

LONELY  WHALE

# UNWRAP THE FUTURE

SCALING SOLUTIONS TO THIN-FILM PLASTIC

JUNE 2024

# WE ARE ON A MISSION

Lonely Whale is an award-winning non-profit preventing plastic from entering the ocean through global campaigns and programs.

## SELECT AWARDS



# LONELY WHALE

# THE CORE PROGRAMS DRIVING OUR IMPACT

LONELY  WHALE

**IMPACT  
CAMPAIGNS**

AWARENESS & BEHAVIOR  
CHANGE COMMUNICATIONS

UNWRAP  
THE FUTURE

MULTI-YEAR  
INNOVATION PRIZE  
& ACCELERATOR

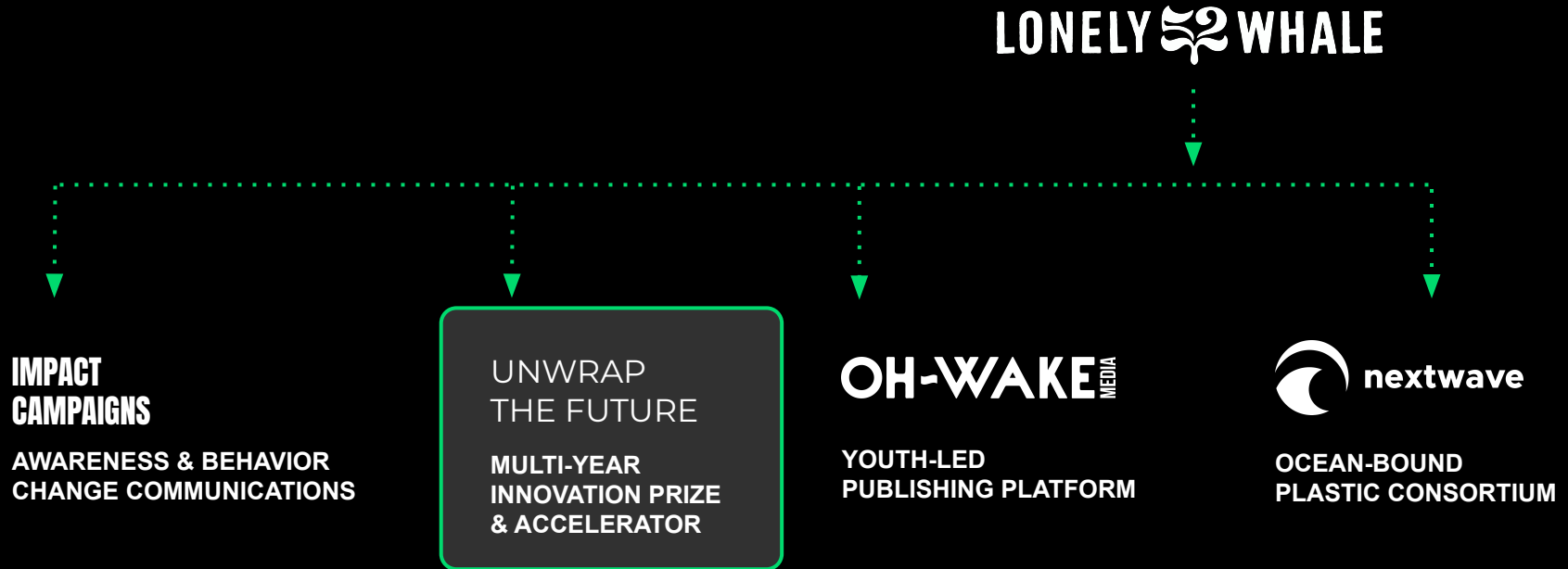
**OH-WAKE** MEDIA

YOUTH-LED  
PUBLISHING PLATFORM

 **nextwave**

OCEAN-BOUND  
PLASTIC CONSORTIUM

# THE CORE PROGRAMS DRIVING OUR IMPACT





# #STOPSUCKING SINGLE-USE PLASTIC STRAWS

[WATCH THE PSA](#)

