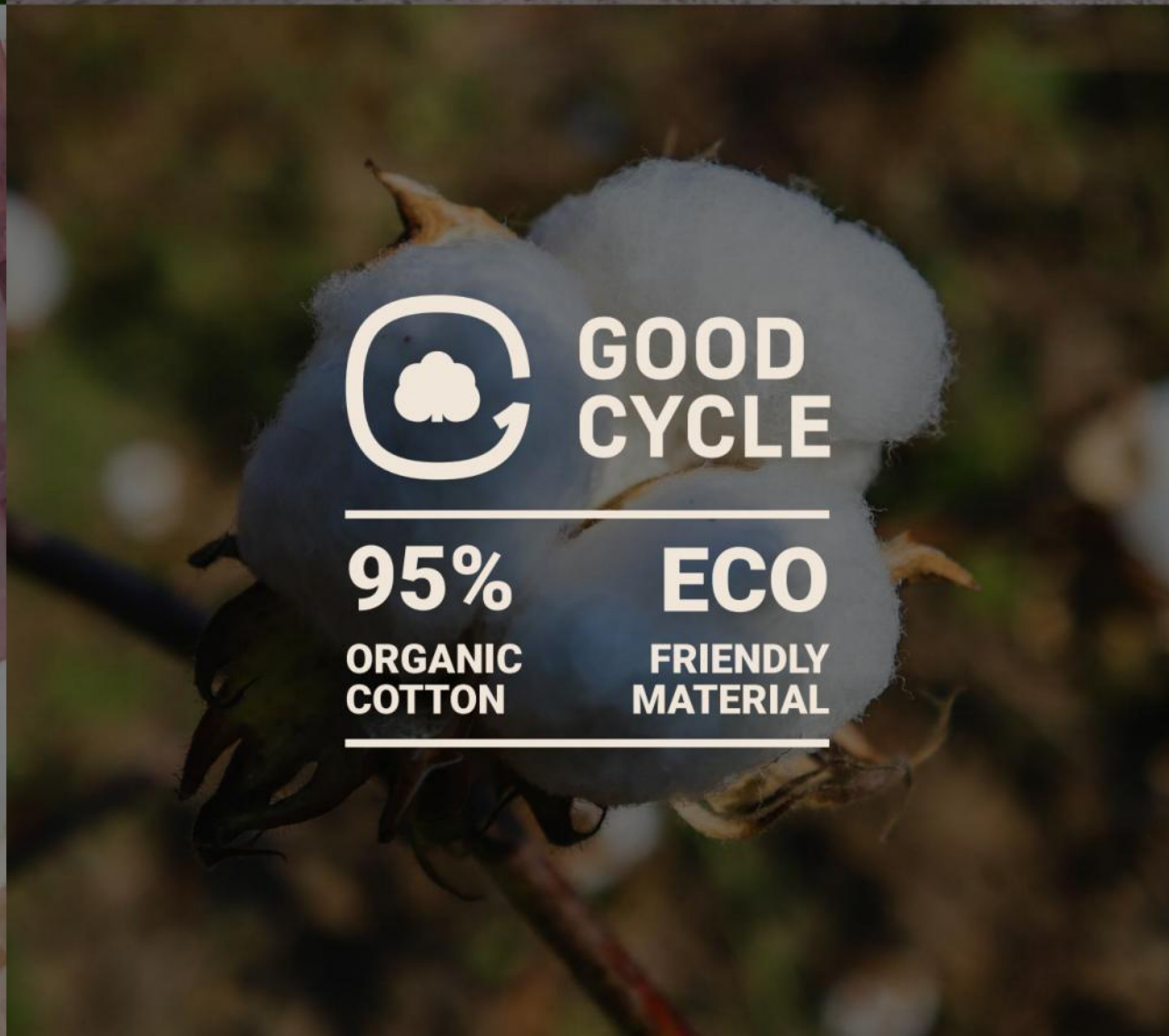
BAMBOO FRIENDLY
MATERIAL




 **GOOD
CYCLE**

100% **ECO**

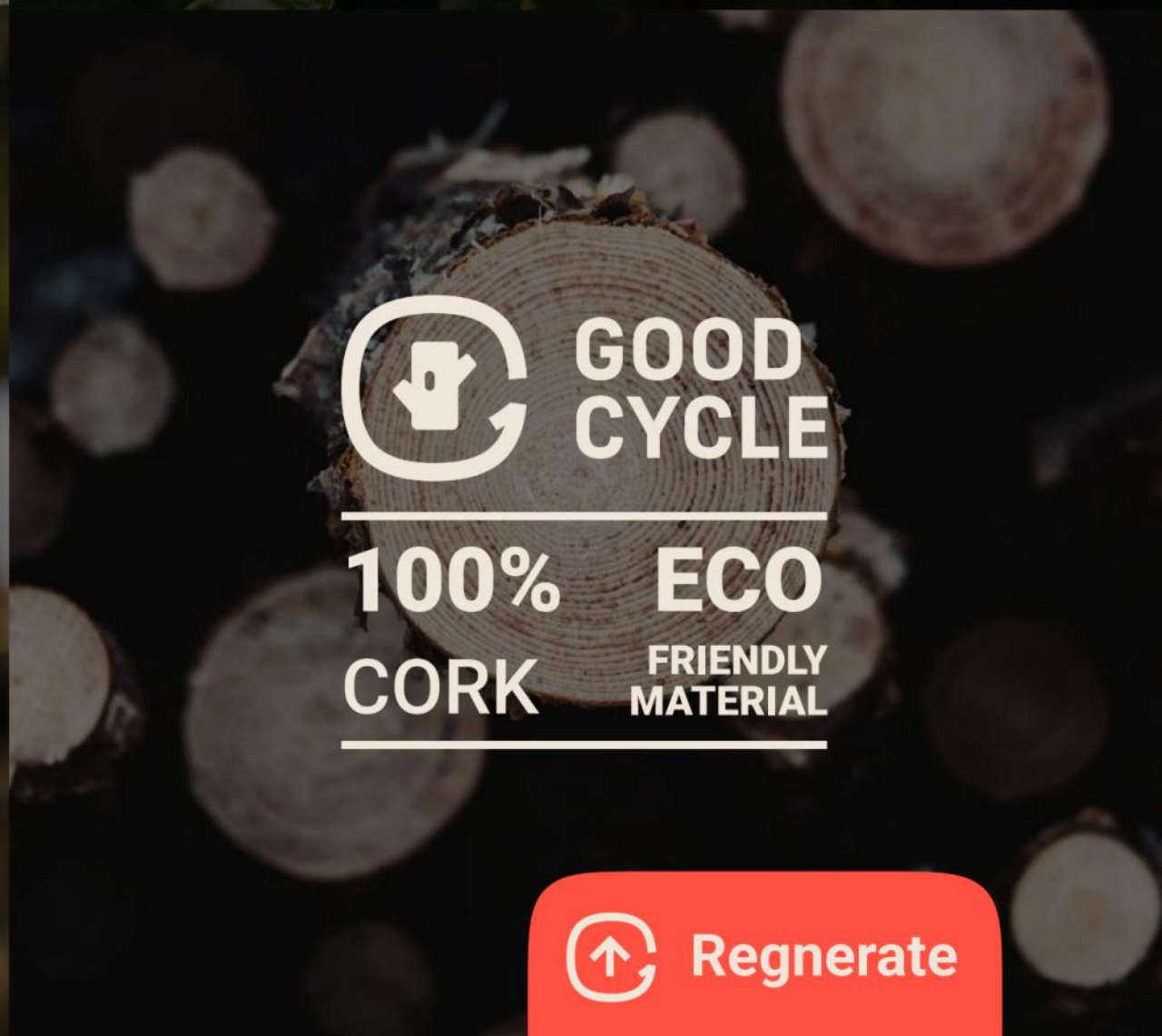
DUPONT FRIENDLY
MATERIAL




 **GOOD
CYCLE**

95% **ECO**

ORGANIC
COTTON FRIENDLY
MATERIAL



 **GOOD
CYCLE**

100% **ECO**

CORK FRIENDLY
MATERIAL

Our Recycle Business Segments



**Sustainable
Uniforms**



**Office / Everyday
Consumables**



**Holiday / Cultural &
Creative Gifts**

School Uniform Solutions

We provide high-quality custom eco-friendly school uniform services

Eco-friendly school uniforms are more than just an upgrade in clothing sustainability.

they embody our hope to protect and preserve nature for future generations. As an educational tool, eco-friendly uniforms can spark interest among young people in sustainable development goals, equipping them with essential knowledge in circular economy and carbon neutrality to better face future challenges.

