



**PRESS KIT
2020**





PLASTIC ODYSSEY IN A FEW FIGURES



+5,5 M€
 BUDGET RAISED
between 2018 & 2020

+240%
MEDIA GROWTH
BETWEEN
2019 and 2020 

8,8 M€ 
TUE
ANNUAL ADVERTISING
equivalent (oct 2019 - 2020)

+60
PARTNERSHIP
CONTRACTS 

+25 
INTERNATIONAL
TECHNICAL partners

951 M*

MEDIA REACH
october 2019 - 2020

9 INTERNATIONAL
AWARDS 
(Greentech, Fondation de la Mer, Unleash,
Solar & Energy Boat Challenge, Franco British
Business Award Innovation Challenge, OuiCrea)

 **+300**
mobilized
ENGINEERS & EXPERTS

 **+ 2 790**
MEDIA ARTICLES
AND PUBLICATIONS
october 2019 - october 2020

* Digital media impact study carried out by Meltwater (outside the media reach of TV, Radio, and print media).





OUR GOAL

Enable people to earn a living from the waste that invades cities.

« During a stopover in Dakar in 2016, not only was I struck by the plastic pollution in cities, but I was impressed by the ingenuity and ubiquitous culture of plastic recycling. I kept telling myself that if plastic recycling technologies, held by only a few specialists today, were to be democratized, not only would this pollution disappear, but thousands of jobs would be created. »

Simon Bernard, CEO and Co-Founder of Plastic Odyssey



Our Mission

Act ashore before waste gets dumped into the Ocean.

How?

First, by « cleaning up the past » and promoting the recycling of plastic that has been produced. Second, by « building the future » and reducing the production of waste.

Our Vision

Identify where low-cost and easily replicable innovative solutions exist, to further develop their efficiency and distribute them in open-source across the world.

The Lever

Turning waste into a valuable opportunity. Developing economic models of social entrepreneurship to create value and jobs while cleaning up the environment.



I. PLASTIC POLLUTION



PLASTIC
ODYSSEY



I. PLASTIC POLLUTION

THE ILLUSION OF CLEANING UP THE OCEAN

“ To Fight Against Plastic Pollution at Sea, We Must Act Ashore ”

Plastic Everywhere

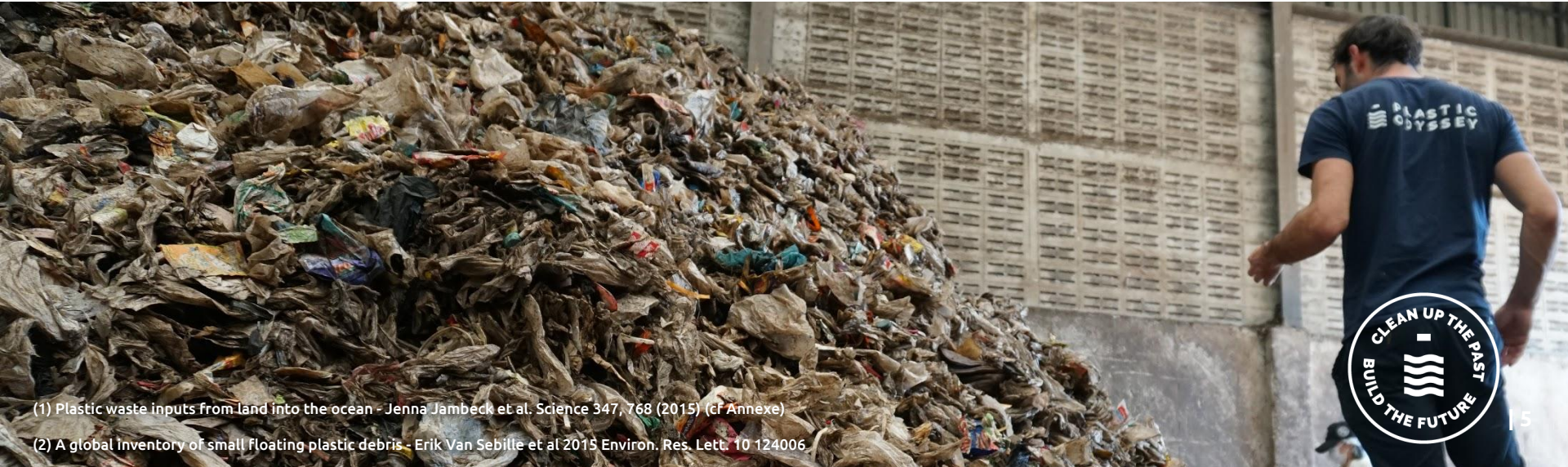
Every minute, 20 tons of plastic end up in the Ocean, and every week we swallow an average of 5 grams of this plastic. ⁽¹⁾