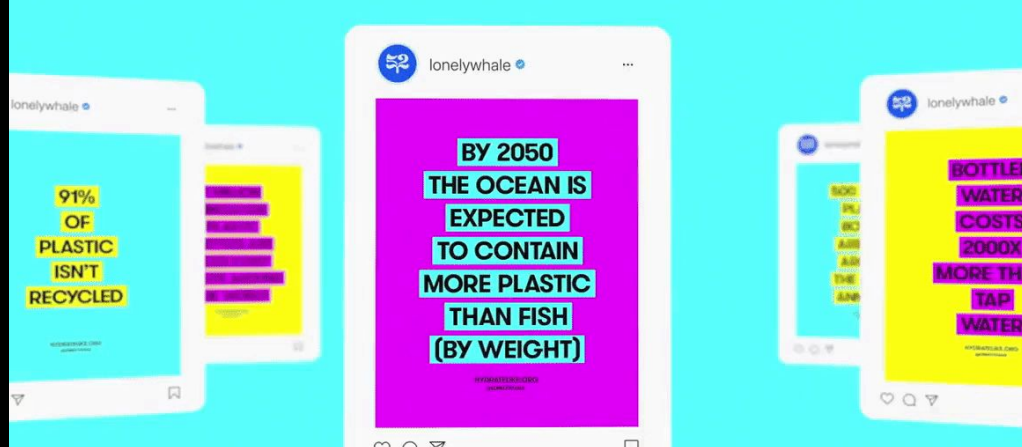
Designed to spark a global movement that turned the plastic straw into the “new cigarette,” the campaign woke the world up to the mounting plastic pollution crisis.



# #HYDRATELIKE SINGLE-USE PLASTIC WATER BOTTLES

[WATCH THE PSA](#)

Geared towards alternatives, the campaign asked people to “question how they hydrate” while exposing the impact of single-use plastic water bottles and presenting alternatives.



# UNWRAP THE FUTURE

## SINGLE-USE THIN-FILM PLASTIC PACKAGING

[WATCH THE LAUNCH FILM](#)

Architected to advance solutions for one of the ocean's greatest challenges – thin-film plastic pollution – which makes up nearly half of all plastic waste leaking into the ocean each year.





