



# ASSOCIATION PROJECT

Created in 2016, The SeaCleaners is an association under the French Law of 1901 recognized as being of general interest. It is currently chaired by its founder, French-Swiss sailor Yvan Bourgnon



[www.theseacleaners.org](http://www.theseacleaners.org)





# VISION



## OUR FINDINGS

The ocean is an invaluable common good for humanity. Plastic is a major innovation that has become in 50 years a global problem due to its overconsumption, which is a source of increasing pollution affecting the ocean and aquatic environments exponentially.

## OUR DREAM

A world in which the oceans, drastically depolluted, will have regained their original beauty and the integrity of their functions essential to the good balance of the planet. The entirety of biodiversity and therefore the survival of humanity depend on it. Thanks to an essential and massive awareness of all (from citizens to the decision-makers, including academic and industrial actors), plastic must no longer be a source of uncontrolled pollution but a resource with a controlled life cycle.

## OUR CONVICTION

It is our collective responsibility to preserve and restore our ocean heritage for the benefit and interest of future generations and to fight against the inequalities created by plastic pollution in a proactive and supportive approach. Our vision for the preservation of the oceans is therefore global, long-term and planetary in scope. It integrates human, educational, scientific, societal and economic perspectives in a dynamic of solidarity and participation in accordance with the Sustainable Development Goals set by the UN for 2030.

[1] The Sustainable Development Goals are a universal call to action to end poverty, protect the planet and improve the lives and prospects of people everywhere. The 17 goals are interconnected, apply to all countries, and must be achieved by all stakeholders: governments, the private sector, civil society, the United Nations system and others, in a collaborative partnership.

## OUR SPECIFICITY

We act in a universal and universalist dynamic with the conviction that only a global approach to plastic pollution - corrective and curative as well as preventive - will allow an awakening of consciences and a radical evolution of uses, thanks to a pioneering approach around the use of advanced technologies and the demonstrated success of innovative depollution solutions.



**Convincing and inspiring actions by proving.**

## OUR GOAL

To become a European and international reference in the fight against ocean plastic pollution for the general public, impacted populations, governments and intergovernmental organizations through:

- effective field actions ranging from prevention to remediation;
- the development and sharing of excellent scientific knowledge;
- an influential expert voice through active contribution to networks committed to environmental preservation.

In the short term, we want to change our statutes and our governance in order to obtain recognition as a public utility, which will secure and perpetuate our organization and its action in the general interest. In addition to this approach, we also wish that our association be officially referenced as an international Non-Governmental Organization and as an Association for the Protection of the Environment in order to optimize our actions of waste collection at the international level and of advocacy with inter-governmental institutions.

