



THE EXPEDITION OF SOLUTIONS AGAINST PLASTIC POLLUTION

PRESS KIT 2022





« 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 GOAL

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



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



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

BUSTING 4 MYTHS ABOUT PLASTIC POLLUTION

FALSE

“THE OCEAN CAN BE CLEANED UP BY COLLECTING FLOATING TRASH”

FALSE

“90% OF PLASTIC POLLUTION COMES FROM JUST 10 RIVERS.”

[READ THE COMPLETE FILE](#)

FALSE

“THERE IS A FLOATING “7TH CONTINENT” ISLAND OF PLASTIC WASTE.”

FALSE

“MOST PLASTIC POLLUTION COMES FROM THE FISHING INDUSTRY”

Our approach:
Plastic pollution must be addressed on land, before the waste enters the ocean.
Clean up the past and Built the Future!



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



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.



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. TIMELINE



SHIP DOCKYARD



MACHINES DEVELOPMENT

“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



EXPEDITION



INTERNATIONAL EXPANSION

III. TIMELINE

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 - December 2021 • Shipyard
Assembling of the onboard recycling station and pyrolysis

Expedition

- January 2022 • First navigation Dunkerque - St-Nazaire
- Février 2022 • Field study trip, Conakry (Guinea)
- Février - Mai 2022 • Shipyard 3/3, sea trials
- Septembre 2022 • Start of the expedition (Marseille)
- Octobre - Décembre 2022 • Mediterranean Mission (Liban, Égypte, Tunisie)
- 2023 • West Africa and Latin America
- 2024 • Asia Pacific
- Janvier - Juin 2025 • East Africa

Recycling solutions

- 2021 • R&D and reverse engineering
Recycling machines prototypes, open source sharing of our recycling machine plans
- 2021-2022 • Testing and improvement
Deployment of pilot recycling centers and development of "turnkey" containerized recycling centers
- 2023 - 2025 • International expansion
Manufacture of large-scale containerized recycling centers and industrialization

III. TIMELINE

2022 - TECHNICAL DEVELOPMENT AND ACTIONS FOCUSED ON AFRICA

4 pilot projects in Africa January - October 2022

Development support and technical expertise for 4 pilot projects in Africa to install low-tech recycling machines.

Guinea - Togo - Uganda - Ivory Coast

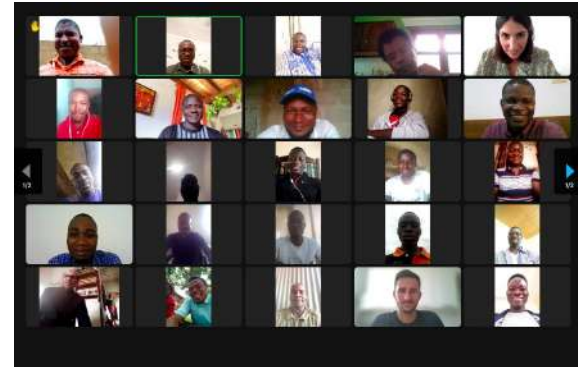


Target: 15 field projects between 2022 and 2025

Lancement de formations au recyclage plastique June 2022

More than **50 entrepreneurs** have followed our first online training program on plastic recycling. The first one was dedicated to entrepreneurs based on the African continent.

This program was designed and delivered by our experts to share the knowledge acquired in the field over the past 4 years. Several other sessions are planned between 2022 and 2025 targeting the expedition stopovers.



Target: 300 entrepreneurs trained

III. LES ÉTAPES DU PROJET

3 SOLUTIONS TO INCREASE THE IMPACT



On board

Incubation of entrepreneurs during the stopovers: 2 weeks of intensive training on board.

- + Conferences and events about recycling, entrepreneurship, pollution...
- + Business meetings with investors, customers and local suppliers.



