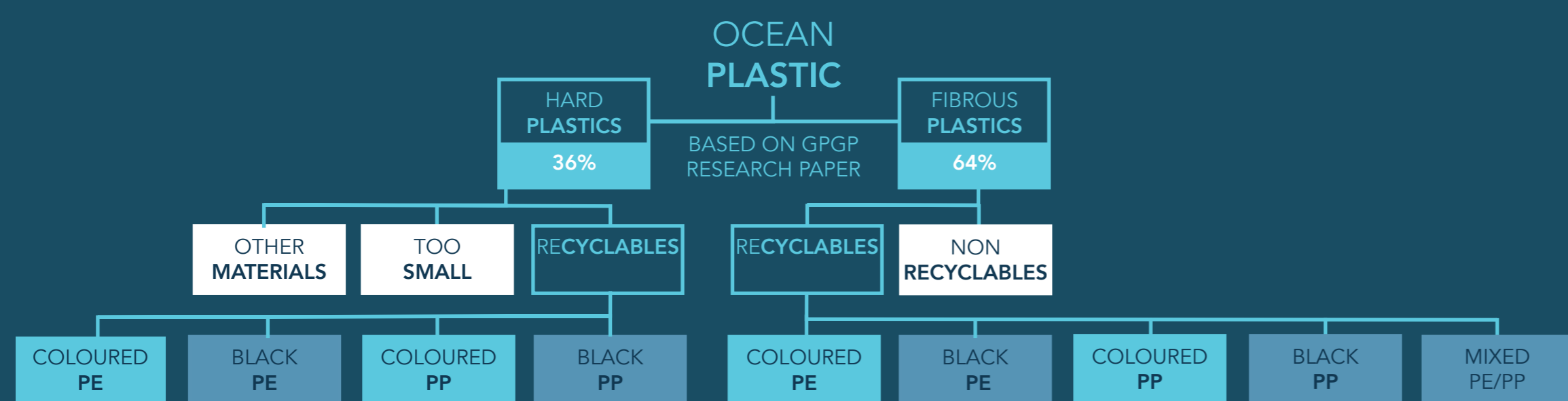


HOW TO TURN 80.000.000 KG OCEAN PLASTIC INTO OCEAN PRODUCTS

1. THREE TIERS

The plastic found in The Great Pacific Garbage Patch can roughly be divided into **three tiers**, based in the **properties** of the plastic and the consequences of those properties for the **recycling process**. These tiers are as follows:



TIER 1: COLOURABLE, MECHANICALLY RECYCLABLE

Tier 1 consists of plastics that are recyclable using traditional recycling methods and that can then be used in traditional manufacturing methods such as injection moulding.

TIER 2: BLACK, MECHANICALLY RECYCLABLE

Tier 2 is similar to tier 1, except for the fact that the plastics in this tier are black. This means that they can not be recoloured in recycling, which limits some possible use cases.

TIER 3: NON-MECHANICALLY RECYCLABLE, OTHER

Tier 3 contains all the plastics that are not suitable for the traditional recycling process, think of fractions too small to sort, or containing mixed materials.

2. THREE GOALS

In my research, I defined **three goals** that The Ocean Cleanup should aim to accomplish in its plastic valorisation efforts. These are:

