

GREENSTART — B2B INFORMATION PACK

The world's first 100% biodegradable umbrella

Who we are

Greenstart is a Norwegian startup eliminating single-use plastics from everyday life. We create fully biodegradable alternatives — starting with umbrellas.

The Problem We Solve

- Over **1 billion umbrellas** are discarded every year
- Made from plastic & metal — almost impossible to recycle
- Take up to **400 years** to decompose
- Undermine ESG and circularity targets

The Greenstart Umbrella

7-Day Biodegradable Model

- Kraft paper + plant-based PHA
- Lasts up to 7 days
- Fully decomposes within months
- Lightweight — only 280 g



Branding & ESG Value

More than an umbrella — a walking billboard. With your logo, each umbrella becomes a moving advertisement while proving your ESG commitment.

ESG Impact

- Environmental: Cuts plastic waste & footprint
- Social: Engages employees & customers in visible action
- Governance: Supports SDG 12 — Responsible Consumption & Production

Next Steps

We are partnering with selected companies to launch pilot projects in 2026.

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