

Plastic Change newsletter | January 2017

## plastic change

### Success – from the basement

Plastic Change has been hugely successful in putting the issue of plastic on the agenda in Denmark. And we have also been successful in raising funds for specific projects. But if we are to succeed in the long run, if we are to deliver the long-term projects and solutions that are currently on the drawing board, we will need ten times our current resource budget.

We have crafted a compelling narrative and laid the bedrock for committed involvement, nationally as well as internationally. But the immense need for Plastic Change, the many inspiring project ideas and potential partnerships make increasing demands on our entertainment and administrative capabilities. Right now, our much-too-small premises are located in the basement of a private home. It is time for us to move out of our private rooms and set up ourselves as a serious, solid and sustainable organisation going forward.

### Plastic policy

In December, together with the Danish Society for Nature Conservation and the Ecological Council, Plastic Change sent a proposed plastic policy to the Minister for the Environment. It is our hope for 2017 that the Minister will transform our proposal into legislation and an actual plastic policy to establish a framework to reduce the amount of plastic that is going into the environment.

### Expedition Plastic

In December, the last leg of the two-year research expedition reached Hawaii after sailing through one of the world's largest plastic soups in the Pacific Ocean. Two years of hard work backed by hundreds of Danes via crowdfunding and by the Danish royal family and foundations and sponsors made Expedition Plastic possible.

The *SY Christianshavn* has now been handed over to the group of owners that had made the vessel available to us for the two-year expedition. But the large body of photographic, video and documentary work produced on the expedition will remain with us for long.

The many samples that were taken on the expedition will now be analysed and described. The plan is for Roskilde University to publish its findings from all materials collected on the L.A. - Hawaii leg in a single scientific report.

Finally, we will follow up on the many international partnerships that were forged with Expedition Plastic, including our cooperation with the UN Environment Programme (UNEP) and famous musician Jack Johnson, who joined us at Hawaii and declared his support for our work.



*Research team Henrik Beha Pedersen, Malene Møhl og Kristian Syberg shows plastic samples from the Pacific Ocean*

## **Expedition in Denmark**

In 2017 we would very much like to spend the summer touring the country and talking with the Danes. We hope to be able to launch a Danish expedition to a number of Danish ports to raise awareness of marine plastic pollution. An expedition that will be a natural continuation of last year's Expedition Plastic in Denmark in which His Royal Highness Crown Prince Frederik and Minister for the Environment Esben Lunde participated.

## **Project Plastic-Free Roskilde Fjord**

The project is progressing well. Two citizens' meetings have been held and a pilot plant has been set up at Bjergholm treatment facility to isolate microplastic.

A delegation from the Government of Greenland visited the project, and we are considering whether to use the model outside of Denmark - for example, in the Baltic region. And over the next months citizens will be invited to workshops to help find solutions.