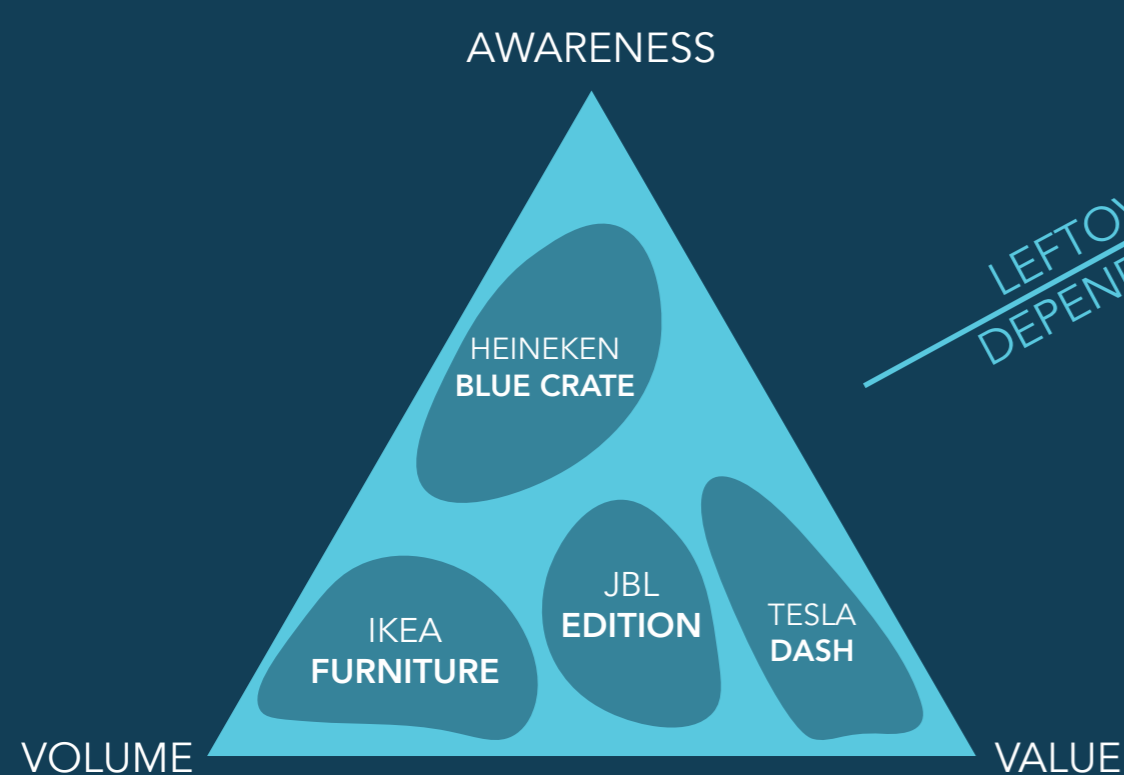
AWARENESS	VALUE	VOLUME
<p>The Ocean Cleanup benefits greatly from increased awareness on the issue of ocean plastic.</p> <p>Products could help generate this awareness and expose people to the company that hadn't heard of it before.</p>	<p>The Ocean Cleanup has stated that part of the reason they want to launch products is to generate sustainable income.</p> <p>A circular source of income will guarantee the stability needed to continue the cleanup.</p>	<p>As the plastic comes from international waters it is up to The Ocean Cleanup to deal with it all of it.</p> <p>Ideally a purpose would be found for all of the plastic in order to prevent it ending up in a landfill.</p>

3. THREE STRATEGIES

No single strategy can fulfill all three defined goals well, while also matching with the three material tiers. This is why I have designed a **separate strategy for each tier**. By drawing a triangle with one of the goals on each end, a **framework** is created that can be used to visualise the impact of different ideas or sub-strategies within the three strategies. Through a combination of desk research, consumer interviews and expert interviews I developed the following strategies and sub-strategies.

TIER 1 PLASTIC (COLOURABLE) LIMITED EDITION PARTNERSHIPS

The tier 1 plastic should be used to create **limited edition version** of existing products. This creates a **win-win** situation in which The Ocean Cleanup benefits from the **brand awareness** of the partner and can focus on its core mission by **outsourcing** production and marketing, while the partner company benefits from the **positive association** with The Ocean Cleanup.



- Engage in brand partnerships with big brands that consumers love to associate with, but avoid companies with a bad reputation in terms of the environment.

