

# Waste Reduction and Recycling Amendment Bill 2020

## Seabin Project For Your Consideration

**SUSTAINABLE  
DEVELOPMENT  
GOALS**

**9** INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



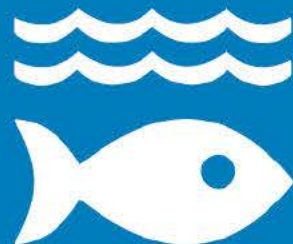
**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**14** LIFE  
BELOW WATER



**17** PARTNERSHIPS  
FOR THE GOALS





# CLEANER MARINAS CLEANER OCEANS

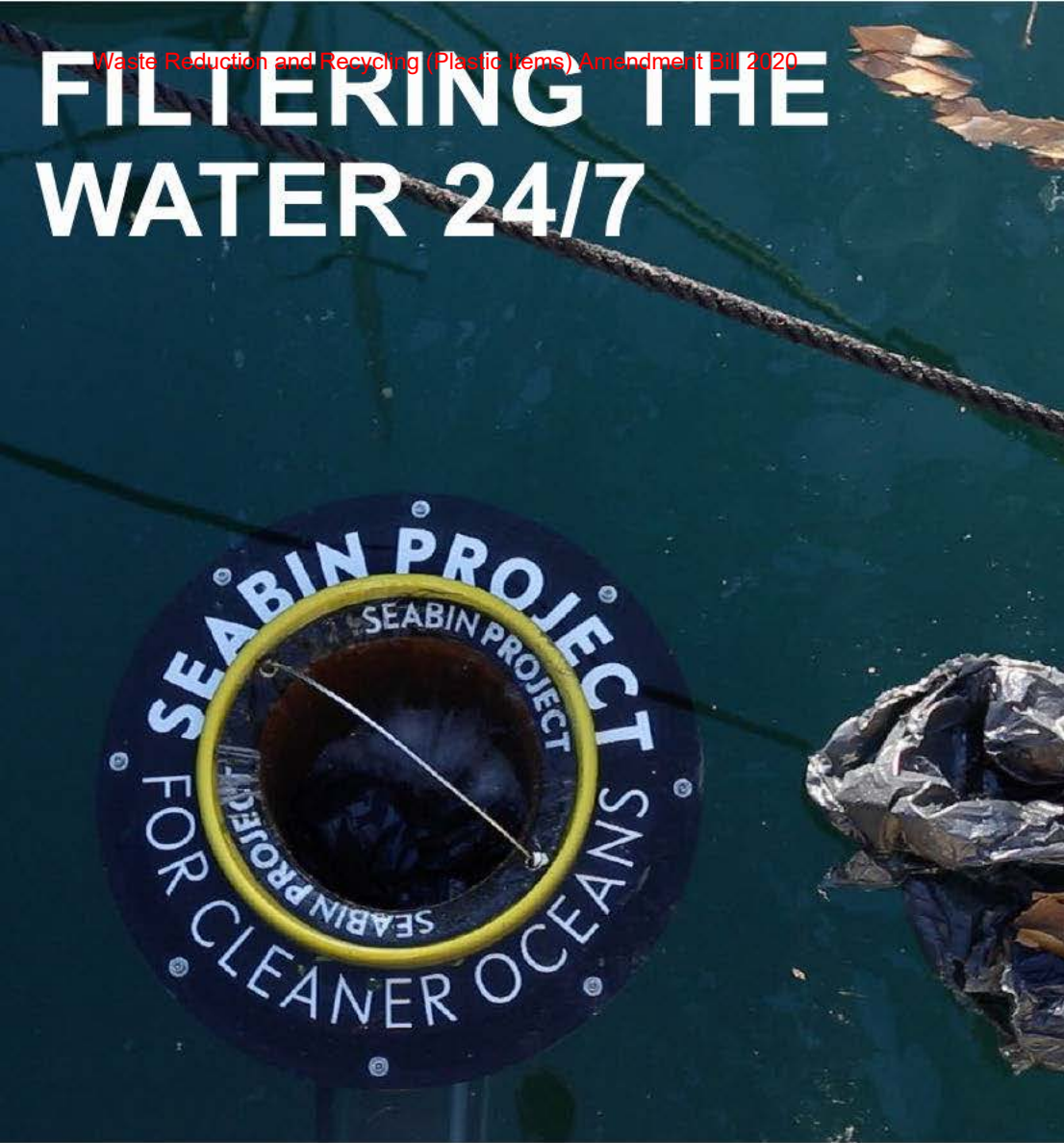


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# FILTERING THE WATER 24/7



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OUR MISSION IS SIMPLE:  
TO LIVE IN A WORLD  
**WITHOUT THE NEED  
FOR SEABINS**

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# A WORD FROM THE CEO

Ocean plastics is an everybody problem and it's going to take all of us to help clean it up. Trash is not rocket science, but it is a complex issue.

Seabin Project are now amongst the world's largest technical clean ups with units in over 53 countries. Seabin's filter 500 million litres of water and remove over 3.9 tonne of marine litter from our waterways and oceans every day.

It needs to be acknowledged though, that the problem will never be fixed by technology alone.

In the meantime, we can start cleaning it up, to support the Cleanup we need solutions with visual & measurable impact, to create market demand. Driving further improvement, For cleaner oceans.

Pete Ceglinski  
CEO & Co Founder  
Seabin Project



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# EXECUTIVE SUMMARY



The purpose of this is to provide an overview of Seabin Project, Seabin Foundation, Seabin Smart Technology and our education and community events. We hope it provides enough information to start up conversation with the Queensland Government about what Seabin technology can provide and how we can by showing the vision, impact and community engagement that a partnership with Seabin Project can have and how we can help you reach your targets outlined within the Waste Management Resource Recovery Strategy.

The following areas are outlined in more detail on the following slides:



Data lead story telling, collection, reporting and Pollution Index®



