



ATLF CASE STUDY

# PLASTICS FOR CHANGE (Pfc)

*Transforming Lives Through Social Impact*

**Alquity**  
TRANSFORMING  
LIVES  
FOUNDATION

At the Alquity Transforming Lives Foundation (ATLF), we believe that **impact capital can fuel scalable, sustainable solutions** to major social and environmental challenges.

Alongside our grant-making, we have intentionally deployed **patient, catalytic funding into mission-driven social enterprises** where we see strong potential for both impact and financial sustainability.



PfC is a strong example of this approach in action – demonstrating how capital can uplift thousands of informal workers into the formal economy.

## Why We Back Social Enterprises and why PfC

Our Transforming Lives Awards (2019) included a pilot for social enterprise investment – designed to test how flexible capital could accelerate innovation that creates jobs, protects the environment, and improves livelihoods.

Founded in 2015 and operating across the Southern Indian states of Karnataka, Maharashtra, Tamil Nadu and Kerala, Transforming Lives Awardee PfC stood out because it offered a **market-based solution to one of the most urgent structural challenges of our time**: plastic pollution and the exploitation of informal waste pickers within a fragmented, undervalued waste management ecosystem. As their founder and CEO Andrew Almack explains... “Traditionally, the entire informal waste system works on exploitation... it’s all unregulated.”

PfC set out to change this - building a fair-trade verified model that brings transparency, traceability and dignity to the informal waste economy.



They achieve this and more by combining a fair-trade verified supply chain, a tech platform connecting the waste pickers to global brands, and a franchise infrastructure enabling the production and sale of high-quality recycled plastic materials. Through this model, informal workers gain dignified livelihoods while brands access traceable, ethically sourced recycled plastics at scale.

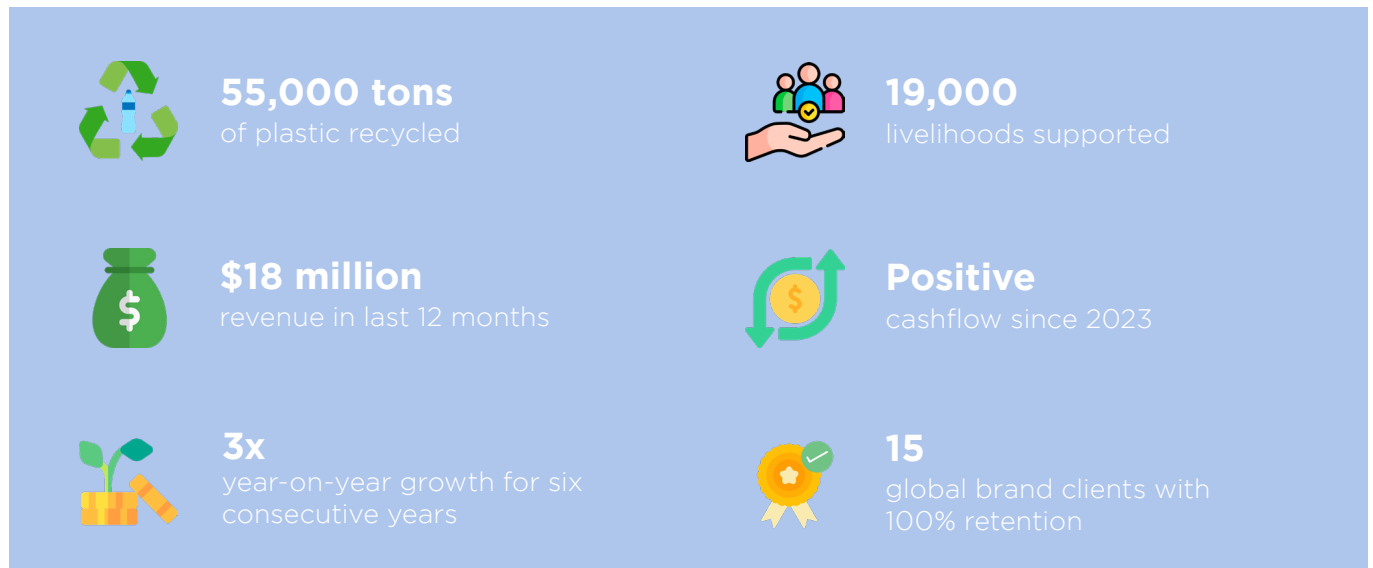
## *From Loan to Equity A Partnership That Evolved*

In 2019, ATLF provided an **initial £50,000 loan** to PFC. Our intention was to help them stabilise operations and prove commercial viability.

In 2024, as the company prepared for a major Series A liquidity event, we agreed to convert the loan into equity - recognising us as a long-term strategic impact partner. This conversion has now been completed - successfully transitioning our support from impact debt to impact ownership, and positioning ATLF for a potential return that could be reinvested in future social enterprises.

