



UNPLASTIFY

x World Sailing Education Series

02/2024

TODAY'S JOURNEY



I

HOW DID THE
ADVENTURE
BEGIN?



II

WHAT DID
WE LEARN?



III

WHAT WE DO AT
UNPLASTIFY?



IV

WHAT IS THE
UNPLASTIFY
CHALLENGE
FOR SAILING?



V

Q&A



HOW DID THE ADVENTURE BEGIN ?

I





A map of the Atlantic Ocean with a dashed line representing a sailing route. The route starts in New York, goes south to Buenos Aires, then north through the Atlantic to Gibraltar, and finally north to the British Isles. Black dots mark the stops along the route. Three blue boxes with white text provide details about the trip: 'NEW YORK' at the start, 'GIBRALTAR' at the Gibraltar stop, and 'BUENOS AIRES' at the Buenos Aires stop. A larger blue box in the bottom right corner lists the duration, crossings, and crew size.

NEW YORK

GIBRALTAR

BUENOS AIRES

6 MONTHS
2 ATLANTIC OCEAN CROSSINGS
2-4 CREW MEMBERS



BARRON'S

SANDHAMN

JEANISY

NY 8139 GX







226 PIECES OF PLASTIC PARTICLES
FOUND IN ONLY ONE SAMPLE

FANKY UNPLASTIC

FRAGMENTS
LS

75

FILN
LS

75

FOAM
LS



WHAT DID WE LEARN?



HUMAN RELATIONSHIP WITH PLASTIC IS OUT OF CONTROL

*11 million tons of plastics
end up in the ocean every
year.*

Jambeck et al. 2015, actualizado 2022



=



=



**11 million tons of
plastics end up in the
ocean every year**

**1 truck entering the
ocean per minute**

**+1080s Eiffel
Towers a year**

Jambeck et al. 2015, 2022

Jambeck et al. 2015, 2022

HUMAN RELATIONSHIP WITH PLASTIC IS OUT OF CONTROL

*11 million tons of plastics
end up in the ocean every
year.*

Jambeck et al. 2015, actualizado 2022

THE PROBLEM IS NOT THE MATERIAL, BUT ITS USE AND ABUSE

*Globally, each person
consumes 45kgs of plastic
per year of which 42% is
packaging.*

Geyer et al, 2017

A low-angle shot of a person's legs and feet standing on a grey stone wall. A large, crumpled, translucent white plastic bag floats in the air above the person, partially obscuring their legs. The background is a clear, bright blue sky. The text "We are surrounded by plastic" is overlaid on the image in a white font within a blue rectangular box.

We are surrounded by plastic



We are using an INDESTRUCTIBLE material as a disposable item




HUMAN RELATIONSHIP WITH PLASTIC IS OUT OF CONTROL

*11 million tons of plastics
end up in the ocean every
year.*

Jambeck et al. 2015, actualizado 2022

THE PROBLEM IS NOT THE MATERIAL, BUT ITS USE AND ABUSE

*Globally, each person
consumes 45kgs of plastic
per year of which 42% is
packaging.*

Geyer et al, 2017

RECYCLING IS NOT THE MAGIC SOLUTION, PREVENTION IS THE KEY

*In 2019, only 9% of plastic
waste was recycled.*

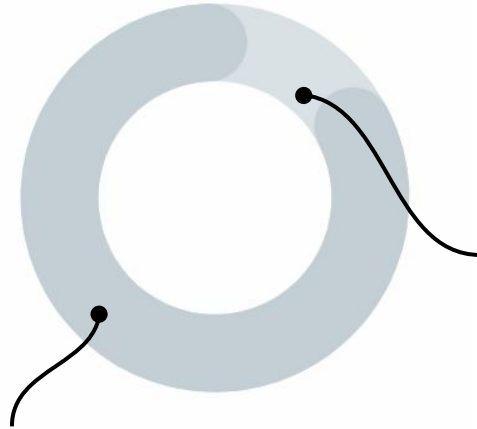
OECD, 2022



Only
9%

of plastic is recycled

(OECD, 2022)



9%
Plastic Recycled

The rest is burned, buried
or dumped in nature



un
plas
tifi







WHAT DO WE DO AT UNPLASTIFY?

