

Transcript

People. Impact. Future. — Ep. 2 Best Global Partner of 2024

Riccardo

Hello.

Here we are. Hello, everyone. Good morning, everyone, and welcome to new podcast people impact future the podcast where we talk about successful people, real sustainability impact, business opportunity and market trend. Today I'm joined by Lumina, 5 star in Amplivo Global partner in 2024 so really in a special guest we start.

Like this and a woman in business who support company individuals and entrepreneur every day in navigating in the world of the CSR, plastic, Credit, and Corsair and Primo business. So I wanna thank you for being here. And first of all how are you today,?

Lumina

Hi Riccardo. Thank you for welcoming here and how I am today. I'm very good. I'm super happy to be with you today and speak about our business. Let's go back to the beginning because every journey as you know as a starting point.

Riccardo

So, Lumina, tell us a bit more about your story. How did you come across and believe first of all and who were you before stepping into this business, because I know that you have really an interesting story and unique story.

Lumina

OK. Thank you, Riccardo. So how I came across from Amplivo. This is what I call synchronicity. You know, when somebody speaks to you about it, you don't listen. You don't look second person speaks to you about it. And when the third time it comes on your table, you're like, OK, I really have to look at it and where I am coming from, what I was doing before, you know, I was living.

For 18 years in India, so after a first degree in psychology, I left to India. Imagine how much sense it makes to me because in India I used to drink tea. In a madcap eat in the paper leaves, you know, like 3 leaves. And then I saw pollution I mean. So when I got the solution about the pollution I was like, OK, this is exactly what I need to do?

Riccardo

You joined in the 2021 and today, so after basically four years you are seen as one of the most successful woman in our global network.

But we know that success is never random. So in your opinion, what how are you to reach this level? What are the key ingredients that make the difference for you along the way?

Lumina

Number one is that I met a company, a team, that would really speak to my heart because it has a mission and the mission really makes sense to me and what's allowed me to reach the success. I think it's really consistency.

And educating myself, I've been spending so much time, you know listening to videos, watching things, and studying because I'm so interested. So as I said, it's like passion gave me the possibility to be where I am and consistency.

Riccardo

Yeah.

Before we dive into solution, let's face the reality the emission, basically the plastic pollution is everywhere, and as you know, we are facing in a global crisis.

The plastic is in the ocean in our cities, is even in our food chain.

But uh, from your perspective, how bad is the situation right now on a global scale? How you would like to describe it?

Lumina

I mean, we find plastic everywhere today. Microplastic, nano plastic. Also microplastics. We find it. How bad is that? Plastic now is in our bloodstream. In the placenta of a woman, testicles of a man you know everywhere. So I think we really face a situation that is endangering humanity and animal life. So we face a real danger and we really have to go into circularity. For me, the future of humanity is to use its waste as a primary material to create something else.

Riccardo

Without the plastic material we need it like we are addicted to it. So as you spoke, we must to work on a circularity, you know.

Lumina

Exactly. Actually, plastic is a revolution as a creation. Come on.

Riccardo

Agreed.

Lumina

It's a it can be flexible, strong light material that that is very useful. But It has to go into a circular loop.

Riccardo

And we know that nowadays sustainability is a popular word. It's written in every company brochure. But based on what you are seeing every day.

What do you think about the real situation of the company? They are really taking action or is still more talk than real facts.

Lumina

They know they will have no choice. They know have no choice. But the reality is that if you look at plastic production.

Next it is supposed to triple by 2050. It is like an exponential curve. So the reality is that there is more and more production of plastic out of fossil fuel, why not doing it out of our waste?

Riccardo

Yeah. Now let's even speak about the solution. You know, let's breakdown something that sometimes for people sound complicated our business for sure is innovative and it's something that no one did before. But if you had to explain the plastic credit concept.

You're 7 years old. How would you describe them in a simple words? What is a plastic credit basic?

Lumina

OK, it's a it's a value like in few words for me, first of all.

It's a value that, sorry, it's a value that corresponds to a quantity of plastic that has been collected and recycled.

As simple as that. So if I want to give you an example.

You are a chocolate. No, you are a cake manufacturer. OK. And new cake. You have to wrap them when you sell them into plastic.