# THE SCALE OF THE CHALLENGE



**11 MILLION TONNES**

OF NEW PLASTIC WASTE ENDS  
UP IN THE OCEAN EACH YEAR

**46% IS THIN-FILM**

MADE FROM FOSSIL FUELS  
AND RARELY RECYCLED

**SOLVABLE CHALLENGE  
THROUGH INDUSTRY  
& INNOVATION**

# OUR APPROACH

## SOURCE, VET & SCALE SOLUTIONS

2020 - 2023



**PHASE I**  
TOM FORD PLASTIC  
INNOVATION PRIZE

2023 - 2024



**PHASE II**  
PLASTIC INNOVATION  
ACCELERATOR

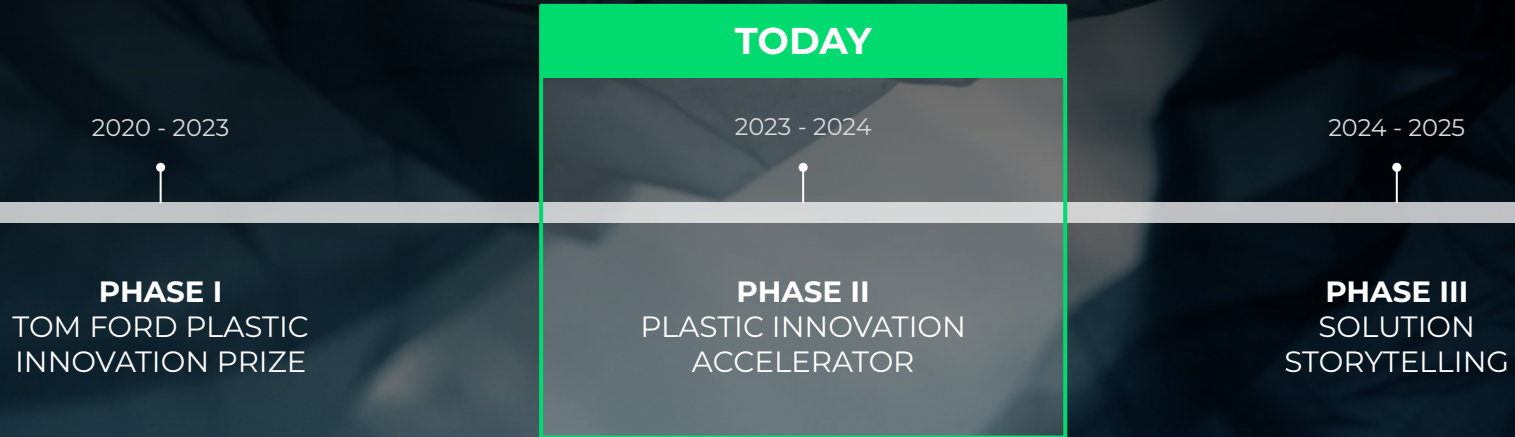
2024 - 2025



**PHASE III**  
SOLUTION  
STORYTELLING

# OUR APPROACH

## SOURCE, VET & SCALE SOLUTIONS





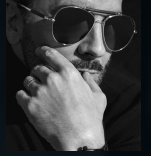


**PHASE I**  
THE PRIZE

# A COMMUNITY OF CHAMPIONS

Our diverse network of industry experts, renowned scientists, and brand leaders helped to identify and award Prize winners.

## 19 PRIZE JUDGES



**TOM FORD**  
FOUNDER, TOM FORD



**AUDREY CHOI**  
SENIOR ADVISOR AND  
FORMER CHIEF  
SUSTAINABILITY OFFICER,  
MORGAN STANLEY



**DANNI WASHINGTON**  
SCIENCE COMMUNICATOR  
AND CO-FOUNDER OF THE  
BIG BLUE & YOU



**ELLEN JACKOWSKI**  
CHIEF SUSTAINABILITY  
OFFICER AND EXECUTIVE  
VICE PRESIDENT,  
MASTERCARD



**DON CHEADLE**  
GOLDEN GLOBE WINNING  
ACTOR, CLIMATE  
SOLUTIONS AND HUMAN  
RIGHTS ADVOCATE



**MELATI WIJSEN**  
FOUNDER OF  
YOUTHPOPIA AND BYE  
BYEPLASTIC BAGS



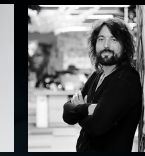
**SASKIA VAN GENDT**  
CHIEF SUSTAINABILITY  
OFFICER, BLUE YONDER



**SUSAN ROCKEFELLER**  
AWARD-WINNING  
DOCUMENTARY  
FILMMAKER, ARTIST,  
CONSERVATIONIST  
FOUNDER OF MUSINGS



**STELLA MCCARTNEY**  
DBE, FASHION DESIGNER,  
FOUNDER OF STELLA  
MCCARTNEY



**TOM SZAKY**  
FOUNDER AND CEO,  
TERRACYCLE



**DR. ANDREW FORREST**  
FOUNDER AND CHAIRMAN  
OF FORTESCUE METALS  
GROUP AND MINDEROO  
FOUNDATION



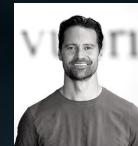
**PHILLIP SAROFIM**  
FOUNDER AND MANAGING  
PARTNER, TROUSDALE  
VENTURES, LLC



**JOHN JOHN FLORENCE**  
TWO-TIME WORLD  
CHAMPION SURFER,  
OLYMPIAN, AND  
FOUNDER OF FLORENCE



**LIVIU FIRTU**  
MIBE, ACTIVIST,  
PRODUCER, FOUNDER  
AND CREATIVE DIRECTOR  
OF ECO-AGE



**JOE KUDVA**  
FOUNDER & CEO, VUORI



**STEVEN KOLB**  
CHIEF EXECUTIVE OFFICER,  
THE COUNCIL OF FASHION  
DESIGNERS OF AMERICA  
(CFDA)



**LIZ RODGERS**  
FORMER VICE PRESIDENT OF  
SUSTAINABLE PRODUCT,  
NIKE



**TRUDIE STYLER**  
ACTRESS, FILM PRODUCER,  
DIRECTOR, HUMAN RIGHTS  
ACTIVIST, ENVIRONMENTALIST,  
UNICEF AMBASSADOR, ORGANIC  
FARMER AND WINEMAKER

