



EXXPEDITION ROUND THE WORLD 2019-2021

# IMPACT REPORT

eXXpedition



eXXpedition is on a mission to help people understand the true ocean plastic and toxic pollution problem, so they can use their skills to solve it from sea to source.

Since 2014, eXXpedition has been taking all-female crews on transformative journeys at sea, on land and online to understand the causes of and solutions to the plastic pollution problem.

eXXpedition is a Community Interest Company registered in England and Wales No. 09503580 co-founded and led by ocean advocate Emily Penn.

**eXXpedition Website:** [exppedition.com](http://exppedition.com)

**eXXpedition Social Media:**

 [instagram.com/exppedition\\_](https://www.instagram.com/exppedition_)

 [facebook.com/eXXpeditionCIC](https://www.facebook.com/eXXpeditionCIC)

 [twitter.com/eXXpedition](https://twitter.com/eXXpedition)

 [linkedin.com/company/exppedition](https://www.linkedin.com/company/exppedition)

**#eXXpedition**

Contact the team via [info@exppedition.com](mailto:info@exppedition.com)

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**SHiFT Platform:** [shift.how](http://shift.how)

**SHiFT Social Media:**

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 [facebook.com/shift.emilypenn](https://www.facebook.com/shift.emilypenn)

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| Kristine Berg       | • | Yvan Neault           |



In this Impact Report, I want to tell you about all that we, together with our supporters and ambassadors, have achieved since launching eXXpedition Round the World in 2019, and just how we are making a difference.

When we first started dreaming up plans for eXXpedition Round the World many years ago we knew our ambitions were bold. Little did we know what the journey had in store for us when we set sail from Plymouth in October 2019 on a two-year circumnavigation to investigate the causes of and solutions to ocean plastic pollution.

Offshore sailing expeditions are, by their nature, extremely challenging feats to pull off! The combination of remote ocean sailing, scientific research at sea and bringing together crews of international multidisciplinary women with mixed levels of sailing experiences is a delicate formula to get right. Happily, we seem to have found the right balance over the years! For us, no doubt, the greatest challenge we faced during this mission has been the global pandemic of COVID-19. While our research at sea came to a halt because of the pandemic, our vision remained unchanged and our work didn't stop. Despite the great many hurdles it threw at us we made shifts to be able to continue making change, albeit differently - at home, on land, where the problem begins. We're proud to have navigated a way to complete this important journey.

This Impact Report is a celebration of the whole mission - what we all achieved at sea, online and on land over the past two years. From the 10,330 nautical miles we sailed, the 156 women who joined our voyages, the 38 nationalities they represent, the 280 samples we collected, the 35,826 items logged into the Marine Debris Tracker, the hundreds events hosted, thousands of pieces of media raising awareness of microplastics and inspiring action around the world. That and much more. We hope you enjoy it!

Thank you from the bottom of our hearts to everyone who helped make it happen.

*Emily Penn*

Emily Penn, Co-Founder & Director eXXpedition  
[emily@exxpedition.com](mailto:emily@exxpedition.com)



# EXPEDITION ROUND THE WORLD

## SCALING OUR MISSION TO TACKLE PLASTIC POLLUTION

In October 2019, we embarked on our most ambitious project yet – eXXpedition Round the World – with the aim of inspiring a network of changemakers, informing effective solutions with industry, and influencing policy and behaviour change on land.

Our pioneering sailing voyage and research mission set out to circumnavigate the globe and sail 38,000 nautical miles on voyages with a crew of multinational, multidisciplinary women through four of the five gyres and the densest plastic accumulation zones on our planet.

### KEY AIMS

#### SUPPORT SOLUTIONS-BASED SCIENCE

by contributing to world-class scientific studies that are urgently needed to inform upstream solutions and close the loop on plastic waste

#### SHIFT PERCEPTIONS

by using our position to inform and educate so that people can better understand the real problem of microplastics and use that to shape actions and solutions

#### CREATE A COMMUNITY

by empowering our network of inspiring leaders to create shifts in their community and beyond in order to tackle plastic pollution back on land



**280**  
SAMPLES  
COLLECTED

**156**  
NUMBER OF  
GUEST CREW

**16** VOYAGE  
LEGS

**34** CALENDAR  
EVENTS  
HOSTED



**19 - 67**  
YOUNGEST  
TO OLDEST  
PARTICIPANT



**10,330**  
NAUTICAL  
MILES SAILED



**REPRESENTING  
6 CONTINENTS**

**FROM 38** FLAG  
NATIONALITIES

**35,826**  
ITEMS LOGGED INTO THE  
MARINE DEBRIS TRACKER

**1,100**  
MEDIA REPORTS

### THERE IS NO SILVER BULLET SOLUTION TO THE OCEAN PLASTIC POLLUTION CRISIS.

What's needed is an engaged and empowered mix of people leading solutions to the issue from all angles, bringing different skills and expertise to turn awareness into action.



# ~~~~ S.V. TRAVELEDGE ~~~~

A VESSEL DESIGNED TO SAIL ACROSS ALL OCEANS

On 11th September 2019, we unveiled S.V. TravelEdge the vessel that was to be the home, transport and lab for our crew of women sailing around the world to carry out solutions-based research on plastic pollution. It was an honour to have our gold sponsor Travel Edge with us at Sutton Harbour Marina, Plymouth, UK, for the traditional renaming ceremony before we embarked on our mission.

S.V. TravelEdge was built and equipped to sail anywhere in the world in any conditions. She is immensely safe and strong with the highest safety rating possible – MCA Category 0.

She was refitted in 2019 and equipped as a scientific expedition boat including a custom-built manta trawl, scientific equipment for collection of samples and data, and plenty of collaborative space on and below deck for sample analysis, crew presentations and workshops.

Her accommodation is laid out with a bunk style set up, but there was always a quiet spot to be found just to relax and enjoy the surroundings. She is designed to be sailed hard in any weather all over the world and that's what she did for Legs 1 - 8.

## SUSTAINABLE ENERGY AT SEA

The refit of TravelEdge was supported by amazing kit suppliers who also helped us to lower the impact of her circumnavigation through their technologies. We installed Silent Wind Turbines and solar panels and connected them to batteries from Transporter Energy to enable us to use sustainable methods to generate enough power on board and reduce the need for generator and engine power for the navigation, water maker and other electricity needs at sea.





**30th November 2018**  
eXXpedition Round the World Announcement on BBC Breakfast and Sky Sunrise. Applications for crew open and 10,000+ women apply.



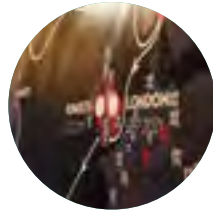
**1 December 2018**  
Full steam ahead on logistics, operations, scientific planning, fundraising, recruitment and partnerships



**1st March 2019**  
S.V. TravelEdge refit begins



**11th September 2019**  
Renaming ceremony S.V. TravelEdge in Plymouth



**26th - 29th September 2019**  
Four-day Summit in London



**7th October 2019**  
Plymouth Launch Event at the University of Plymouth Marine Station. The crew conducted our first shore based litter research studies.



**October 8th 2019**  
Leg 1 Plymouth to Azores with Rothy's departure in a global media storm



**27th October - 18th November 2019**  
Leg 2 Azores to Antigua with Copernicus Marine Service. Crossed the North Atlantic Gyre, in each sample there was an average of 70 pieces of microplastic.



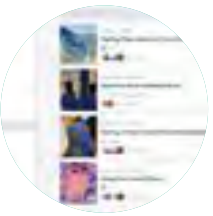
**June 8th 2020**  
SHiFT Platform global media launch with SAP [www.SHIFT.how](http://www.SHIFT.how)



**10th June - 19th November December 2020**  
Weekly SHiFT Sessions on Instagram Live exploring the many solutions to tackling plastic pollution on SHiFT.how



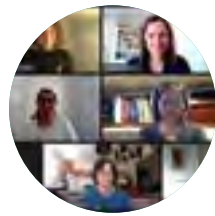
**31st December 2020**  
eXXpedition Founder Emily Penn is awarded the British Empire Medal in the Queen's New Years Honours



**2nd February 2021**  
SHiFT Community Hub launched for eXXpedition Ambassadors



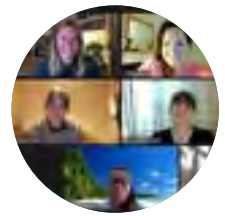
**9th February 2021**  
Weekly Ambassador Hub sessions begin



**22nd January - 5th February 2021**  
Virtual Voyage: Tonga



**5th - 19th February 2021**  
Virtual Voyage: Fiji



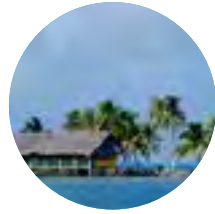
**27th February 2021**  
Virtual Voyage: Vanuatu



**26th November 2019**  
Leg 3 Exploring Antigua 23rd November



**29th November – 8th December 2019**  
Leg 4 Antigua to Aruba with Red Ensign Group



**12th December - 22nd December 2019**  
Leg 5 Aruba to Panama



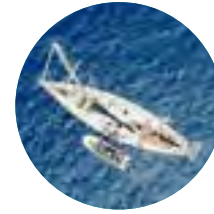
**28th January – 8th February 2020**  
Leg 6 Panama to Galapagos with Travel Edge



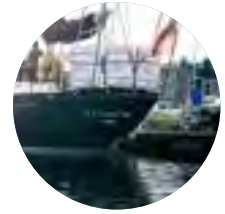
**15th February – 4th March 2020**  
Leg 7 Galapagos to Easter Island with PerkinElmer



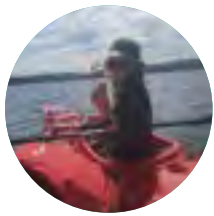
**26th February 2020**  
Queen's Anniversary Prize awarded to science partner University of Plymouth for our ground-breaking research into the impact of microplastics



**8th March – 25th March 2020**  
Leg 8 Easter Island to Tahiti. Cross the South Pacific Gyre where the number of fragments doubled and tripled in the trawl samples.



**28th March 2020**  
Mission Paused in Tahiti due to COVID-19



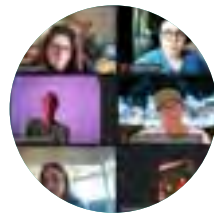
**12th - 26th March 2021**  
Virtual Voyage: Australia



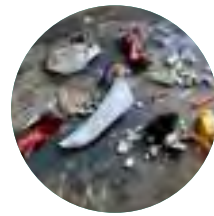
**20th April - 3rd May 2021**  
Virtual Voyage: South Africa



**4th May - 17th May 2021**  
Virtual Voyage: Brazil



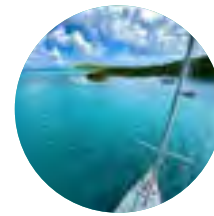
**18th - 31st May 2021**  
Virtual Voyage: Caribbean



**1st June - 14th June 2021**  
Virtual Voyage: Arctic



**3rd August 2021**  
'Source, Sea and Sink – a holistic approach to understanding plastic pollution in the Southern Caribbean' is published in Science of the Total Environment



**14th September 2021**  
Caribbean Research Discussion event with paper authors and Caribbean stakeholders



**5th October 2021**  
eXXpedition Round the World celebration event on the River Thames to wrap up of the project



# VOYAGE ROUTE

—— SAILING ROUTE OF S.V. TRAVELEDGE  
- - - - VIRTUAL VOYAGE ROUTE





## VOYAGE LEGS 1 - 8

Between October 2019 and March 2020, S.V. TravelEdge travelled 10,330 miles from the UK to the South Pacific sailing across two of the world's ocean gyres. 80 women of 28 nationalities joined on board and our multidisciplinary crew included teachers, marine biologists, filmmakers, circular economy experts, entrepreneurs to name a few.