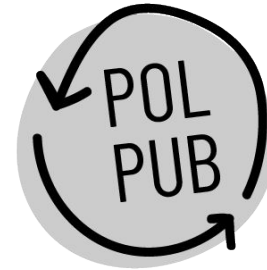
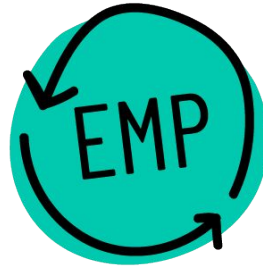




UNPLASTIFY IS A SOCIAL ENTERPRISE ON A MISSION TO
MINIMIZE THE USE OF DISPOSABLE PLASTICS IN THE WORLD TO
FIGHT PLASTIC POLLUTION AND RESTORE THE OCEANS.

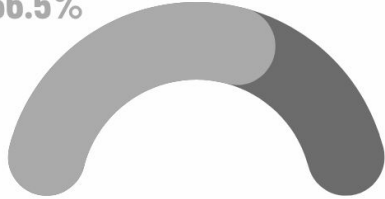


WE **ACCELERATE SYSTEMIC SOLUTIONS** TO MINIMIZE THE USE OF DISPOSABLE PLASTICS **BY CHALLENGING INDIVIDUALS** AT ORGANIZATIONS, COMPANIES AND GOVERNMENTS **TO TAKE ACTION** WITHIN THEIR COMMUNITIES.



OUR GOAL IS TO **UNPLASTIFY 1 MILLION PEOPLE** BY 2025 THROUGH SYSTEMIC CHANGE.

66.5%



665 k

unplastified people

(people that have reduced 20% of plastic consumption - based on plastic avoided)

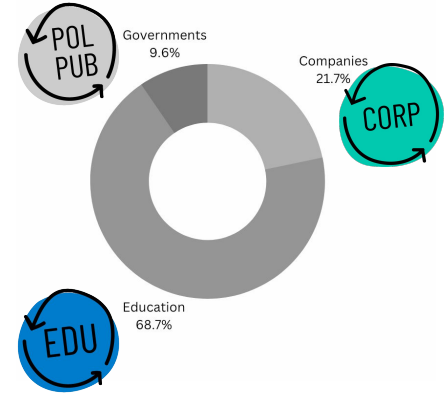
SOCIAL



662

**unplastify strategies
developed with UPF
guidance**

ENVIRONMENTAL



325

beneficiary organizations

(companies, schools, governments)

GROWTH



WHAT IS THE UNPLASTIFY CHALLENGE FOR SAILING?