## 11 SCIENTIFIC & TECHNICAL ADVISORY BOARD



**DR. RAMANI NARAYAN**  
PROFESSOR OF CHEMICAL  
ENGINEERING AND MATERIALS  
SCIENCE, MICHIGAN STATE  
UNIVERSITY



**OLIVER CAMPBELL**  
DIRECTOR AND  
DISTINGUISHED ENGINEER,  
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RESEARCH DIRECTOR AND  
CO-FOUNDER, THE 5 GYRES  
INSTITUTE



**JAMIE ROWLES**  
CO-FOUNDER & MANAGING  
PARTNER, PLANET FUND



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VICE PRESIDENT OF  
SUSTAINABILITY, WORLDLY



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CHIEF CONSERVATION  
OFFICER, SEATTLE AQUARIUM



**ELLIE MOSS**  
CO-FOUNDER &  
EXECUTIVE DIRECTOR,  
PERPETUAL



**DR. FABIEN LAURIER**  
SCIENTIST &  
TECHNOLOGIST



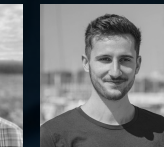
**STEWART WHITMIRE**  
VICE PRESIDENT,  
ATLANTIC PACKAGING  
CORPORATION



**BOB TEASLEY**  
DIRECTOR OF NEW PRODUCT  
DEVELOPMENT  
& SUPPLY MANAGEMENT,  
HERMAN MILLER



**ANDY JOHNSON**  
PURCHASING DIRECTOR,  
ROO US



**TOM BÉBIEN**  
RECYCLING MANAGER,  
PLASTIC ODYSSEY

# A NETWORK OF PARTNERS

Our network of industry partners committed to both advance the science through material testing and investing in vetted innovators.

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TITLE SPONSORS

TOM FORD

TOM FORD BEAUTY

ESTÉE  
LAUDER  
COMPANIES

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EXCLUSIVE VENTURE PARTNER

TROUSDALE  VENTURES

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TESTING PARTNERS



New Materials Institute  
UNIVERSITY OF GEORGIA



SEATTLE AQUARIUM

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TESTING SPONSOR





# RIGOROUS JUDGING CRITERIA

Our finalists' materials underwent nearly one year of rigorous review including lab and field based testing alongside industry analysis.

## BIOLOGICAL DEGRADATION AT END-OF-LIFE

Demonstrate soil and marine biological degradation under conditions that closely approximate natural environments.

## ENVIRONMENTAL & SOCIAL IMPACTS OF PRODUCTION

Minimize negative social & environmental impacts arising from their materials' production.

## PERFORMANCE

Meet industry standard performance specifications to ensure they function within existing systems and consumer use.