Having left the UK in a storm on an exhilarating first leg upwind to the Azores, crew members crossed the Atlantic through the North Atlantic Gyre to see the full extent of the plastic issue before arriving in the Caribbean. There they explored this fascinating region of diverse cultures,

policies and approaches studying solutions to plastic pollution along the way, and conducting a clean up in an uninhabited island in San Blas where the highest sample of plastic fragments was recorded before passing through the Panama Canal. After a calm voyage through the doldrums to Galapagos, the crew were welcomed by hundreds of red-footed-boobies and had a unique opportunity to undertake a remote cleanup. This sadly showed that even the protected Galapagos can't escape plastic finding its way onto its shores. After a voyage through the little studied South Pacific Gyre to connect with the people of Rapa Nui (Easter Island), the crew sailed onwards to French Polynesia and the heart of the South Pacific.

## COVID-19 SHIFTING SAILS

COVID-19 impacted us all in ways we could never have imagined. Sadly, it made it unsafe to continue our Round the World mission in its original form. After exhausting every option with our trusted advisors, we were forced to cancel the at-sea voyage legs from Tahiti onwards and seek new ways of completing our mission. Our vision remained unchanged and creating

change on land to tackle ocean plastic pollution felt more important than ever before. We realised our challenge was not how to navigate the remotest parts of our ocean to achieve it, but how to scale our impact by harnessing technology, our incredible community, and all our skills and assets to push forward our urgent mission in new ways.

## VIRTUAL VOYAGES

Between January and June 2021, the eXXpedition Virtual Voyage programme delivered a transformative experience on land and online after the remaining sailing legs of eXXpedition Round the World were cancelled due to COVID-19. In total, 76 women of 24 nationalities took part from all corners of the globe.

Each immersive and interactive Virtual Voyage experience gave the guest crew an in-depth understanding of the true impact of the plastics issue, the

opportunity to forge and deepen relationships within the eXXpedition global community, develop solutions-based thinking and resulted in personal plans for how they would apply their superpower to solve the problem.

The Virtual Voyages to Tonga, Fiji, Vanuatu, Australia, South Africa, Brazil, Caribbean and the Arctic followed the Round the World route to complete our journey engaging with many local organisations along the way.

# SOLUTIONS-BASED SCIENCE


AT SEA AND ON LAND

The research conducted during the Round the World mission aimed to advance a better understanding of the plastics issue as a whole, and to work with industry to pinpoint solutions and policy at a global level by addressing knowledge-gaps and delivering evidence to inform effective solutions.


Our vision for the research for eXXpedition Round the World was to explore remote and inaccessible parts of the planet going beyond studies that only look at the quantity and distribution of plastic on the surface of the water, by using holistic research methods to better understand the sources and thus pinpoint where the solutions lie on land.

Microplastics by their nature are anonymous - without brand labels or recognisable shapes. By combining at-sea sampling and chemical (polymer type) analysis with land-based litter assessments and ocean particle modelling, we can build a more comprehensive picture of where the microplastics are coming from. This holistic approach has largely been lacking from plastic pollution research.


 **280**  
**SAMPLES**  
**COLLECTED**

 **95 SURFACE**  
**MANTA TRAWLS**  
to examine the abundance, distribution and polymer composition of plastics in surface waters

 **19 HAIR**  
**SAMPLES**  
of guest crew to analysis mercury levels

 **60 COASTAL**  
**SEDIMENT SAMPLES**  
testing the hypothesis that sediments are a 'sink' for microplastics, and to determine the abundance and polymer composition

**53**  **WOMEN** carried out CAPLite surveys remotely in their own locations as part of the Virtual Voyages. These took place in 18 countries and 7,150 items were logged in the Marine Debris Tracker

**10 AIR**  **SAMPLES** to determine the threats of airborne microplastics in remote oceanic locations and the potential of wind as a vector for microplastic contamination

**96**  **SUBSURFACE**  
**NISKIN** to study the composition and distribution of different plastic polymer types within the upper ocean, which is currently a data deficient topic

 **8 CAPLITE SURVEYS**  
in 8 locations (6 countries) during the at-sea mission logging **10,458** items into the Marine Debris Tracker

 **35,826 ITEMS**  
**WERE LOGGED**  
by our community in the Marine Debris Tracker eXXpedition Round the World data set



## KEY FINDINGS

- Preliminary findings from our sample analysis were presented at the MICRO2020 International Conference.
- We analysed more than 2,300 individual microplastics.
- The largest amount of microplastics we found in a single trawl was recorded near the San Blas islands (Leg 5): nearly 500 pieces of plastic.
- The next most abundant locations were in the North Atlantic Gyre (Leg 2).
- 23 different polymer types have been identified (using PerkinElmer's Spectrum two FTIR spectrometer and the Brunker Hyperion FTIR)
- On every voyage leg, Polyethylene (PE) has dominated the manta trawl samples, comprising 57.1% of the microplastics identified. It's a thermoplastic polymer made from petroleum and, as one of the most versatile plastic materials around, PE plastic is used in a wide variety of applications, including plastic bags, plastic films, geomembranes and containers including bottles. Polypropylene had the next highest contributions to the total of microplastics identified.
- The majority of microplastics were 'secondary' in their origin: this means they have arisen from the fragmentation of larger items.
- 'Fragments' dominated the samples (83.2%) with 'monofilament line' being

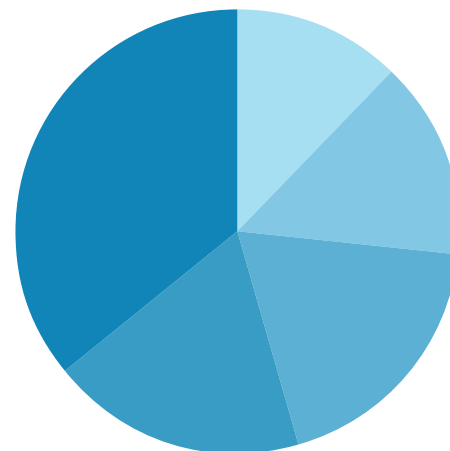
- the next most prevalent microplastics type (5.9%). Followed by 'film' at 5.8%.
- Plastic pellets were only found in a small number of manta trawls (0.23%), and their occurrence was localised, e.g. 70 pellets were recorded in a trawl near the San Blas islands on Leg 5.
- Mercury Sampling: Mercury is highly toxic, bioaccumulating and biomagnifies through the food chain. For the majority of people, the main exposure is from contaminated fish, mainly the top predators like tuna, swordfish and whale. We are interested to see how different our mercury levels are, as each of us has grown up with different diets and in different parts of the world. Of the 19 samples taken from our guest crew the results range from 0.095 to 9.111. 57% of results were over 1. Anything over 2 ppm is considered elevated, especially if a woman wants to get pregnant or is pregnant. The guidelines in most countries recommend to keep hair Hg conc. under 1 ppm.

“ ”

It is incredible the detail of everyday life that passes by unnoticed and overlooked. We found that any given stretch of pavement can host dozens of used cigarette butts, hundreds of scraps of plastic wrappers, countless shards of fibres, flakes and fragments

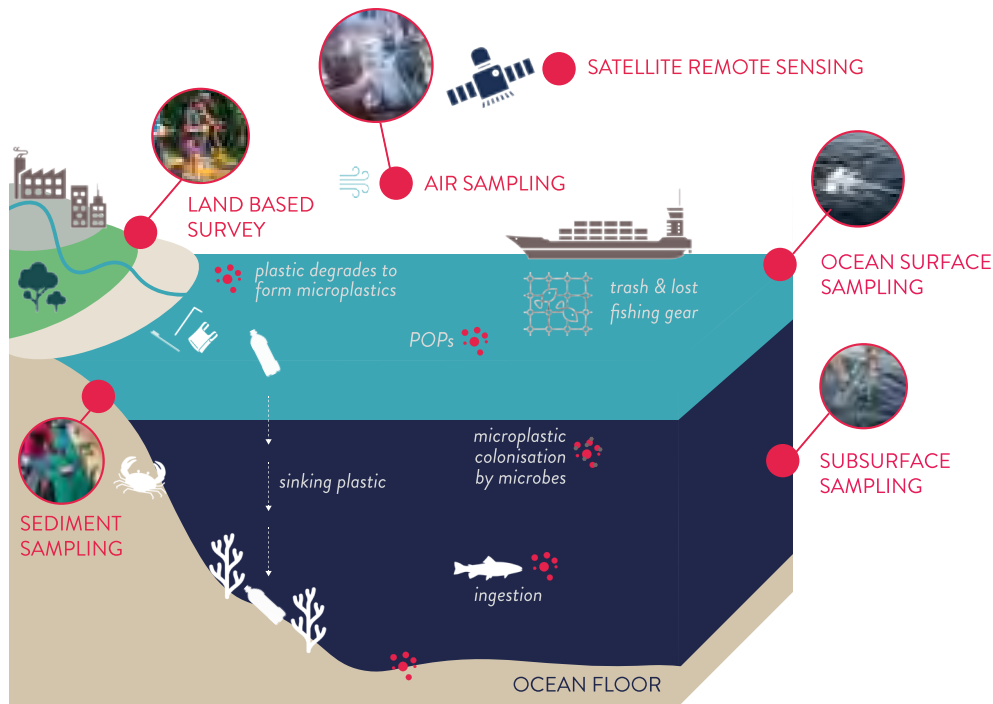
Claire McCluskey, Ireland - Leg 7 Crew

### MARINE DEBRIS TRACKER - TOP 5 LITTER ITEMS LOGGED DURING CAPLITE SURVEYS



Cigarettes.....	7072
Glass or ceramic.....	3674
Hard Plastic Fragments.....	3660
Plastic Food Wrappers.....	2850
Plastic Bottle.....	2383

# METHODOLOGY - A HOLISTIC APPROACH



**ON LAND** we conducted CAPLite Waste Management Street Surveys using the Circularity Assessment Protocol (CAP) to characterise land-based litter, logging items into the Marine Debris Tracker. The CAP has been developed by Professor Jenna Jambeck at the University of Georgia, and involved the collection of community-level data in the countries eXXpedition visited and in the location of each crew member participating in a virtual voyage. This included mismanaged waste and waste infrastructure, and will be put into use informing decisions about how to reduce land-based plastic pollution.



**IN THE WATER COLUMN** we collected samples from surface water, sub-surface water and sediment to examine the abundance and distribution of microplastics in each part of the marine environment. Microplastics were analysed using FTIR (PerkinElmer Spectrum Two and Bruker Hyperion 1000) to determine their polymer type as part of our study led by Dr. Winnie Courtene-Jones at the University of Plymouth.

• **Surface water:** Samples were collected using a manta trawl - a fine-mesh net designed to skim along the surface of the ocean - to collect microplastics floating on the surface.



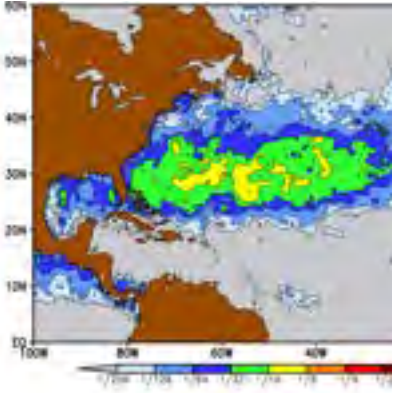
• **Sub-surface water:** We used a Niskin bottle - a container that can collect a water sample at depth - to collect samples 25 metres below the surface in order to analyse microplastics within the water column.



• **Subtidal sediment:** We conducted sediment sampling using a Van Veen grab - a metal device that collects sediment - at near-shore locations on our route to sample microplastics that have sunk to the seabed.







**Particle modelling:** We used computer simulations to give insights to where the plastics collected with the manta trawl may have originated in collaboration with Dr. Winnie Courtene-Jones, University of Plymouth, Dr. Molly James, Plymouth Marine Laboratory, Dr. Nikolai Maximenko, International Pacific Research Center and. Dr Simon van Gennip, Mercator Ocean.

