
EXPLAINER VIDEO NARRATIVE

It's no exaggeration to suggest plastics waste is threatening the vitality of our lands and oceans.

But let's face it – plastics are here to stay. So, where do we go from here?

Long-term, the solution will encompass rigorous global-scale adoption of the 3 Rs – Reduce, Reuse, Recycle.

However, with over 8 million tonnes of plastic entering the oceans each year, we need to take meaningful action NOW!

Enter [COMPANY NAME].

With the backing of the [COMPANY NAME], a leading global maritime shipping company based in [COUNTRY], we are creating the world's first floating plastic recycling facility – a massive marine oil tanker repurposed to a mobile plastics-to-fuel production and storage operation.

When completed in the spring of 2022, this vessel will be capable of converting well over one million kilograms of land and marine-sourced plastics per month to petrochemical feedstock fuel.

This process is the most efficient means to recycle plastic and offset greenhouse gases otherwise emitted by conventional plastics production.

We target two significant sources of plastic waste.

- **AGRICULTURE** – The use of plastic is so embedded into every aspect of agriculture from seed to harvest that it has earned the name 'plasticulture.' And it's a multi-billion-dollar industry.

Rot-resistant plastic films, linings, wrappings, crates, pots, netting, twine, bags, mulch, and more are used to increase crop production, reduce water use, improve and prolong food quality, and reduce the ecological impact of agricultural activity.

Globally, agriculture is estimated to have consumed nearly 7,000,000 tonnes of plastics in 2017.¹ Sadly, little of this plastic is recycled – the vast majority is either burned, buried on-site or in landfills, or illegally dumped.

¹ Report on use of plastics in agriculture; Jansen, Henskens, and Hiemstra – Schuttelaar & Partners; May 2019 https://saiplatform.org/wp-content/uploads/2019/06/190528-report_use-of-plastics-in-agriculture.pdf

- MARINE AND AQUACULTURE – In this industry, “ghost gear” is the name given to lost, discarded, and abandoned fishing gear. Scientists believe up to half of all ocean plastic is made up of ghost gear. It’s a silent killer, threatening marine animals, fish stocks, livelihoods, and global food security.

Catching and farming our seafood consume massive quantities of plastic. The long list of plastic gear used includes enormous nets and rope manufactured using nylon, polypropylene, and polyethylene; navigation buoys and bumpers made from high-density polyethylene and polystyrene; and feed bags produced from polypropylene and low-density polyethylene plastic.

One of the nastiest problems facing farms and fisheries is the absence of sustainable options to recycle the plastics they use.

Waste companies won’t collect most of this material.

Machine-based recycling isn’t viable.

And the quantities of plastic waste involved are mind-boggling.

So, with few or no viable alternatives, farms and fisheries are left to deal with the disposal headache themselves.

But the situation is about to improve big-time – thanks to [COMPANY NAME] and its pollution solutions.

Consider the possibilities...

We seek to partner with fisheries, aquaculture, and agricultural businesses to collect and remove the mountains of plastic waste piling around them.

Trucks will haul the waste to pre-processing facilities located near ports close to our recycling vessel, where the material will be sorted, then transported and loaded on board.

Our goal is to provide our partners with a seamless process to recycle their plastic waste sustainably for the long term. We transform our partners’ biggest pollution problem into a valuable resource.

And what do we do with all that plastic? We employ a process known as pyrolysis to generate ‘green’ fuel and char with 70% efficiency.

Pyrolysis is well-suited to recycle mismanaged plastics waste because it can convert a broad mixture of contaminated, uncleaned plastics into high-quality liquid fuel.

Electrical power for the process can be land-based, targeting the use of sustainable hydroelectricity. However, we've designed the entire operation to be self-sustaining, deriving the energy required for pyrolysis and vessel mobility from the fuel produced and selling the remainder to finance ongoing activities.

There are additional advantages of our solution worth noting:

- Pyrolysis process modules are easy to transport and install on floating platforms.
- Floating recycling facilities impose a lower total cost of ownership compared to shore-based facilities and are faster to deploy in large urban areas at river estuaries.
- Mobility allows facilities to address the seasonal nature of plastic waste flows from rivers to oceans.
- The operation generates local employment in whatever country it operates through the collection, transport, sorting, and sale of value-added recycled plastic.

Regrettably, many countries do not have the resources in place to manage the waste they produce. And global plastics consumption continues to grow at staggering rates.

Deploying [COMPANY NAME] floating recycling facility offers a practical short- and medium-term plastics recycling solution that can be replicated at scale.

We are all in this together.

Too much plastic waste. Not enough incentive to curb the problem.

At [COMPANY NAME], we are changing the rules. We are creating the market and the demand.

Join us in this precedent-setting endeavor – let's make a difference worth talking about.