Partnerships, Community Engagement and Local impact



Visibility, Community Engagement and Education



Visual and Measurable Impact



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# WHY PARTNER WITH SEABIN PROJECT?

A partnership with Seabin Project isn't just about cleaning our waterways. It's about providing the local area and community with an immersive experience that educates them on the challenges at hand and leverages their unique expertise to design long term solutions.

Our partnerships are focused on leaving a legacy for the next generation. Building the foundations of change are structured around four key unique offerings:

VISIBLE &  
MEASURABLE  
**IMPACT**

DATA-LED  
**STORYTELLING**

IMMERSIVE  
**COMMUNITY**  
ENGAGEMENT

**EXPANDING**  
YOUR  
IMPACT TO  
**COMMUNITY**



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# VISIBLE MEASURABLE IMPACT

Our global data set confirms each Seabin collects an average 1.4 ton of rubbish per year. That's 90,000 shopping bags, or 50,000 water bottles in equivalent weight.

Placed strategically in marine ecosystems, each Seabin is a tangible and measurable embodiment of your dedication to addressing this issue.

We hope to publish images, videos and posts to social media and raise awareness of the issue and the impact our partnership is having.



Each Seabin has the capability  
To capture **90,000** plastic bags  
Per year



Match head  
2.5mm x 3.3mm

Micro Plastic  
0.7mm x 0.3mm

**Micro Plastics.**  
The most commonly  
caught item



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# DATA LED STORYTELLING

Accompanied with all Seabin Fleet Packages is an annual Impact Report, providing a detailed data pack outlining the types and quantities of litter collected. This data is taken from our Pollution Index® platform.

The Seabin Foundation manages the Pollution Index® through the best suited local model, whether it is through volunteers, interns, university collaborations or a Seabin Enviro Technician (most efficient and accurate results).

This data can be directly integrated into your council reporting, linked to broader environmental monitoring and education programs across the country.