**Microbial:** We collected microplastic fragment samples for research by Dr. Michael Cunliffe and Anna Tidy at The Marine Biological Association of the United Kingdom. Cutting-edge DNA analysis will be used to identify the microbial communities associated with microplastics and the environmental factors affecting colonisation. The species and communities on the surface of microplastics may in turn affect the toxicological risk to organisms ingesting them.



**Persistent Organic Pollutants:** We archived plastics and biological material for future chemical (Persistent Organic Pollutants) analysis from selected manta trawls in collaboration with Dr. Jennifer Lynch, National Institute of Standards and Technology and Melissa Jung, M.S., Center for Marine Debris Research at Hawaii Pacific University.



**Ground truthing Satellite Technology:** We submitted observations from our voyages to test methods to detect plastics from space satellite imagery in collaboration with James Delany at the University of Plymouth.

**Air Samples:** We collected air samples to determine the threats of airborne microplastics in remote oceanic locations and the potential of wind as a vector for microplastic contamination in collaboration with Dr Stephanie Wright, King's College London and Stav Friedman, King's College London.



**Hair Samples:** We took hair samples of guest crew to analyse mercury levels in collaboration with wildlife biologist Oksana Lane, based in Maine, USA.

**Nurdle Samples:** We counted and collected samples of pre-production pellets (nurdles) for analysis of persistent organic pollutants in collaboration with FIDRA and Professor Hideshige Takada from the International Pellet Watch.



# CARIBBEAN RESEARCH PAPER

## SOURCE, SEA AND SINK - A HOLISTIC APPROACH TO UNDERSTANDING PLASTIC POLLUTION IN THE SOUTHERN CARIBBEAN

Published in Science of The Total Environment Volume 797, 25 November 2021, 149098

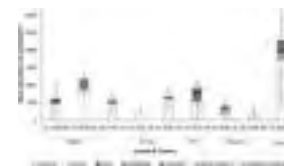
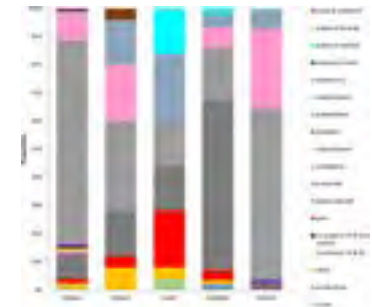
Source, sea and sink—A holistic approach to understanding plastic pollution in the Southern Caribbean Courtene-Jones, W., Maddalene, T., James M. K., Smith, N. S., Youngblood, K., Jambeck, J. R., Earthrowl, S., Delvalle-Borrero, D., Penn, E., Thompson, R. C.

**Research locations:** Caribbean Sea, Antigua, Bonaire, Aruba, Panama (Colombia at-sea only)

**Summary Results:** see the full paper for detailed analysis and references.

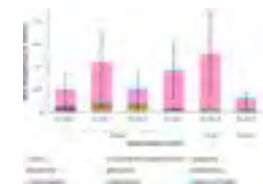


**Surface Water Samples:** The figure shows the proportion of plastic polymers identified in the surface water of each Caribbean country sampled. The polymer composition varied between geographic regions with Antigua and Panama having the greatest diversity of plastics. Polyethylene was ubiquitous across regions potentially arising from consumer products. Paint flakes and alkyd were identified across samples and may arise from the maritime / tourism industry.

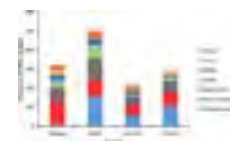


**Subsurface Water Samples:** The figure shows the abundance and composition of particles identified per m3 of water sampled from a depth of 25m. Cellulose fibres were found in all samples, with polyamide (in the form of fibres) the most common plastic particle.

**Sediment Samples:** The figure shows the abundance and composition of plastics isolated per gram of dry weight sediment. In contrast to the water samples, polypropylene dominated sediment, this polymer has applications as packaging (e.g films and containers) and in the maritime sector (e.g. ropes).



**Land Based Assessments:** The figure shows the frequency of litter recorded during land transects. Tobacco products, plastic fragments and food packaging were consistently the top three categories of litter recorded in each country. Food packaging may be a source of polyethylene, polypropylene and polystyrene identified in marine samples.





## HOW TO USE THIS RESEARCH TO CREATE CHANGE

The holistic approach of this research and consequent results, highlights the importance and need for more integrated and interdisciplinary studies to better understand and inform on the most effective solutions to the multifaceted issue of plastic pollution.

Until now, evidence of the abundance of plastics within the Caribbean has been lacking. This study presents a snapshot of plastic pollution, and how it differs – in quantity, nature, origin and the policies in place to manage it – across the south of the region. It contributes towards the void of knowledge regarding marine plastic pollution in the Caribbean Sea and highlights the need for international collaborative research and solutions to plastic pollution.

### A multidisciplinary need

Off the coast of five Southern Caribbean countries, we identified 18 different polymers of plastic - including synthetic fibres, paint flakes and acrylics. The quantities and polymer types varied between the water surface, subsurface and sediment, as well as between geographic areas.

Just as the types and sources of plastic pollution are many, so too must be the solutions. There's no silver bullet solution, there's not one thing, but there are hundreds of different ways to solve it. As well as more holistic research, what's needed is a multidisciplinary approach to solution finding, which is the same approach we took to collecting the data for this study by involving multidisciplinary women from diverse professional backgrounds, not typically scientists, who made up the eXXpedition crew in the Caribbean.

We hope that the crew's first-hand experience of the real challenge of microplastics gives them the authority, confidence and deep sense of motivation to take action back on land in their areas of expertise. They can't unsee what they've seen, instead they head home and create positive change on the issue whether they're engineers thinking differently about



waste management, chemists looking at ways to reinvent plastic or a biodegradable material, teachers creating educational content or policy makers pioneering strong legislation.

### Global solutions, cross-cultural and cross-boundary solution finding

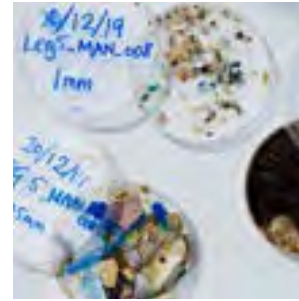
The importance of understanding the transboundary movement of marine litter in the Caribbean, due to the prevailing ocean currents, can not be understated. Such movement can undermine local or national legislation aimed at reducing plastic pollution.

Very few plastic bags or expanded polystyrene foams were found as litter in countries (Antigua, Aruba) which had a ban on these items. However polystyrene foam was identified within surface water samples, suggesting that these may have originated from elsewhere and been carried by ocean currents.

The highest concentrations of plastic (5.09 particles per m<sup>3</sup>) were located off the San Blas islands in Panama. Detailed ocean modelling and an assessment of regional policies indicated the abundance of microplastics around Panama likely arose from a combination of distant sources, carried by ocean currents, and run-off from mainland Panama, which has some of the highest estimated levels (around 44%) of mismanaged waste in the region.

By comparison, Antigua, Bonaire and Colombia had lower quantities of both terrestrial and marine plastics. The Antiguan samples had a high diversity of polymer types and particle modelling suggests these plastics may have been transported by currents generated in the wider North Atlantic Ocean, even originating from the so-called North Atlantic garbage patch.

Policy works - as seen with the link between plastic bag bans and the lack of plastic bags documented in land-based litter surveys - but it needs to be cross-border and at a global scale.





Further holistic research, such as this study, can help to identify where interventions may be interlinked, resulting in the most significant impact - through regional and international strategies, plastic reduction interventions and policies - to reduce plastic pollution.

### **Economy and the natural environment**

Island nations, such as those in the Caribbean, will be disproportionately affected by increasing plastic pollution due to their ocean-dependent economies and their still developing and vulnerable waste management infrastructure.

Marine plastics are considered to be a major threat to the sustainable use of marine and coastal resources of the Caribbean, on which the region relies heavily for tourism and fishing. However, the research identifies the maritime and tourist industries as contributing towards both terrestrial litter and the microplastics identified in marine samples which represents the complex challenge of managing plastic pollution in the Caribbean region.

### **Education and problem solving at the source**

Tobacco products (primarily cigarette stubs), plastic fragments and food packaging were consistently the top three types of litter found in every land assessment, indicating the contribution from consumer products, and the ability of these to fragment into microplastics when in the environment. This raises the need for public education and awareness about the role of the individual in protecting our ocean from plastic pollution.

However, the most effective place to tackle plastic pollution is at the source. The polymer data collected during eXXpedition Round the World will be made available to industry to identify types of plastic and products that are being mismanaged and ending up in the marine environment - for example, the finding that polyethylene is the prevalent polymer type across our research is an insight that helps industry leaders better understand the negative impacts of their products on our ocean so they can address it. It will also be made available to policy makers and broader stakeholders to

guide and inform Caribbean policy change towards reducing mismanaged waste in the region.

In summary, we set out on eXXpedition Round the World to pinpoint where the solutions to plastic pollution lie on land by better understanding the sources.

The striking thing from our discoveries is the diversity of polymer types which means the pollution has come from many different sources and as a result means the solutions need to be diverse too. Plastic doesn't end up where it starts. We all share one planet and wherever we live the ocean connects us - this study demonstrates why for any game-changing action to tackle ocean plastic pollution all sectors of society must come together in a holistic way across the Caribbean region and beyond.



“eXXpedition emphasized the importance of diversity when it comes to problem solving. Diversity in terms of people, in terms of their ideas, their disciplines and their characters. Perhaps even more important than the science, was realising the importance of an “all hands on deck” approach

**La Daana Kanhai, Trinidad - Leg 4 Crew**



# STORYTELLING

## SHIFTING PERCEPTIONS ON PLASTIC POLLUTION

### MEDIA COVERAGE

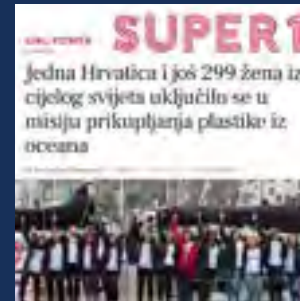
Our pioneering voyages and approach generates a lot of media interest and this helps to highlight the devastating impact of single-use plastic while shaping conversations around solutions to the problem.

eXXpedition Round the World has generated around 1,100 pieces of international media coverage, including news reports, specialist in-depth features and interviews across every continent (except Antarctica!). Media

coverage was generated across all channels - print, radio, broadcast, online - from mainstream media to industry and specialist press, including hundreds of media reports from our guest crew and Ambassadors supported by eXXpedition.

Highlights included a featured news documentary on CNN, interviews with TIME Magazine, regular slots on BBC and Sky News to name just a few!







# ~ DIGITAL MEDIA ~

Our media footprint and storytelling didn't just rely on press coverage. Through our social channels and website we shared live interviews, stories, videos and content from the journey and our partners throughout the mission.

**OVER 33,000 PEOPLE FOLLOWED THE JOURNEY ON OUR SOCIAL MEDIA CHANNELS** 

 **#EXXPEDITIONHASHTAG WAS SHARED OVER 4,700 TIMES ON INSTAGRAM GRIDS**

**159**  **BLOG POSTS PUBLISHED**

 **124,797** VISITORS CAME TO OUR WEBSITE

 **380,000** WEBSITE PAGE VIEWINGS

 **IN GOOGLE SEARCH RESULTS THE TERM «EXXPEDITION» BRINGS UP OVER 51,000 RESULTS**





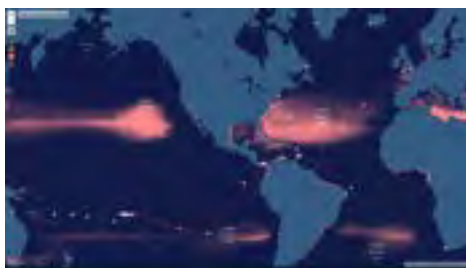
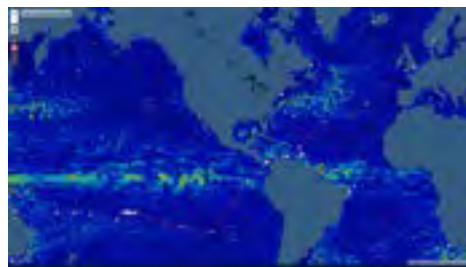
## DISPATCHES

Our popular DISPATCHES from each voyage leg shared transformational, first-hand experiences with our community and stakeholders, as did our regular crew blogs. They covered a broad range of topics from life on board, science research, women's empowerment, local policy and waste management and more!

