

Removing and Reusing Ocean Plastic

It's about protecting the Ocean's habitat



The Ocean remains one of the most expansive, mysterious and diverse places on Earth. We do not sufficiently protect it.

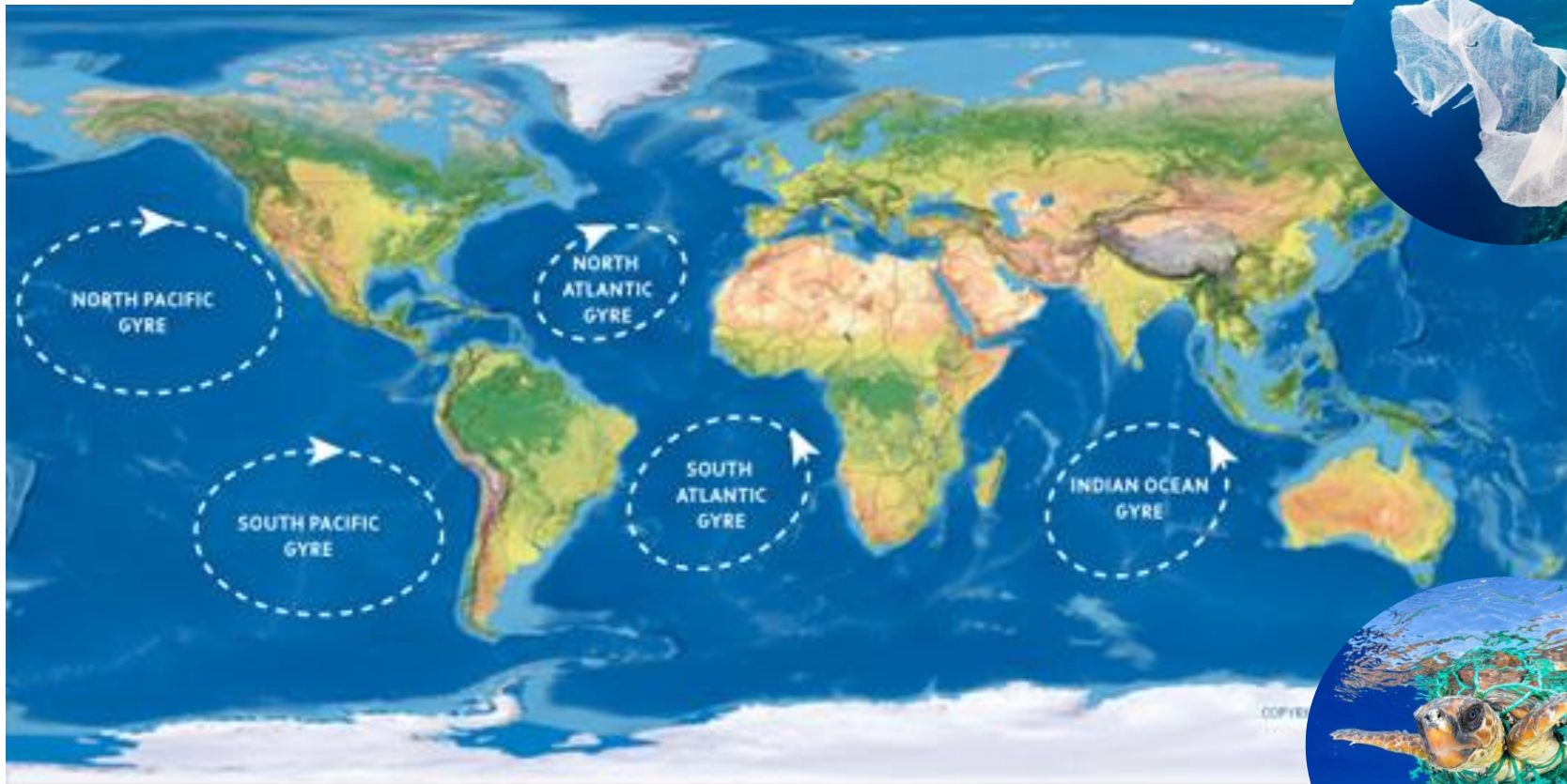


Marine litter not only lies on beaches...



Microplastic & Microbeads are becoming increasingly prevalent

..but is also accumulating in ocean currents



There is a growing call to action

27 February 2017

UN Environment launches global campaign to end ocean plastic

NEWS

European countries ramp up battle against plastic waste

🕒 11 hours ago 📖 2 Min Read

Indonesia pledges \$1bn a year to curb ocean waste

Johnny Langenheim

WFO builds the bridge

We work with our partners throughout the entire process, from first concepts to finished product and launch. Textile or solid, flexible or rigid plastic - we help turn recycled ocean plastic granules into your product of choice.

