

**STOP TALKING.  
LET'S START DOING.**



# OUR PHILOSOPHY: PUTTING A MAN ON THE MOON

In 2011 Plastic Whale kicked off with a 'Man on the moon'. To build a boat made from plastic waste.

The strategy was inspired by JFK's challenge to land a man on the moon.  
It created a movement of people who wanted to make the impossible possible.  
And it created a lot of technological spin-off for different industries.

Our 'Man on the Moon' philosophy aims to do just that.  
To involve as many people as possible. And to use their commitment and innovative power to tackle the problems of our modern age.

We do this by creating exciting challenges people want to be part of.  
By creating concrete steps and results.  
By making complex things simple.  
By making theoretical things tangible.

Always with our partners and their stakeholders; together we can get everything done.

# OUR THREE PILLARS



## COLLECT

Each year many thousands of people come plastic fishing with us. We take out tons of waste and tens of thousands of plastic bottles.



## CREATE

We turn the plastic waste that we fish into value. Such as beautiful boats, to fish more plastic. Or design office furniture.



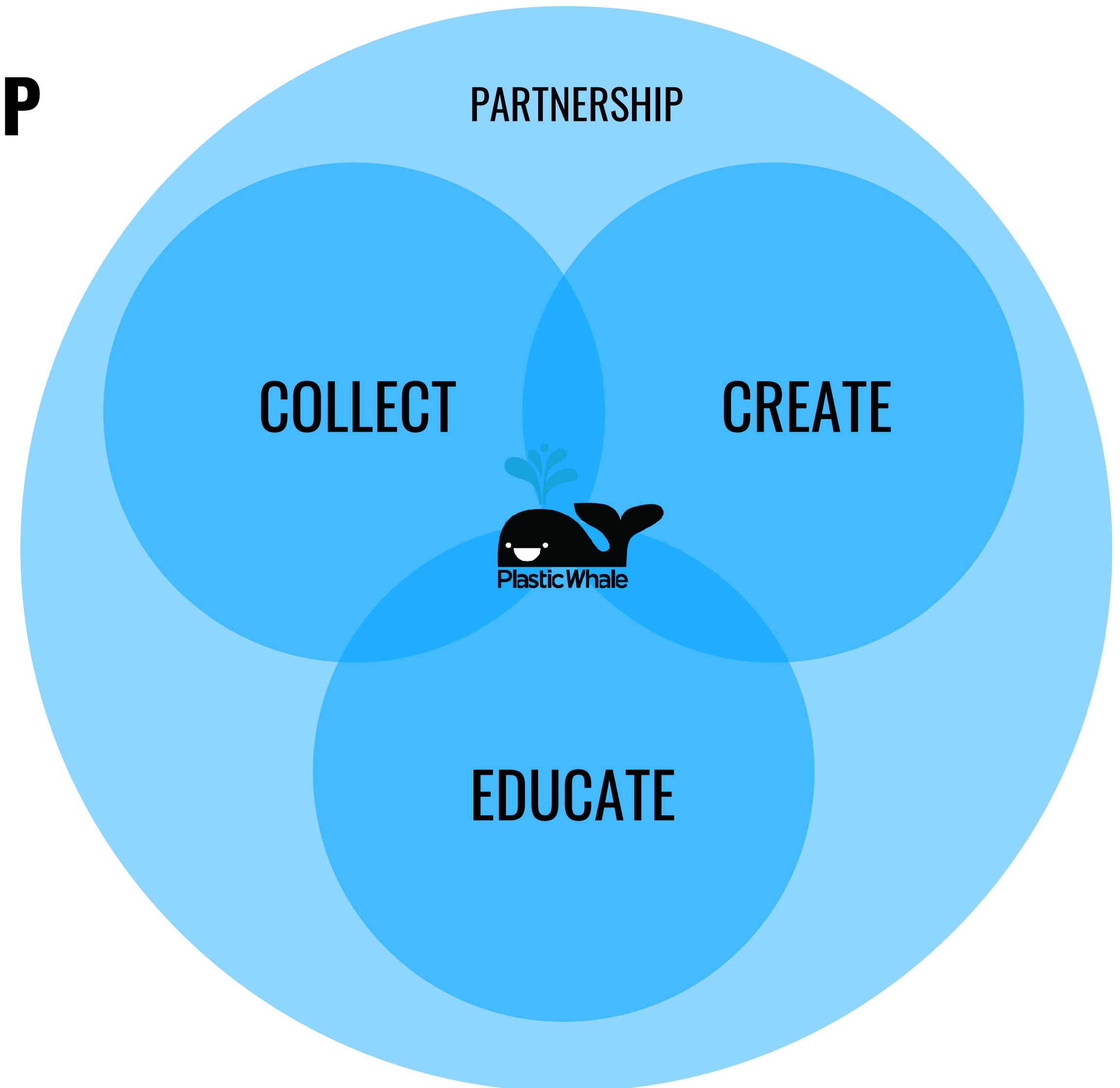
## EDUCATE

We use our 'Man on the moon' philosophy in our talks and workshops for businesses and our Foundation has popular school programs.

