

**STOP
TALKING**

**LET'S
BECOME
PARTNERS!**



**IT'S
TIME TO
START
DOING!**





WE ARE *a movement of do-ers*



Plastic Whale is the first professional plastic fishing company in the world. Our base is in Amsterdam with a franchise in Rotterdam. Our mission is plastic-free waters.

We are a movement of civilians, companies and government institutions who want to create, innovate, and move forward. Where others see a problem, we see opportunity.

We believe in the power of doing. That's why our motto is "Stop talking. Let's start doing."

Join our quest to create maximum Positive Impact. This document describes the impact we make and ways in which you can contribute.



WE COLLECT

plastic as raw material



We collect plastic waste from the Amsterdam canals and the Rotterdam harbour! We have eleven boats, each made from recycled plastic bottles, and each boat takes everyone, from business executives to tourists and schoolchildren, on a uniquely ethical tour of these beautiful cities.

It's all about getting involved!

WE CREATE

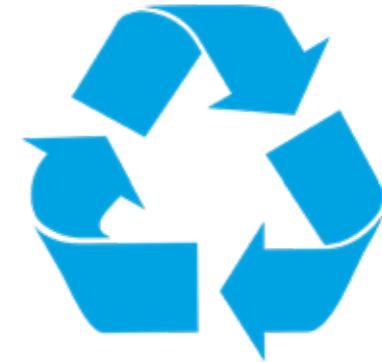
value from waste



We create value from plastic waste! Plastic bottles are broken down into granules and made into foam, for our boats, or felt, to create Plastic Whale Circular Furniture. The rest of the waste is sorted into municipal bins. Thanks to our supporters, we are able to make rubbish, valuable, and turn trash into treasure.

WE EDUCATE

*young people
and businesses*



We educate by involving people in our mission! Every child who comes on a free trip with our Foundation, learns about plastic soup. Every person who boards our boats, every business we talk to, every person who joins our public event, leaves with more awareness of plastic pollution and becomes more likely to reduce, re-use and recycle!



WE COLLECT

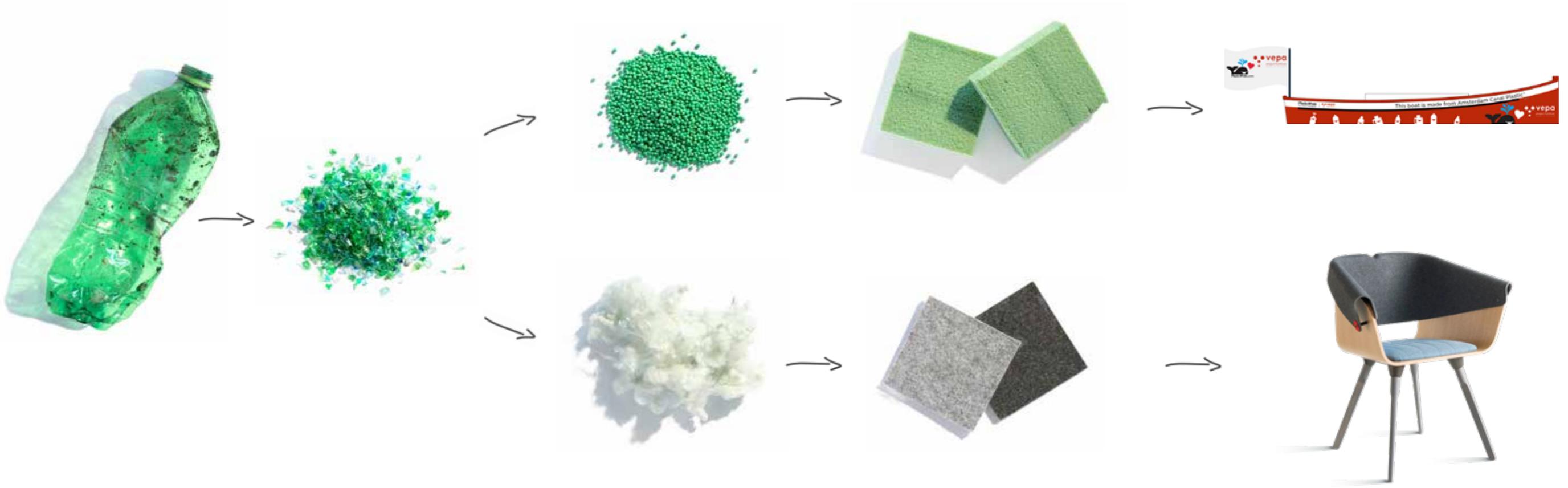
plastic as raw material



Plastic Whale aims to fish as much plastic from the water as possible, involving as many people as possible.