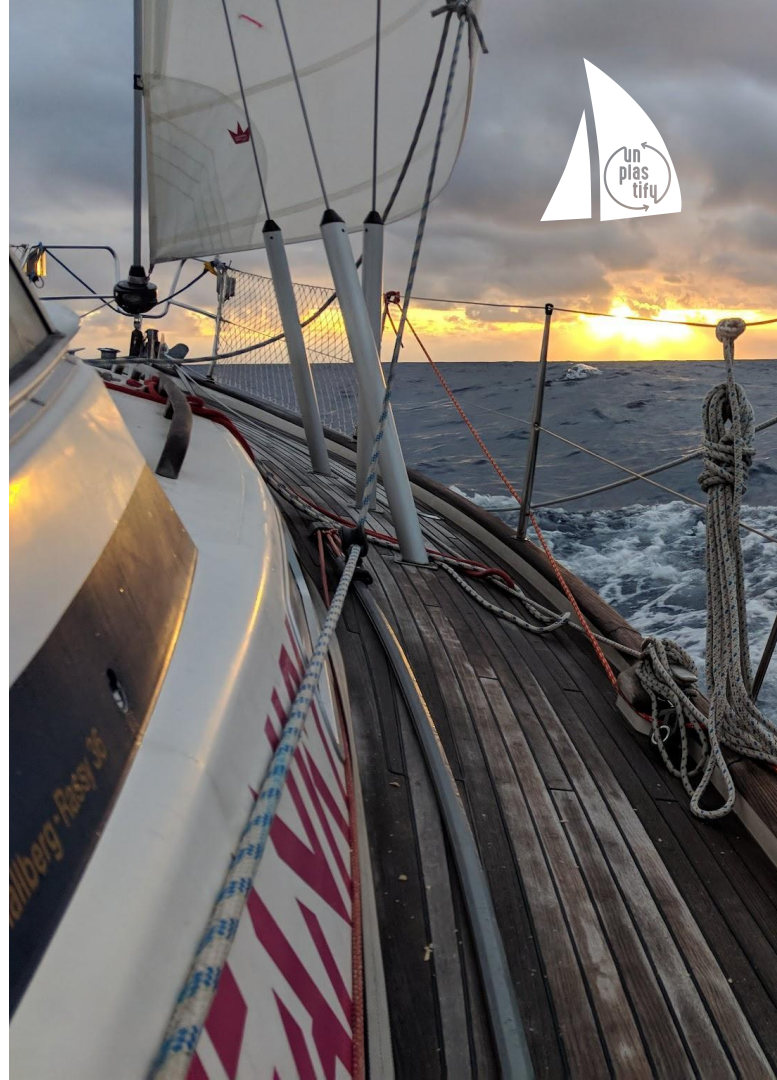
IV

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

An invitation to sailors to get involved and take action against plastic pollution. Connecting the clubs and the sailing community from Argentina, Chile, Colombia, Perú, y Uruguay, aiming to reach +50 sailing clubs in Latin America!



With the support of



UNPLASTIFY CHALLENGE FOR SAILING CLUBS

IMPACT SUMMARY



29

Referent sailors speakers in A
BOARD WITH UNPLASITFY



+9,854

People reached



+120

Sailing Clubs Reached



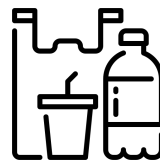
9

Countries in LatAm



+36

Unplastify Strategies for Clubs
& Championships



1,543,264

lb plastic avoided

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

COMPONENTS



- 1st ed: 2020 / 2021
- 2nd ed: 2021 / 2022
- 3rd ed: 2022 / 2023
- 4th ed: 2023 / 2025



**ONBOARD WITH
UNPLASTIFY**



**UNPLASTIFY
TRAINING**



**UNPLASTIFY
CLINIC**



**UNPLASTIFY
CHAMPIONSHIPS**



**OPTIMIST + UPF
CONTEST**

1.

ONBOARD WITH UNPLASTIFY

Series of talks with role models from the sailing community

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

ON BOARD WITH UNPLASTIFY



SCAN ME!



Series of talks with referents from the sailing community.



Live Sessions



Podcasts



Videos



Blog Posts

IMPACT

9 PROFESIONAL INSPIRING SAILORS
10 ONLINE ACTIVATIONS
+900 SAILORS REACHED

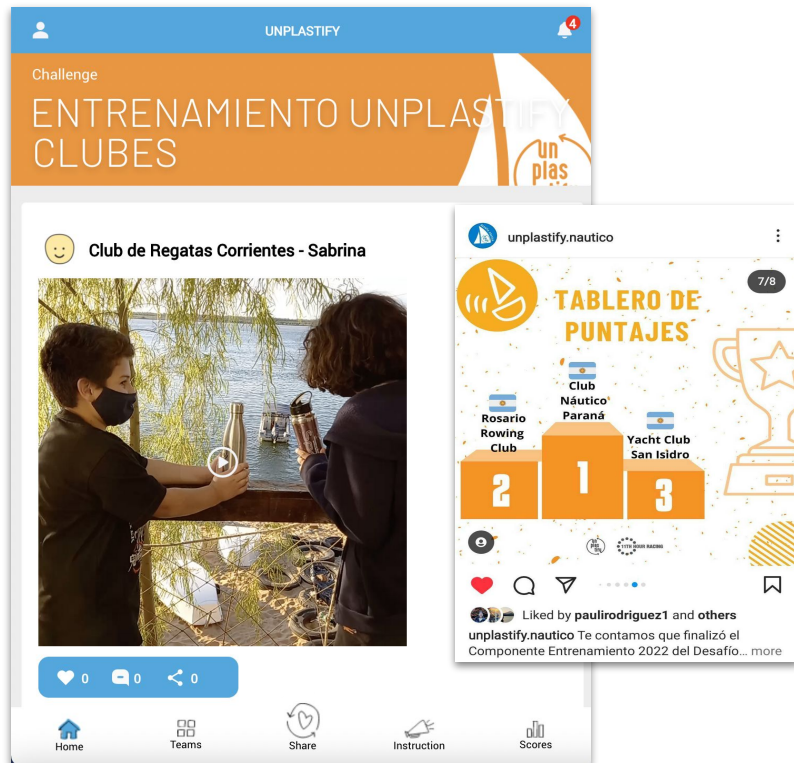
2.

