



# STOP TALKING

LET'S GO PLASTIC FISHING!





## JUMP ABOARD

*together for plastic-free waters*

Plastic Whale is the first professional plastic fishing company in the world. A social enterprise with a mission to make world's waters plastic-free and create value from plastic waste. With your team, department or company you can help us achieve our goal. Come plastic fishing with us on the canals of Amsterdam!

You too can help us achieve our mission, because we're out plasticfishing again! Reason to celebrate ofcourse! It took some thinking to figure out how we can still offer a unique experience at 1.5 meters, but we succeeded! Come plasticfishing with your team, department or company on the Amsterdam canals or Rotterdam rivers or surprise a colleague and gift them the experience! We are super happy that we were able to make the impossible possible again. So hop on board and go plastic fishing with us!





## COLLECT. CREATE. EDUCATE.

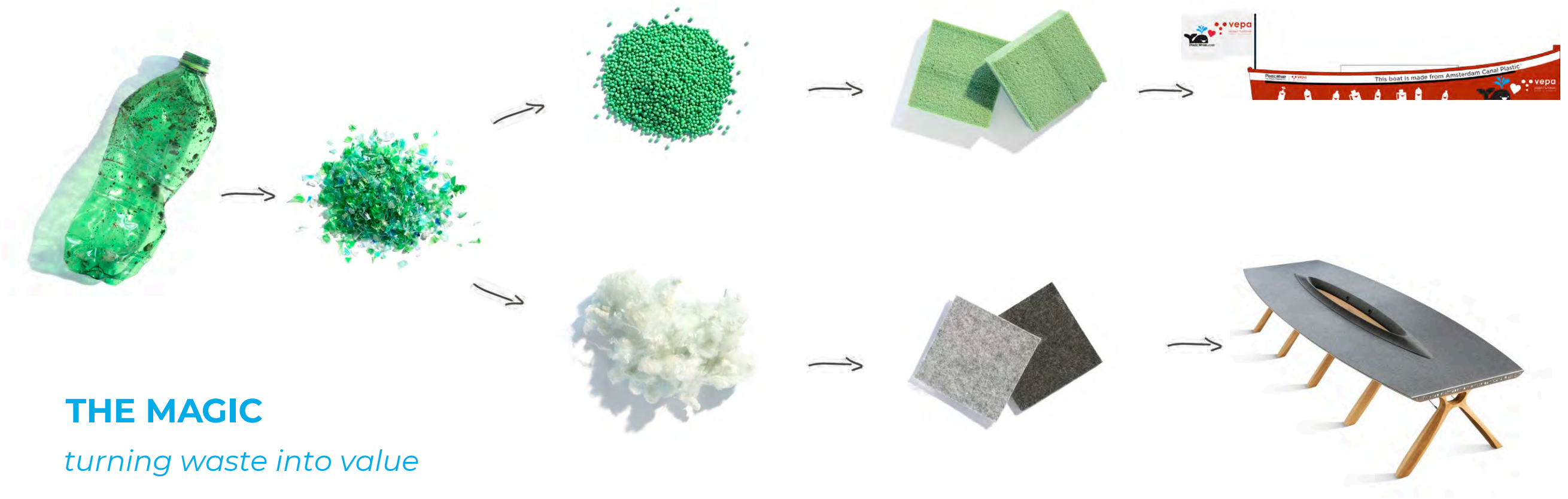
*we're a team of do-ers*



At Plastic Whale, we don't like to talk about the problem too much. Instead, we like to do something about it. What do we do exactly?

We **Collect** plastic from world's waters, involving as many people as possible. We **Create** value out of plastic waste by creating plastic fishing boats and Plastic Whale Circular Furniture made from Amsterdam Canal Plastic. We **Educate** and inspire others to get involved. Especially the next generation through the Plastic Whale Foundation's School Programme.





## THE MAGIC

### *turning waste into value*

How do we do it? We fish all sorts of plastics (and other types of waste) from the canals. We separate the PET bottles and we use them as a raw material. Right now the other waste is processed by the municipality, but we're working on a plan to also use other plastics.

The PET bottles are first washed and shredded into flakes. The flakes are then turned into granules or fibers. The granules are used to create PET foam plates which we use in our boats and our tables. The fibers are turned into PET felt that we use for... Plastic Whale Circular Furniture!