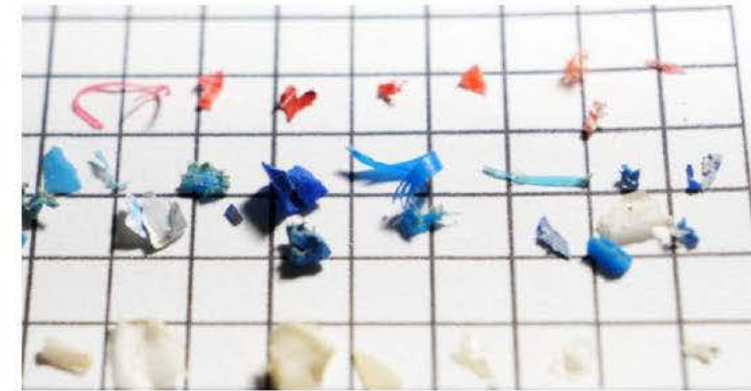
We have provided Appendix 2 that shows real world data captured from the Sydney City Pilot, data was released on 30 July 2020.



Seabin litter sample from Darling Harbour, Sydney, Australia over a 5 day period.



Contaminated marine debris



Micro Plastics – 5mm diameter or less



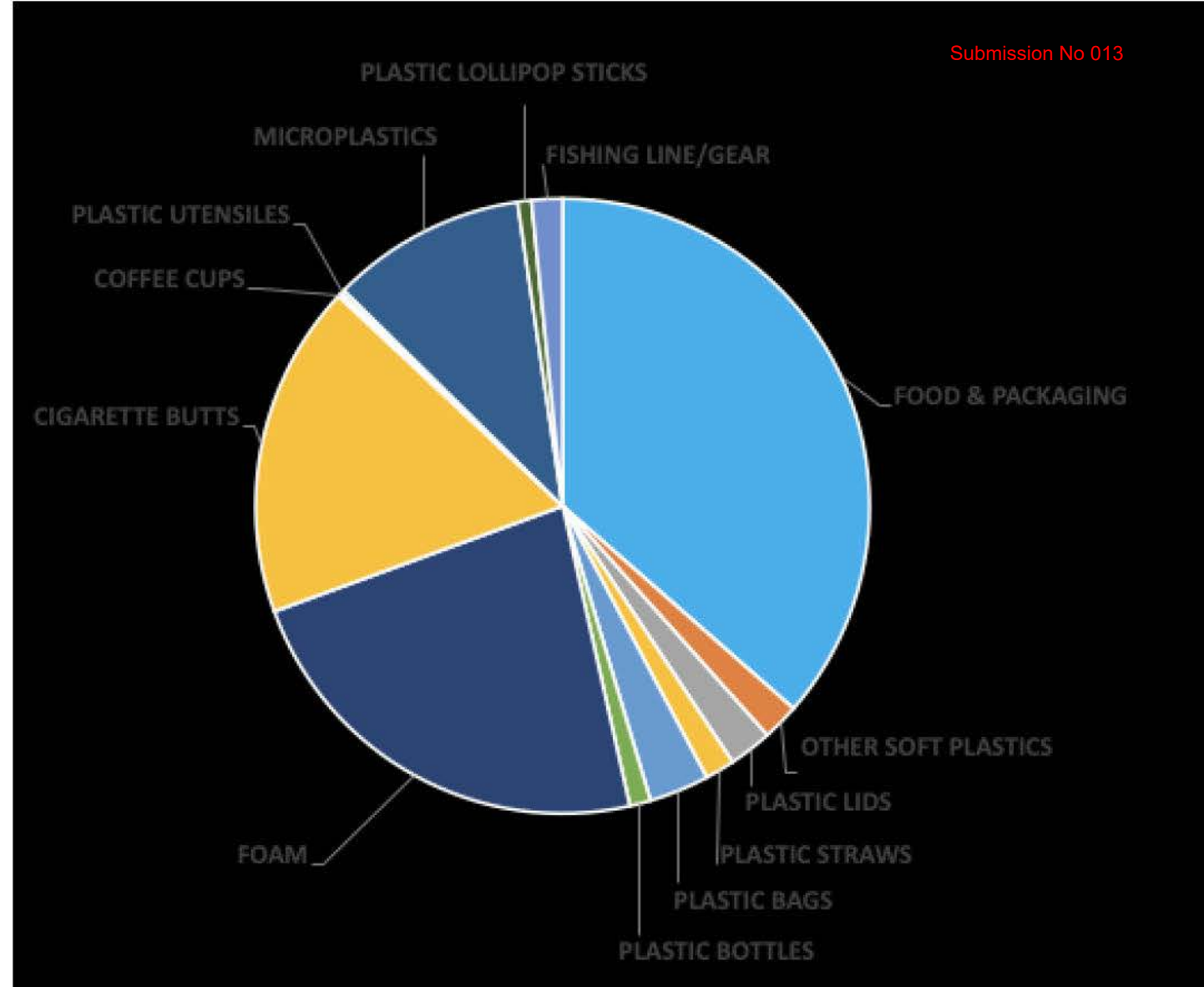
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# MOST COMMONLY CAUGHT ITEMS

