

# THE FLIPFLOPI EXPEDITION



PROJECT SUMMARY - NOVEMBER 2018

## #PLASTICREVOLUTION



# CREATE - ENGAGE - INSPIRE



WWW.THEFLIPFLOPI.COM



# A WORLD WITHOUT SINGLE USE PLASTIC

## CREATE

Create awareness of the volume of plastic ending up in the oceans by building a 60ft sailing dhow entirely from recycled plastic and covered in flipflops, "The Flipflopi", to showcase the value of repurposing plastic waste

## ENGAGE

Capture the attention of the global community by sailing The Flipflopi along the Indian Ocean, promoting the messages of "reduce, re-use and re-cycle".

## INSPIRE

Kickstart the #plasticrevolution from Africa to a global audience by creating a platform for home-grown ideas, innovations, networks and initiatives to engage in bringing about a world without single use plastic.



## PHASE I - WHAT HAVE WE DONE SO FAR

### BUILT

- 24 months of R&D in Kenya
- World first: proof of concept with 9 metre dhow
- Launched on World Cleanup Day, September 2018

### MEDIA

- Global media attention
- Released a **short film**, >500k views
- >1 million social media hits since launch

### ENGAGEMENT

- Volvo Ocean Race, Royal Geographic Society
- Community action, celebrities, corporates, governments, schools



# #PLASTICREVOLUTION

WE INVITE YOU TO BE PART OF THE JOURNEY,  
TO BE PART OF THE SOLUTION

## PHASE II

- UNEP backed trip to Zanzibar, February 2019
- Identify project partners, access global network
- Drive #plasticrevolution globally:  
Cape Town, Dubai, Hong Kong, London, Nairobi
- Knowledge sharing & product testing
- Launch #plasticrevolution product range

## PHASE III

- Build a 20 metre dhow, "The Flipflop"
- Dubai EXPO 2020
- Sail the Indian Ocean
- Engagement on the journey, seafaring endeavour
- Drive the global movement
- Establish grant fund

"The FlipFlopi Expedition is a very imaginative and innovative plan that will turn a lot of people on – and focus attention on the urgent need to clean our beaches and oceans."

### Colonel John Blashford-Snell OBE

President, Scientific Exploration Society

Founder, Operation Raleigh

Leader of over 100 global expeditions



## CSR

Positive impact on East African community through employment of 50 persons, as well as on environment & tourism

Demonstrate innovation & sustainability to employees & key corporate stakeholders

Embed the #plasticrevolution into corporate culture

## GLOBAL AUDIENCE

Engaged pan-Asia & EMEA audience

Established platform - accessed 100 media outlets in 20 languages

With your support we can implement physical, media and seafaring activation across multiple global hubs

## GLOBAL ISSUE

Be at the forefront of a critical environmental & social issue

Partner with a UNEP backed project to support the Sustainable Development Goals

Participate in two world firsts: (i) construction of a 60ft recycled plastic dhow; and (ii) first attempt to sail a dhow around the Cape of Good Hope

# GET INVOLVED

Simple things you can start doing in your office today to reduce plastic waste

## CREATE A CENTRAL SUPPLIES LIBRARY

How often do you find that new supplies are bought for one project or one member of staff – when those materials exist in your business already? Think about rulers, hole-punches, plastic folders, poly-pockets, desk tidies, calculators and so on – many of which are probably gathering dust in the back of a cupboard or desk drawer.

Set up a central stationery library so that staff can share resources instead. This will not only save you money on procurement costs, but also prevent more plastic coming into the office when it is not needed. You could extend this to include re-usable shopping bags (an office 'bag for life'), food storage tubs, and other items that can be easily shared.

## INSTALL A WATER COOLER

Ditch single-use water bottles completely. Install a water cooler so staff can fill drinking glasses and re-useable bottles with drinking water. Rather than opt for the refillable large water vessels choose to plumb into the mains water supply. You may even want to put an office ban on single-use water bottles when you set up your water cooler.

Of course, the simplest thing to do is to have an accessible tap – we have the luxury of delicious fresh water – on tap.

## SET UP AN OFFICE TUCK SHOP

Setting up a tuck shop is a great way to influence what snacks, are eaten in your office – and what packaging gets left behind. When setting up your tuck shop and restocking supplies, you can replace plastic bottles with cans, and plastic packaged sweets and crisps with healthy home-baked goods or a fruit bowl.

## ENABLE STAFF TO BRING IN HOME-MADE LUNCHES

A lot of plastic waste in offices comes from staff lunches. You know the type of thing – packaging for sandwiches, pasta dishes and ready-made meals. This can be tackled by providing your staff with facilities to store and reheat food.

Good food storage and preparation facilities will encourage more staff to bring in homemade lunches rather than going to the local shops at lunchtime and bringing back lunches that are invariably in single-use plastic packaging. Let staff know about nifty re-usable sandwich wrappers which unlike clingfilm can be used time and time again.

## PROVIDE STAFF WITH RE-USABLE MUGS AND BOTTLES

Providing staff with re-usable coffee mugs and water bottles can really support your efforts to stamp out single-use plastic cups and bottles in the office. Company branded mugs and bottles make a nice addition to your welcome pack for new employees and you might even want to extend this and provide biodegradable or refillable pens and notebooks too. And for organisations where commuting to meetings is part of the every day and soup is often part of the lunch menu, re-usable travel mugs as part of the kitchen itinerary will prove useful.

## CONDUCT A WASTE AUDIT

A better understanding of what actually gets thrown away in your office is a great starting point to reducing plastic waste (and all waste for that matter).

Knowing the typical types and volumes of waste your office is generating provides a focus for your waste reduction efforts and can help you identify the best course of action to take. For example, if you find there are a lot of single-use plastic water bottles in your bins, you could make plans to provide easier access to drinking water in the office.

Conducting a waste audit doesn't have to be difficult either – but it can be a little dirty, so you might want to don your rubber gloves. Simply empty out your bins and record the contents. More than likely, you'll see immediate opportunities. By doing this regularly, and taking notes and photographs each time, you will build up a picture to show you first-hand just what types and volumes of plastics your business is generating and that you can tackle.