## SCALABILITY

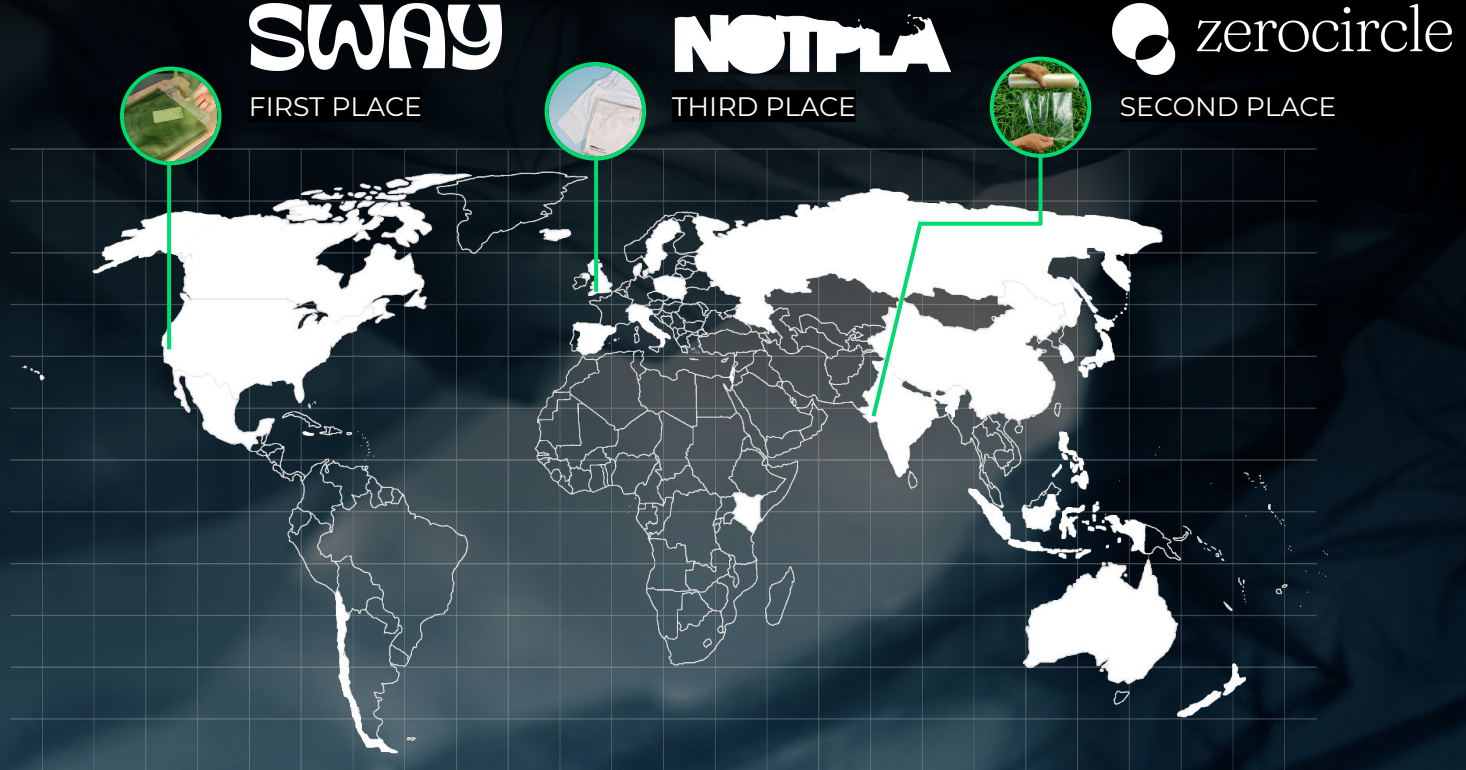
Scalable to meet industry needs in order to help reduce the scope of the thin-film plastic waste challenge.

## COST

Clear pathway to becoming reasonably cost competitive to traditional thin-films made from fossil fuels.

# THREE GLOBAL WINNERS

Our 3 prize winners were selected from 8 finalists which were culled from a pool of 64 entries across 26 countries.



# SPARKING A GLOBAL DIALOGUE

**430**

TOTAL MEDIA PLACEMENTS

**6.7B**

TOTAL IMPRESSIONS

**\$52.3M**

EARNED MEDIA VALUE

**Forbes**

**BUSINESS  
INSIDER**

**HYPEBEAST**

*The New York Times*

**The  
Guardian**

**VOGUE**

**QUARTZ**

*Hollywood*  
**THE  
REPORTER**





**PHASE II**  
THE ACCELERATOR



**THE ACCELERATOR WAS DESIGNED TO BRIDGE THE GAP  
BETWEEN INTEREST AND ADOPTION OF ALTERNATIVES**

# ACCELERATOR GOALS

01

**SUPPORT THE SUCCESS AND  
COMMERCIAL VIABILITY OF  
PRIZE WINNERS**

02

**ADVANCE ADOPTION OF  
ALTERNATIVES THROUGH  
PILOTS AND TRIALS**

# PROGRAM TIMELINE



**EARLY ADOPTER  
ENGAGEMENT PLANNING**

MAY - JUNE '23

**PROGRAM R&D**

JULY - AUGUST '23

**PROGRAM DESIGN  
& PARTNERS FINALIZED**



OCT '23

**PUBLIC LAUNCH AT  
SUSTAINABLE BRANDS**



**INNOVATION SHOWCASE AT THE  
ECONOMIST WORLD OCEAN SUMMIT**

JUNE '24

**PROGRAM ACTIVITIES**

MARCH '24

**WORLD OCEAN DAY SALON AT  
THE EXPLORERS CLUB IN NYC**





An aerial, high-angle photograph of the ocean. The water is a deep, dark blue, transitioning to a lighter, turquoise blue as waves approach from the right. The waves are characterized by white, frothy foam that contrasts sharply with the darker water. The perspective is from directly above, looking down at the sea.