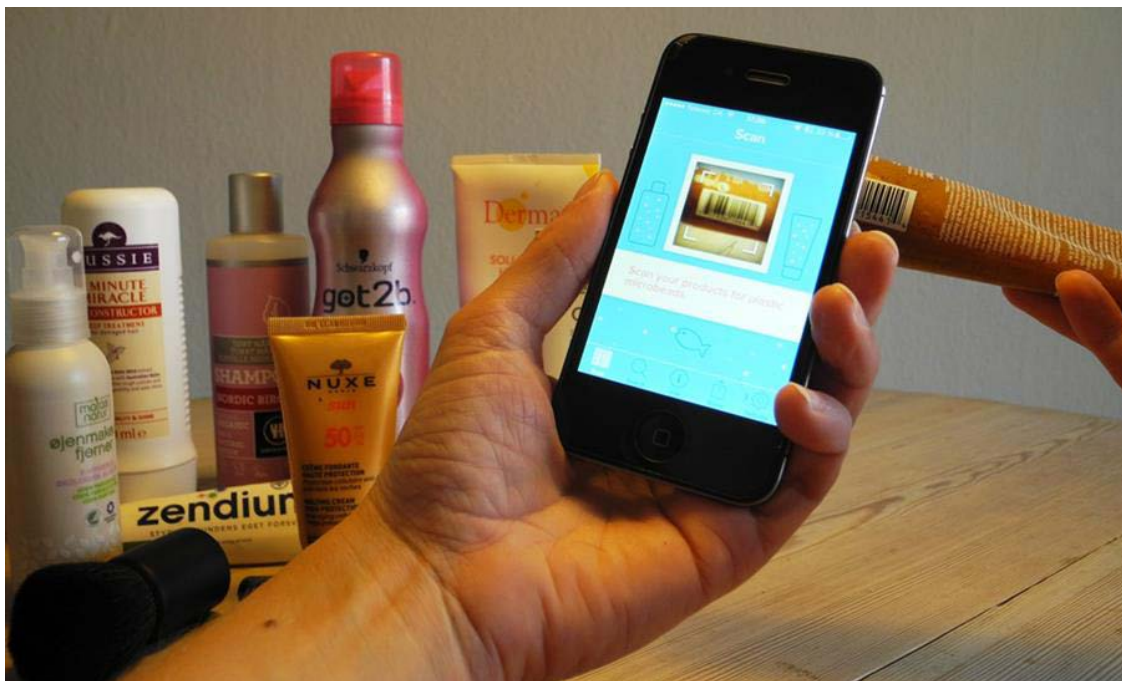
*The delegation from Greenland visited Roskilde Fjord*

### **Project Bench & Bucket**

The project that is intended to transform plastic from the North Sea into benches and buckets is currently suffering a set-back as the company Aage Vestergaard Larsen is unable to process and recycle the small pieces of plastic collected by the volunteers. Only large pieces can be used (cans, buckets, etc.). Here, we need to work together with local municipalities to collect enough plastic to start up the production of benches and buckets.

### **The Beat the Microbead app**

The app that helps consumers trace plastic in cosmetic products has become a colossal success. It has already been downloaded by more than 18,000 users. The video has been shared on Facebook by more than 1,000 persons and the first 3,000 signatures have been collected. In the follow-up process, we will use the political popular momentum to pave the way for an actual ban in the European Union.



*The app tells if there is plastic in the cosmetics*

## **Photo competition**

Photographer and Nikon ambassador Casper Tybjerg, politician Ida Auken and founder of Plastic Change Henrik Beha Pedersen make up the jury that will judge the coming photo competition by the name of Beauty&theBeast, scheduled to launch this spring.

## **Learning materials**

Together with publishers Gyldendal, we are well into the process of developing learning materials for Danish high schools in the form of videos, texts and protocols; by way of example, studies of Danish herring show that they contain plastic.

## **The Plastic Change Maker Challenge**

1 December saw the launch of the global Plastic Change Maker Challenge. The competition is about finding solutions to the plastic problems and has been developed in cooperation with Sustainia and the Venture Cup. The competition ends 28 February 2017 at 12:00 midnight!

## **Oceans of Plastic - a travelling exhibition**

Thousands of people have already visited the exhibition "Oceans of Plastic", which will continue at National Aquarium Denmark until the end of January. The exhibition is supported financially by the US Embassy in Denmark, which would like to send it on a tour of three or four European countries. The US Embassy, National Aquarium Denmark and Plastic Change have joined forces to raise the necessary funds to finance this tour.

The idea is to have the exhibition end its tour at the Our Ocean summit on Malta in October 2017. The summit will be hosted by the European Union and Commissioner Vella.



Henrik Beha Pedersen and US ambassador Rufus Gifford at Den Blå Planet

## Sponsors autumn 2016

### Expedition from L.A. to Hawaii:

Royal Greenland: DKK 25,000

Lime ApS: DKK 2,500

Hav ApS: DKK 10,000

Kingfish: DKK 10,000

Watski A/S, boating equipment worth DKK 5,000



LIME - Responsibility in action

plastic change




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