



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



EDUCATE

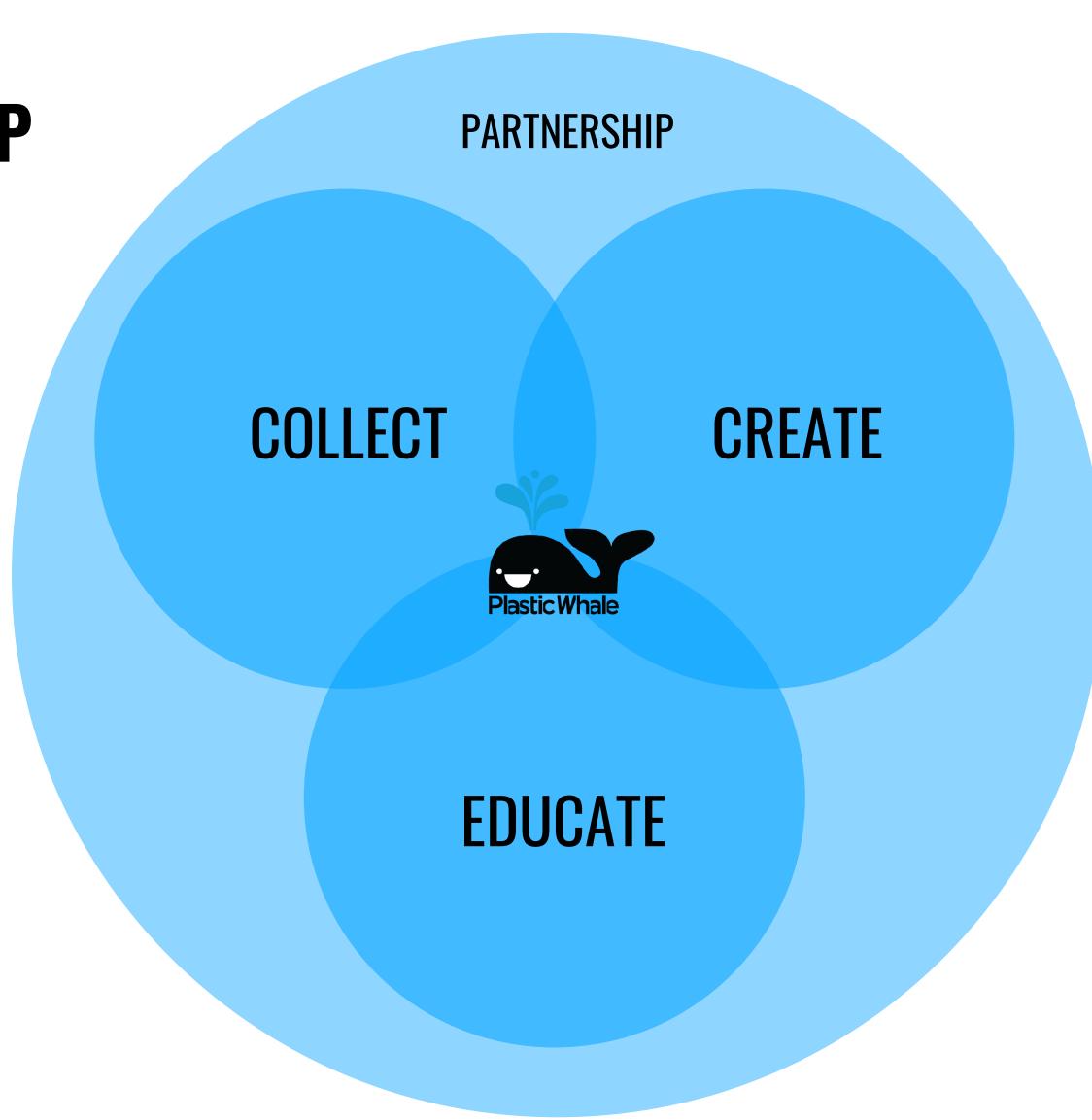
We use our 'Man on the moon' philosophy in our talks and workshops for businesses and our plastic. Or design office furniture. Foundation has popular school programs.