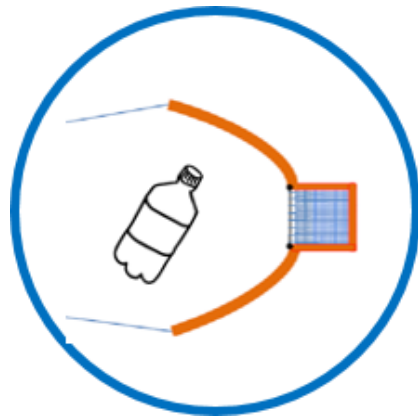


Where we work

Operations in Europe, the Americas and Asia



Operations



Fishing for litter
initiatives



Closing the Loop
Projects



Awareness Raising
Projects

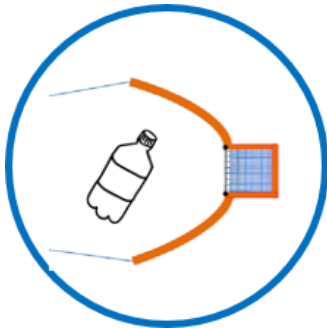
1. Fishing for Litter



Fishing for Litter



We identify areas of ocean plastic accumulation based on selection by project partners and analysis of recent news and studies.



Fishing boats are fitted with **trawls which collect between 2-8 tonnes marine litter each journey.**



Previous collection sites include:
Barcelona, Spain
Danube River, Hungary
Rio de Janeiro, Brazil
2017 Hong Kong Bay (with WWF)

2. Closing the Loop

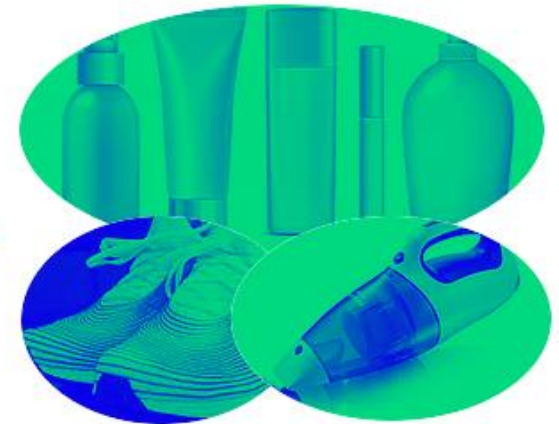
Collected Ocean Plastic



Recycled Ocean Plastic



Ocean Plastic Product



Considering the vast amounts of plastic in the ocean, we know that the effort can feel like a drop in the ocean.

We believe it's key to get the ball rolling

People are demanding change

The world is ready and waiting for products offering environmental solutions rather than more challenges. People are demanding sustainable choices - and are ready to pay for them.



Instead of extracting more natural resources to produce ever more plastic products, why not make use of what's already freely available in our oceans today?

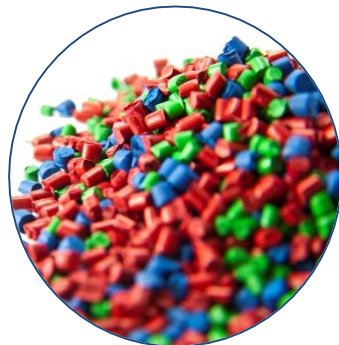
Closing the Loop



Projects involving the **collection, recycling and reuse** of marine litter in the production of new products



Collaborate with companies to recycle collected marine litter and produce **new and innovative products**.



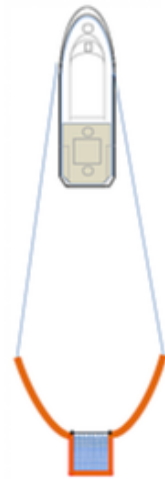
WFO **provides the material source**, connects companies to recyclers and aids in the design and marketing of the product.

Upcycling Ocean Plastic

THE PROCESS



Identify Waste
Hotspot



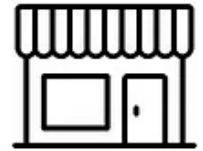
Fish Ocean Plastic



Recycle Waste



Design Product



Launch & sell
product

Examples of recycled products



WFO and Ecover launching the "Ocean Bottle" together and other recycled items



3. Raising Awareness



Raising Awareness



Connecting with all ages through social media platforms



Launched "Plastian the Little Fish": children's book highlighting impact of plastics on marine environments



We host and participate in events to raise awareness of marine litter issues

Our Supporters



Alain Cadec, MEP
Chair of EU
Parliament
Fisheries committee

WFO Champion



Bernard Merckx
Honorary President of
Plastics Recyclers
Europe

WFO Founder



Alexandre Dangis
Managing Director of
EuPC

WFO Founder

Our Partners



Strategic Partners





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