Otherwise they get dry, otherwise they can get damaged by any things from the environment, so to keep them good, you have to pack them into plastic. But for sure you are not a plastic manufacturer. You are not a plastic collector. You are not a plastic recycler. You know nothing about plastic chemistry. You are very good Baker. You know how to bake a good cake.

OK.

But the reality is that you're using plastic and now you know that plastic is polluting.

Yeah. And the governments and the whole people in this world start to understand that we have to collect and recycle this plastic because this is polluting our environment. So what you need, you need to be in touch with somebody who knows about plastic chemistry and who can recycle plastic.

OK. And the tool that we have connecting you as a Baker to the recycler is the plastic credit?

So it allows them to sell their product and know that the same quantity of plastic they put on the market has already been collected and recycled.

Riccardo

And this is the offset concept right?

Lumina

Exactly. This is what allows them to be plastic neutral.

Can I say something about it in two seconds?

Absolutely, absolutely I can hear already everybody that is thinking ohh, OK, so this is to pay a right to pollute.

Riccardo

OK.

Lumina

If you want, if you want, you can think if I pay I can still create as much plastic as I want. The reality is that same for carbon credit at the beginning it was very cheap. Maybe so some people didn't mind. They were paying and not changing anything. But when the price of your credit is rising.

Then you have no choice. It's too much of a budget, so the tool always ends up.

Riccardo

Yeah.

Lumina

With the right function.

And in the end it is used the proper way.

Riccardo

So you know, you explain it in a really easy way and some people think that our business is too complex is only for expert. But you are leading it every day. You are working with real people with the big entrepreneur. But even with, I don't know the 18 years old.

Die or the grandmother, basically because everyone can be part of what we do, but you would like to say to someone that right now is listening and maybe feels unsure or intimidated. And why do you believe, basically, that unbridled today is a real?

Winning opportunity for everyone, OK?

Lumina

So what I would say to a grandma or a or a woman, that or a man that is not used to to our business or somebody on well.

Actually it's very simple.

Do you feel concerned about plastic pollution?

If you do feel concerned about ballistic pollution, you don't have to be an expert.

You just have to share, like invite people.

To get the information that today each and everyone of us has the possibility to step from powerlessness.

To action? Yeah, because I think most of us today feel powerless in front of the huge quantity of plastic pollution we are facing and the size of the problem.

Today we have a solution that allows each and everyone to step into action. Why?

Because every contribution we are collecting.

Is just accelerating our business, meaning we are all contributor and accelerator of collecting and recycling plastic. If you are able to understand what I just said and to repeat what I just said, I think anybody can invite anybody.

To receive the information and let them decide if they want to join or not.

Riccardo

Absolutely agree and you know you spoke about the information. We have a system, you know.

Provided by the company by the Amplio company that help and support everyone to explain our opportunity to explain our business model in a simple way. So you don't have to do the job like like a new guest, but just as you as you as you said create the trailer and invite people.

To understand better what we.

Good.

Lumina

Yeah, and Amplivo means amplify the voice. It's like we are such an amazing community. You are your own boss, but you are not alone. You are working with people that provide you a system. You hear my life. I was living in India 18 years. I was walking barefoot, waking up before 6:00 AM to pick up my water.

Because after there was no water at the top, you know?

I was not a business woman. I was not a how you call that the the global partner 2024. I am a simple woman as anybody you know. And because the company provided me a system and I was coachable, I just used OK.

The tools that were in front of Maine and it really made my life so simple for success. Because actually your success is duplication and being coachable.

Riccardo

It's been a real pleasure having you with us today, but before we wrap up, let me ask you one last question. OK, I think I already know even the answer to be super honest. But the question is we'll see you in Thailand on November 2nd for vision 2025, right.

Lumina

Yes, for sure.

Riccardo

OK, OK. Yes, that's the right answer. It's going to be an extraordinary event with our entire international community coming together to shape the future of our business and celebrate the milestone we've achieved and where we are going.

With me, so if you are a partner and listening to this Lumina not not just me and you, you, but you cannot simply miss it. You must to be there in Thailand, this event is going to be the event of the year. So, Lumina, thank you again for your time, for your energy and for your inspiration for sure.

See you soon and see you live in Thailand.

Lumina

Yes, thank you so much. See you like in Thailand.