Our plastic fishing events are a popular and effective way of engaging a wide variety of people. To date, over 400 companies, 3.000 school kids, hundreds of tourists and more than 20.000 people in total have gone plastic fishing with us on the canals of Amsterdam.

Together with all these people, we have not only fished out thousands of bags of plastic wrapping and general waste, but also hundreds of thousands of PET bottles.



WE CREATE *value from waste*

We fish all sorts of plastics (and other types of waste) from the Amsterdam canals and the Rotterdam harbour. We separate the PET bottles, because we use them as raw material. We can't use the other kinds of waste (yet) so we donate them to the local waste company.

The PET bottles are first washed and then shredded into flakes. The flakes are turned into granules or fibres. The granules are used to create PET foam plates which the boat builder uses to create our boats. The same foam forms the heart of our 'Whale' table. And the fibres are turned into PET felt which Vepa uses to create the furniture.



WE EDUCATE

youngsters and businesses



We noticed that plastic fishing has a very positive impact on kids. That's why we started our school programme in 2016, funded by our Plastic Whale Foundation. So far, about 2000 youngsters have been involved. In 2019, we aim to double this number.

The Plastic Whale Foundation offers the school programme on a non-profit basis: groups of 7th and 8th grade fish for free! This is made possible by generous donations from institutions, companies and individuals.

Plastic Whale is also considered to be a front runner in the field of sustainable and circular entrepreneurship. As a result, Marius Smit, Plastic Whale's founder, is frequently asked to present his story at business events and conferences at home and abroad.

Marius' presentation aims to convince companies to "stop talking and start doing".

INVOLVE THOUSANDS, REACH MILLIONS!

a global audience for a global problem



Our unique and positive approach attracts a lot of press attention. Worldwide.

Since Plastic Whale started in 2011, we have created a constant stream of coverage via all sorts of media.

Nowadays we are being approached by press from all across the world, reaching millions of viewers, readers and listeners each year.

In 2018 alone we have been published in hundreds of articles from 23 countries across Europe, Asia and America.

Travel | UK | Europe | US

Amsterdam holidays

Fishing for plastic: the Amsterdam canal tour with a difference

Deborah Nicholls-Lee

Wed 28 Feb 2018 06:30 GMT

2,619 | 44



▲ Net gains ... a Plastic Whale tour takes to the canals of Amsterdam Photograph: PR

A trip with Plastic Whale isn't about sightseeing. Inspired by the plastics crisis, it offers the chance to help clean the city's waterways, in a boat made from recycled material

We push off from the quay by Amsterdam's Westerkerk, leaving the tourist bustle and long, fidgety queue for the Anne Frank House behind us. Our little electric boat heads quietly south down the Keizersgracht canal for a tour of the city. Our guide, Erik, points out the sights: a famous hotel, a secret church, the seven bridges view but we are distracted, focused on the plastic debris that bobs by our boat. As with more than 15,000 people before us, we have jumped on board one of Amsterdam's most unusual boat trips: a plastic fishing tour of the canals - and we are eager to see what we can find.

Unlike the slippery perch who flit deep beneath us, the docile plastic is an easy catch. From our open-topped boat, nets in hand, we haul in the flotsam. If we had orange jumpsuits on, jokes Erik, we'd look like we were doing community service. In fact, I'm travelling with seven tourists who have paid to collect rubbish as part of their holiday.



10 of the best insider's tips to Amsterdam

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OUR GOAL

is global impact



Plastic Whale started in Amsterdam, but we have worldwide ambitions. After all, plastic soup is a global problem.

Our Plastic Whale Foundation invests in local partnerships to create a self-sustaining economic model. Building on our success in the Netherlands, the Plastic Whale Foundation aims to have a wider positive impact through partnerships. We have started working with local partners to collect and recycle plastic waste in countries where the problem of poverty meets the problem of plastic waste. This creates local jobs with decent pay and work conditions, and helps reduce the amount of plastic on landfill sites.



JOIN THE WAVE *partnership propositions*

To Plastic Whale every partnership is unique. Together with you we determine how we can maximize our combined impact and how we can best involve various stakeholders, such as your personnel, customers and suppliers.

We can also combine multiple activities. Want to fish your own furniture from your own boat? Read on!