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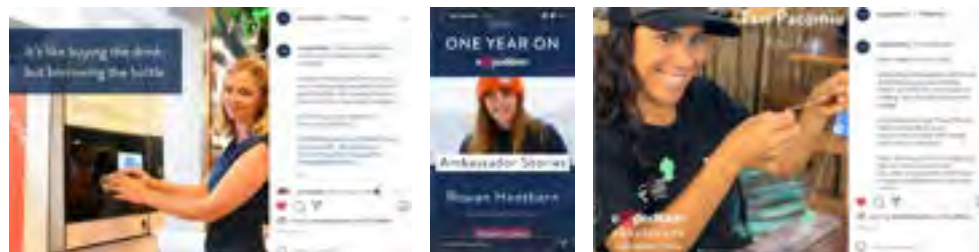
## TRACKING THE VOYAGE

During the at-sea sailing the voyage was tracked and communicated via our website using an interactive map that was developed by Mapbox and ZeroSixZero and that integrated data from a number of sources including Mercator Ocean to visualise wind, current, plastic accumulation zones and our sample collections.



## SPOTLIGHT SERIES

Using mixed media - video, podcasts, blogs, social posts, live interviews and more - in 2020 we created and launched the first of our informative and educational Spotlight content series: One Year On, Solution Spotlight, Ambassador Superpower Stories and Science Spotlight.



## FILMS & BOOKS

Inspiring storytelling came from our crew every step of the way. For example, Leg 1 crew member Marcia Reinauer directed and produced Outside TV Dispatches' episode "Sirens of The Sea", a film on eXXpedition Round the World Plymouth to Azores voyage in October 2019. Others, for example Leg 8 crew member Geraldine Le Roux, published books about their experiences.



# IMPACT EVENTS & OUTREACH

We collaborated with local partners and communities at every stop of our Round the World mission - at sea and virtually - sharing our stories, experiences and findings at community events, workshops and presentations while learning and understanding more about the challenges and opportunities they face locally.

This included outreach events and engagements, ministerial meetings, school talks, crew presentations, workshops, meeting the village elders, beach and underwater cleanups, and industry-specific events.

Whether it's through talks, meetings, sharing samples with local researchers or helping support the implementation of local science programmes - like IBLab in Aruba - establishing a relationship with local leaders is key to furthering our impact long after an eXXpedition crew leaves the local shores.

We met with Prime Ministers, Governor-Generals, Environmental Ministers, Military Admirals, NGO Leaders, the Elders of the Guna Yala (San Blas) Congreso and other key representatives.

## EVENT AND OUTREACH HIGHLIGHTS



**VIP LAUNCH, LONDON UK**  
26th September 2019

The eXXpedition VIP Launch event took place at ARBORETUM. After a live broadcast on SkyNews, the evening featured a panel discussion chaired by Emily Penn. It brought together crew, partners, sponsors, CEOs and representatives from national and international NGOs, governing bodies, societies, industry, media, the Commonwealth and foreign Embassies to meet each other and toast the beginning of the Round the World project.

“We were blown away by the overwhelming feeling of bonding and energy in the room at these events that embodied the true spirit of eXXpedition.”



**SEA SURVIVAL TRAINING, LONDON UK**  
27th September 2019

We hosted a Sea Survival Training course for our Round the World guest crew. This gave them experience and knowledge of how to use safety equipment on board a boat and survival techniques.

**THE SUMMIT, LONDON UK**  
28th September 2019

The eXXpedition Summit was the first event of its kind, bringing together former crew members, future guest crew and interested members of the general public to hear stories from eXXpedition Ambassadors on their experiences and how they're using their superpowers to create change. From scientists to communicators, artists to businesswomen, a series of talks, panels and

workshops were designed to get attendees thinking about their place in tackling plastic and toxic pollution. Our partners also helped fuel the conversation around solutions including TOMRA's innovative reverse vending machine, Rothy's sustainable shoes upcycled from plastic water bottles and Doppo's reusable bottles.

Topics covered included tomorrow's science, where the flow of plastic is coming from and how to reach the unreachables. Participants were also given the opportunity for a breakout session with fellow attendees who had the same 'superpower' to discuss the opportunities and challenges faced in their respective areas.



**ROUND THE WORLD CREW  
INDUCTION DAY, LONDON UK**  
29th September 2019

An action-packed day to introduce Round the World crew members to their time on board the boat. The day of skills training included a science briefing, communications strategies such as how to handle the press and tell your story, top tips for preparing for a voyage, and event management.

**TRAVEL EDGE CONFERENCE, TORONTO**  
2nd October 2019

Co-Founder Emily Penn presented eXXpedition's work at Gold Sponsor Travel Edge's annual conference.



**PLYMOUTH LAUNCH EVENT**  
7th October 2019

The Plymouth Launch Event at the University of Plymouth Marine Station brought together



local Councillors including the Plymouth Cabinet Member for Environment, NGOs, partners and crew. The crew conducted our first shore-based litter research studies.



### DEPARTURE MEDIA STORM, PLYMOUTH

8th October 2019

Reports of the departure were shared by news agencies around the world. This included live feeds from the boat to Sky News at Sunrise and at lunchtime, and the evening news in Australia for ABC. Crews from the BBC, ITV, Channel 5, ITN and Al Jazeera also came down to interview our crew and our voices hit the airwaves on radio shows from CBC in Canada to local Radio Plymouth. Digital and print coverage included reports in The Metro, to opinion pieces in Newsweek and much more.

### EXPOLAB OUTREACH EVENT AZORES

21st October 2019

Crew shared their experience of crossing an ocean on board TravelEdge with the media, local science partners and local government officials at Expolab Science Center. Professor António Frias Martins, one of the founders of Expolab dubbed our crew "The new Darwin explorers" in his introduction, "not only discovering the beauty of the ocean, but trying to save it."

### OUR OCEAN, OSLO

24th October 2019

Co-Founder Emily Penn presented eXXpedition's work at Our Ocean in Norway attended by Government Ministers from around the world.



### AZOREAN GOVERNMENT MEETING AND OUTREACH, AZORES

27th October 2019

Crew meets with the Azorean Government for an outreach event with the community at the Parque Atantico Mall and the University of Azores to promote local action on plastic pollution.



### WASTE MANAGEMENT FACILITY VISIT, AZORES

28th October 2019

Crew visits the Azores Musami Waste Management facility to learn more about how waste is managed in small island communities.



### SANTA BARBARA NURDLE HUNT, AZORES

29th October 2019

Pre-departure CAP Survey, sediment samples, and a nurdle hunt across Santa Barbara beach where the crew found 424 nurdles in less than 30 minutes!



### ANTIGUA YACHT CLUB AND MINISTERIAL EVENT, ANTIGUA

17th November 2019

Upon arrival in Antigua, the crew shared their stories travelling through the North Atlantic Gyre with an audience of 100 people at the Club House at Antigua Yacht Club. The event was also attended by the Antiguan Minister of Tourism, the honourable Charles Fernandez, who was also able to discuss the government's approach to plastic pollution in Antigua.



### GOVERNOR OF ANTIGUA MEETING ANTIGUA

17th November 2019

Mission leaders Sally Earthrowl and Winnie Courtene-Jones met with the Governor of Antigua, his Excellency Sir Rodney Williams,

Lady Williams and Brent Scotland to discuss eXXpedition's mission, the challenges Antigua faces, and the work they are doing towards reducing their plastic footprint.



### GREEN ISLAND BEACH CLEAN UP, CARIBBEAN

24th November 2019

Upon arrival at Green Island, the crew conducted a beach clean up and survey, filling over 6 large bags with items ranging from fishing lines to plastic containers with teeth marks, to tires and laundry baskets. It was a contrast to the paradise they were in, which inspired our crew members to write a blog with tips on minimising your impact when you travel.



### SCHOOL PRESENTATION ANTIGUA

26th November 2019

Event at Cobbs Cross Primary School to share the crew's firsthand experience onboard TravelEdge and share information about microplastics, women in adventure sailing and science as well as the number of possible solutions!





### PRESENTATION AT MILL REEF CLUB

27th November 2019

Mission Leader Sally Earthrowl gives a presentation to 30 Mill Reef Club members and the Governor Sir Rodney Williams on the aims and goals of eXXpedition followed by a Q&A.



### WASTE MANAGEMENT FACILITY VISIT ANTIGUA

29th November 2019

The crew had a confronting visit to the National Solid Waste Management Authority, with a glaring juxtaposition between paradise and piles of waste.



### UNDERWATER CLEANUP BONAIRE

4th December 2019

During the stop in Bonaire, the crew went snorkeling and conducted an underwater cleanup with our local partners at DiveFriends Bonaire, helping collect data for Project Aware. They logged everything from bottle tops to pieces of carpets and clothing to remnants of a shoe heel! The cleanup was followed by a community discussion and experience sharing.



### SCHOOL PRESENTATION ARUBA

7th December 2019

Outreach event was held with Impact Blue, a non-profit who works with national stakeholders to design and promote environmentally friendly practices in daily operations of the private sectors, at the International School of Aruba. It was a sold-out crowd of over 100 people.



### CIRCULAR ECONOMY EVENT ARUBA

7th December 2019

The crew visited Plastic Beach Party to learn about recycling and how to turn PET, PP, HDPE, LDPE, PS, PLA, PC & ABS into reusable products.



### PRESENTING AND DISCUSSIONS AT COP25 MADRID

7th December 2019

Emily Penn joined our partners Copernicus Marine Service and Mercator Ocean at COP25 in Madrid during EU Ocean Day and our partners at the Commonwealth around the core theme for the conference, 'Time to Take Action.'

### VISIT TO SERILIMAR UPCYCLE CENTRE ARUBA

12th December 2019

Crew conducted a CAP Waste survey with Impact Blue Foundation before visiting the Serilimar Upcycle Centre. This is the first station of its kind in Aruba, pioneers in creating a circular economy in the region.



### MEETING THE PRIME MINISTER OF ARUBA

16th December 2019

Mission leader Sally Earthrowl and the crew had the privilege to meet with Aruba's Prime Minister Evelyn Wever-Croes. They discussed the challenges and opportunities around the plastic

pollution crisis and how the scientific programme could be continued locally through the Impact Blue Foundation to help develop solutions. Prime Minister Wever-Croes shared her support for our mission on social media.



### AUDIENCE WITH THE GUNA CONGRESO, GUNA YALA (SAN BLAS)

18th December 2019

The crew stopped in the indigenous community of Guna Yala, an archipelago of over 365 islands, where at least 50 are uninhabited. Our crew was honoured to be given an audience with the Guna Congreso, seeking permission to conduct our scientific research in their territory. The science advisors to the elders were invited onboard to learn more about our equipment and methodology.



### SCHOOL PRESENTATION, GUNA YALA (SAN BLAS)

18th December 2019

Professor Elias Perez from Kuna Yala Expeditions organised a visit to the local community school where the crew learnt about the regional waste

management challenges faced not only by Guna Yala but also many other island nations across the world.



### OUTREACH EVENT, SHELTER BAY MARINA, PANAMA

21st December 2019

Shelter Bay Marina welcomed the crew back to land by hosting a talk at the marina, where we were joined by Dr. Denise Borrero, our local science collaborator, and Valentina from ANCON, an NGO working towards tackling the problem across the region.



### UNINHABITED ISLAND CLEANUP, PANAMA

22nd December 2019

Before crossing the Panama Canal, the crew stopped at an uninhabited idyllic island that was ruined by plastic pollution that had been washed up by the winds and the currents. Seeing many items that we use on an everyday basis, the cleanup was a moment for our crew to reflect on the role we all have to play in solving this problem.