## *PfC's Growth & Future Outlook*

*Since launch in 2015, the results have been significant:*



PfC's model is now proven and ready to scale. Their Series A raise will expand collection capacity across India and the Philippines, serve new multinational clients, and increase margins through vertical integration - positioning them to disrupt the **\$500 billion global virgin plastics industry**.

This sets the stage for ATLF's **ethical exit** - and the value of our equity position will enable a recycle of impact.

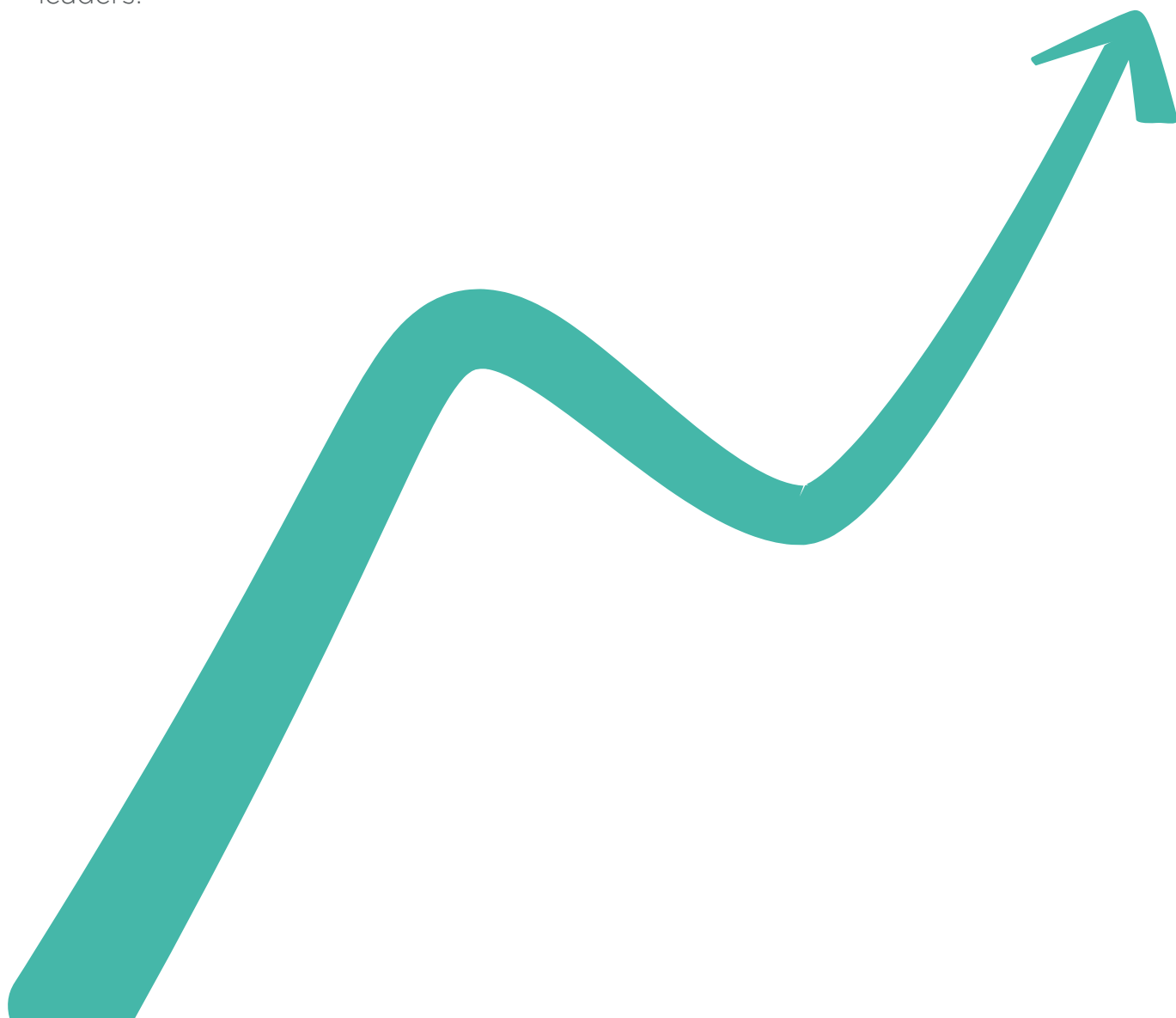
# *Looking Ahead - and Our Invitation*

Our experience with PFC and other Transforming Lives partners has shown us that scalable social enterprises exist - and with catalytic capital, models like this can be replicated across sectors, supply chains and geographies to help build viable businesses that transform lives at scale.

ATLF will continue to explore opportunities to support social enterprises with scalable models, while sharing learnings with Alquity clients, industry peers and philanthropic leaders.

We welcome partners interested in replicating this blended approach to impact, and we look forward to exploring collaborative catalytic funding models to deliver:

- Measured social outcomes
- Environmental progress at scale
- Commercial returns that can be reinvested into impact





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