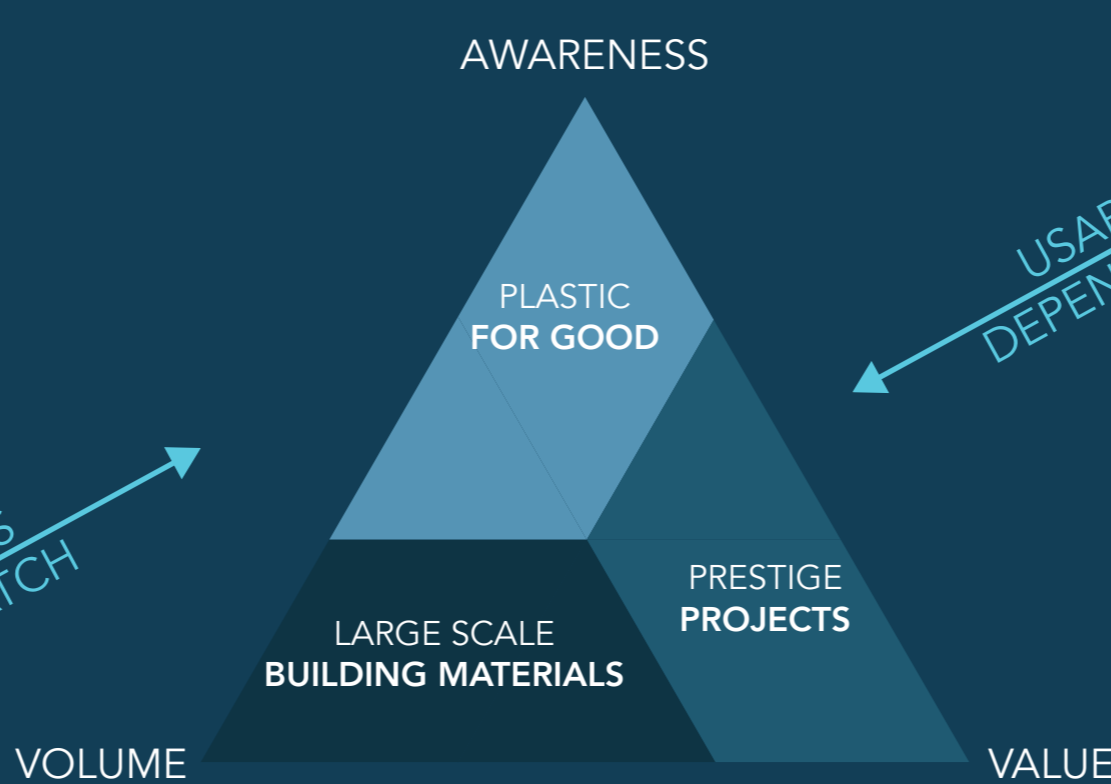
- Ocean editions of products should be visually distinct from the regular product. This should be done through both a distinct material appearance as well as through the Ocean Treasure brand.

- Pick products that are visible or used in social settings, so people can show off their ocean editions to their peers. There is a balance however, don't make the product too striking or visible.



TIER 2 PLASTIC (BLACK) INTERIOR & EXTERIOR ARCHITECTURE

As the tier 2 plastic is black it **can not be visually differentiated** and is unsuitable for limited editions. I recommend using this plastic in **interior & exterior architecture** as there is a **demand for sustainable materials**. In this context more **subtle colours** are often preferred, making it perfect for the black plastics.



LARGE SCALE BUILDING MATERIALS

- Partner with a recycling company such as Lankhorst or Save Plastics to design and produce the building products.

- Work with institutions such as 'Milieudatabase' to get a positive environmental impact score for using ocean plastic, creating demand from the market.

PRESTIGE PROJECTS

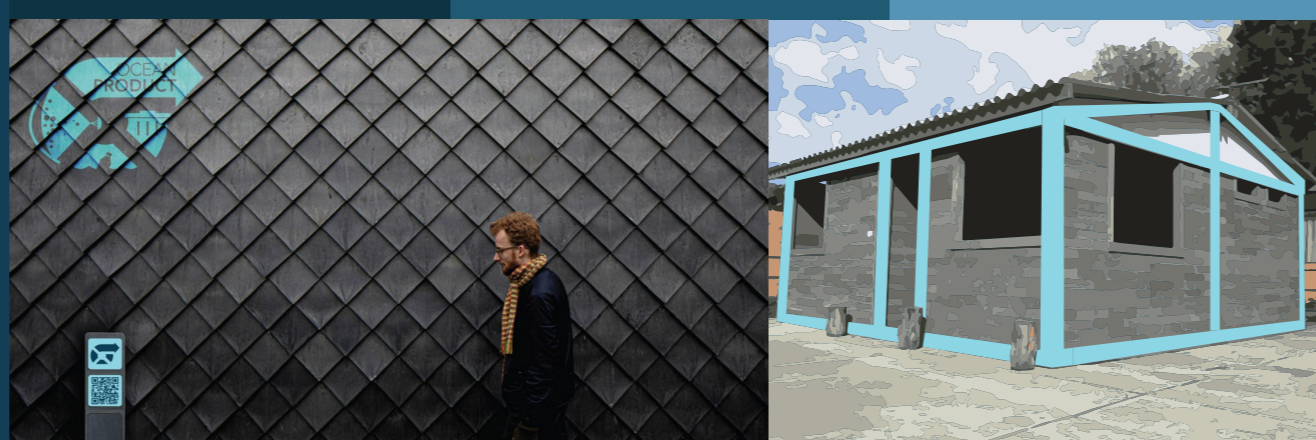
- Co-initiate a project together with for example a client and an architect.

- Look for a use in a prominent building that has a lot of visibility/visitors (city halls, museums etc.).