## LET'S COLLECT!

### *plastic fishing in Amsterdam*

#### Your Fishing Trip

10:00 Welcome by our skippers  
10:15 Plastic Fishing!  
11:45 Award ceremony + photo  
12:00 End of event

A plastic fishing trip starts at the boarding location with a short introduction by one of our skippers. After the introduction, you jump aboard and start your trip on the Amsterdam canals, where our skippers show you the most beautiful and undiscovered places in the city. After two hours, all boats meet back at the drop-off location, where the loot is inventoried and the boat with the most waste or the coolest item gets a prize! To help the planning team, we work with three set time slots:

- 10:00 - 12:00
- 13:00 - 15:00
- 16:00 - 18:00

If these do not suit you, we can always see if a tailor-made program is possible!





## TEAMBUILDING

*together we can make a difference*

We know how important teambuilding is, so we we'll do everything possible to make every event a great success. We have a personal approach: we love to brainstorm with you to make your event a unique experience.

Every trip, people who see us passing by start picking up plastic, often handing it to us. Passing boats cheer us on. Your actions are what motivates others to think about plastic. By going plastic fishing on these popular canals, the visibility of your actions is part of the solution. You are doing vital advocacy! [This video](#) will give you an idea of what it is like. And every bottle you collect contributes to more advocacy, when we recycle them into beautiful products.

*"Plastic fishing is for the Tommy Cares Foundation a unique way to connect fun and a socially responsible goal. Every time our people go fishing again they're full with enthousiasm!"*

*Robert Monas - Tommy Hilfiger European Foundation*

To find out how other's have experienced their trip, you can find more reviews [here](#).





## GOOD TO KNOW

### *before row, row, rowing your boat*

During the plastic fishing trip, our enthusiastic skippers show you the most beautiful spots of Amsterdam from the water. The minimum number for participants is 1. The maximum capacity is 40 people during the 1.5 meter rule.

#### IS IT RAINING CATS AND DOGS?

As long as it's not raining whales, you're fine! We'll bring ponchos for everyone, and believe it or not, but the groups that went plastic fishing in the rain, were often even more enthusiastic! Our boats sail all year round, because also during autumn and winter there is a lot of plastic in the water. However, if the weather is really bad, we can decide together to move the event. No problem!

#### PRICES

The prices are €44,50 per person (excl. VAT). This includes all materials, prize for the winning team and transport, storage and processing of the waste.

#### ALL ABOARD!

All our boats are made from Amsterdam Canal Plastic and can fit 4 adults. The Plastic Whale boats are at all times sailed by one of our 50 experienced skippers. On busy days and at large events it can happen that we use external (and electric) boats, which could also be sailed by yourself. Of course we will take care of all the necessary materials and our skippers will guide you.



# GET ON BOARD

## *in Amsterdam*

We have selected fixed stop and finish locations, namely the docks next to the following addresses. You can choose which one suits your event best:

1

[Herenmarkt](#)

Brouwersgracht 62

2

[Rode Hoed](#)

Keizersgracht 102

3

[Waterkant](#)