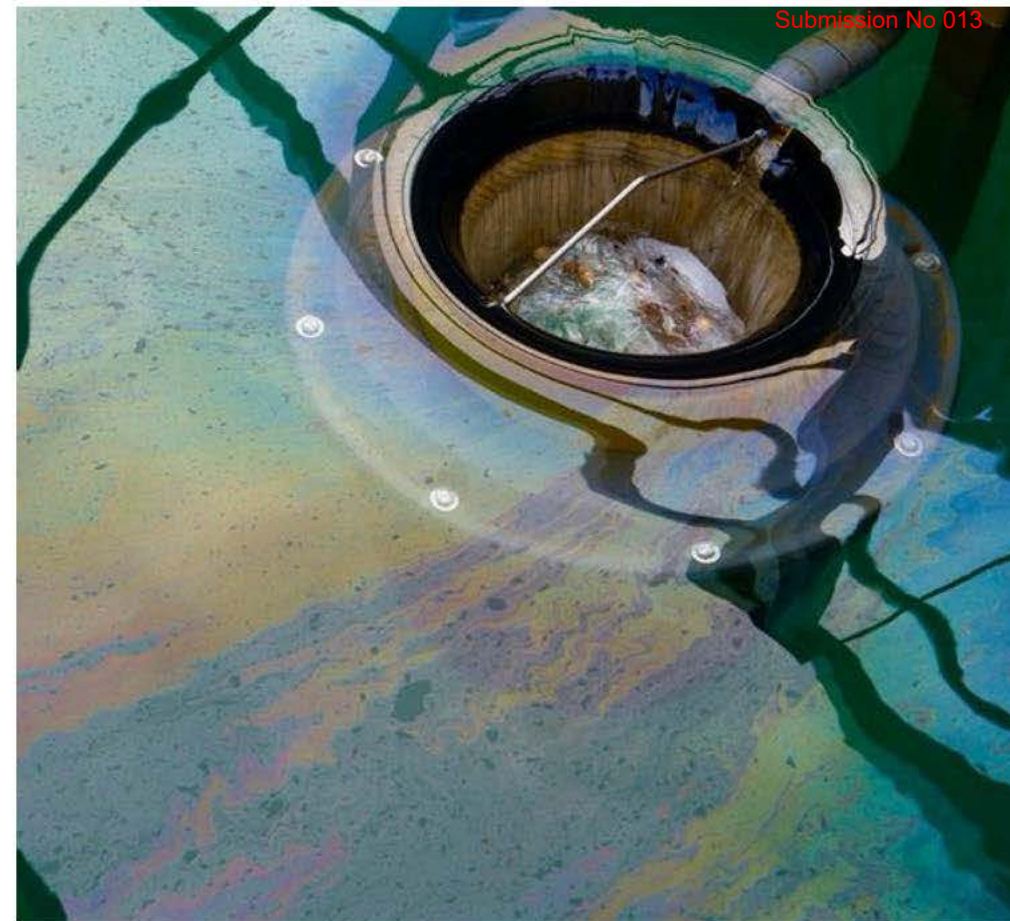
- FOOD WRAPPERS/PACKAGING
- POLYSTYRENE FOAM
- CIGARETTE BUTTS
- MICROPLASTICS/FIBERS
- PLASTIC BAGS
- PLASTIC LIDS