Impossible Cleanup

When dumped into nature, plastic waste breaks down into fragments, which then become **unrecoverable microparticles**. ⁽²⁾

Turning Off the Tap of Plastic Pollution

90% of marine pollution comes from coastal cities of 32 countries. ⁽¹⁾



(1) Plastic waste inputs from land into the ocean - Jenna Jambeck et al. Science 347, 768 (2015) (cf Annexe)

(2) A global inventory of small floating plastic debris - Erik Van Sebille et al 2015 Environ. Res. Lett. 10 124006



I. PLASTIC POLLUTION SOLUTIONS ARE ASHORE

“ Clean Up the Past, and Build the Future ”

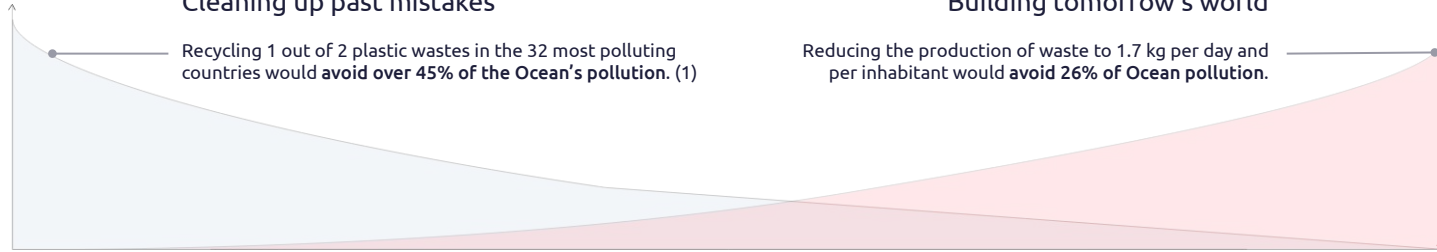


RECYCLE & RECOVER Cleaning up past mistakes

Recycling 1 out of 2 plastic wastes in the 32 most polluting countries would avoid over 45% of the Ocean's pollution. (1)

REDUCE Building tomorrow's world

Reducing the production of waste to 1.7 kg per day and per inhabitant would avoid 26% of Ocean pollution.





II. OUR PROJECT

 PLASTIC
ODYSSEY



II. OUR PROJECT VISION



Develop a Global Network of Local Initiatives



Small Scale, Large Impact

Identify, document, and promote locally designed solutions to reach a global impact.

Share Knowledge

Disseminate our technical developments, as well as all our innovations in **open-source** to benefit as many people as possible.



II. OUR PROJECT REDUCE

“ Promote Alternatives to Plastic ”

Implicate companies and industrials to reduce the use of plastic.

The vessel's forepart is entirely dedicated to the testing and displaying of alternatives to the use of plastic.



Zero-waste kitchen, cabins, and bathrooms are used to test solutions easily replicable in hotels and restaurants.



The vessel's conference room presents a travelling and evolving exhibition of materials that can replace plastic at the industrial level.

On-Board Plastic Reduction Showroom



II. OUR PROJECT RECYCLE



On-Board Recycling Workshop

An Open-Source Approach

The machines' blueprints will be shared on a collaborative platform to be improved and used by as many people as possible.