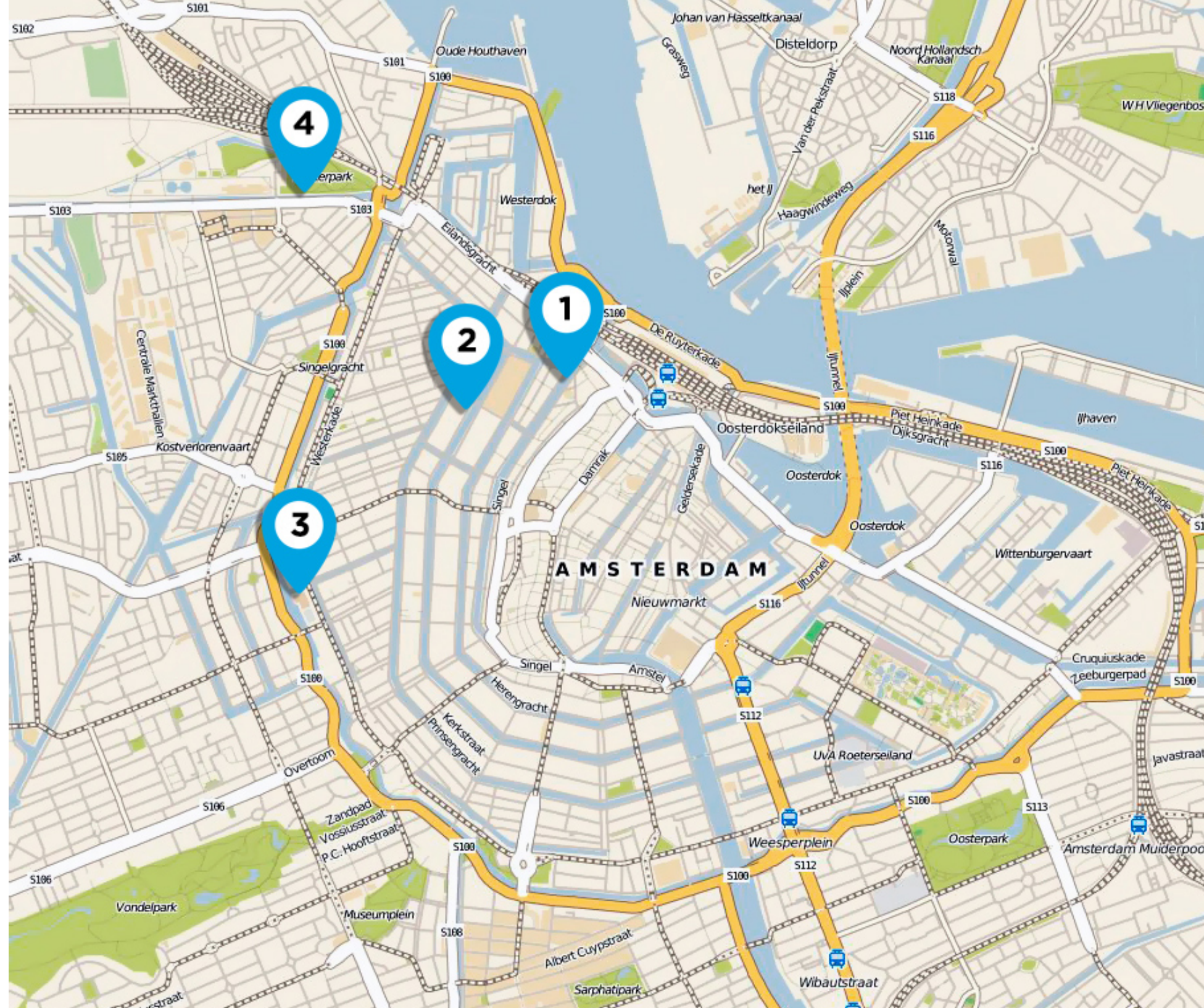
Marnixstraat 246

4

[Westerpark](#)

Polonceaukade 1

Want to board somewhere else?  
Suggest us a different location and  
we'll check if a good landing stage  
nearby can be selected.





But wait...  
There's more!





## 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 colourful 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 support us in our mission by ordering our products separately. Of course, we will be more than happy to talk to about any specific requirements that you might have. Good to know: we will 10% of your payment in the Plastic Whale Foundation's efforts abroad.

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







## 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!

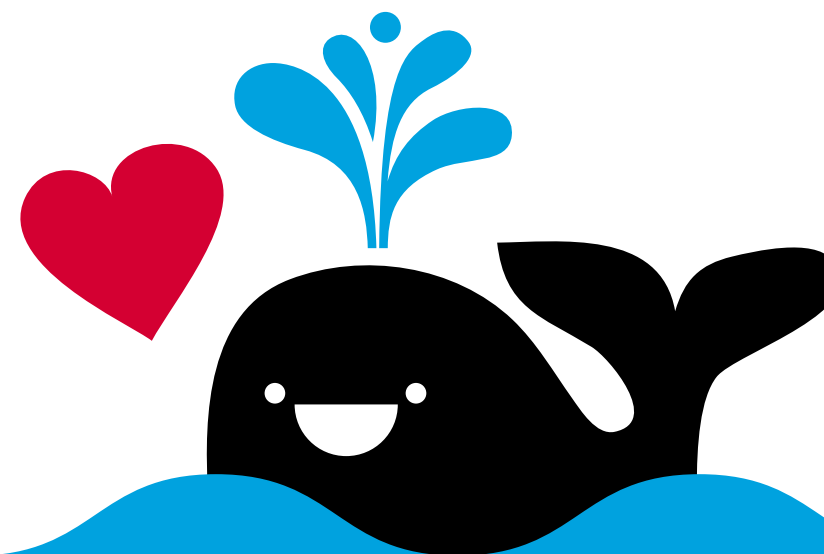


**SUPPORT  
THE FOUNDATION!**

**HELP US SPREAD THE WORD,  
INVOLVE AND EDUCATE**







Our Partners in Plastic-Free Waters!



# LET'S START DOING!

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