UNPLASTIFY TRAINING

Unplastify program for sailing clubs

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

UNPLASTIFY TRAINING



2-month program that provides the necessary tools to **Unplastify Sailing Clubs!**

Platforms: Unplastify APP, WhatsApp & Instagram

IMPACT

- +50 SAILING LOCAL CHANGEMAKERS PARTICIPATING IN THE TRAINING
- 34 SAILING CLUBS FROM ARGENTINA, CHILE, COLOMBIA, PERÚ Y URUGUAY

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

UNPLASTIFY TRAINING



Biweekly tasks

Working hours

Ranking



THE FINALISTS WON THE SUPPORT TO IMPLEMENT THE STRATEGIES!

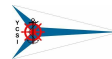
3.

UNPLASTIFY CLINIC

**Direct support to selected sailing clubs to implement
Unplastify strategies**

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

UNPLASTIFY CLINIC



7 Selected Sailing clubs

Financial support to
implement strategies

Potential plastic avoided
with implemented awards



IMPACT

+1,455 lb OF PLASTIC AVOIDED PER YEAR

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

UNPLASTIFY CLINIC



Information

Resources

Alternatives



desafío clubes
EDICIÓN LATAM 2021

MANUAL DE DESPLASTIFICACIÓN DE CLUBES NÁUTICOS

ÍNDICE

INTRODUCCIÓN	4
HERRAMIENTAS PARA ACCIONAR CAMBIOS DE HABITOS	8
ACTIVACIONES PARA CONECTAR CON LA PROBLEMÁTICA E INSPIRAR EL CAMBIO	8
• LIMPIEZAS	8
• CHARLAS / TALLERES / JUEGOS	10
HERRAMIENTAS PARA ACCIONAR CAMBIOS DE OPERACIONES	14
CAMBIOS EN OPERACIONES Y PRODUCTOS PARA EVITAR PLÁSTICOS DESCARTABLES	14
• EN NAVEGACIÓN	15
• EN EL COMEDOR / RESTAURANTE	16
• EN EVENTOS / ENTREGA DE PREMIOS	19
HERRAMIENTAS PARA ACCIONAR CAMBIOS DE NORMAS	20
ACCELERAR Y AMPLIFICAR UN VERDADERO CAMBIO CULTURAL Y SISTEMICO	20
• LIBRE DE PLÁSTICOS DESCARTABLES	20
• PROPUESTA NUEVA REGLA	20
• JUNTA DE FIRMAS O APOYO	21
• PRESENTACIÓN A COMISIÓN DIRECTIVA	22
COMPARTIR Y AMPLIFICAR	24
• MEDICIÓN DE IMPACTO	24
• COMUNICACIÓN DE LAS ACCIONES	25
ANEXO	30

El programa Unplasty para clubes náuticos cuenta con el apoyo de 10th Hour Racing. Le agradecemos por acompañarnos y hacer el Desafío Unplasty Clubes 2021 posible.



4.

UNPLASTIFY CHAMPIONSHIPS

Championships free of single-use plastics

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

UNPLASTIFY CHAMPIONSHIPS



Consulting service

Communication pieces

In person Activities



UNPLASTIFY CHALLENGE FOR SAILING CLUBS

UNPLASTIFY CHAMPIONSHIPS



+7,900

PEOPLE ACTIVATED/REACHED



1,739.45

LB OF PLASTIC AVOIDED



7

COUNTRIES

5.

