

4OCEAN

EXAMPLE

4Ocean is an ocean clean-up company, they use the power of business to fund a global clean-up operation from oceans, rivers, and coastlines. The business idea was born in 2015 in Bali. The founders, 2 surfers, designed a business model that pays full-time captains and crews to recover plastic and other waste from their local environment.

Plastic collected is then taken to different facilities across the world and then turned into valuable plastic raw material. They use this raw plastic to produce their iconic bracelet and also to expand their line of consumer goods. They also offer recovered material such as HDPE, LDPE, PET and PP to companies in order to reduce virgin plastics usage.

The company now is present in 12 locations, employs 185 crew members and owns 17 vessels. As claimed on their website, they have recovered 25 939 508 pounds of trash since 2017. Their shop now offers bracelets, beach gear, single-use alternative products, apparel, clean-up gear, and jewellery.

Additionally to their product, the company also offers services such as Plastic Offset Programs, certified Clean-up programs and Plastic-Free consultation.

MORE INFORMATION

- Website:

<https://www.4ocean.com/>

- Pictures:

Pull the next pound!

By purchasing this bracelet, you will remove one pound of trash from the world's oceans, rivers, and coastlines.



100% 4ocean Plastic cord



Handcrafted by local artisans on the tropical island of Bali



95% post-consumer recycled glass beads



Unisex, waterproof, adjustable



Adjustable, waterproof, unisex



Instantly identifies you as a member of the clean ocean movement

- Videos:

<https://www.youtube.com/watch?v=-b5LBF1rLV4>

<https://www.youtube.com/watch?v=U34U3NoVfDQ>

- Social Media

Twitter: <https://twitter.com/4ocean>

Facebook: <https://www.facebook.com/4oceanBracelets/>

Pinterest: <https://www.pinterest.com/4oceanbracelets/>

Instagram: <https://www.instagram.com/4ocean/>

TikTok: <https://www.tiktok.com/@4ocean>

Youtube: https://www.youtube.com/channel/UCCT_-0GW5iiUuuHwmuyUPYQ

Vimeo: <https://vimeo.com/4ocean>