Design Low-Tech Recycling Machines to Process Waste



Easy to Use, Patent-Free, and Human-Sized Tools

For plastic waste to be recycled, several steps are required. Plastic Odyssey is developing a set of technologies that perform each of these steps. Inspired by solutions that operate in the field and improved with the technical expertise of our community, these machines aim to serve in-land based waste treatment centers.



Thanks to these machines, for example, the child's toy becomes a basin, the can becomes a roof tile, and the bottle becomes thermal insulation.

II. OUR PROJECT RECOVERY

On-Board Pyrolysis Unit

“ Plastic Odyssey: the First Vessel that Turns Plastic Waste into Fuel ”

≡ A Full-Scale Demonstrator

To prove that waste holds value, the Plastic Odyssey vessel is carrying several recycling technologies on board for testing and demonstration purposes.

Among these machines, **an on-board pyrolysis** will be used during stopovers to produce fuel consumable directly on board.



Pyrolysis is a process that consists of heating plastic without oxygen to break down long polymer molecules (in solid form) into lighter ones (liquid and gas): With 1Kg of plastic, we can obtain up to 1L of fuel, diesel, and petrol.

≡ The Journey of Waste During Stopovers

Collect

and sort plastic waste ashore before using it on the vessel.

Recycle

collected plastic to demonstrate the operation and utility of each machine.

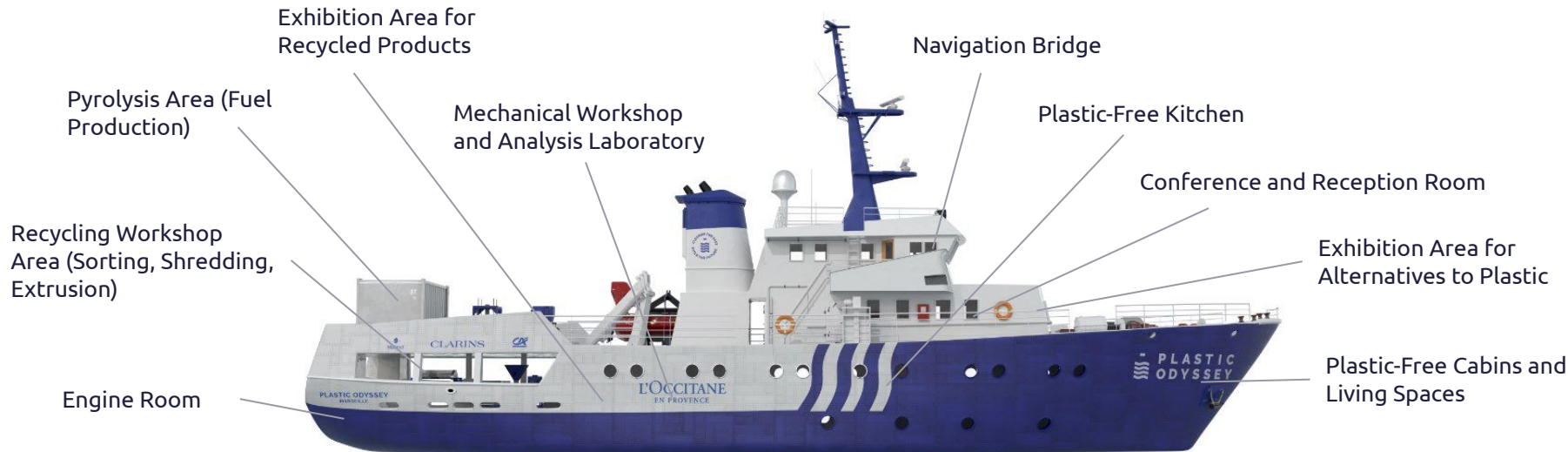
Produce fuel

with non-recyclable plastic with the onboard pyrolysis, for storage and use onboard. | 11