### PRESENTATION AT BOOT DUSSELDORF, GERMANY

18th January 2020

Emily Penn took the stage at the world's biggest boat show, engaging thousands of attendees with our mission as part of 'Love Your Ocean'.

### SCIENCE AND SOLUTIONS EVENT PANAMA

28th January 2020

A science and solutions breakfast event was held at the JW Marriott Panama hosted by Gold Partner and Voyage Leg Sponsor Travel Edge, where the crew discussed how companies within the travel industry can take steps to eliminate single-use plastic.

### CAP SURVEY PANAMA CITY

28th January 2020

The crew conducted a waste management survey in Panama City, logging any items they came across on the Marine Debris Tracker. They also collected sediment samples to be analysed back at the University of Plymouth.



### BIOMUSEO OUTREACH EVENT PANAMA CITY

28th January 2020

Science Lead Winnie Courtene-Jones took the stage at Biomuseo for an outreach event with over 70 community members in attendance, including the Ambassador from the British Embassy, our partners from the Guna Yala Congress and representatives from the local NGO ANCON.



### A WILD WELCOME TO SAN CRISTOBAL ISLANDS, GALAPAGOS

6th February 2020

Crew jumped into 3,000-meter deep waters to scrub the hull two days before anchoring, to comply with the Galapagos Marine Reserve rules preventing vessels from bringing any type of invasive species into the protected area. Hundreds of red-footed-boobies welcomed our boat to San Cristobal Island.



### COMMUNITY EVENT, GALAPAGOS

7th February 2020

The crew engaged the local community at an event hosted by the Galapagos Science Center to learn more about the initiatives of the Plastic Pollution Free Galapagos led by the Galapagos Conservation Trust.



### VISIT TO WASTE MANAGEMENT FACILITY, GALAPAGOS

7th February 2020

The crew visited the San Cristobal waste management facility where they process about 25 tonnes of plastic per month, and shared their firsthand experiences at a community outreach event, both hosted by our partners at the Galapagos Science Center.



### UNDERWATER BEACH CLEANUP, GALAPAGOS

10th February 2020

The crew were invited to join the underwater beach clean that happens 3 to 4 times a year and help save sea urchins from fishing gear.





### BEACH CLEAN IN REMOTE UNINHABITED PART OF THE GALAPAGOS NATIONAL PARK

15th February 2020

Our crew took part in a beach clean in a remote uninhabited part of the Galapagos National Park in partnership with the Galapagos Science Center and the Galapagos Conservation Trust. During their short time there, the crew collected an astounding 3,380 microplastic fragments, along with bottles, ropes, styrofoam pieces and five pairs of shoes!



### COMMUNITY OUTREACH EVENT, GALAPAGOS SCIENCE CENTRE

16th February 2020

Dr. Winnie Courtene-Jones gave talks at a family community event hosted by the Galapagos Science Center and invited children onboard S.V. TravelEdge, inspiring the next generation of changemakers.



### CERTIFICATE OF WORK, GALAPAGOS

17th February 2020

Rear Admiral from the Ecuadorian Ministry of Defence and the Galapagos Port Captain presented our crew with a certificate recognising eXXpedition's work in marine conservation.



### PRESENTATION WITH TOMRA AT EUROSHOP, DUSSELDORF

17th February 2020

Emily Penn presented for Sponsor TOMRA at the world's leading tradefair for retail, connecting with industry on circular economy solutions.



### OUTREACH EVENT RAPA NUI (EASTER ISLAND)

3rd March 2020

After 14 days at sea, the crew shared their experience and findings at the public library – in partnership with Toki Rapa Nui, Plastic Ocean Chile and Te Mau O Te Vaikava – with an audience of over 50 people.



### CLEANUP AND CAPLITE SURVEY ON RAPA NUI (EASTER ISLAND)

8th March 2020

The crew carry out a CAPLite survey of local litter on Rapa Nui and a beach cleanup in partnership with local NGO Te Mau O Te Vaikava O Rapa Nui before they set sail for Tahiti on International Women's Day.



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Nui before they set sail for Tahiti on International Women's Day.



### VIRTUAL VOYAGE TONGA EVENT

1st February 2021

A virtual "Talanoa," was held with local representatives from the Kingdom of Tonga to talk about the local challenges of a global issue. OHAI Incorporated, The Commonwealth Secretariat and No Pelestiki led a thought provoking discussion, opening doors for opportunities to explore ways to work on addressing plastic pollution in the region.



### VIRTUAL VOYAGE FIJI EVENT

11th February 2021

A virtual "Talanoa" was joined by local Fijian representatives to discuss how the plastics issue is affecting the island nation, and solutions from sea to source. Local representation from Conservation International, Eco Conscious Fiji and Matanataki joined the conversation, as well as local advisors to the Fijian government and representatives from the Commonwealth Blue Charter.





### **VIRTUAL VOYAGE AUSTRALIA EVENT** 23rd March 2021

A virtual “Dialogue” was held with local representatives, including the Tangaroa Blue Foundation, researchers from the Australian Institute of Marine Science, the Assistant Director of the Australian Department of Foreign Affairs and Trade and the Department of Agriculture, Water and Environment, the government Plastics and Packaging Food Waste team, as well as a representative from the Commonwealth Blue Charter. A purposeful and informative discussion took place to share insights to plastic pollution within Australia and the solutions to this issue.



### **VIRTUAL VOYAGE VANUATU EVENT** 29th March 2021

A virtual “Talanoa”, was joined by local Vanuatu representatives to discuss how the plastics issue is affecting the island nation, and solutions from sea to source. Local representatives took part from Vanuatu Clean, Vanuatu Conservation and World Vision.



### **VIRTUAL VOYAGE SOUTH AFRICA EVENT** 29th April 2021

South Africa was the local focus of Watch 4. The women took part in a virtual “Dialogue”, where crew were joined by South African representatives to discuss how the plastics issue is affecting the nation, and solutions from sea to source. Local representatives included an Ambassador, Plastics South Africa, Ocean Planet Media, Action for Responsible Management For Our Rivers, Cetric Foundation and Dyer Island Conservation Trust.



### **KEYNOTE AT SAP SUSTAINABILITY SUMMIT** 29th April 2021

Emily Penn presented eXXpedition’s work and preliminary scientific findings at SAP’s first Sustainability Summit that brought together industry leaders with the aim to become zero waste and work together to implement a circular economy. eXXpedition’s data provides insights to where the solutions lie within the supply chain to eliminate waste.



### **VIRTUAL VOYAGE BRAZIL EVENT** 13th May 2021

A virtual “Dialogue” was hosted focused on Brazil. The fourth largest producer of plastic waste in the world, Brazil produces around 11.4 million tons each year. Of this, an estimated 325,000 tons of plastic ends up in the Atlantic Ocean surrounding Brazil. The Virtual Voyage Brazil crew were joined by local stakeholders from Brazil, including eXXpedition Ambassador and UN Climate Champion for Brazil Daniela Lerario from TriCiclos. The crew discussed the challenges and solutions of plastic pollution for this nation.



### **VIRTUAL VOYAGE CARIBBEAN EVENT** 27th May 2021

A virtual “Dialogue” was joined by local stakeholders from Impact Blue Foundation, a scientific researcher, an industry expert and a representative from the Commonwealth Blue Charter. A purposeful and informative discussion took place to share insights to plastic pollution within the Caribbean region and the solutions to this issue.



### **VIRTUAL VOYAGE ARCTIC EVENT** 10th June 2021

A virtual “Dialogue” was joined by local stakeholders, Norwegian environmentalists and an Arctic explorer who is based in Greenland. A purposeful and informative discussion took place to share insights to plastic pollution within the Arctic region and the solutions to this issue.



### **CARIBBEAN RESEARCH DISCUSSION** 14th September 2021

A virtual event was held to discuss eXXpedition’s recently published Caribbean research paper: Source, Sea and Sink – a holistic approach to understanding plastic pollution in the Southern Caribbean. This event was led by authors of the paper and Caribbean stakeholders.

### **ROUND THE WORLD WRAP UP CELEBRATION** 5th October 2021

Crew members, partners, sponsors and members of the eXXpedition community joined the eXXpedition team for nibbles and a glass of bubbles to toast the last 3 years of work.

# COMMUNITY ACTION

A MULTIDISCIPLINARY, MULTINATIONAL APPROACH

“

The more time I spend at sea, the more I realise the solutions to plastic pollution start on land. There's no silver bullet to solve the problem but there are hundreds of ways to tackle it. A big challenge for many people is knowing where to start

**Emily Penn eXXpedition Co-Founder**

We need multidisciplinary and multinational action from an inspired and empowered global community to tackle the problem of ocean plastic pollution from all angles. This is why we take multidisciplinary crews on our transformative voyages to give them either a first hand experience at sea or an immersive learning experience on land to help shape and develop their scientific knowledge and techniques to solve this problem using their unique skill set and “superpower”.

The result is targeted action on-land – at a local and global level – to stem the flow of plastic at the source, before it reaches the sea.

During the at-sea and virtual voyages of eXXpedition Round the World we ran our SHiFT Method which was created by Emily Penn. It's a journey of discovery to help people understand the crux of a problem and weigh up where they have the biggest opportunity to make an impact by pinpointing where to take action and inspiring others to follow.

“

Since completing my virtual voyage I've been communicating like mad and presented school talks to about 5,500 school kids, teachers and alumni adults!

**Katie Redfern, UK - Virtual Voyage Fiji**

”

156

NUMBER OF GUEST CREW

14

ARTISTS AND DESIGNERS

NUMBER WITH SCIENCE-RELATED SUPERPOWERS 33



18

EDUCATORS AND COMMUNICATOR INSPIRING THE NEXT GENERATION

19

FOUNDERS OR CEOS OF COMPANIES

6 FILM MAKERS



7 BURSARY RECIPIENTS









# AMBASSADOR IMPACT

**Aarathi Arumugam - Malaysian - is an entrepreneur** who is going to organise a plastic-free street festival.

**Adele Dutilloy - French - is a marine biologist and fisheries scientist** who is going to start a platform to enable and encourage philosophical problem solving of environmental issues.

**Alessandra Postali - Brazilian is a journalist** who will document/share local projects engaged in tackling plastic waste in her city.

**Alex Michalko - American - works in corporate sustainability** for a large tech company and is going to use her voice to drive change in the private sector, using citizen science as a route to awareness.

**Alexa Schindel - American - is a science educator** who is going to work with local teachers to develop a new curriculum.

**Alice Pelton - British - is a health entrepreneur** who will utilise her press contacts and communication skills to share her eXXpedition experience.

**Alizee Degroodt - Belgian - is a scientist** who is going to use her knowledge to connect big problems to local solutions: education, beach cleans, policy letters (eg.stop plastic bags).

**Amélie Marchand - Canadian - is a sailor and photographer** using her environmental science experience to inspire others.

**Amy Bloom - British - is an engineer** who is going to engage with the other women working in the recycling industry and circular economy space to see how we can support each other.

**Anja Rönnefeldt - German - works in the ocean freight industry** and is working to influence plastic use by shipping lines.

**Ann Jenkins - Canadian - runs a non-profit** and has developed a card game in English and Spanish to engage families in tackling plastic pollution.

**Anna Posacka - Polish - is a scientist** using her experience to make plastics research more efficient, effective and inclusive.

**Barbara Roy - American - is an insurance broker** who is using her influence within her sailing network to raise awareness of the problem with plastic.

**Bonita Baker-Robins - British - is a paramedic** who is going to develop communication approaches for young people.

**Breezy Grenier - American - is a sailor and ocean scientist** who is building bridges between people and blue industries.

**Britt Puhlmann - Australian - is a communicator** who is helping businesses operate more sustainably.

**Brittany Friedman - American - is a care coordinator** who is going to educate others about plastic waste, while also going into the field and doing the hands-on work.