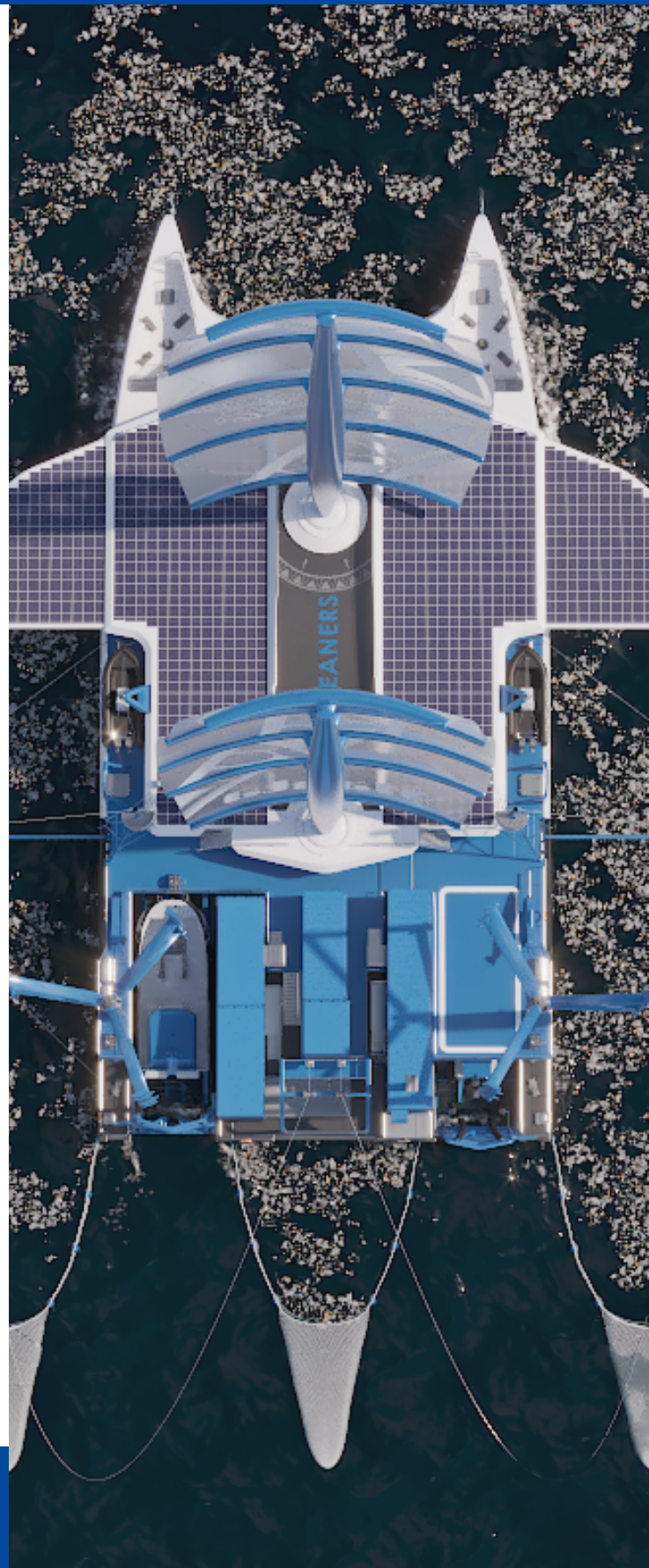
# MISSIONS



Refusing fatalistic or wait-and-see stances, we have chosen a proactive and holistic approach in order to make a mark on people's minds around the following dynamic: *"demonstrate to convince and multiply actions on a large scale"*

## 1 TO CONTRIBUTE TO CLEANING UP THE OCEANS AND AQUATIC ENVIRONMENTS AND TO RECYCLE PLASTIC WASTE:

- By proposing several mobile, innovative and clean aquatic depollution solutions (Manta, Mobula, underwater collection systems, etc...).
- By collecting plastic waste before it disperses and degrades too much to be recovered and exploited by recycling channels.
- By acting close to the coasts in areas with high plastic pollution density: rivers, river mouths, coastal waters.
- By focusing on the areas most impacted by plastic pollution where action is urgently needed.
- By providing boats and tools for depollution financed by generosity and operated by the association alone or with partners, for a given period of time, in areas heavily impacted but lacking the means to act on the scale of the problem, or by helping local actors to obtain public funding.
- By transforming a polluting material into an energy resource for navigation or, when possible, into a resource for a recycling industry on land.
- By mobilizing and involving volunteers in the organization of plastic waste collection campaigns on land. Refusing fatalistic or wait-and-see postures, we have chosen a voluntary and holistic approach in order to make an impression on people's minds around the following dynamic: "demonstrate to convince and multiply actions on a large scale".

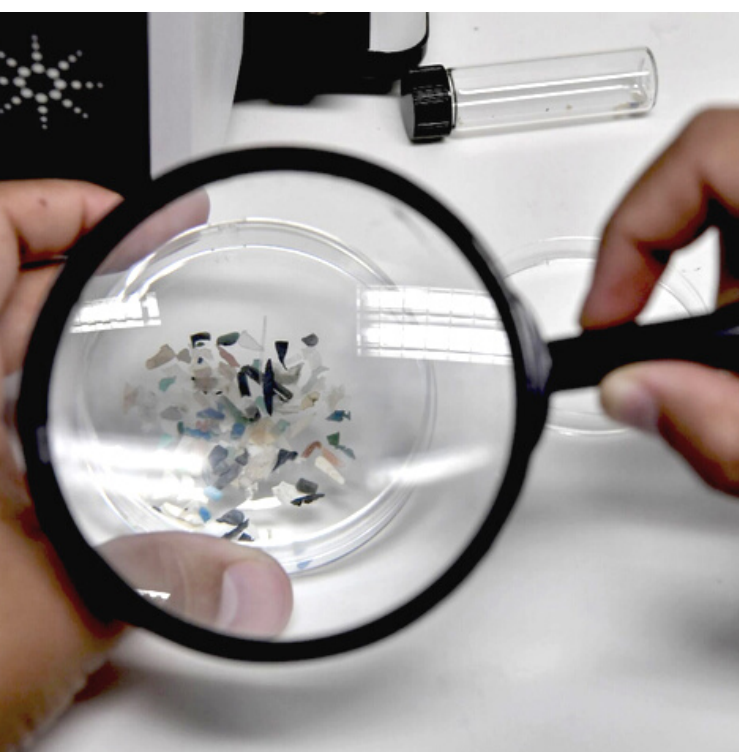




# MISSIONS

## 2 TO UNDERSTAND PLASTIC POLLUTION, DEVELOP AND WIDELY DISSEMINATE SCIENTIFIC KNOWLEDGE:

- By providing the international scientific community with a mobile oceanic scientific platform on board the Manta, equipped with scientific equipment to develop scientific oceanic knowledge on plastic pollution and its impact on marine biodiversity.
- By promoting scientific projects on priority themes identified by our International Scientific Council in order to optimize our waste collection campaigns and our contributions to influential institutions for the protection of the environment.
- By promoting and popularizing the scientific data collected to the international scientific community and the general public through open data dissemination.
- By inviting our volunteer supporters to collaborate in the collection of field data to enrich knowledge on the impacts of plastic pollution on land and at sea in a logic of "participatory science".