PLASTIC FOR GOOD

- Donate plastic building materials for for example disaster relief

- Use the material as a wood replacement, for example in the construction of the framework of a building.



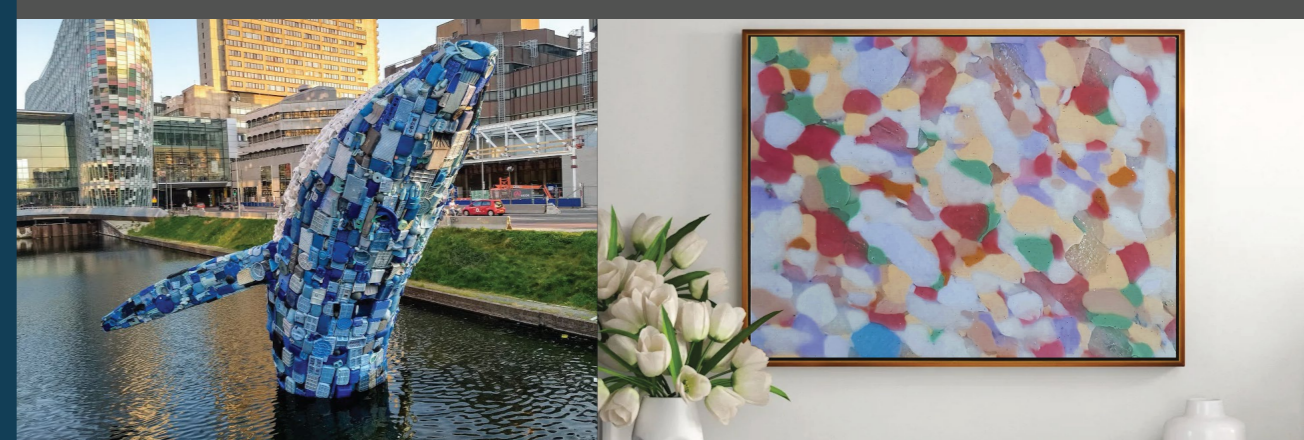
TIER 3 PLASTIC (OTHER) ART & EXPERIMENTS

Tier 3 plastics are **unsuitable for traditional recycling or manufacturing** methods. Incineration however **pollutes** the environment. By going with my **arts & experiments** strategy, The Ocean Cleanup can use **novel methods** (plate pressing, epoxy encasing etc.) to **extract as much value and awareness** out of as much volume of this plastic as possible, only using incineration as a **last resort**.



ART FOR SALE	DESIGN COMPETITION	OCEAN ART FESTIVAL
<p>- Partner up with a variety of artists to create individually unique art piece.</p> <p>- These pieces can serve as conversation starters in the houses of consumers/in the offices where they hang.</p>	<p>- Host a design competition for the tier 3 plastics based on the three goals of The Ocean Cleanup: Value, Awareness and Volume.</p> <p>- To entice designers of all kinds to participate, prizes should include exposure (at for example the Dutch Design Week), money and/or coaching.</p>	<p>- Work with a municipality to host a temporary ocean plastic art festival in a prominent location.</p> <p>- Invite local artists to create artworks for the city with tier 3 ocean plastics.</p> <p>- Display miniature cleanup systems and interceptors at the event, tell the story of The Ocean Cleanup using video screens.</p>
SOUVENIRS		
<p>- Encase individual parts of ocean plastic in epoxy, sell them as paperweights.</p>		

WASTE MANAGEMENT
If no other purpose can be found for a fraction of plastic it ends up in this group. Plastic in this group can either be stored in the hope a purpose is found in the future, or incinerated for energy. Incineration is a last resort.



4. OCEAN PRODUCT BRAND

The **Ocean Product** brand unites all products made from Great Pacific Garbage Patch plastic. A consumer who once bought an Ocean Product Heineken crate, will **recognise the logo** on a building for example. In this way the **exposure** of each product feeds into the **brand recognition** of the entire concept, **increasing the value** to consumers, **increasing the demand for partnerships** from other companies and **increasing the awareness** generated for The Ocean Cleanup.



5. PARTNERSHIP TOOL

To further develop the tier 1 strategy, I researched which **factors** play a role in such partnerships and products. Using the findings I developed a **partnership tool**, which can be used to **assess a potential partnership** on a variety of factors. These range from the brand fit between The Ocean Cleanup and the partner brand, to the technical product factors and from the context in which said product is used to the organisational qualities of the partner company. Filling in this tool will quickly help The Ocean Cleanup decide whether a partnership is **worth pursuing or not**.

