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California's Bureo Skateboards and Challenges

Introduction

The purpose of this paper is to present the statement of challenges, which are most critical for the California's Bureo. It is due to the fact that California's Bureo has recently started to work with the Chilean Government, in order to create Minnow. It has been assessed that Minnow is nothing more than the skateboard, which is made from abandoned fishing nets (Simpson, p.n.d.). It has been established that these abandoned fishing nets are collected from the country's coastline or shoreline (Pleasant, p.1).

One of the major objectives behind this activity is to ensure the integrity and reliability of the environment. It is due to the fact that plastic fishing nets have become one of the greatest threats for the suitability of the environment. After considering this fact, California's Bureo decided recycle plastic fishing nets, with the collaboration of Chilean Government. The proceeding paper incorporates the analysis of different issues and challenges, which are more likely to be faced by California's Bureo.

Discussion

It has been discovered from the recent reports of Simpson (p.n.d.) that California's Bureo skateboards are one of the greatest initiatives towards sustainable and integrated environmental conditions. It has been revealed from the analysis of research and studies,

which were carried out by Pleasant (p. 1) that human beings are responsible for producing substantial amounts of waste, which can be easily recycled. Recent researches and reports of EPA have presented an idea that approximately 93 percent of recyclable plastics do not even reach to the processing plant. This situation often results in the dumping of this plastic into oceans and seashore; hence affecting the integrity of marine life and environmental conditions (Simpson, p.n.d.). After observing all of these vulnerable situations, California's Bureo started to identify appropriate and adequate solution, in order to control this growing issue.

It has been disclosed from the researches of Pocek (p.n.d.) that plastic fishing nets were causing sea pollution, which was impacting the living conditions of fishes and other marine life. With the passage of time, the team of California's Bureo found out an effective and entirely unique solution for the problem, which was based on the recycling of plastic fishing nets. The company aimed to recycle used and abandoned fishing nets, in order to develop sustainable and innovative product design, called skateboard (Simpson, p.n.d.). It is significant to notice that the company did this incredible task, with the collaboration of Chilean Government.

Undoubtedly, this is one of the greatest efforts towards the protection of environment and marine life, but it has been observed that the company has to face various challenges and issues. One of the major challenges was to get the approval from Government entities. In this regard, the company developed appropriate and integrated strategies to work collaboratively with the Government of Chile, in order to expand its relationships with different nonprofit organizations (Krichko, p.n.d.). It is significant to notice that the company intended to ensure to create new inroads with pre existing plastic collection programs and events, across the globe. It can be considered as one of the most commendable aspects of the Government of Chile that it had supported the company. In this regard, the Government of Chile supported

the collection of fishnet, as it was another greatest challenge, which was faced by California's Bureo (Simpson, p.n.d.).

Another challenge, which was faced by California's Bureo was to assure the continual supply of materials, i.e. abandoned plastic fishing nets, in order to develop its skateboards (Pleasant, p. 1). Initially, the company had to face considerable resistance from the fishermen, as they were not interested in providing expired fishing nets (Simpson, p.n.d.). It has also been recognized that they used to dump the used fishing plastic nets in deep-sea, while doing fishing. It was one of the greatest challenges for the, i.e., California's Bureo, to educate the fishermen about the consequences of their activities.

Afterwards, it was another greatest challenge to collect and assemble the fishing nets. It has been examined from the analysis of research and studies, which were conducted by Pocek (p.n.d.) that the company also had to face different challenges, during the manufacturing of skateboards. It is due to the fact that it was the greatest task to mold and fabricate the skateboards from abandoned fishing nets. In this regard, the Government of Chile has provided effective injection molding and recycling facilities, in order to manufacture skateboards. These recycling as well as molding facilities have played a major role in facilitating the process of skateboard's manufacturing, through abandoned fishing nets.

More so, different techniques and tools were also provided by the Chile Government, in order to test and verify the performance of board, to ensure the integrity of the product. It has been examined that California's Bureo skateboards are one of the greatest and innovative ideas. The manufacturing of these boards have enlightened an idea that it is the most appreciable scheme towards the protection of environmental integrity. It has been affirmed by Krichko (p.n.d.) that despite of wide range of issues and challenges, the idea of producing skateboards from recycled fishing nets is a commendable approach towards environmental

sustainability and providing premium ride to the customers. It is a fact that the company is continually facing various issues, including transpiration challenges, but it is continually starving to convert plastic fishing nets into recycled and useful product, i.e. skateboards. It has been perceived that the activity may result in considerably optimistic outcome, in terms of environment integrity and positive changes in the community (Pleasant, p. 1).

Conclusion

The preceding paper has discussed challenges, which are associated with the production or manufacturing of a skateboard whose deck is made up of recycled abandoned fishing nets. It has been assessed from the research that these plastic fishing nets are collected from the country's coastline. After conducting this research, it has been assessed that the major objective behind this activity is to ensure the integrity of environment, which is being affected by plastic fishing nets. It is due to the fact that these fishing nets are usually dumped in the sea; hence affects the marine life. Therefore, it was decided by California's Bureo, with the collaboration of Chilean Government, to utilize it by making the deck of skateboards. Apart from all benefits and positive aspect, the company had to face various challenges, in terms of the collection of plastic nets and manufacturing of skateboards. The preceding paper has discussed all of those challenges, while assessing different initiatives, which were adopted by the company, to cope with the challenges.

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