

Y E A R 2 0 2 3

REPORT FRACKING DESIGN





PURPOSE

At Fracking Design our main purpose is to mitigate the carbon footprint generated by the burning and improper disposal of plastic bulk bags.

But also to promote fair and inclusive labor. Our entire value chain is crossed by cooperatives and small manufacturing facilities.

6.008

IN 2023 WE WILL RECYCLE
6,008 BULK PLASTIC BAGS

12.945

EQUIVALENT TO 12,945
LINEAR METERS OF PLASTIC
BURLAP

35.622

AVOIDING THE BURNING OF
35,622 KGCO2 EQ. TONS OF
CARBON FOOTPRINT.

45

MORE THAN 45 PEOPLE
INVOLVED IN THE ENTIRE
PRODUCTION PROCESS.

KPI

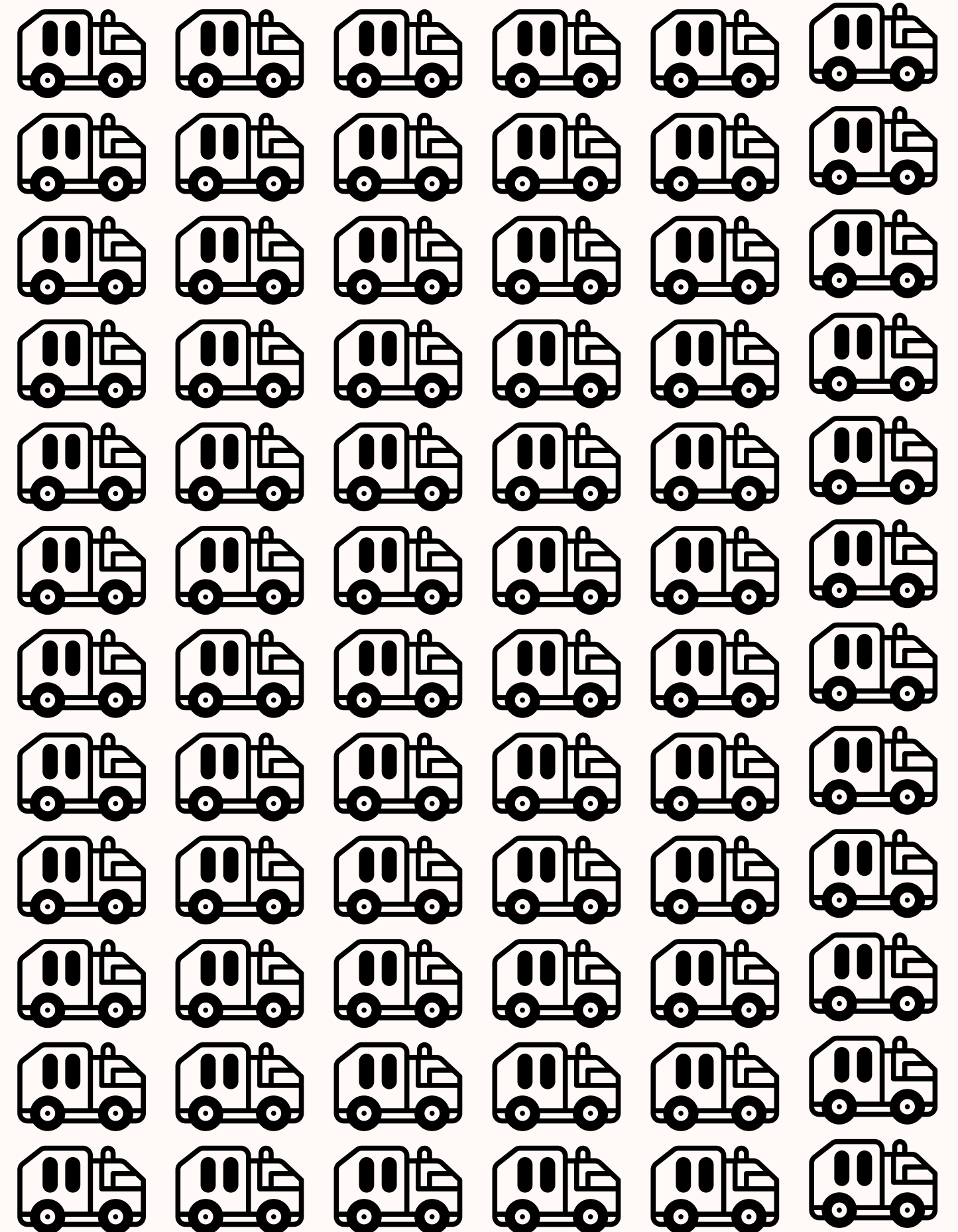


WE MANUFACTURED AND SOLD 33,000 UNITS.

