



**Innovative ideas
to reduce the
consumption of
single-use plastics**



WHAT IS PLASTIC?

- ▶ Plastic is made **from fossil fuels** (oil & gas). It can be made in **many colors** and **many shapes**.
- ▶ Most plastics are **strong, long-lasting, and lightweight**. They can **resist damage** by water, heat, scratches, chemicals, and electricity.
- ▶ Because plastic is **cheap** to make, it can be **mass produced**.





WHO INVENTED PLASTIC?

- ▶ The first fully synthetic plastic was invented by **Leo Hendrik Baekeland in 1907**
– over 100 years ago.
- ▶ This plastic was called Bakelite or **Polyoxybenzylmethyleneglycolanhydride.**
- ▶ **Today plastics are everywhere!**





WHAT ARE SINGLE-USE PLASTICS?

Single-use plastics are plastics that are **disposable** and generally **used once** before being **thrown away**.





WHAT IS PLASTIC POLLUTION?

Plastic pollution is when plastic **ends up where it shouldn't be**. This includes the beach, the sea, rivers, mountains, and parks, where it causes **damage to the environment, animals, and humans**.



But how does plastic get to the sea?

- ▶ **Litter** left on the beach
- ▶ **Litter** dropped in cities and towns
- ▶ Plastic carried by **sewers and drainage**
- ▶ Lost **fishing gear** such as fishing nets
- ▶ Shipping **containers** lost in the ocean
- ▶ **Landfills** located near the sea
- ▶ **Industry** spills



WHAT DAMAGE DOES IT CAUSE?

Plastic **doesn't decompose**: it breaks down into smaller and smaller particles and gets into the systems of animals and humans.



Plastics leach **toxins and harmful chemicals** incl. suspected carcinogens which have a detrimental impact on our health.



500 billion plastic bags are used annually worldwide and **less than 5% are recycled**. A plastic bag is used for an average of 15 minutes but takes hundreds of years to decompose.



8 million tons of plastic waste are dumped into the sea every single year, killing 1 million sea birds and 100,00 marine mammals.

By 2050, it is estimated that there will be **more plastic than fish** in the ocean.





MEET FLIPFLOPI...

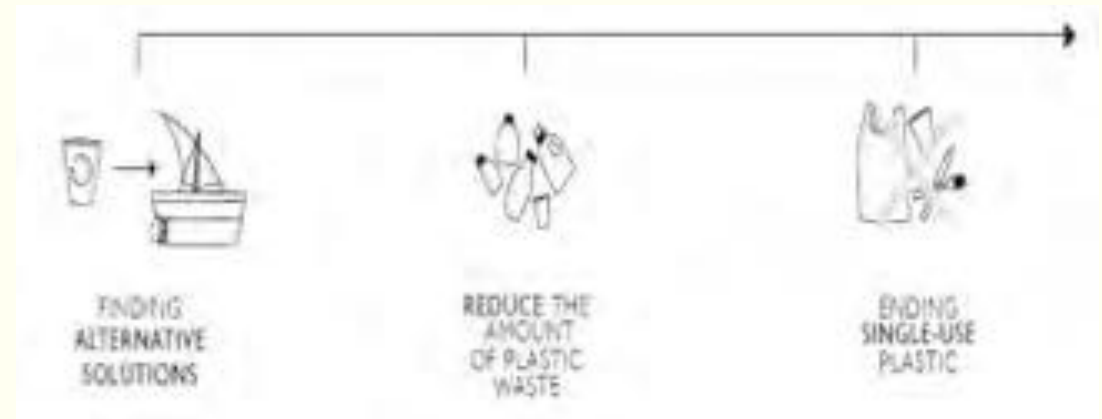


Flipflop is a **Lamu dhow**, made entirely out of **recycled plastic** waste picked from Kenya's beaches. She is **9 metres** in length and weighs over **7 tonnes**.



OUR VISION

Our vision is a world which has **banned single-use plastic**, and where **responsible production and consumption** of plastic is part of a circular, not linear, economy. We will get there by pushing the **#plasticrevolution** movement and inspire and engage to make change!



What is the **#plasticrevolution** movement?

- ▶ Saving our beautiful planet for future generations
- ▶ Making real lasting change happen
- ▶ Reducing, reusing, recycling plastics
- ▶ Uniting everyone, as we are all part of the solution
- ▶ Being the change we wish to see in the world





HOW DID WE BUILD FLIPFLOPI?

STEP 1

We found the **best dhow builders** in Kenya, including Captain Ali Skanda (Master dhow builder).



STEP 2

We **picked up a lot of plastic waste** from the beaches of Kenya.