Can't wait to contact us?
contact@plasticwhale.com
+31 (0) 20 737 3049

SPONSOR A BOAT

made from Amsterdam Canal Plastic

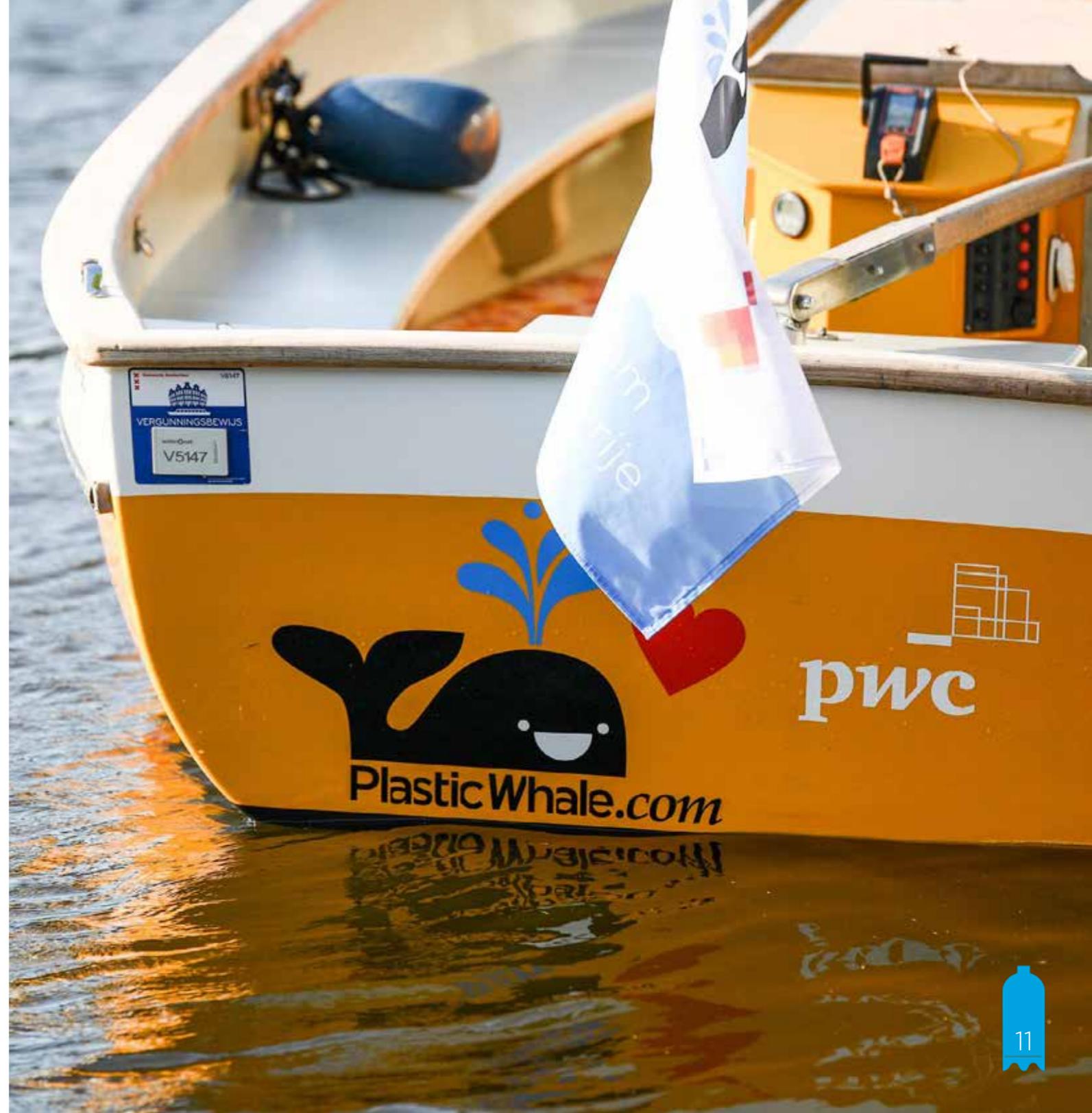


You can sponsor a design boat made from Amsterdam Canal Plastic or Rotterdam harbour plastic. The boat would be uniquely branded for you, as part of our colorful fleet.