# CREATING AN IMPACTFUL PARTNERSHIP

To us, each partnership is unique.  
With our three pillars, we can create a  
unique mix of activities together.

We can shape a program that meets your  
CSR goals and involve your employees &  
other stakeholders..



# LET'S PUT A MAN ON THE MOON

We don't believe in impossible.  
In fact, we believe in the power of challenges.  
Because they inspire people to get involved.  
And to make the impossible possible.

9 years ago Plastic Whale started as a challenge.  
And it has brought us much more than we ever  
could have imagined.

So that's how we like to work with our partners.  
Let's co-create a plan that creates concrete  
results and stakeholder involvement.



**COLLECT**

# COMPANY CLEANUP

Ensure you stay connected with your teams, even in times like this - with an untraditional team event: A Company Cleanup!

You and your colleagues are invited to be part of this virtual clean-up, you can contribute by cleaning up in your own neighbourhood\* and of course by joining us on our boats to go plastic fishing (Amsterdam and Rotterdam).

All group sizes are welcome from ten people to hundreds - because the event can be organized on an entirely remote base, hence it does not matter from where you join the clean up.

\*If that's the beach, a forest or the city - it's all great places for a clean up!



# PLASTIC FISHING ON YOUR BRANDED BOAT (COVID-19 PROOF)

We can hit the canals again!

Sure, we have to abide by the 1.5 meter rules.  
But we have got some great possibilities:

- Go plastic fishing with your team (max 4 people per boat)
- Rent a boat with your family
- Plastic Rescue

For more information you can check our website:  
<https://plasticwhale.com/plastic-fishing/>



**CREATE**

# CIRCULAIR FURNITURE: PLASTIC WHALE BY VEPA

We have a great partnership with Vepa. In 2018 we introduced the boardroom office furniture set, made with Amsterdam Canal Plastic.

Coming October we will jointly introduce a number of new products, made from recycled PET:

- Chair (stackable)
- Side table
- Lounge chair
- Bar stool



# PRODUCT CREATION WITH ELHO

In September 2020 we present a new product together with Elho aimed at the B2C market.

Elho's mission is to bring nature closer to the people.

They have a strong background in creating products from recycled materials.

As such Elho is a logical partner for this new endeavour.



**EDUCATE**

## (ONLINE) TALKS

In recent years Marius, Plastic Whale's founder, has given many presentations at home and abroad.

For this Covid-19 era, he has adjusted his presentation to an online version.

The content of his presentation is ever so relevant in these uncertain times.

It's about the importance of having a clear, engaging, and challenging mission, the power of creativity and stakeholder involvement and the flexibility to respond to surprising twists.



# **(ONLINE) WORKSHOPS**

Many of our partners are triggered by Plastic Whale's 'Man on the Moon' philosophy.

It fuels our ability to create appealing activities, products and projects with which we engage thousands and reach millions every year.

We have developed a workshop program based on our philosophy.

It is aimed at creating concrete results and maximum stakeholder engagement for our partners.

We can offer the workshops both on- and offline.



# CAPTAINS CLUB

Over the years Plastic Whale has been busy building up a network of important, interesting, and inspiring changemakers.

We want to connect people so we can inspire action and create knowledge by exchanging ideas.

To do so we organize a Captains Club event every year.

As soon as regulations permit us to do so, we will plan a new Captains Club event.



# BOOSTING THE PLASTIC WHALE FOUNDATION

Our Foundation has a great school program, aiming primarily at 11- and 12-year-olds.

Through educational programs, school battles and plastic fishing trips, we managed to inspire and reach 225,000 people last year.

The Foundation has exciting new plans and ambitions, boosting the program both on- and offline.

The Foundation is fully supported by company and public donations and has an ANBI status.



# DEVELOPMENTS

# GHANA AND PRODUCT CREATION

In developing countries poverty and (plastic) pollution go hand in hand.

That's why we want to expand our impact model to various hotspots where we can create positive impact on the local environment and economy.

We have recently started a great new project in Accra, Ghana, in cooperation with young and ambitious local entrepreneurs.

This new project will offer new exciting prospects for Plastic Whale and our partners.

We will keep you posted!



Our Man on the Moon

“Within one year we will have the best collection and sorting center with the happiest workers in Ghana.”

# ADDENDUM



# WE WORK TOGETHER WITH A BROAD COLLECTIVE OF CHANGE MAKERS

