1. THREE TIERS

The tiers should all be used in traditional manufacturing methods and can then be used in traditional manufacturing methods.

TIER 1: COLOURABLE, MECHANICALLY RECYCLABLE

- Tier 1 plastics are black. This means that they can not be recycled in recycling, which limits their possible use cases.

TIER 2: BLACK, MECHANICALLY RECYCLABLE

- Tier 2 is similar to tier 1, except for the fact that the plastics in this tier are black. This means that they can not be visually differentiated from the black plastic.

TIER 3: NON-MECHANICALLY RECYCLABLE, OTHER

- Tier 3 contains all the plastics that are not suitable for the traditional recycling processes, think of plastics too thin to sort, or containing mixed materials.

3. THREE STRATEGIES

No single strategy can fulfill all three defined goals well, while also matching the three material tiers. This is why I have designed a combination of strategies and sub-strategies. Through a combination of visualisation, desk research, consumer interviews and expert interviews I developed the following strategies and sub-strategies.

TIER 1 PLASTIC (COLOURABLE)

LIMITED EDITION PARTNERSHIPS

The tier 1 plastics should be used to create limited edition partners in existing partnerships. This creates a win-win situation in which The Ocean Cleanup benefits from the brand awareness of the partner and can focus on its core mission by outsourcing production and marketing, while the partner company benefits from the positive association with The Ocean Cleanup.

TIER 2 PLASTIC (BLACK)

INTERIOR & EXTERIOR ARCHITECTURE

As the tier 2 plastic is black it can not be visually differentiated and is unsuitable for limited edition. I recommended using this tier for interior & exterior architectural use as there is a demand for sustainable materials. In this context subtle colours are often preferred; making it perfect for the black plastics.

TIER 3 PLASTIC ART & EXPERIMENTS

Tier 3 plastics are unsuitable for traditional recycling or manufacturing methods. Exception however proves the environment by going for art & experiments strategy. The Ocean Cleanup can use novel methods (plate pressing, leathet encasing etc.) to extract as much value and awareness out of as much volume of this plastic as possible, only using incineration as a last resort.

4. OCEAN PRODUCT BRAND

The Ocean Product brand centers on products made from Ocean Plastic. A consumer who once bought an Ocean Product, will recognize the logo on both packaging and in social settings, as well as through the Ocean Treasure brand.

5. PARTNERSHIP TOOL

To further develop the tier 1 strategy, I researched which factors play a role in such partnerships and concluded, using the findings described above, a partnership tool, which can be used to assess a potential partnership on a simple decision tree. There range from Horizon 3 to Horizon 4 and The Ocean Cleanup and the partner brand to the technical product factors and from the impact on the partner brand, to the technical product factors.

HOW TO TURN 80.000.000 KG OCEAN PLASTIC INTO OCEAN PRODUCTS