WATCH THE FILM

# SUPPORTING SUCCESS

## A NETWORKED APPROACH TO IMPACT



### SCALE FRAMEWORK

**SUPPORT** ADOPTION WITH EARLY ADOPTER BRANDS

**CONVENE** INVESTORS & ADVISORS

**ADVANCE** COMPLIANT COMMUNICATION

**LEVERAGE** PARTNERS ACROSS THE VALUE CHAIN

**ENGAGE** COMMUNITY THROUGH SEMINARS AND EVENTS



# ADVANCING ADOPTION PILOTS & TRIALS WITH EARLY ADOPTERS

ESTÉE  
LAUDER  
COMPANIES

TOM FORD BEAUTY

TOM FORD



J.CREW

MillerKnoll



VERONICA  
BEARD

vuori



VERSION  
TOMORROW

STELLA McCARTNEY



LE CLUB



RACHEL COMEY

# BURTON x SWAY

## BRINGING SEAWEED TO THE SNOW



# J.CREW x SWAY

## RE-IMAGINING CLASSICS WITH NOVEL MATERIALS





# SWAY CONSUMER FACING PILOTS NOAH, LE CLUB, & FLORENCE





**PHASE III**  
SOLUTION STORYTELLING

# UNWRAPPING THE FUTURE ON FILM

## SPOTLIGHTING SOLUTIONS IN “SEAWEED STORIES”



NARRATED BY FOREST WHITAKER





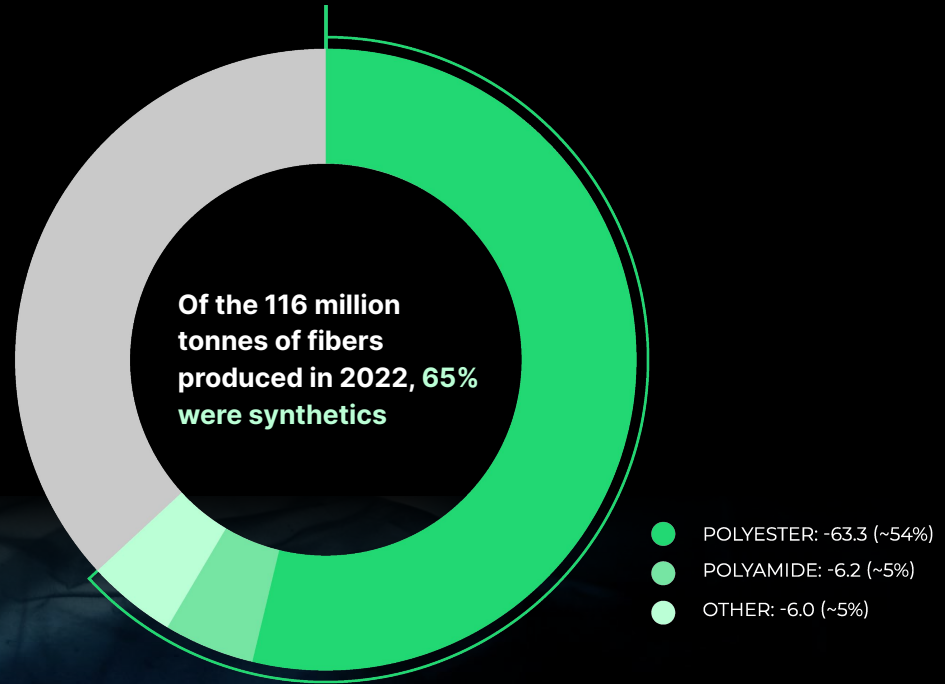
**WHAT COMES NEXT?**  
A PRIZE TO HELP FASHION THE FUTURE

# CATALYZING ALTERNATIVES

## REDUCING USE OF SYNTHETIC TEXTILES

Plastic fibers dominate global use.

These fossil fuel-derived materials shed hundreds of thousands of microfibers with every wear and wash, **contributing up to 35% of microplastic pollution.**<sup>2</sup>





WATCH THE FILM  
Password: s3aw33d!

**JOIN US, FASHION  
THE FUTURE.**

EMY KANE, EXECUTIVE DIRECTOR  
**EMY@LONELYWHALE.ORG**