II. OUR PROJECT THE VESSEL



A Unique Tool to Experiment and Promote Solutions in the Field



CLEAN UP THE PAST
#recycle

BUILD THE FUTURE
#reduce



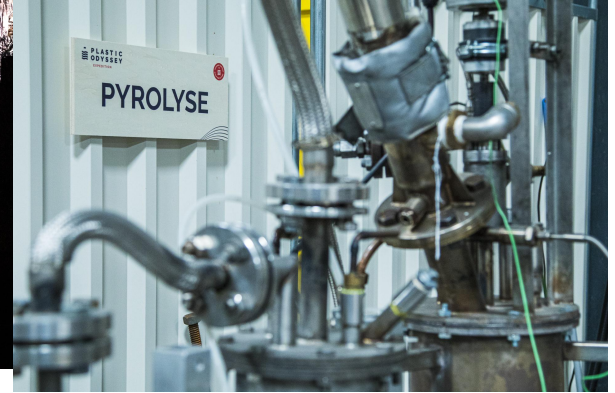
Technical Characteristics of the Vessel

Length: 128 feet
Width: 31 feet
Gross Tonnage: 464 UMS
Engines: 736 kW

Crew: 7
Technical and Scientific Personnel: 7
Media Team: 3
Guests: 2



III. DIFFERENT STAGES OF THE EXPEDITION




“Every day is a new challenge, but also a new step towards reducing plastic pollution and poverty.”

Simon Bernard, CEO and Co-Founder of Plastic Odyssey




III. DIFFERENT STAGES OF THE EXPEDITION TIMELINE

Proof of Concept




January 2018	Construction of the prototype boat "Ulysse"
May 2018	Sea trials
June 2018	Promotional tour in France

Preparation




November 2018	Field study trip, Thailand
February 2019	Field study trip, Burkina Faso
October 2019	Purchase of the vessel Field Study Trip, Egypt
November 2019 - April 2021	Shipyard Assembling of the onboard recycling station and pyrolysis

Expedition



June 2021	Inauguration of the vessel, Dunkirk, France
June - August 2021	<i>Tour de France</i>
September - December 2021	Mediterranean Mission
2022	West Africa and Latin America
2023	Pacific Asia
2023	East Africa
June 2024	France - 2024 Summer Olympics

Expansion



2024	Publication of a recycling solution catalog
2021-2025	World wide scale up

III. DIFFERENT STAGES OF THE EXPEDITION

ULYSSE: PROOF OF CONCEPT

2018 - Proof of Concept: Plastic Odyssey's Prototype

Built in Concarneau by our team, in the Explore workshops, Ulysse, the prototype vessel, was inaugurated by Brune POIRSON and Roland JOURDAIN.

Ulysse is the first ship in the world to carry a pyrolysis machine that produces its own fuel. A tour de France was carried out to take part in the greatest nautical and innovative events before the boat sealed the season on the roof of the Galeries Lafayette in Paris. The first stage of a worldwide adventure with international media coverage.



III. DIFFERENT STAGES OF THE EXPEDITION

2021 - THE TOUR DE FRANCE

“ An Exclusive Preview of the Expedition ”

May - August 2021 - Launching of the Expedition & *Tour de France*

For the first time, the Plastic Odyssey vessel and its recycling workshop onboard will set sail. As a genuine floating recycling laboratory, Plastic Odyssey will call at a dozen cities in France between May and August 2021. Onboard, entrepreneurs and engineers will work on business cases for the recycling of emblematic wastes (surgical masks, cigarette butts, etc..).