OPTIMIST + UPF CONTEST

Contest of unplastify ideas for the younger sailors

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

OPTIMIST + UPF CONTEST



Present an unplastify idea
in short tiktok-type videos

The winner got an
optimist sail



IMPACT

- +30 COACHES ON WHATSAPP GROUP
- +23 VIDEOS

Concurso de ideas desplastificantes
Premio mayor: Vela de Optimist

El uso de plástico está fuera de control.
El problema no es el material sino cómo lo usamos.

Los invitamos a participar de este concurso donde podes ganarte el gran premio de una vela optimist. ¿Te imaginás un campeonato sin plástico descartable? ¿Qué plástico se te ocurre evitar? ¿Cómo?

¿Cómo participar?
Presentá tu idea desplastificante con un reel o un tik tok de no más de 60 segundos (excluyente).

Pasos a seguir:

- Identifiquen todos los plásticos descartables que pueden encontrar en los campeonatos
- Elijan al menos 1 que se propongan eliminar
- Definir una estrategia (como lo hacemos) que cuente todos los...

EXTRAS!

SUSTAINABLE SAILING GUIDEBOOK

In collaboration with national coastguards we developed and launched the GUIDE OF SUSTAINABLE PRACTICES FOR SAILORS.



Ministerio de Seguridad
Argentina

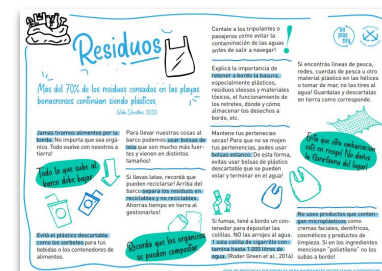


SUSTAINABLE SAILING GUIDEBOOK

- Hydratation & Food
- On board Cleaning
- Vessel maintenance
- Waste

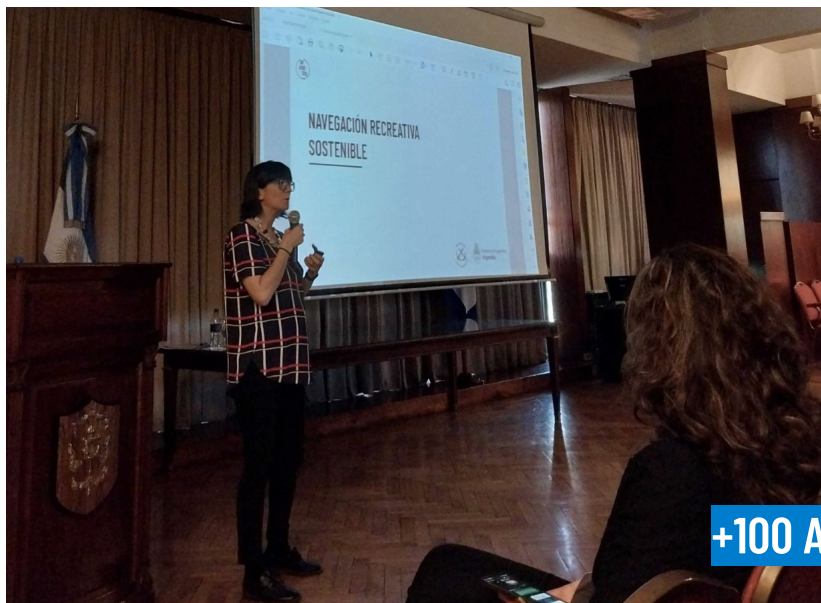


Ministerio de Seguridad
Argentina



SUSTAINABLE SAILING GUIDEBOOK

We participated in a conference organized by the Argentinian Coast Guards Officers where we presented the guide. The minister of environment attended this event.



+100 ATTENDANTS



KEY LESSONS

UNPLASTIFY CHALLENGE FOR SAILING CLUBS

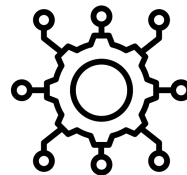
KEY LESSONS



**IN PERSON
TRACTION**

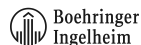


**THE VALUE
OF TIME**



**SYSTEMIC
APPROACH**

Our Partners



Aeropuertos Argentina 2000



NATIONAL
GEOGRAPHIC
SOCIETY



+60
Companies

+10
Countries

Supported by



QUESTIONS?

V

THANK YOU!



More information:

unplastify.com/en

@unplastify