## 3 TO SENSITIZE AND MOBILIZE ALL PUBLICS IN ORDER TO RAISE AWARENESS AND BRING ABOUT LASTING CHANGES IN BEHAVIOR:

- By deploying an ambassador ship of our association internationally (the Manta) which will be the flagship of all the missions of the association.
- By widely disseminating quality knowledge on plastic, pollution and the ocean to a large public ranging from schoolchildren to the corporate world.
- By creating contents and actions adapted to the expectations and needs of each target to arouse the desire to act and to stimulate a real dynamic of change in behavior.



# MISSIONS

- By providing keys to concrete actions to fight plastic pollution on land and at sea, notably through examples of local action thanks to the mobilization of volunteers on waste collection and awareness-raising events at the local level.
- By federating recognized actors in the field of plastic pollution and environmental protection, as well as research, technological and industrial actors as spokespersons for our cause and our curative and preventive action.
- By creating strategies of alliances and partnerships in educational networks and among environmental protection organizations.
- By promoting the actions and successes of our association around all its missions to inspire actions and vocations.

## **4 TO ENSURE AN OPTIMAL MANAGEMENT OF OCEAN WASTE AND PROMOTE LOCAL DYNAMICS OF CIRCULAR ECONOMY:**

- In the short term, by setting up sustainable local partnerships that will allow us to treat and recycle - whenever possible - the waste collected by the boats in the different areas of intervention, and this at a controlled cost for our association.
- By demonstrating our technologies of collection and recovery of waste on board the boats during their different stopovers or local clean-up campaigns in order to propose to the local public and economic actors to invest in these solutions.
- By accompanying local public and economic actors in the identification and analysis of their needs to create or develop local waste management and recycling channels. - In the longer term, by helping to set up waste management and recycling structures on land by participating in the search for technical partners and public/private funding.





# VALUES



Our association is first and foremost the history and experience of a man who has spent his life crisscrossing the seas and oceans, first as a family from a very young age and then as a top-level sportsman. Yvan Bourgnon has thus been able to see with his own eyes what the vast majority of us have not been able to observe: the progressive but massive degradation of this priceless heritage and its entire ecosystem due to plastic.

Faced with a certain inertia of national and international public policies and the acceleration of plastic production and consumption, this pioneering, determined and daring spirit refuses resignation and decides to act. For Yvan, our responsibility is collective. We must obviously prevent, by proposing concrete solutions to reverse the trend, but also repair the damage already caused and allow for the rehabilitation of ecosystems. He then shares his dream: that of a giant ship collecting floating plastics and of an association involved in the fight against ocean pollution on all fronts.



## OUR ACTION OF GENERAL INTEREST IS GUIDED BY:

- **A benevolent and inclusive responsibility:** a duty to act for all and to federate at all levels without excluding logic but by integrating all good wills around the fight against plastic pollution.
- **Unwavering determination:** the choice of a bold course, based on a holistic approach to plastic pollution of the oceans, from which we will not deviate, because of our deep conviction that we must not resign ourselves despite the magnitude of the task, but rather be in action on all fronts.
- **Innovative and responsible pragmatism:** we are still and always in concrete action, driven by a constant search for efficiency, while integrating

global innovation and the adaptation of already existing solutions in order to create a virtuous circle around inspiring actions, easily reproducible locally and not requiring the mobilization of significant resources.

- **A respectful solidarity:** a will to repair and act for all and, in particular, for the populations most affected by plastic pollution, in an approach that respects local needs, cultures and practices. This logic of sharing knowledge and know-how involves the co-construction of good practices with a view to empowering local populations in the management and recovery of their waste.





# TERRITORIES OF INTERVENTION

Our association's vocation is to intervene at different levels in different territories, each territory having its own logic and priorities for action.

## IN FRANCE:

### Where and for whom?



- La Trinité-sur-Mer and Paris: location of the association's teams and representative offices.
- The regional delegations of volunteers spread over the whole territory: management of collection and awareness actions in the field.
- Schools, aquariums, the general public, companies, all events and institutional and professional fairs related to our cause and our problems.