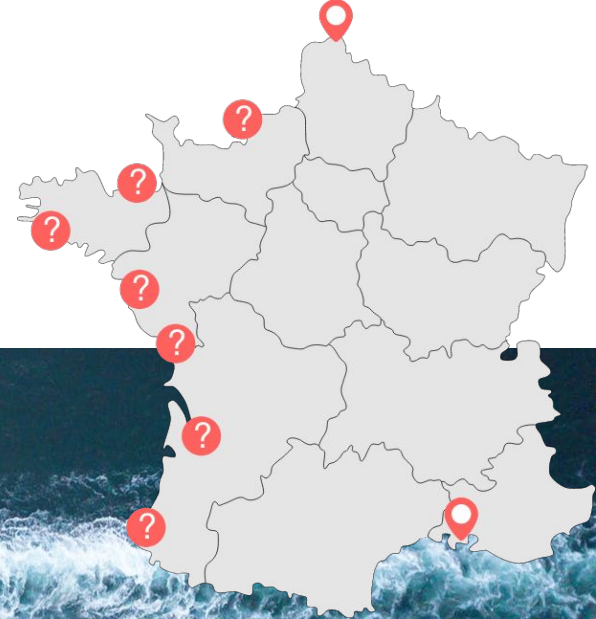


A Partnership with the Solar Impulse Foundation

Plastic Odyssey is an ambassador for the Solar Impulse Foundation to select the best innovations and help them obtain the "Efficient Solution" label.

Tour de France
5-6 Stopovers in France

Dunkirk: Inauguration of the Vessel



Marseille: the great departure
for the Mediterranean mission



III. DIFFERENT STAGES OF THE EXPEDITION

2021 - 2024 - WORLD TOUR



Over 30 Main Stopovers Across 3 Continents



Aim of the Stopovers

- 1 Find successful existing models and document them.
- 2 Encourage the development of profitable recycling micro-factories.
- 3 Disseminate solutions for replication.

Course of The Expedition

Two Types of Stopovers

Long (📍)

Duration: 3 weeks

Actions: press conferences, official visits, demonstration workshops, field studies, collaboration with local waste management ecosystems...

Short (🔵)

Duration: 3 to 7 days

Actions: press conference, waste collection on an island or in an isolated town to fill up the vessel with plastic and reach the next stopover.



3

years around the world

+30

main stopovers

40 000

40,000 nautical miles

III. DIFFERENT STAGES OF THE EXPEDITION

WHAT ABOUT AFTER?

| A global network of local initiatives and a comprehensive database of **applicable and replicable solutions** to reduce plastic use, and improve recycling.

| A multitude of small-scale projects initiated all over the world, as well as in France. **Every economic player** can become **an actor in the fight against plastic pollution**.

| Plastic Odyssey, the **key player** in the field: at the forefront of a technological revolution and innovation, through recycling, onboard our ship!



Initiatives Do Exist, and They Deserve to Be Supported, Promoted, and Shared



ALGRAMO - Chile

Offers a retail network for bulk products through stores and vending machines, which reduces costs for both the consumer and the retailer.

How one Chilean startup is bringing an end to single-use plastics - The Guardian - 04/07/2018



SCARAB TECH - South Africa

Builds and operates small pyrolysis units to treat waste and provide off-grid electricity.

The Dung Beetle Project Converts Waste Plastic to Useful Energy - allianceearth.org



IV. THE TEAM



Simon BERNARD - CEO

Trained as a Merchant Navy officer, Simon was the driving force behind the idea of the project of which he is now president. Speaker at major conferences, he is the project's spokesperson. Simon performed a TEDx on Plastic Odyssey in 2019.



Alexandre DECHELOTTE - CCO

Trained as a Merchant Navy officer, Alexandre co-founded Plastic Odyssey and now leads the project's Communications. He is the privileged contact for the project's partners, with whom he works to undertake concrete actions to lead the project forward.



Bob VRIGNAUD - CTO

Engineer experienced in processes but also in social entrepreneurship, Bob co-founded the Plastic Odyssey project and now manages its R&D. He is the privileged contact for the project's technical partners that he brings together to share knowledge and expertise and to find solutions to the plastic pollution problem.