- Using recycled or organic materials
- Strict supplier review system in place.
- Traceable and dedicated recycling process
- The design prioritizes children's needs, ensuring comfort and practicality
- Every uniform reflects environmental consciousness from packaging to care labels.
- Third-party testing guarantees product quality
- Flexible and convenient procurement process, distribution methods, and return services



Solutions for Hotels

Quality solutions for hotels that can withstand frequent industrial washing

The hotel industry generates a large amount of single-use plastic waste during daily operations, and this discarded plastic can be repurposed as raw materials for textiles widely used in hotels. Hotel linens, uniforms, soft furnishings, and creative gifts can all be made from recycled materials instead of traditional ones, achieving plastic neutrality in the simplest form.

GC provides tailored solutions for hotels, recycling and developing exclusive materials that meet aesthetic and comfort requirements, while also passing national and European industrial washing standards, allowing for high-frequency reuse.



Enhancing the Quality

Unique supervision process advocates for products worth owning for a lifetime

Only high-quality products can support sufficient reuse, making them a more environmentally friendly choice. Every product from Haorun is entrusted to professional third-party testing organizations for evaluation according to national and industry standards.



GC is responsible for product quality, and each batch of products must undergo risk assessment by professional quality control personnel.



The sustainable product supply chain has undergone rigorous scrutiny



- [illegible]

上海好润环保科技有限公司

Plastic Neutralization Case Studies



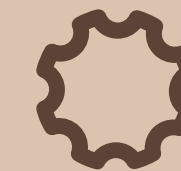
HR

- Recruitment Gifts
- Onboarding Gifts
- Employee Uniforms



ESG

- School Uniform Donation
- Traceable Plastic Recycling



Admin

- Sustainable office supplies
- Work ID badges



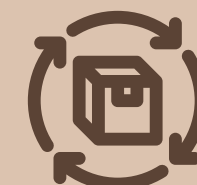
Marketing

- Giveaways
- VIP Gifts
- Media Gifts
- Exhibition Gifts
- Branded Gifts
- Event Gifts



Product

- Recycled Material Upgrades
- Eco-friendly Packaging
- Plastic-free Delivery



Brand Supply Chain

- Branded Product Development
- Recycled Material Upgrades



Sustainable Office End-to-End Solutions

The plastic closed-loop path for office supplies

- Set up dedicated recycling bins for plastic bottles in the office to collect plastic bottles and donate them to the Haorun "Spring Rain New Life" public welfare school uniform project for making uniforms.
- Practice environmental protection concepts by upgrading employee supplies to rPET materials, allowing employees to participate in the recycling and regeneration loop, actively engaging in sustainable development practices.
- Arrange public welfare classes for employees to learn about environmental protection and sustainable development.

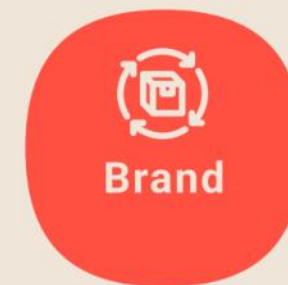


LOUIS VUITTON

Eco-friendly Employee Uniforms

**Uniforms reflect the values and
promote its culture and values**

- In 2020, GC worked with Disney Shanghai Resort on employee uniforms and accessories. Each product batch was tested, including industrial washing, and GC received Disney FAMA certification
- In 2021, GC partnered with Accor Hotels to create necklaces from recycled materials, pioneering employee uniforms in the hotel industry.
- In 2021, GC and Bolloré created rPET safety vests. Bright colors distinguish areas, reflective strips enhance safety, and badge holders for name tags.



故宫博物院
THE PALACE MUSEUM

Zero Waste Cultural Products

Vanke and the Palace Museum launched the "Zero Waste" project

- GC joins the Palace Museum's Zero Waste Project as a partner.
- The project aims not only to recycle but also to regenerate, leading the cultural and creative industry.
- Recycled plastic bottles replace original materials, upgrading the Palace Museum's products to eco-friendly versions.
- The regeneration process will be filmed, creating a documentary on eco-friendly products, released on media.
- Eco-friendly cultural products will be sold in the Palace Museum's stores and online on JD and Taobao.