**Camila de Conto - Brazilian - is a process engineer** who is working to improve waste management in Curacao.

**Candy Medusa - British - is an artist** who creates art inspired by marine debris and panels to also educate viewers.

**Carry Somers - British - is a sustainable fashion activist** continuing to educate brands on material literacy and microfibres.

**Cat Cieccko - Belgian - is a journalist** who is using her communications experience to influence EU policy.

**Catherine Halliday - Canadian - is a teacher** who will use her passion and expertise in education to empower younger generations to take action.

**Catherine Rogers - British - is a mental-health professional and entrepreneur** who is going to use her communication skills to write a hard-hitting blog on the context of toxicity, health and dementia.

**Celine Lim - Singaporean - is an ocean conservationist** at the World Bank who will raise the profile of this issue in her local and work communities.

**Chantal Nativel - South African - is a thespian** who will use her poetry skills to share her experience and engage others in tackling plastic pollution.

**Chevelle Gollop - Trinidadian - is a research student and photographer** who is going to create 3D models to enhance educational approaches to communicating marine and freshwater pollution.

**Christina Shaw - ni-Vanuatu - is a veterinary surgeon and conservationist** who plans to keep the conversation going with all the different actors in Vanuatu to make sure funds coming into the country are well spent.

**Claire Marsauche - French - is an illustrator** who is creating a comic book about eXXpedition Round the World Leg 8.

**Claire McCluskey - Irish - is an artist** who has developed a design college course on materials and pollution.

**Clara Schultz - Swedish - is an economist** and plans to utilise her unique position working in government to develop and bring understanding of the financial implications of plastic mismanagement to the conversation to influence change.

**Claudia Haltern - German - is a physician and diver** who is going to give talks and use her creative skills to raise awareness in her local diving community and start a project in her local gymnasium.

**Daniela Alarcon Ruales - Ecuadorian - is a plastics researcher** who is going to continue to engage students and the local Galapagos community in the issues of plastic pollution.

**Daniela Lerario - Brazilian - is a connector** using her experience as an environmental advocate to sow seeds to influence change, utilising her experience working with governments to support environmental action in her local community.

**Deborah Febres Urdaneta - Venezuelan - is a marine scientist and manager** who is committed to spreading the word about the global, regional and local problem of ocean plastic, and also exploring the impact of toxic body burden on pregnancy.

**Derya Guerer - German - is a geologist** who seizes opportunities to capture data and influence change, educating and inspiring the next generation of scientific researchers.

**Elizabeth Stuart - Irish - is a sustainable finance analyst** who will develop a better waste management system for the workplace.

**Elle Riley - British - is a photographer** who will inspire people to think and make changes through her art and creative visuals.

**Emilie Boge Dresler - Danish - is a costume designer** engaging her community in plastic change through writing/presentations.

**Emily Butler - British - is an environmental scientist** who is reconnecting with her local Girl Guides and school to raise awareness of plastic pollution.

**Emma Feggetter - British - is an artist** who is creating a picture book for children to teach them about marine protection.

**Emma Rendle - British - is a marine science consultant** who is going to create change in the Blue Green Economy space.

**Erica Cirino - American - is a writer and artist** who has written a book about science at sea and plastic pollution.

**Erika Muelle - American - is a yoga teacher and communicator** who is going to utilise her online platform to communicate the plastic pollution issues faced and available solutions.

**Esther Lee - American - is a writer and designer** using her skills to help develop toolkits and other communication resources.

**Eugenie Biraben - Swiss - is a project manager** who is working to help everyone take an active role in tackling plastic.

**Fade Manning - British - is a tattoo artist** who is going to guide studios in going single-use plastic free.

**Geraldine Le Roux - French - is an anthropologist** who has written a book about plastics and her eXXpedition experience.

**Halee Bernard - American - is a film producer** who is exploring new ways to communicate about plastic pollution, particularly while empowering women.

**Heidi Prislán - Australian - is a policy communicator** who will work with government stakeholders to develop tangible actions.

**Helen Clark - British - is a sustainability manager** at a major law firm who will focus on plastic reduction in the supply chain.

**Helen Hill - British - is an educator** developing learning experiences to use with children and adults at school or at home.

**Helen Morris - Irish - is a lawyer** who is going to work with shop owners in South Africa to reduce single-use plastic in stores.

**Helen Walker - British - is an environment lead** who is enabling the offshore renewable energy industry to deliver net zero without adding to the plastics burden.

**Helena W Óladóttir - Icelandic - is a sustainability manager** who is influencing environmental awareness in medicine.

**Hilary Nash - Irish - is a doctor** who is going to explore the health implications of plastic on women.

**Imogen Campbell-Gray - French - is a hazardous waste expert** who is going to explore funding for ocean plastic projects.

**Irina Maria Peterson - Monaco - is a communicator** who is completing a documentary featuring her eXXpedition journey.

**Isabelle Seiler - Swiss - is a student and conservationist** who is going to share the beauty of the corals and how important they are for the health of our oceans, as well as running a low-waste workshop.

**Jackie Nuñez - American - is an activist** who is continuing to create large-scale change through her plastic policy work.

**Jamie Colman - American - is a photographer** with a scientific background, who is going to create a plastic-free starter pack for local businesses.

**Jana Leberl - German - is a clinical physician** who is going to publish articles about her eXXpedition experience in sustainability magazines in Germany.

**Jaqueline B. Ramos - Brazilian - is a communicator** who is committed to continue learning and developing new ways to communicate the challenges faced in Portuguese.

**Jeanine Behr Getz - American - is a children's book author** helping young people find the right environmental career for them.

**Jeanne Goussev - American - is a sailor** who is going to engage the sailing community in tackling plastic pollution, as well as explore better waste management in her network.

**Jen Wilks - Australian - is an entrepreneur** with a passion and ability to lead change within industry, catalysing a team to innovate and effectively change out packaging from virgin to recycled plastic.

**Jessica Patterson - American - is a PR professional** who is going to do targeted outreach to her network to help them identify where they can create positive change on plastic.

**Joanna Leigh - British - is an environmental consultant** creating a 'curiosity session' at work to share experiences and solutions.

**Jodi Salmond - Australian - is a citizen science trainer and marine researcher** who is committed to making bioplastic composting a reality in her local community.

**Juliana Corrales - Costa Rican - is a designer** who is utilising her skills to communicate plastic pollution to new audiences.

**Julie Andersen - American - is an activist** looking at how a circular economy approach could be implemented in California.

**Julie Sommer - American - is a researcher and networker** who is going to use her superpowers to educate and energise her local community to enact change, and work to raise awareness and support harder to reach communities.

**Juliet Carvalho - Dutch - is an entrepreneur** who is influencing single-use plastic policies in Aruba.

**Karey Billyard - Canadian - is a storyteller/producer** using her communication skills to create content to inspire and educate.

**Kathy Yeo - American - is a holistic practitioner** who will educate children and adults about the intimate relationship of plastic pollution to human health.

**Katie Giles - British - is a graphic designer and photographer** who is going to build a multimedia online resource to educate the public on microplastics and how they can help.

**Katie Redfern - Belgian - is a communicator and connector** who is going to use her voice to drive change in schools, conferences, politics and business.

**Katlin Tilly - Australian - is an educator** who is developing her education skills through a masters programme.

**Katrin Scholz-Barth - German - is a businesswoman** supporting the development of new technologies for solving problems through entrepreneurship.

**Kay Newton - British - is a personal development coach** who will write and run workshops on body burden at menopause.

**Kimberly Wooton - American - is an archaeologist** who is giving talks on plastic pollution in her community.

**Kirana Agustina - Indonesian - is an ocean conservationist** who is using her eXXpedition experience to share the reality of plastic pollution in Indonesia.

**Kirsten Antoncich - British - is a psychotherapist** who is going to work with the narrow boat community to explore plastic pollution through citizen science.

**Kirsty Young - British - is a police officer** who will give talks to Brownies & Guides to engage them in plastic pollution solutions.

**Kristen Weiss - American - is a writer** who will explore different ways to communicate about plastic through her channels.

**Kristine Berg - Norwegian - is a circular economy specialist** who is going to give talks and interviews to share her experiences.

**Ky Delaney - American - is a writer** who is going to lobby for plastic legislation in the USA.

**La Daana Kanhai - Trinidadian - is a scientist** working with leaders in Caribbean on ongoing sustainability policy development.

**Lara Hoad - British - is an educator** continuing to lead design students to create change on PPE waste and single-use plastic.

**Laura Barrows - American - is an influencer** who is going to focus her outreach on reducing waste, storytelling and education.

**Laura Wells - Australian - is an environmentalist** who is using her public profile to work with environmental organisations and corporations to promote ethical choices.

**Lauren Griffith - British - is a student** who is going to grow the Durham Scoop (zero waste) community by structuring an action plan for boosting communication with key stakeholders.

**Leah Fouchong - Trinbagonian - is an educator** using her experience to mobilise students in environmental protection.

**Lindsey McCoy - American - is an entrepreneur** reducing single-use plastics through her personal care brand, Plaine Products.

**Lindsey Turnbull - American - is a youth worker** who is going to develop a talks and workshops programme for schools.

**Lisa Sahney - American - is a travel expert** who is going to work with hotels on reducing their waste.

**Liv Backhaus - Danish - is a scientist** who is starting a podcast on marine environmental issues.

**Liz Kain - American - is an accessibility program manager and early-childhood educator** who would like to write and illustrate children's books to help make messaging, for hard, impactful topics, fun.

**Louise Brogan - British - is an environmental educator** who is passionate about making a ripple effect by inspiring individual actions regardless of budget

**Louise Tremewan - British - is a teacher** who is working on encouraging girls into adventure activities connected to the ocean through paddle boarding and water sports.

**Lucy Cullen - Canadian - is an entrepreneur** who is going to use her knowledge to help hundreds of businesses across North America to do their part in reducing plastic pollution.

**Lula Gil - Argentinian - is an architect and environmental artist** who is going to create a new art series based on the Virtual Voyage and work to analyse plastic samples with local scientists.

**Lynne Lambourne - British - is an interior designer and social media guru** who is going to use her platform 'Warriors on Waste' to drive change with the younger generation.

**Lynsi Wavra - American - is a sailor** who is developing after school clubs in her local area.

**Marcia Reinauer - American - is a filmmaker** who has created a film for Outside TV about eXXpedition Leg 1.

**Marena Brinkhurst - Canadian - is a map making expert** who is using her skills to help fellow ambassadors to map zero waste shops and other impact projects.

**Marina Fennell - American - is a scientist** who is going to galvanise her local sailing community to do clean ups and reduce single-use plastic at events.

**Marion Huiberts - American - is a travel specialist** who is going to develop client packs with tips on how to travel plastic free.

**Marita Schmidt - Austrian - is an industry professional** who is going to organise a zero waste network aimed at women.

**Marjan Verschraegen - Belgian - is an artist/photographer** who will use her creative skills and exhibitions to further her impact.

**Melissa Donich - Canadian - is a teacher** who will host informative talks through her social media channels.

**Mo Langmuir - British - is an artist and researcher** who is going to develop ways to bridge the gap between science and art.

**Morgan Goodman - American - is a pollution prevention specialist** who is going to write a novel that helps people understand environmental problems and solutions, while also being entertaining.

**Natalie Fox - British - Natalie is a surf and yoga instructor** who is combining plastics education and surf camps.

**Natalie Teng Yueng Shan - Singaporean - is an educator** who will work with her own school to make it single-use plastic free.

**Natascha Glanzer Fuerst - Austrian - is a sustainability entrepreneur** who will publish an environmental psychology study.

**Natasha Pergl - British - is a sustainability professional** for a major tech company who will lead industry to develop a circular economy and champion solutions to plastic pollution with colleagues and customers.

**Nathalie Moreau - French - is a filmmaker** who is going to use her skills and connections to influence local policy.

**Nicola Britton - British - is a storyteller** who is going to connect individuals and communities who care about the environment to a central online space where they can discover ideas enabling them to take action and protect their patch.