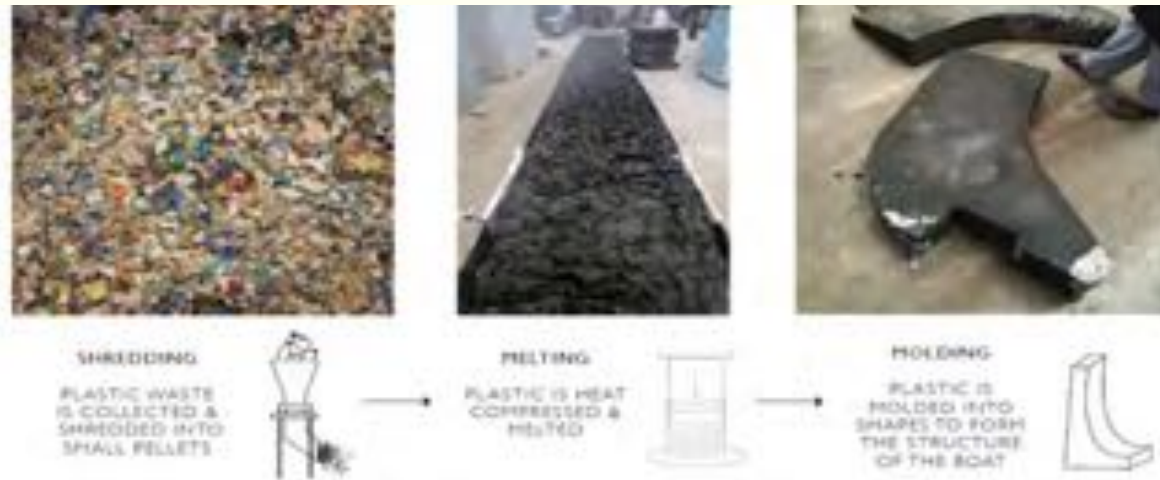




HOW DID WE BUILD FLIPFLOPI?

STEP 3

We **shredded, melted, and moulded** the plastic waste.



STEP 4

We **assembled** the boat.





HOW DID WE BUILD FLIPFLOPI?

STEP 5

We covered the boat in multi-colored panels made out of **30,000 flip-flops** collected from the beach.... That's how Flipflopi got her name!





CAN FLIPFLOPI SAIL?

In January 2019, Flipflopi sailed **500km from Lamu to Zanzibar** and then returned to Mombasa. So the actual distance was 650km. It took **14 days**.



Flipflopi sailed south along the coast of Kenya stopping in Watamu, Kilifi, Mombasa Diani and Shimoni, before crossing into northern Tanzania to Pemba Island, and culminating in Stone Town, Zanzibar.





WHY DID FLIPFLOPI SAIL?

Flipflopi sailed to **raise awareness** about marine plastic pollution.

Along the way our team of volunteers visited multiple schools, communities and government officials to **share practical solutions** on how to reduce and repurpose plastic waste, and to **change mindsets**.





FLIPFLOPI KUBWA

We want to **sail around the world to inspire and engage** local, regional and global communities with the #plasticrevolution message. To do that we need a **bigger boat**. Flipflopi Kubwa will be twice as big as our current boat, and will be able to sail **to Cape Town and beyond**.



15 TONNES... the weight of the Flipflop Dhau at the start of the expedition (& the same as the amount of plastic collected annually from just one stretch of 10km beach on Lamu Island in Kenya).



DECK... at its widest measures 5.5m's - equivalent to a full grown elephant from trunk to tail. Except for very bad weather, all expedition life will take place on the deck... working, eating & sleeping.

SAIL AREA... will be equivalent to the side of a double decker London bus



SAIL HEIGHT... at its peak will be 18m's off the water - higher than 3 adult giraffes standing on top of each other.



SAIL FABRIC... is made from 1000's of strands of recycled plastic waste woven into a durable and visually stunning sail cloth.



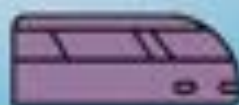
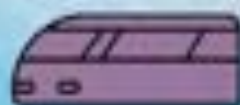
TEAM...

The Flipflop Expedition will have a crew of 20, made up of experienced sailors (and quite a few novice ones too), marine conservationists, plastic recycling ambassadors and a film crew documenting the journey.

THE HULL & DECK... will be made from plastic bags, bottles and approx **200,000 flipflops** collected off the beaches of the Kenya coast.



OVERALL LENGTH... 18m's - a tiny bit longer than a London underground tube carriage!





HOW CAN YOU HELP?



Don't litter - throw your trash in the dustbin

Take a **reusable water bottle** with you



Reduce using straws wherever possible

Pick up plastic waste if you see it (recycle if possible!)



Use reusable bags for shopping rather than plastic bags

Get creative – **reuse** plastic items wherever you can!



Share your ideas of how we can fight plastic pollution!



JOIN US ON OUR #PLASTICREVOLUTION JOURNEY!



**SIGN OUR
PETITION**

The Flipflop Expedition
www.theflipflop.com
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