# SEABIN'S FILTER **OIL, FUEL** AND **BIO-MASS**

CABRILLO ISLE MARINA. SAN DIEGO. CA



Submission No 013

PROVIDING **VISUAL** AND  
**MESEASURABLE** IMPACT

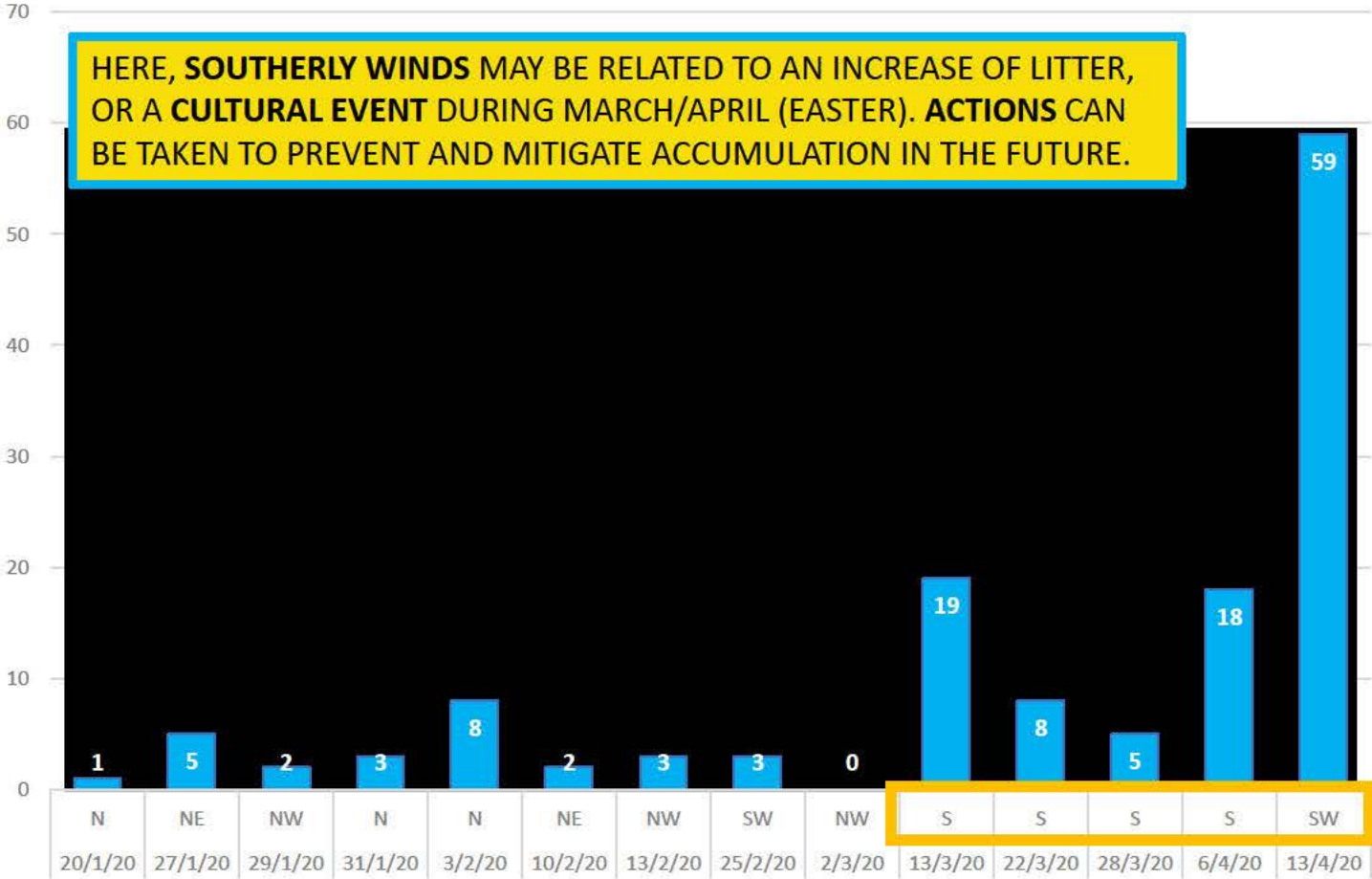




# MONITORING **TRENDS**, INCLUDING **WEATHER**

- RAINFALL
- WIND DIRECTION
- WIND STRENGTH
- TIDES
- SEASONS
- CULTURAL EVENTS
- FLOODS, CYCLONE, ETC.

WIND VS LITTER



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# MARINE LITTER NUMBERS

Data collection is a prime focus in achieving measurable impact and creating solutions-based opportunities. Seabin Project's - Pollution Index® will drive data driven action and results.

- Each Seabin collects on average, 3.9kg per day
- Each Seabin collects 1.5 tons of marine litter per year
- 3.6 tonnes per day is estimated to be removed (end of 2019)
- Almost 900 tonnes have been removed by Seabin's
- Over 900 Seabin's deployed around the world
- Data analysed at 23 worldwide locations as a Pollution Index® Pilot
  - 30,864 items were catalogued in the data sampling
  - 3,507 of these items were cigarette butts
  - 4,587 of these items were foam pieces (polystyrene)
  - 22,662 of these items were soft & hard plastics

\*Microplastic numbers are likely to be underestimated as some volunteers do not count them. One Seabin has recently filtered over 300 microplastics in Sydney over a 24-hour period, we will be reporting new numbers soon.



Seabin Foundation COO Mahi and CEO & Co Founder Pete Ceglinski with local youth participating in the data collection program and community events.



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# IMMERSIVE COMMUNITY ENGAGEMENT

Through a curated citizen science experience, volunteers engage in analysing and recording the type of debris collected and strategizing solutions to mitigate local damage. Volunteering experiences are more than just a litter count, they allow members of the community to be a part of the solution. From internships to research projects in collaboration with universities, to community engagement with local industries, schools and clubs, the Seabin data becomes a story to share and create positive change.



**SEABIN FOUNDATION®**



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# EXPANDING YOUR IMPACT TO COMMUNITY