On the ground

Manufacturing and implementation of turnkey recycling factory containers. Launch kits included:

- business plan, communication kit, EPI and training
- studies and technical advice
- access to the Plastic Odyssey community

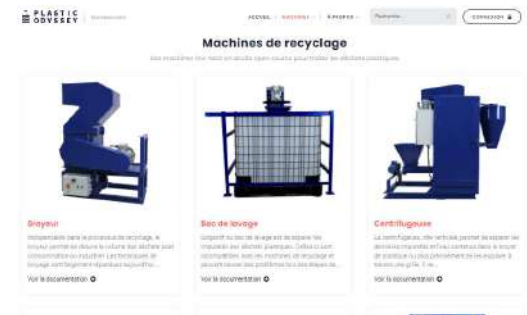


Online

The Academy by *Plastic Odyssey*

Bring together a community with:

- webinars
- case studies
- online platform to connect the community members
- training guides



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



IV. L'ÉQUIPE



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 DCHELOTTE
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.



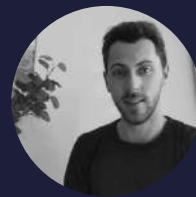
Charlotte BOYER CHAMMARD
Head of Operations



Tom BÉBIEN
Recycling Technologies
Expert



Jean-Baptiste GRASSIN
Social Recycling Business
Expert



Baptiste LOMENECH
Recycling Technologies
Developer



Jessica LAÏK
Communication
Officer

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**



**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

Field Partner



Official Partners



CLARINS



Solidarity Partners



V. OUR PARTNERS

Social Partners



Technical Partners



Media Partners



V. OUR PARTNERS

Main Partner

The main sponsor of the expedition is the highest level of financial partnership. Committed to us for 5 years, the main partner is associated with the project through concrete actions and participates very regularly in the development of the expedition.

L'OCCITANE
EN PROVENCE



"Plastic Odyssey, their ambition made us dream."
Adrien Geiger, Group Sustainability Officer

L'Occitane en Provence, Main Partner of Plastic Odyssey

Despite the growth of the brand, **L'OCCITANE en Provence's** plastic consumption levelled off in 2018. It's now going further, committing to cutting plastic use by 10% on 2018 levels by 2025, saving an estimated 240 tonnes. Put simply, **L'OCCITANE's** pioneering approach has allowed it to continue growing the business while reducing its plastic footprint.

It is also playing a leading role in a number of initiatives: cutting cellophane from its products; replacing two million plastic spatulas (provided with certain products or in store) with a cardboard equivalent since 2020; and now offering eco-refills of 26 products. These refills contain on average 80% less plastic than the original packaging, saving around 200 tonnes each year

Find out more on the [L'Occitane en Provence website](#)

V. OUR PARTNERS

Field Partner

The "Field Partner" category is at the highest level of financial partnership, just like the main partner. Committed to our side for a period of 3 years, our field partner is associated with the project through concrete actions exclusively oriented towards the development of recycling centers on land and participates very regularly in the progress of the expedition.



"Recycling used plastic by recovering it and creating jobs fits perfectly with the values defended by Après-Demain SA."

Thierry Mauvernay, President

Après-Demain, Field Partner of Plastic Odyssey

Après Demain SA is a private family-owned company based in Switzerland and the parent company of a group composed of a Life Sciences division, Debiopharm™, asset diversification divisions and a Philanthropy division.

As a private and independent company, *Après-Demain* is committed to having a positive impact on the long term by taking care of people and the planet to preserve the future.

Après-demain is already highly involved in protecting the environment (impact, renewable energies) and has supported Plastic Odyssey since 2022 for a period of 3 years.

Find out more on their website: [Après-Demain](https://www.apres-demain.com)

V. OUR PARTNERS

Official Partners

Official sponsors of the expedition support the project financially at the second-highest level and benefit from high visibility associated with the project. They are committed to us for a period of 3 to 5 years.

CLARINS

"A wonderful project, as inspiring as it is concrete."
Christian Courtin Clarins, Chairman of the Supervisory Committee.

Clarins and Plastic Odyssey, a strong common vision: respect for nature and people.

Christian Courtin Clarins has pioneered important environmental changes within the Group. Shocked by marine pollution while sailing in Asia, he took a pioneering decision in 1999 to ban plastic bags from all his points of sale.

