Ooho, Notpla’s plastic-free edible bubble, will be hydrating runners at one of the biggest half-marathons in the world, Göteborgsvarvet, in Sweden.

- UK-based Notpla - the award-winning sustainable packaging company - will provide runners a chance to experience their “Ooho”- an edible bubble made from seaweed, designed to encapsulate liquids.
- On the 13th of May, 25 000 Oohos filled with orange electrolyte drinks will be provided to runners at Göteborgsvarvet to hydrate themselves on-the-go.
- Easy to use, Ooho offers a unique way for runners to hydrate on-the-go and helps protect our environment by replacing single-use plastic bottles and cups.

Ooho is the iconic product of Notpla, a packaging company creating truly sustainable packaging solutions from seaweed and plants, that disappear naturally, giving consumers the convenience of single-use, without the plastic waste.

Ooho is made from seaweed, one of nature’s most sustainable resources. Globally abundant and fast-growing, seaweed doesn’t require freshwater, land or fertiliser. It is one of our greatest weapons against climate change – reducing ocean acidification and effectively absorbing carbon.

It is the perfect sustainable hydration alternative for sporting events, bringing innovation and excitement to runners in a waste-free manner as it is fully edible. Runners can grab one, pop it in their mouth and simply eat it for a quick burst of hydration.

If not eaten, Ooho will biodegrade within 4-6 weeks and will not leave behind microplastics or waste for centuries, making it a more sustainable alternative to traditional packaging options.

Notpla has already made an impact through major sporting events thanks to its innovative solution. In the Netherlands, 38,000 Oohos were distributed to hydrate runners at the Zevenheuvelenloop. While in the UK, Notpla replaced 36,000 plastic bottles at the London Marathon, in partnership with Lucozade.

Sustainability is at the core of Göteborgsvarvet, and the event is pro-actively looking for innovative solutions to minimise its environmental footprint.
“Everyone running a longer race needs to get hydrated - in one or another way. Single-use items are a hot topic and something we work systematically with. Our bold vision of being world-leading in sustainability when it comes to running events in our category and size means we need to be creative and work proactively to find new possibilities. We are very excited over this collaboration and if the outcome shows to be as positive as we believe - the Ooho might lead our way towards a future minimising our waste when it comes to single-use items.” Linn Färjhage, Sustainability & Sponsor Activations, Göteborgsvarvet.

Oohos at Göteborgsvarvet will be filled with 25ml orange electrolyte drink and will be available for a tasting session at the pre-race exhibition on Friday 12th of May. On the race day, Oohos will be distributed at the final water station by SJ and after the finish line in Runners Zone.

This event is an excellent opportunity to showcase the importance of sustainability and reducing plastic waste in the sports industry, in one of the most sustainable cities in the world.

“Notpla was born from the idea that we shouldn’t use a material that can last 500 years like plastic for applications that require quick consumption on the go. From this, Notpla was founded to create packaging solutions that disappear. Ooho was our first iconic product and is a great solution for event organisers who struggle to reconcile the need to gather big crowds of sports lovers while lowering their impact. Our collaboration with Göteborgsvarvet is bringing the sport community together around a sustainable and engaging product to hydrate runners, opening the doors to plastic-free sport events.” Pierre Paslier, co-founder and co-CEO of Notpla.

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Photos of Oohos

Notpla Press Pack

**About NOTPLA**
[www.notpla.com](http://www.notpla.com)

Notpla creates truly sustainable packaging solutions from seaweed and plants that disappear naturally, giving consumers the convenience of single-use, without the plastic waste. Winner of the prestigious Earthshot Prize, Notpla are famed for their edible liquid packaging, Ooho, their takeaway box coating and single-use film sachet replacements. To date, their solutions have already replaced 2.8 million pieces of single-use plastic from entering our environment.

**About Göteborgsvarvet**
[www.notpla.com](http://www.notpla.com)

Göteborgsvarvet is one of the biggest half marathons in the world and organised for the benefit of the athletic associations in the region - all profit goes directly back to their operations.
Around 3000 volunteers are involved, to provide an extraordinary experience for both runners and audience. Göteborgsvart is certified according to the international ISO standard 20121 for sustainable events and work systematically to always improve.