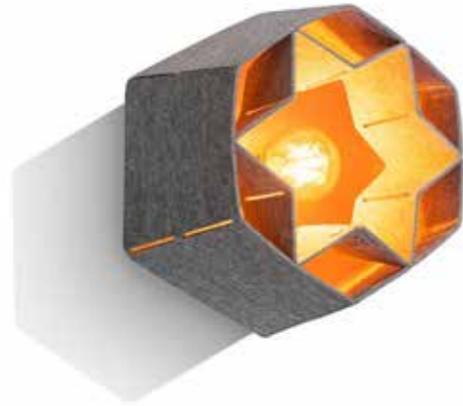
The boat creates positive exposure for your company, through our wide press coverage, our brochures, and of course through the hundreds of trips we organise all over Amsterdam, every year, including major public events. Plus it is a great vehicle to actively involve your stakeholders in your CSR goals.

The boat is managed by Plastic Whale, so it means absolutely no hassle for you.

A sponsorship also has other benefits. Besides a branded boat made from Amsterdam Canal Plastic, you will be invited to come plastic fishing, you will get two memberships to our Captain's Club networking event, and complementary lectures by our founder Marius Smit.



BECOME A LAUNCHING PARTNER *for Plastic Whale Circular Furniture*



You can become a launching partner by ordering one (or more) of our 20 limited edition 'Whale' boardroom tables including 8 'Whale Tail' chairs, each made from Amsterdam Canal Plastic.

Or you can become a launching customer by ordering some of our other products, the lamp and the acoustic panels.

Of course, we will be more than happy to talk to about any specific requirements that you might have.

In addition, our launching partners receive two memberships to our Captain's Club networking event, and a presentation by our founder Marius Smit.

10% of your payment will finance the Plastic Whale Foundation's efforts.



FISH YOUR OWN FURNITURE *with your own Plastic Whale boat*

Imagine, we create your furniture from the plastic waste that you fished from the canals together with your personnel, customers or suppliers. You could even do this on your own sponsored boat!

Another possibility is that we use your company's internal plastic waste to create Plastic Whale Circular Furniture. From the office to the office!

Got something specific in mind? Let us know!





GET INSPIRED

talks and workshops

Plastic Whale's founder Marius Smit has become a popular speaker. Corporate Social Responsibility (CSR) is a hot topic, but most companies still struggle to determine what it means to them and how they can make it part of their daily business. We've learned a thing or two about combining our goals to create a better world with common business sense. Marius tells a passionate and inspiring story about his personal quest to turn a one-man challenge into a fast-growing social enterprise involving a great variety of people and organizations.

Would you like to have a fully organised day? We can offer several options to complete your event. We can offer inspirational conference locations and workshops.



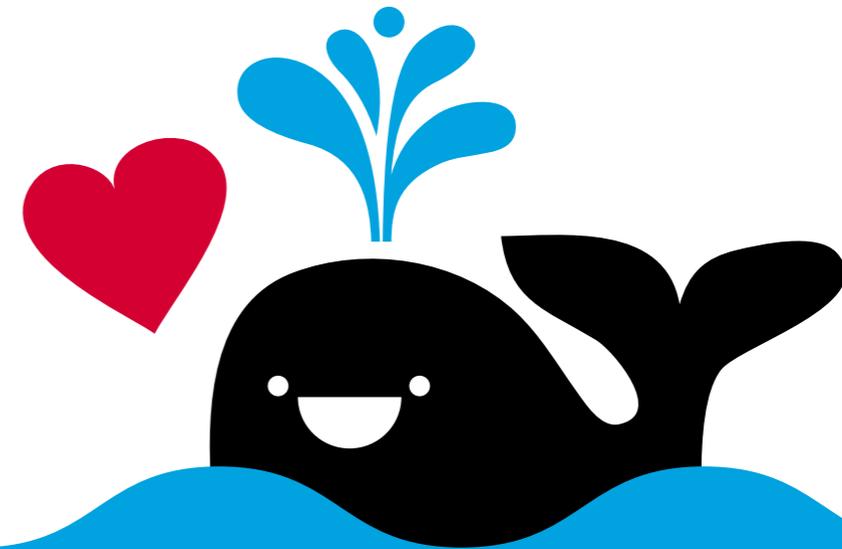
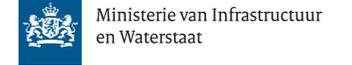
As a partner of Plastic Whale, you also support our Foundation

It is also possible to donate directly to the Foundation to fund our school programme and public events

THANK YOU!

Pride Plastic Fishing
5th August 2018
Scheepvaartmuseum





Our Partners in Plastic-Free Waters!

LET'S START DOING

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