TOTAL

**THIS AMOUNTS TO A TOTAL OF 13,336 BIG BAGS,
EQUIVALENT TO 35,510 METERS OF PLASTIC BURLAP,
THUS AVOIDING THE BURNING OF 97,718 KGCO₂ EQ -
TONS OF CARBON FOOTPRINT -**

For sizing purposes, this equates to 4,830 garbage trucks of waste being recycled instead of disposed of *.



*Calculated according to the U.S. Environmental Protection Agency.
<https://espanol.epa.gov/>

CIRCULAR ECONOMY

This year we continue incorporating new materials and bilk bags from other industries into our production chain, new plastic waste while maintaining the same imprint that characterizes us: products of excellent quality and design.

In this way we carry out circular economy actions with different companies giving them back their discards in products, reinserting them back into the system, and giving them a second chance.

FRACKING DESIGN IS ABOUT QUALITY, DESIGN AND COMMITMENT.

Plastic sheeting waste from wind turbines at Tenaris's Buena Ventura Wind Farm.



Scrubs of black plastic big bags from the "bigbaguera" industry in Bahía Blanca (Argentina)



Waste from plastic big bags used to store raw materials such as sugar and coffee from Nestlé.



IMPACT

THE PROBLEM



Sand is the main component for the extraction of unconventional oil, a well uses approximately 40,000 tons of sand and this is equivalent to 26,500 bags, which once used, go to a waste treatment plant where it is crushed and burned, **NOT RECYCLED.**



This increases the carbon footprint, emitting greenhouse gases that contribute to the global problem of climate change. In addition, there is so much waste, which causes clandestine open burning, and that pollutes the air throughout Patagonia.

DO NOT SACRIFICE ETHICS FOR AESTHETICS



FROM FRACKING DESIGN, WE TAKE THIS WASTE, WE RECYCLE IT, WE TRANSFORM IT INTO ROLLS OF FABRIC THROUGH AN INDUSTRIAL PROCESS. WE MANUFACTURE OUR RAW MATERIAL TO BE ABLE TO WORK IT TO SCALE, AND WITH IT, WE MANUFACTURE DIFFERENT PREMIUM LEATHER GOODS ACCESSORIES (BAGS, BACKPACKS, WALLET).

PACKAGING & SHIPPING



WE USE BIODEGRADABLE BAGS FROM CERO PACKAGING FOR ALL OUR SHIPMENTS..

EACH FRACKING DESIGN PRODUCT IS DELIVERED IN A 100% COTTON CANVAS BAG MADE BY CUÑA, A SOCIAL ENTERPRISE WHOSE PURPOSE IS TO GENERATE JOB OPPORTUNITIES FOR WOMEN IN VULNERABLE CONTEXTS.

OUR LABELS ARE MADE OF RECYCLED PAPER.

95% OF OUR LOGISTICS ARE CARRIED OUT BY COMPANIES THAT OFFSET THEIR CARBON FOOTPRINT.

FROM OUR POSITION AS AGENTS OF CHANGE IN 2023, WE GAVE 16 AWARENESS-RAISING TALKS FOCUSED ON ALL TYPES OF AUDIENCES, YOUNG STUDENTS, ENTREPRENEURS AND LARGE COMPANIES.



AGENTS OF CHANGE



WE ARE SO GRATEFUL TO EVERYONE WHO IS INVOLVED WITH FRACKING DESIGN, MAKING IT POSSIBLE FOR US TO CONTINUE TO MAKE A POSITIVE IMPACT.

WITHOUT ALL OF OUR COMMUNITY, FRACKING DESIGN WOULD NOT BE POSSIBLE.

WE WORK EVERY DAY TO CONTINUE TO MITIGATE THE FOOTPRINT AND ENCOURAGE FAIR WORK.

WE HAVE MANY MORE IDEAS FOR 2024!

THANK YOU!