Joël PAIN
Managing Director



Tom BÉBIEN
Recycling Manager



Chloé LEGRAND
Community Manager



Charlotte BOYER CHAMMARD
Stopover Manager

IV. THE TEAM ADVOCATES

| Support Committee



Brune POIRSON

Former French Secretary of State, Vice-President
of the United Nations Environmental Assembly



Guillaume BRIANT

Associate Lawyer
Stephenson Harwood AARPI



Didier LE BRET

French Diplomat, Former Ambassador
Partner at ESL & Network



Marc VAN PETEGHEM

Naval architect, Founder of VPLP,
co-founder of Watever



Patricia RICARD

President of the Oceanographic
Institut Paul Ricard



Roland JOURDAIN

Sailor, co-founder of the
Explore Endowment Fund

| Ambassadors



Guillaume NERY

French Freediver



Alice DAVID

Actress



Cyrielle HARIEL

French Journalist



V. OUR PARTNERS

Simon BERNARD alongside Reinold
and Adrien GEIGER
(L'Occitane en Provence - Main Partner)



Plastic Odyssey Can Have a Colossal Impact,
Their Idea Made Us Dream



Adrien Geiger on BFM Business TV
Group Sustainability Officer of L'Occitane en Provence - main partner



V. OUR PARTNERS

Main Partner



L'OCCITANE
EN PROVENCE

Official Partners



CLARINS



Solidary



Socials



ENOWE

BIODERMA
LABORATOIRE DERMATOLOGIQUE

Technicals



INSA
VALOR

PELLENCST



bee
engineering

PONANT

TRIVÉO

ExcelRise

ProSim
LABORATOIRE D'INFORMATIQUE

Solution Partners

SOLARIMPULSE
FOUNDATION

Media Partners





VIII. MEDIA

 **PLASTIC
ODYSSEY**



VI. MEDIA CONTENT

Web Series

Object	Expedition diary for an immersion in the daily life of the team
Broadcasting	YouTube channel, Pure Player Web, media partners

Events

Purpose	Conferences and workshops, official visits
Broadcasting	Live broadcasting of the expedition's highlights on social networks

Articles

Purpose	Academic articles bringing together learning and Plastic Odyssey methodology Expedition diary recorded by the founders relating the adventure (partners exclusivity) Comic book recounting the stakes of plastic pollution and Plastic Odyssey's raison d'être.
Broadcasting	Website, Medium, Social networks, print publication

Documentary Series and TV Reports

Subject	Coverage of Plastic Odyssey's stopovers and shore actions
Broadcasting	Prime time national TV channel and international distribution
Producers	Bonne Pioche, TF1, France TV

VI. MEDIA

2018 - 2020 MEDIA COVERAGE

TV



TF1

•3

28

TV5MONDE

TELE
MATIN

6

Radio



RTL

inter

culture

franceinfo

rfi

Europe 1

Written Press



Le Parisien

NATIONAL
GEOGRAPHIC

Libération

WE DEMAIN
the news for tomorrow's Europe

PARIS
MATCH

LA
VOIX
DU
NORD

ouest
france

Les Echos
PLANETE

Le Monde

Le Point

La Provence

International Media



The Mainichi

Le Télégramme

La Libre.be



RADIO-CANADA.ca



VII. ENDORSEMENTS



Brune POIRSON

Secretary of State for Ecology and
Vice-President of the United
Nations Environment Program

Brune Poirson ✓ @brunepoirson · 17 mai

🚢 Delighted to join the members of @PlasticOdyssey at #VivaTech !

Their project? An expedition aboard a laboratory vessel for the #recycling of marine waste, its revalorization, and the reduction of #plasticpollution. A team of pioneers!



Nicolas GOMART

Director and Vice-President
of the MATMUT Group

Nicolas Gomart ✓ @NicolasGomart · 15 mai

Committing to the fight against the #7thcontinent thanks to a pragmatic and frugal #innovation. A great ambition that @Matmut, partner of @PlasticOdyssey, enthusiastically supports. #plasticpollution @VivaTech



Marie LE ROY

Marketing Director Europe
of L'Occitane

Marie Le Roy ✓ @missmarieleroy · 15 mai

Very inspiring project and partnership between @LOccitane_FR and @PlasticOdyssey, a committed #startup fighting against plastic waste 🙌🚢🚀
@simn_bernard
#proudofmycompany



VIII. CONTACT

INFORMATION

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Plastic Odyssey



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