

## Plastic Odyssey Arrives in Hong Kong - Press Invitation








Plastic Odyssey, the global maritime expedition dedicated to tackling plastic pollution, will make a stop in Hong Kong from October 13 to October 27, 2024. With a diverse lineup of events, this stopover presents an opportunity for the media and local partners to discover the groundbreaking initiatives of this unique mission.

### PRESS CONFERENCE INVITATION

*Exclusive to press and partners* - We invite members of the media to join us on **October 18** to learn more about this extraordinary adventure, explore the Plastic Odyssey vessel, and uncover the innovative solutions it holds.

#### Agenda :

-  Opening Remarks by Mrs. Christile Drulhe, General Consule of France in Hong Kong and Macau;
-  Welcome Address by key expedition partners Mr. Adrien Geiger, CEO of L'OCCITANE en Provence, and Mr. Jean-François Deroche, Senior Regional Officer of Crédit Agricole for Asia-Pacific;
-  Presentation of the Expedition by Simon Bernard, CEO and Co-founder of Plastic Odyssey;
-  Q&A session;
-  Ship Tour.

To register for the press conference, please [click here](#)



## ABOUT PLASTIC ODYSSEY

Plastic Odyssey is a three-year global expedition with a mission to identify, document, and share low-cost, easily replicable plastic recycling solutions. The goal is to build a worldwide network of recycling entrepreneurs, promote sustainable practices, and address plastic pollution at its source.

Designed as a laboratory ship, Plastic Odyssey is equipped with an onboard micro-recycling plant, allowing for training sessions, awareness-raising activities, and project incubation with numerous local partners. With around 20 crew members, the ship also serves as a space for experimenting with a zero-waste lifestyle and promoting innovative, alternative solutions to plastic.

## A STOPOVER FULL OF EVENTS AND DISCOVERIES

The Hong Kong stopover promises a series of engaging events:

- ≡ **Press Conference:** A deep dive into the expedition, upcoming activities in Hong Kong, and the broader mission in Asia. This is a unique opportunity to understand Plastic Odyssey's impact and engage directly with the mission's key figures. Following the conference, VIP tours of the ship will be offered, along with individual meetings with the team members. The event will conclude with a cocktail reception onboard. *Location: Marco Polo Hotel, Orchid Room, followed by the ship tour at Harbour City Mall dock / Time: 4:00pm - 6:00pm: [Registration Link](#) (On invitation only)*
- ≡ **Documentary Screening:** Discover the story of Plastic Odyssey through the screening of its documentary (70 min). *Date: October 16, 6:30pm / Location: Alliance Française de Hong Kong - Jordan: [Registration Link](#)*
- ≡ **Nomadic Exhibition:** Starting on October 16, this traveling exhibit will highlight innovative plastic alternatives discovered worldwide. Open to the public at Harbour City Mall - Cruise Passenger Hall.
- ≡ **Pop-up Exhibition:** From October 16 to October 27, a pop-up store at Harbour City Mall will showcase the expedition's mission and L'OCCITANE's environmental commitments. Various DIY workshops will also be hosted throughout the stopover.
- ≡ **Ship Tours:** On October 19, 20, 25, and 26, the Plastic Odyssey ship will be open for public visits. Registration is required through the L'OCCITANE X Plastic Odyssey pop-up store at Harbour City Mall, subject to availability.
- ≡ **School Visits:** From October 21 to October 24, students and teachers will be welcomed for educational tours organized by the expedition team.
- ≡ **Private Events:** Plastic Odyssey, together with its partners, will host a series of private events on board to engage different industries in the fight against plastic pollution.

For further details on the program and events, please contact **Morgane Kerdoncuff**, Stopover Director, at [contact@plasticodyssey.org](mailto:contact@plasticodyssey.org) or via WhatsApp at +33 7 62 58 84 27.



## PLASTIC ODYSSEY IN HONG KONG: A GLOBAL INITIATIVE FOR REGIONAL IMPACT IN ASIA

Since its launch, Plastic Odyssey has visited over 20 countries and supported more than 200 local entrepreneurs in the recycling sector. The Hong Kong stopover is part of a broader strategy to develop plastic waste transformation projects in Asia and to raise awareness of environmental preservation.

Plastic Odyssey's mission in Asia aims to establish a network of micro-recycling plants in the regions most affected by plastic pollution. Hong Kong, as a strategic logistical base, has the potential to play a significant role in supporting these solutions, located at the center of the global ocean pollution crisis.

### EXPEDITION PARTNERS

#### L'OCCITANE en Provence, Main Partner of Plastic Odyssey

Reducing waste is one of the strong commitments of the L'OCCITANE en Provence brand. When it was founded in 1976, L'OCCITANE introduced a deposit system for its glass bottles. In 1992, the brand launched another program, «L'Action Mistral», to raise awareness among consumers and public authorities of the importance of recycling and the need for sorting.

Today, L'OCCITANE en Provence is still involved in numerous initiatives, whether carried out by its own teams or through partnerships, and has built its strategy around 3 «R»s: Reduce, Recycle and React.