Green Recruitment Assists PPL Branding

Partnered with McDonald's for sustainable recruitment gifts

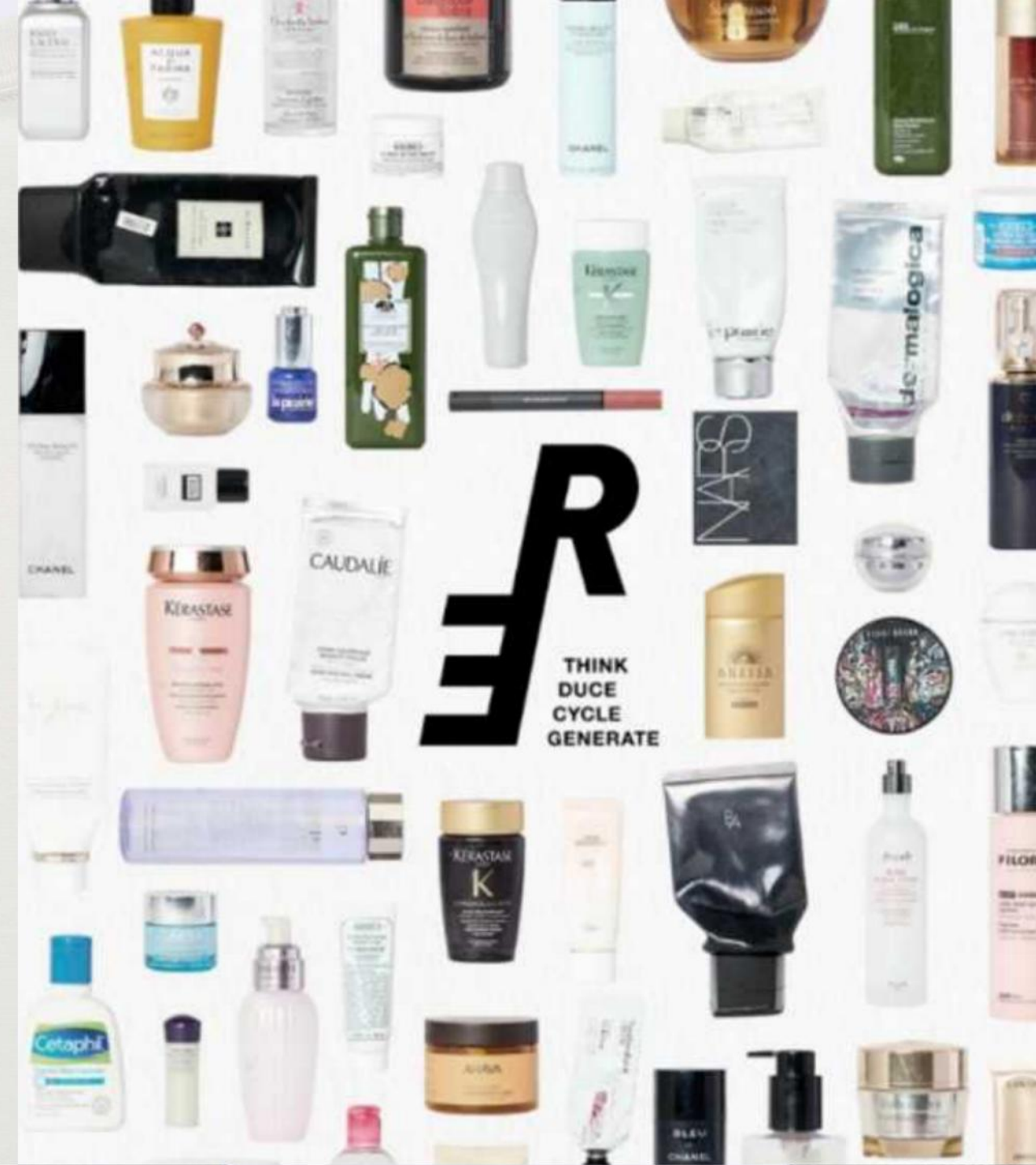
- Using recruitment gifts as a medium to convey the brand's values, facilitating the shift from "companies seeking talent" to "talent seeking companies," and promoting the enhancement of employer brand value
- The innovative and visually appealing campus recruitment gifts are not only popular among young people but have also generated a wave of media coverage for McDonald's



Online and Offline Bottle Recycling

Launch of the PP and HDPE empty bottle recycling program in 2023

- SWISSE partners with GC for a nationwide online and offline recycling campaign from 2023 to 2024.
- GC customizes an H5 page for recycling with a traceability system. Consumers can schedule free pickups after collecting enough empty bottles.
- Drop off empty bottles at recycling machines. Consumers may receive a gift as appreciation.