### What for?

- Communication and fundraising actions, mobilization and animation of volunteers, waste collection actions (rivers and coasts), awareness actions for all publics. Development of a research policy and "participatory science" actions.

## IN EUROPE:

### Where and for whom?



- Currently: Switzerland, Spain, Germany, Belgium.
- Independent local branch (only in Switzerland and Spain) or local representative or volunteer office.
- Priority is given to companies and individuals with a high potential for donations (philanthropists, patrons, partners) and, in the longer term, to the general public and local volunteers.

### What for?

- Priority is given to fundraising, communication and awareness. Occasionally waste collection actions (rivers, streams and coasts) and large-scale educational campaigns.

## INTERNATIONALLY:

### Where and for whom?



- **Main operational areas of Manta and Mobula** where there is an urgent need to act due to the very high levels of plastic pollution, i.e., **near the 20 most polluted rivers in the world, including:**

- In the Java Sea (Indonesia)
  - In the Mediterranean and Red Sea (Egypt)
  - In the Indian Ocean (Maldives, Madagascar, Seychelles, Sri Lanka, India, Bangladesh, Thailand)
  - In the South China Sea (Thailand, Cambodia, Vietnam)
  - In the Atlantic Ocean (Argentina, Brazil, and Niger)
- **Independent local** branch (if needed) or local representative or volunteer office.

### What for?

- Actions of collection and recovery of waste (rivers and coasts), mobilization and animation of volunteers. Actions of communication and awareness of the local populations and authorities, demonstration of technologies and sharing of know-how, impulse and development of circular economy dynamics with the associations, the local public and private actors. Scientific research missions at sea.
- Depending on the opportunities, fundraising actions locally.



# BENEFICIARIES



**Our ocean is a common good for all people. The main beneficiary of our actions is therefore the whole of humanity and this, on different time scales, as well as all the aquatic ecosystems of our planet.**

- In the short term, the first beneficiaries will be the populations near the main sources of discharge or accumulation of plastic waste in the ocean, aquatic environments (rivers, etc.) and, whose environment is currently saturated.
- In the long term, the second beneficiaries will be future generations who will have access to an ocean heritage preserved and restored in its functions essential to the survival of the planet (carbon sink, oxygen production, natural thermostat, maintenance of fisheries resources and economic activities related to the sea: tourism, fishing, etc.) and will live in a world where plastic will be properly collected, recycled and recovered to become a usable resource.



**The impacts of our actions are multiple:** ecological, sanitary and food, societal, economic and all that on different levels. We will work to put them in relation with the Sustainable Development Goals #1/2/3/6/7/8/10/12/13 and 14 on which our association clearly has a role to play in its sphere of activity around plastic pollution.

In order to value the importance of the commitment of our patrons, donors and volunteers, these actions will be subject to regular assessments and measurements, to allow us to improve their impact in the short, medium and long term.





# MAJOR CHALLENGES AND ISSUES



## OVER THE NEXT 5 YEARS

- To evolve the statutes and governance of The SeaCleaners in order to obtain recognition as a public utility and official registration as an NGO and Environmental Protection Association.
- To have a community of members committed to the defense of our cause.
- To build the Manta and the Mobula (8 Mobula, 2 of which are integrated into the Manta and 6 of which are used for joint clean-up actions).
- Launch and operate our boats on our first 3-year clean-up program.
- Initiate, support and promote high level scientific research.
- Make the Manta a flagship for TSC worldwide: high visibility operations and international alliances.
- To have a voice that counts within non-governmental bodies that act for the protection of the environment.
- To initiate relevant and efficient local collaboration dynamics around a better management of waste on land.
- Develop our community of volunteers in France, Europe and internationally.
- Structure our local actions around local offices, volunteer offices or local representatives (depending on the specificities of each territory).
- Strengthen our awareness-raising actions with all publics to work collectively and contribute to a citizen movement against plastic pollution.
- To develop the association's own resources in order to perpetuate and consolidate the functioning and current missions of The SeaCleaners in France and abroad.

## MEANS OF ACTION

- A team of 30 experts who will evolve in each activity carried out by the association (with additional recruitments envisaged).
- A new fundraising strategy focused on philanthropy and patronage, but also including a diversification of resources on the general public, and possibly on sponsorship and public subsidies.
- Strong industrial and technological partnerships around the Manta and the Mobula, both on the design, construction and operation at sea, as well as on the operation of the vessels (ship owners and captains).
- Strengthened public relations at the national and international levels to create strong strategic alliances with public, political, associative and non-governmental representatives.
- An internationally renowned scientific council involved in defining and promoting a high-level research policy in conjunction with academic and industrial players.
- Quality educational and institutional partnerships to develop and promote our awareness activities.
- A network of volunteers structured around local delegations.