- ≡ **REDUCE**, by prioritizing eco-design of packaging and encouraging its re-use, thanks to alternatives such as eco-refills or bulk fountains.
- ≡ **RECYCLE**, by encouraging the use of recycled materials and ensuring that at the end of the cycle, each waste product can become a resource.
- ≡ **REACT**, through partnerships with key players and innovative initiatives such as Plastic Odyssey.

#### Crédit Agricole, Official Partner of Plastic Odyssey

Headquartered in France, the Crédit Agricole Group is the world's 9th largest bank by assets (The Banker, July 2024). This year marks its 130th anniversary in Hong Kong, with a presence dating back to 1894. The Group now operates through Amundi, its asset management entity, CA Indosuez, its wealth management unit, and Crédit Agricole CIB, its corporate and investment banking arm.

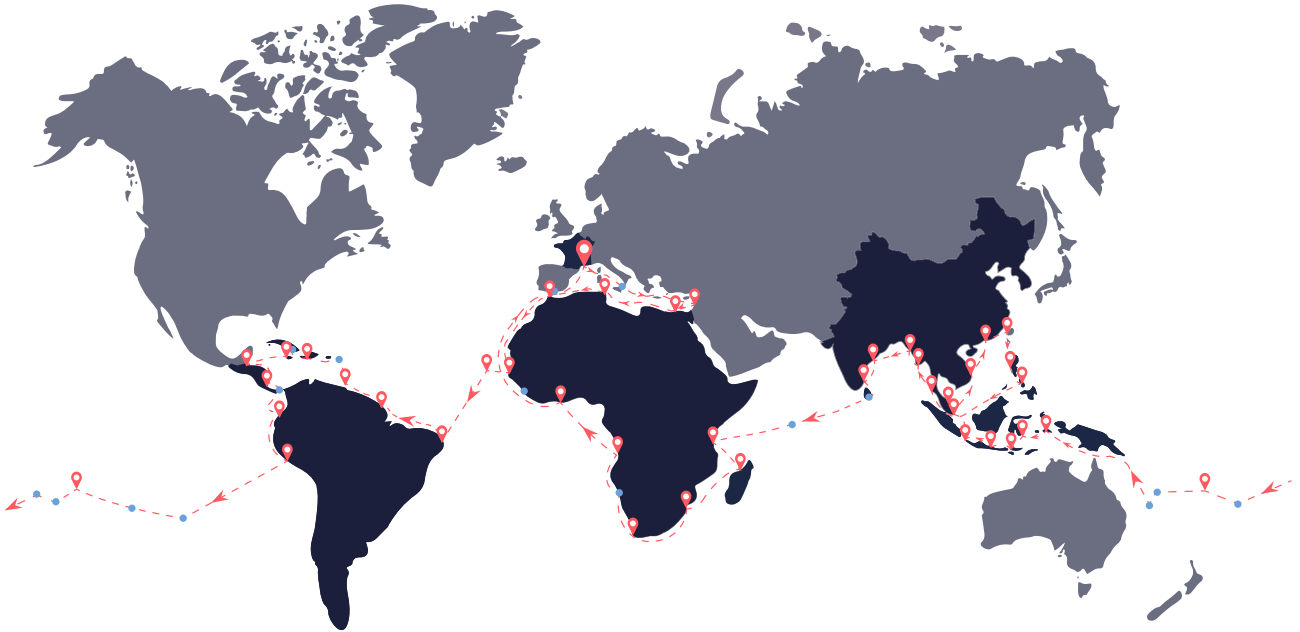
A pioneer and leader in sustainable and climate finance, the Crédit Agricole Group is committed to supporting all its clients in their energy transition. The bank has set decarbonisation trajectories to achieve carbon neutrality by 2050, on its own footprint and its investment and financing portfolios. This includes not financing any new extraction projects of fossil fuel, the raw material to make plastic. It also participates in ocean protection by issuing blue bonds to raise funds for positive-impact marine projects, and is a founding signatory of the Poseidon Principles, which encourage the decarbonisation of the shipping sector.

By combining environmental protection and financial inclusion, Plastic Odyssey's mission is fully in line with the Crédit Agricole Group's societal project and CSR commitments. In addition to financial donation, the bank has developed innovative financing mechanisms to support Plastic Odyssey, through solidarity-based green bonds and fund structured products.



## THE NEXT LEG OF THE EXPEDITION

After this stop in Hong Kong, the Plastic Odyssey expedition team will head to Taiwan before reaching The Philippines by the end of the year. Serving as an ambassador in the fight against plastic pollution in this critical region exposed to plastic pollution, the ship will engage with stakeholders shaping today's and tomorrow's world. Our aim is to create a global network of solutions to combat plastic pollution. Join our adventure, follow and support our extensive journey through incredible Asia.







## PRESS AND PARTNERSHIP CONTACT



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For more information, visit our website [www.plasticodyssey.org](http://www.plasticodyssey.org) and follow us on social media:

 **Facebook:** [Plastic Odyssey](https://www.facebook.com/PlasticOdyssey)  
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