**Nicola de Quincey - British - is an architect** who is seeking nature-based solutions in her work.

**Nicole Garofano - Australian - is a holistic thinker and waste management expert** who will continue to advise and educate on waste management infrastructure and build her platform Use Plastic Better to drive change.

**Nita Jirgensone - Latvian - is a sociologist** who is going to use the imagery captured on board to create a travelling exhibition.

**Noelia Silva Solar - Chilean - is a travel and tourism manager** who is drawing up a business model for recycling plastic and microplastic to help small businesses to develop their sustainable ideas.

**Olivia Gilmore - American - is a diplomat** who is advising on waste management in the Galapagos.

**Olivia-Grace Smith - British - is a photographer** who is going to explore developing her work to create change, while also working to stop plastic use at Edinburgh University bars and restaurants.

**Paige Myatt - American - is an environmental steward** creating a reusable, returnable, plastic-free takeout container program.

**Pallavi Davé - British - is a designer and maker** who is developing new ways of producing creative work that reduces its environmental impact.

**Paula Espejo - Chilean - is a psychologist** who is developing experiential learning experiences in Chile.

**Peggy Henery - British - is a humanitarian aid worker** who is going to reduce her own waste while bringing the topic of plastic pollution into a changing career path.

**Phoebe Smith - British - is a student** who is using her eXXpedition experience to find her role in tackling plastic pollution.

**Pindy Bhullar - British - is a programme manager** for a major finance company who has started a PhD on decarbonising the software project lifecycle.

**Pippa Corry - British - is a communicator and strategist** who will drive change by using her expertise to advise industry on circular economy practices.

**Rachel Lucas - French - is a filmmaker** who is creating a film about the eXXpedition experience.

**Rachel O'Callaghan - British - is a designer** who is developing an interactive map of zero waste shops around the world.

**Raquelina Monteiro - Brazilian - is a scientist** who is going to learn more about the social and economic impacts of plastic pollution to engage the service providers in her city in making changes.

**Rikki Eriksen - Danish - is a marine biologist** who is developing projects to reduce plastic in coastal agriculture.

**Sam Peltz - American - is a photographer and filmmaker** who is going to create a short film on local river pollution.

**Sandra Squire - British - is a local politician** who is going to work on making her local town plastic free.

**Sarah A Sauvé - Canadian - is a sailor and scientist** who is going to organize Newfoundland and Labrador's first provincial Brand Audit, collecting data to support the introduction of EPR legislation in the province.

**Sasha Francis - American - is a community engagement coordinator** who is developing new ways to communicate environmental issues to hard-to-reach communities.

**Sheri Bastien - Canadian - is a health researcher** who is going to develop ways to involve youth in citizen science.

**Sibel Bulay - Turkish - is a communicator** and lover of learning who is going to use her voice to raise awareness in Turkey.

**Sofia Noguees - Spanish - is a storyteller** who is going to write a children's book on sailing, gender and healthy oceans.

**Sonja Jakic - Croatian - is a sailor** who is helping the yachts she works on to use minimal plastics.

**Stefanie Spear - American - is a communicator** who is continuing to use her skills to spread the word about plastic pollution on TV, radio and in written form.

**Stephanie Holstege - American - is an environmental scientist** and will use her engaging leadership style to mentor, educate and advocate for change with her local community.

**Stephanie Weel - Dutch - is a sustainability manager** who is utilising her experience to implement plastic reduction policies in the yachting industry.

**Susan Swarner - American - is a museum educator** who is going to create a radio show/ podcast to highlight people across different industries who are finding ways to address plastic pollution.

**Susanna Mitterer - Austrian - is a management consultant** using her manufacturing experience to explore upstream solutions.

**Tavake Pacomino - Chilean - runs a charity** and is developing health and education programmes for the schools on Rapanui.

**Taylor Maddalene - American - is a scientist** who is going to push the boundaries of cutting-edge research and advocate for a zero-waste future.

**Tharaka Sriram - German - is a marine biologist** and expert in Marine Protected Areas who is going to use her expertise to advocate for change in the Caribbean.

**Tünde Kelemen - Hungarian - is an environmental engineer** who is going to find a sustainability role within engineering.

**Victoria Scavo - American - is a storyteller and strategist** who is going to implement more work locally including running a 'Brown Bag' session at work.

**Vinuri Silva - Australian - is a student** who will learn more ways to better communicate science to the community.

**Yanika Borg - Maltese - is a data analyst** who is working to make a positive impact on the development of a circular economy.

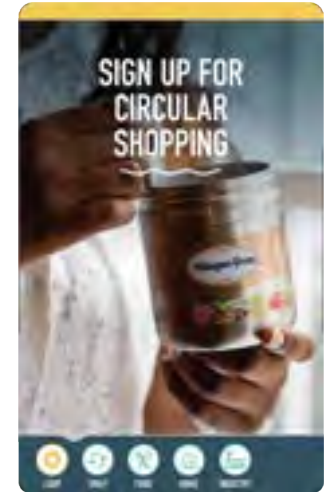
**Yvonne Neth - Micronesia - is an artist** who is continuing her projects on cultural preservation, environmental protection and women's rights in Micronesia.

# SHIFT PLATFORM

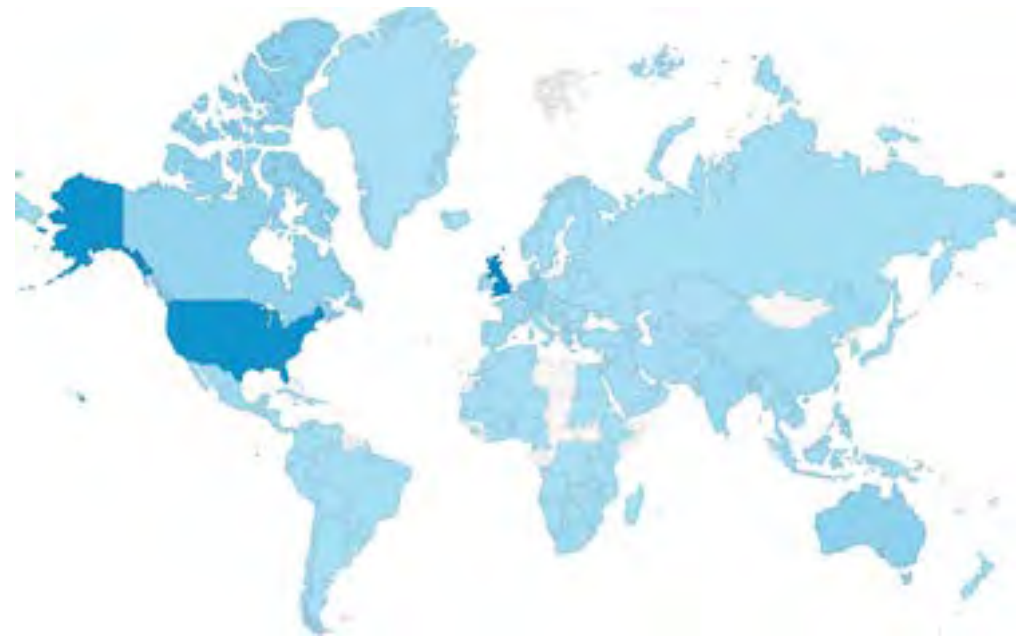
On World Oceans Day in June 2020, eXXpedition and global technology leader SAP launched the SHiFT Platform [www.SHiFT.how](http://www.SHiFT.how). The platform scales up support for individuals and businesses to tackle plastic pollution around the world by using innovative technology to help users find their role and use their superpower to tackle ocean plastic pollution. By navigating hundreds of impactful solutions from sea to source, users can find the ones that are best for them to take action.



From small individual changes to large global projects, solution examples range from high-tech to a return to basics. They include making DIY cleaning products, lobbying for more drinking water refill stations in their city, reducing plastic in the supply chain to going entirely packaging free. It also has resources and activities for kids, from competitions to end single-use plastic to lesson plans and activities they can join in like the Great Nurdle Hunt.



On the SHiFT Platform, users can select how, in what aspect of life and where they want to create a shift from sea to source. Users can generate solutions in under a minute, but those looking to explore hundreds of options can have fun experimenting with different filter combinations. Each solution includes facts to help users better understand the problem itself, as well as the benefits and challenges of implementing those solutions and the impact they can make in doing so. Users can also easily share their actions across social media channels to inspire others to join them in making a difference in their own lives, communities, businesses and wider world.



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NUMBER OF VISITORS TO THE PLATFORM.....**5,000 PER MONTH**  
 FROM NUMBER OF COUNTRIES.....**182 COUNTRIES**



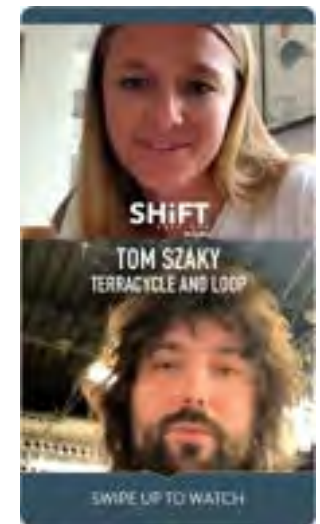
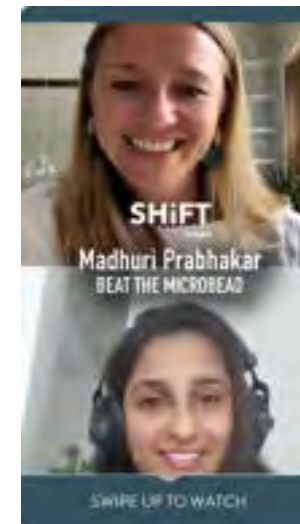
# SHIFT SESSIONS

Between June and November 2020, run by Emily Penn, the SHiFT Sessions are a series of real and virtual events to explore the hundreds of solutions to tackle ocean plastic pollution. Through presentations, conversations and interviews they get into the nitty gritty of each solution with the founder or creator behind it, and unpack the pros and cons of each solution to help us navigate when to use each one.

## During Round the World we hosted SHiFT Sessions on:

- OceanCycle - certifying ocean plastic as a material to be used by brands
- Terracycle and Loop Store - driving solutions to plastic pollution closer to the source through reuse
- Fashion Revolution - running the 'What's in my clothes?' campaign aimed at getting businesses to remove toxic chemicals and synthetic fibres from their clothing
- 3 Sided Cube - who provide product information for packaging-free products
- DAME - the reusable tampon applicator
- SLOactive - plant-based swimwear brand utilising Yulux
- Ghost Diving - community of divers cleaning up fishing net debris all over the world
- Plastic Soup Foundation - development of the Beat the Microbead app
- Notpla - utilising seaweed to replace single-use plastic packaging
- Break Free From Plastic - brand audit campaign to hold companies accountable for their single-use plastic use
- Prevented Ocean Plastic - complexities of recycling ocean plastic and importance of closing the loop
- Unocup - using origami to replace plastic lids on coffee cups
- Twipes - flushable and biodegradable wet wipes made from wood pulp

- Bower Collective - subscription service for household products in reusable pouches
- Exploring by the Seat of your Pants - the role of technology in education to bring global challenges to life
- My Little Plastic Footprint - a calculator from Plastic Soup Foundation to measure your single-use plastic consumption and provide ways to go on a 'plastic diet'
- Finisterre - the challenges of eliminating synthetics from clothing and their collaboration with Aquapac to develop water-soluble packaging
- Flexi-Hex - honeycomb paper packaging that is set to replace bubble wrap
- The Last Plastic Straw - running campaigns to eliminate single-use plastic and the power of collective action
- Pure Earth Collection - baby toys and products that are not only great for the environment but also your baby's health
- Petit Pli - designing clothes that grow with your child



# SHiFT COMMUNITY HUB

The real power of eXXpedition is our global community. The many nationalities, skill sets, sectors and approaches to solving the plastics issue together is our greatest strength since we started our sailing missions in 2014, but with everyone spread around the world it can be a challenge to bring the community together.

