

LONELY  WHALE

UNWRAP THE FUTURE

SCALING SOLUTIONS TO THIN-FILM PLASTIC

JUNE 2024

WE ARE ON A MISSION

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

SELECT AWARDS



We're suffocating our most vital ecosystems

Plastic is more than a waste issue.
It's a biodiversity crisis.

A Crisis Hidden in Plain Sight

- 430M+ tons of plastic produced annually
- 99% derived from fossil fuels
- 14M+ tons enter the ocean each year

From Convenience to Crisis

- Packaging: Rise of disposables → landfill overflow → marine leakage
- Textiles: Synthetics rise → microfiber shedding → aquatic contamination

Plastic now hides in everything: our clothes, our water, our bloodstreams.

Plastic pollution threatens biodiversity and disrupts ocean carbon cycling

- Microplastics in whales, corals, plankton, and mangroves
- Disrupts reproduction, feeding, and migration
- Undermines carbon-sequestering ecosystems

The Case for Upstream Solutions

- Prevention is more powerful than cleanup
- Upstream = smarter materials, system redesign, cultural shifts

Three Pillars for Change

- Material Innovation: Bio-based, non-toxic alternatives
- System Redesign: Packaging, procurement, policies
- Cultural Influence: Storytelling + behavioral shifts

Lonely Whale's Track Record

- #StopSucking (single-use straw awareness)
- #HydrateLike (plastic-free hydration movement)
- Ocean Heroes Bootcamp (2,000+ youth leaders trained)
- NextWave Plastics (25,000+ metric tons diverted)
- TOM FORD Plastic Innovation Prize (seaweed-based plastic alternatives)
- NextWave Plastics (25,000+ metric tons diverted)
- Seaweed Stories (climate storytelling through film)

Microfiber pollution is the next frontier of ocean plastic waste

- 60%+ of textiles are synthetic
- 700,000+ microfibers shed per wash
- Fibers bypass treatment and enter marine food chains

Why Now: The Opportunity to Fashion the Future

- **The synthetic textile market is booming:** Expected to exceed \$500B by 2030
- **Regulatory momentum is growing:** EU is drafting microplastic labeling and shedding limits
- **Consumer demand is shifting:** Gen Z ranks sustainability as a top factor in fashion purchases
- **Brands are seeking credible solutions:** But fragmented approaches and lack of standards create confusion

Introducing Fashion the Future

- Next-gen materials + shedding reduction
- Microfiber filtration + eco-toxicology research
- Cross-sector collaboration across the value chain
- Public education + culture shift

Catalyze ocean-centric innovation

- Philanthropic support for systems change and coalition-building
- Venture investment in new materials
- Strategic partnerships with early adopter brands

LONELY WHALE

**JOIN US, FASHION
THE FUTURE.**

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