HARMAY

Store Recycling with Traceable Solutions

Launch of the PP and HDPE empty bottle program in 2023

- Harmay and GC have launched a nationwide recycling programme across multiple stores, encouraging consumers to return empty bottles to the stores in exchange for points
- The entire process traced PP and HDPE, allowing consumers to see the recycling destination
- In pursuit of plastic neutrality, Harmay continues to source eco-friendly employee uniforms and sustainable gifts to convey the brand's commitment to sustainability

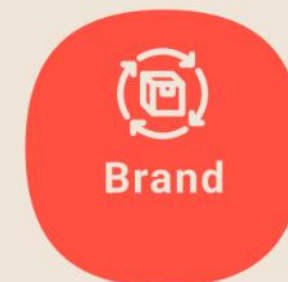




Showcasing China's Path of Environmental Innovation

Eco-friendly gifts from the Forbidden City showcased at COP28

- The COP28 reached the "UAE Consensus": acknowledging the environmental harm of fossil fuels
- GC's sustainable souvenir for the China Environmental Protection Federation at COP has been recognized by Prime Minister Ding
- The Vanke Foundation will showcase 2024 cultural innovation products for the Palace Museum in Dubai



POP MART Brand IP Products

POP MART partners with GC to
launch DIMOO eco bags.

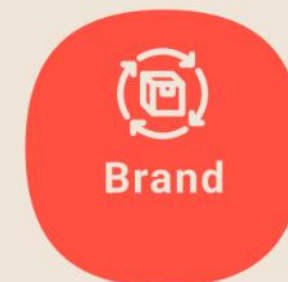
- POP MART, in collaboration with GC Environmental Protection, launched the custom "Playful Manufacturing, Nature Companion" DIMOO eco-friendly bag on World Environment Day
- Each DIMOO eco-friendly bag is made from rPET material
- All proceeds from the DIMOO eco-friendly bags are donated to the China Wild Plant Conservation Association for plant protection efforts



Gift Shop and Brand Merchandise

Meituan and GC developed the Green BETTER gift series

- Meituan's gift shop has set up recycling bins for PET bottles in Beijing and Shanghai, encouraging employees to recycle. This helps the environment and allows them to exchange waste for Meituan gifts
- GC has a long-term partnership with Meituan Gift Shop to develop the Green BETTER series of eco-friendly recycled products, which include office supplies, bags, daily necessities, clothing, accessories, and digital gadgets. With a spirit of craftsmanship, GC continuously refines every detail of its products, offering trendy and greener options for young people who care the environment



GAC Toyota Brand IP Products

GAC Toyota partnered with GC for the Warm Winter Initiative

- Collect PET bottles at offices, stores, and other locations. The initiative covers 50 stores and grows annually. Customers can exchange recycled bottles for gifts.
- In 2022, both parties advanced their cooperation, with GC designing and developing the "Children's Safe Travel Energy Pack" gift box for the children's safety education project "Driving Elf CSR Social Education Project."
- Plastic bottles collected from all locations are turned into safe backpacks and donated to schools in economically underdeveloped areas.

Why *GOOD CYCLE* ?

1

Dual Social Enterprise Certification

B-Corporation Certification + China Social Enterprise Certification

2

Leading Product Quality

Setting industry standards with strict entry and production controls

3

Sustainable Supply Chain

Green supply chain with "Recycle & Regenerate" operating procedures

4

Specializing in "Regeneration"

Focusing on regeneration, not on virgin materials; strong R&D and continuous innovation

5

Traceable, True Regeneration

Tracking the recycling process and tracing the source of products



赵文静 | Jane

+86 139 1851 9216
jane@goodcycle.cn

Change the world with your actions.