In February 2021, eXXpedition launched the SHiFT Community hub for Ambassadors as a place to connect and collaborate to really drive change back on land. On the hub, Ambassadors can access live sessions focused around different topics (led by external experts and members of the international community), take part in opportunities that come through the eXXpedition network for giving talks, working with media or collaborating with brands, participate in a new citizen science project relating to the impacts of COVID-19 on plastic pollution in partnership with University of Georgia, and access to a suite of eXXpedition resources and tools.



## Hub sessions topics

- Power of Collaboration: Introduction to the SHiFT Community Hub
- Round the World science methods and findings
- Citizen Science Project: Local Litter expeditions
- How to create change through social media
- How can the Caribbean tackle waste washing ashore?
- What about our body burden?
- How to tell your story
- How do we implement a circular economy?
- Reaching the Unreachables
- Using design thinking to effect change
- How to engage young people
- The basics of campaign building
- How to run an effective beach clean
- Are bioplastics the answer?
- How to influence policy in your local area
- Fighting plastic waste in a time of COVID
- Starting a citizen science project
- Using art to inspire change



HUB  
MEMBERS  
153



HUB  
EVENTS  
18

# ~ SOLUTION SPOTLIGHT: THOUGHT LEADERSHIP FROM ~



Every year, more than 1.4 trillion beverage containers are sold, and 500 billion are plastic. Of the 78 million tons of plastic packaging produced every year, 40% is simply sent to landfill, and 32% leaks into nature as litter. 2020's International Coastal Cleanup found plastic beverage bottles and caps in the top 3 and 4 litter types collected. All this can be prevented: most plastic bottles are made of PET and HDPE, which is highly recyclable. Plastic should not be treated as disposable, but as a valuable resource – and one that should never end up in the oceans.



## Turning off the tap

eXXpedition's community is all too aware of plastic's impact in the environment. At least eight million tons end up in oceans each year, where there is an estimated 5.25 trillion pieces of plastic. Plastic is devastating marine life, and is working its way up the food chain to humans.

Roughly 80% of that ocean plastic comes from land. Cleanups tackle the litter already in waterways, but the world must find ways to “turn off the tap” on land, to stop plastics getting into the oceans in the first place. As eXXpedition co-founder Emily Penn says, “There is no silver bullet for solving ocean plastic – we need hundreds of solutions.”

## Getting in the loop

One on-land solution to ocean plastic is a ‘deposit return system’. This is legislation that sees a small deposit added to the price of a beverage, and refunded when the consumer returns the container (whether plastic, glass or cans) for recycling. Plastic bottles are seen as a symbol of a throw-away culture; giving them a financial value signals they also have a value for society as a resource.

When a bottle is returned in a deposit system, it is kept separate from other waste and avoids contamination that might make it more complex and costly to recycle. These containers can be turned into another plastic bottle again and again in a “closed loop”, rather than downcycled or disposed of. This drives a circular economy and reduces the need to extract virgin oil to produce new bottles.

TOMRA captures 40+ billion drink containers each year through its 80,000 reverse vending machines in deposit return systems. But, this represents only 3% of global beverage packaging sold, so there is much more to do to divert containers from nature where they don't belong. TOMRA also provides solutions for mixed waste sorting for recycling, to detect and sort all kinds of plastic materials and products before they are lost to landfills.





# AMBASSADOR IMPACT SUPERPOWER STORIES

We ran an Ambassador Spotlight Series on our website and social media with spotlights on our Ambassadors and their “Superpower Stories”.

Each of the features celebrates how they have been using their unique skills to tackle plastic pollution since their Round the World voyage.



**KIRANA AGUSTINA, INDONESIA**  
eXXpedition Ambassador and Round the World Leg 1 Plymouth to Azores Crew Member.

Since returning from her voyage that took her from Plymouth to Azores, Kirana has started a new job as Engagement Specialist for the National Plastic Action Partnership in Indonesia. This is a multi-stakeholder partnership, supporting

the national target of reducing 70% of ocean plastic pollution by 2025. She uses her superpower of being a connection builder to build relationships and connections that go towards the kind of collaboration we need for solutions.

*“My voyage taught me the importance of collaboration. Whilst ocean plastic is ruining Indonesia, and Indonesians are definitely part of the problem - it is not an “Indonesian” problem. It is a global problem. Everyone has their own superpower to contribute, especially women. Everyone can be part of the solution. Everyone has a role to play. It was a life changing experience and one I will never forget.”*



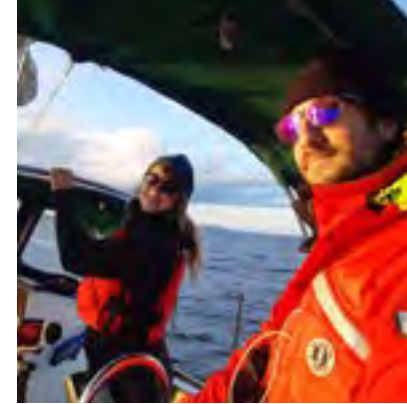
**JULIET CARVALHAL, ARUBA**  
eXXpedition Ambassador and Round the World Leg 4 Crew Member.

Born and raised in Aruba, Juliet has dedicated the last 6 years to decreasing her island’s plastic footprint. She established the Impact Blue Foundation, with private sector partners, to collaboratively research and create inclusive solutions to phase out

our plastic reliance. Her superpower story showcases the bigger voice island nations deserve in discussions surrounding plastic pollution. Following the publication of our Caribbean science paper in August 2021 she was invited to brief the Governor of Aruba on the study’s results.

*“My most memorable voyage moment was our first night aboard the boat and I was on the night watch. The ocean was as flat as a mirror and the night sky was filled with more stars than I had ever seen. So many of the crew spoke about how massive they found the ocean, and how small they felt in comparison. But for me, at that moment, the world felt small. The stars felt so close that I could just reach up and pick them right out of the sky. It was like being inside of a snow globe. Despite the overwhelming enormity of the science, in that moment the world felt small, and tackling the problem no longer felt so daunting, but somehow doable.”*





**LINDSEY MCCOY, USA**  
eXXpedition Ambassador and  
Round the World Leg 5 Crew  
Member.

Lindsey experienced first-hand the effect of single-use plastics on our ocean whilst living in the Bahamas. She identifies her superpower as being a problem solver and in 2017 Lindsey launched Plaine Products - a company working to offer a solution to single-use

plastic consumption. Co-founded with her sister, the company offers premium personal care products in aluminum bottles that can be returned, refilled and reused, and act as an alternative to single-use containers. Lindsey's dream is to see reuse become the mainstream consumer option and is using her superpower to make this dream a reality.

*“eXXpedition really reinvigorated my passion for what I do. Of course, I wanted to continue growing Plaine Products, but more importantly I wanted to stretch myself to do things that wouldn't directly benefit our business but would help our wider mission – changing consumer habits and protecting our ocean. So I have created more partnerships, done podcasts, done interviews – essentially spoken to anyone who wants to listen. Joining eXXpedition was one of the best decisions I made, such an inspiring mission and community of women!”*



**LA DAANA KANHAI,  
TRINIDAD**  
eXXpedition Ambassador and  
Round the World Leg 4 Crew  
Member.

Born and raised in Trinidad, La Daana is a marine biologist who has always been passionate about the ocean and marine science. Her PHD has taken her all around the world from the Arctic to Antarctica to carry out research examining the

plastic presence in the polar regions.

*“I knew quite a lot about science when I stepped aboard with eXXpedition. But for me the bigger eye opener was the work we did on land. The very first day of our voyage we visited a landfill site on Antigua where we had a conversation with the managers about their waste management on the Island. For all of my PhD I had been so focussed on the ocean I had sidelined what was happening on land. But it quickly became clear that when you look at this issue you can't study the ocean or the land in isolation. You have to consider both in tandem. By focusing so much on the ocean I had forgotten how interconnected the two were. Cementing that connection was my biggest takeaway from the voyage, in terms of the science.”*





**TAVAKE PACOMIO (TAVI),  
RAPA NUI (EASTER ISLAND)**  
eXXpedition ambassador and Round  
the World Leg 8 Crew Member

Born and raised on the remote island of Rapa Nui, Tavi is working hard to reconnect her people with the ocean. Since returning from her voyage she has been running island outreach and education programmes with the out-of-work hospitality sector and local schools.

She uses her art of storytelling to inspire and empower her islanders into action.

*“It’s incredible how many people don’t know about the damage plastic is having on our Island, and our planet. eXXpedition has inspired me to change that and try to educate our community to understand. But to do this I knew I needed to raise my voice; I needed to share my knowledge and I needed others to hear about my adventure. So I got to work telling my story! My superpower is my voice. eXXpedition gave me the confidence to use it and make myself heard“*



**KAREY BILLYARD, CANADA**  
eXXpedition Ambassador and  
Virtual Voyage Tonga Crew  
Member

Karey’s love of storytelling, her passion for the natural world and her latest adventure setting up a sustainable personal care product business - Frankly Sustainable - with her best friend in Toronto have all been at the heart of her

fight against plastic pollution. That, coupled with her work at Waterlution - an NGO that works with young leaders to solve very hyper localized water issues make her a change-maker we’re really proud to have in our community.

*“My proudest achievement since finishing my virtual voyage is starting a sustainable personal care product business. It’s something I never thought I would do, and it was eXXpedition that sparked the whole idea. Having this network of eXXpedition women all across the world that I could connect with at any given moment gave me that confidence just to go for it”.*



**NATASHA PERGL, UK**  
eXXpedition Round the World Leg 7  
Crew Member Galapagos to Easter  
Island.

Natasha Pergl is Global Circular Economy Lead at SAP and Round the World Leg 7 Crew Member. Since completing her voyage, she has continued to work with industry and partners to deliver a world of zero waste. We caught up with Natasha about her experience with

eXXpedition and her mission at SAP.

*“SAP has been No 1 software company in the Dow Jones Sustainability Index for the last 14 years. As a technology company we want to run our own operations sustainably, but are equally focused on enabling our customers to be more sustainable and embed this into everything they do. It was really important for us at SAP, that we had eyes on the ocean and understood what materials were ending up on the ocean and the reality of what was happening. eXXpedition was the perfect opportunity to do that and get firsthand experience.”*

# ~ CORE TEAM ~

This mission was made possible with the hard work and talents of a core team on land and at sea. Thanks goes to all the friends and family who rolled up their sleeves to make it happen, in particular our core team and volunteers.

- Emily Penn - Co-Founder and Mission Director
- Larissa Clark - Head of Communications
- Soraya Abdel-Hadi - Operations Manager
- Sally Earthrowl - Mission Leader
- Winnie Courtene-Jones - Science Lead
- Maria Correa - Partnerships Manager
- Madeline St Clair Baker - Digital Content Manager
- Sophie Bolesworth - Media Support Assistant
- Emily Graham - Content Editor
- Lucy Gilliam - Co-Founder and Advisor
- Elizabeth Pryce - Advisor
- Imogen Robinson - Logistics Manager
- Anna Strang - Skipper
- Maggie Kerr - First Mate
- Sophie Dingwall - Deckhand
- Millie Webb - Deckhand

## SCIENCE ADVISORY BOARD

- Professor Richard Thompson OBE Head of the International Marine Litter Research Unit at the University of Plymouth
- Professor Jenna Jambeck, Associate Professor in the College of Engineering at the University of Georgia
- Dr Daniel Schwaab TOMRA Senior Vice-President for Circular Economy Strategy

## FUNDING

The mission was funded through a mix of contributions from guest crew, grants from foundations, donations, sponsorship and in-kind or pro bono support from businesses who share our values and belief in making the unseen seen.





# WITH OUR SINCEREST THANKS TO ALL THE ORGANISATIONS THAT HELPED US TO BRING THIS INNOVATIVE PROJECT TO LIFE

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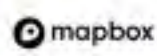
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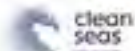
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