Matmut

"What an inspiration to act in favor of the preservation of our planet!"
Stéphanie Boutin, Deputy General Manager of La Matmut

Matmut's CSR commitments

This partnership is part of Matmut's proactive approach to CSR. The company, aware of the major environmental challenges we are facing today, has, for many years now, been committed to reducing its ecological footprint by carrying out several actions with its members and employees.



"I wish that, in the end, this project would be be."
Philippe Brassac, Chief Executive Officer of Crédit Agricole S.A.

Shared beliefs in the fight against plastic pollution

Plastic Odyssey's approach is to use local experiences as a starting point to develop solutions on a global scale. It is particularly relevant for a decentralized, mutualist Group like Crédit Agricole, which combines international presence with proximity to its local communities.

Solidary partners

The solidarity partners of the expedition support the project in the form of sponsoring. They associate their brand with the project and bring us concrete contributions on a regular basis.



Present in 32 countries and 4 continents, the BUNZL Group is the world leader in the sale and distribution of hygiene and safety products. Bunzl France is committed to Plastic Odyssey in order to actively contribute to the reduction of plastic pollution on a global scale.



The Endeavour Foundation provides services to people with intellectual disabilities who need help at home, at work and in their daily lives. Endeavour joins the Plastic Odyssey project as a three-year solidarity partner to develop field projects in Burkina Faso and West Africa.



CMA CGM is a world leader in containerized maritime transport and logistics. The CMA CGM Group is committed to the energy transition by taking concrete and pioneering decisions to reduce the impact of their activities on the climate, air quality and biodiversity.

V. OUR PARTNERS

Social partners

The social partners of the expedition support the project in the form of sponsoring. They bring us concrete contributions and commit themselves daily with their structure.

BIODERMA
LABORATOIRE DERMATOLOGIQUE

NAOS, with its Bioderma brand, is a major player in skin care, through its three brands: Bioderma, Institut Esthederm and Etat Pur.

 **ERGET GROUP**

Erget Group is a leading expert in corporate risk and specialized markets in France and internationally and has supported Plastic Odyssey since 2021.

 **ENOWE**

A family-owned investment structure supporting entrepreneurial projects, Enowe is committed to increasing its positive, social and environmental impact.

 **ELECTRO DÉPÔT**
ELECTROMÉNAGER + MULTIMÉDIA

Electro Dépôt, distributor specializing in household appliances and multimedia, is committed to less carbon and more solidarity

 **ULYSSE NARDIN**

Ulysse Nardin is the Manufacture inspired by the Ocean, producing freaky timepieces for explorers in pursuit of freedom.

GROUPE
RIEM BECKER
MANUFACTURE GASTRONOMIQUE

Event catering, ready to deliver, Japanese culinary art: Riem Becker Group, gastronomic manufacture in Île-de-France, since 1924.

 **RUBIS**
ENERGIE

Rubis Energie has set itself the goal of being a committed and civic-minded partner with commitments to decarbonization and energy transition.

 **SARA**

SARA focuses on air, water, soil and subsoil protection and waste management.

 **DELFININGEN**

DELFININGEN is a global automotive supplier and leader in on-board network protection solutions and fluid transfer tubes.

 **DOMORROW**
Agir pour les générations futures

The philanthropic endowment fund that supports projects of general interest for the environment and the ecological and solidarity transition.

 **RICHEL**
GROUP

Richel group, supplier of agronomic solutions, is committed to plastic recycling and the circular economy.

 **Geogas**

GEOGAS is a company specialized in LNG transportation and has been a partner of Plastic Odyssey since 2021.



VI. MÉDIA



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. MÉDIAS

MÉDIA COVERAGE 2018 - 2021



TV



TF1

3

28

TV5MONDE

TELE
MATIN

6

Radio



RTL

France
inter

culture

franceinfo

rfi

Europe 1

Written press



Le Parisien

NATIONAL
GEOGRAPHIC

Libération

WE DEMAIN
the news for energy of Europe

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

FAST COMPANY

Forbes



VII. CONTACT

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 PLASTIC
ODYSSEY

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