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 boot 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!



ADDENDUM

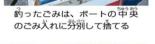
OUR PR COVERAGE

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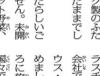
























2018年(平成30年)12月7日(金)







EN PORTADA

Imaginación contra los residuos

por Isabel Ferrer

I plástico forma parte de nuestras vidas y nadie escapa a las basuras que genera. Holanda tiene fama de llevar la delantera en el manejo sostenible de residuos, pero lo cierto es que contamina como los demás países. Su fuerte es la innovación y elaboración de proyectos originales, capaces de concienciar e involucrar a la sociedad en el aprovechamiento de los desechos. Se trata de iniciativas como la de EkoPlaza, un supermercado local de productos orgánicos que incluye el primer de l'endo que la montaña de basura se disparaba, el Gobierno cambió de sus tiendas tienen ahora ese mismo mensaje impreso. Erik Does, directos la minovación y elaboración de pros Centenían refrescos, un 25% agua y un 10% zumos. Y solo se reciciar e involucrar a la sociedad en el aprovechamiento de los desechos. Se trata de iniciativas como la de EkoPlaza, un supermercado local de productos orgánicos que incluye el primer tos orgánicos que incluye el primer disparaba, el Gobierno cambió de pasillo libre de envoltorios plásticos del mundo; la pesca de estas basuras en los canales de Ámsterdam, patrocinada por Plastic Whale, que opera también en las aguas internas del valuet de Jétardam el la impración de la supraca para el apturno base podrán reclaman entre 10 y 15 céntro de la ministración y que a trada a pescar las basuras plásticas de los canales de la ciudado, pidió ayuda a través de las redes sociales para construir un barco con basura de plástico. Expertornarlas. En cuanto a las bolsas gratura de plástico de las tiendas, otra de propositor de la ciudado procesor de participado de procesor de participado de procesor de participado de participado

Holanda se encuentra a la vanguardia de las soluciones originales para aprovechar los desechos plásticos. También ha inaugurado el primer supermercado del mundo que ya no utiliza ese tipo de materiales

experto en economia circular, busca ya otros usos", indica. Los muebles de plástico recicla-do pueden producirse también con impresoras 3D, ya eso se dedican Nout Kooij, ingeniero mecánico y diseñador industrial, y Sam van Til, arquitetto y diseñador Eundadores trabajo capa a capa", apunta Nout. El producto final no muestra los dife-rentes tipos de plástico empleado y ambas están empeñados en fabricar

car interesada en reunir a su per-nal para algo así. Me llamó Star-cks y vinieron 90 personas: subie-

ogidas se fabrican los barcos, de

or. Se pueden hacer otras cosas con ella". Muebles, por ejemplo. Junto con Vepa, una firma que trabaja de orma sostenible, ha presentado una

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Amsterdam's innovative plastic waste solutions



Amsterdam is well-known for its vast network of canals, which stretch for over 100km and are classed as a UNESCO World Heritage site. Floating on top and buried within these waters, however, lies a serious issue: plastic waste. The city's garbage boats collect around 42,000kg of plastic from its canals each year, but local individuals and organisations have also been inspired Latest news



neaning back...



liné-ONU screening: 'Push', just what's



ciné-ONU Ocean Week 2020 screening



Quiz: International Day of Women and Girls in Science



elgium puts EU-UN cooperation on UN







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TRAVEL NEWS

This company shows you the sights of Amsterdam while fishing for plastic

Gliding along the city's Golden Age canals is a 'must do' when visiting the Dutch capital of Amsterdam. Now, the world's first plastic fishing company have added a sustainable twist to your average sightseeing experience. Aboard





把永續變幸福之道全民動起來



WE WORK TOGETHER WITH A BROAD COLLECTIVE OF CHANGE MAKERS









