SeabinS also provide vital outdoor classrooms and school STEM Lessons to teach the next generation about the challenges of, and solutions to ocean pollution.

A partnership with the Seabin Foundation will also enable us to connect with local community and school groups, using SeabinS to support education.

In doing so, you will extend the impact of your contribution beyond your organisation, to your future communities and citizens.



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**OVER 20,000 ADULTS ENGAGED IN SEABIN  
EVENTS & STALL PRESENTATIONS IN 2019**



# SYDNEY CITY TRIAL

Seabin Project launched the Sydney City Trial in July 2020 for a period of 12 months. The services will include between 16 and 20 Seabin's deployed between Jones Bay and Rose Bay. A managed service offering will perform daily emptying services, data collection for the Pollution Index ®, bi-monthly maintenance, community engagement and litter picking as an all-inclusive package.

The goal of this trial is to provide a platform to prove the effectiveness of the Seabin smart technology, the data collection and the Pollution Index ®, for not only Sydney City but all major councils, regions and cities around the world with waterfront, marinas, rivers and waterways.

These managed services programs are creating new jobs and feeding valuable information into the Pollution Index ® for the world to see not only the visual impact but the measurable impact the Seabin smart technology is having.





# Trial and On-going Services Packages

We have performed trials with Councils, State and Federal Governments across Australia with almost all resulting in further deployment of Seabin technology. This is a possible starting point for our customers it proves the technology and process before rolling out a complete service package with multiple Seabin's, local job creation of Seabin Enviro Technicians and on-going community engagement and events.

Packages include Seabin's, daily empties, quarterly maintenance and all replacement parts. This is the same program as the Sydney City Trial, we have created an attached fact sheet that shows a possible City of Gold Coast Trial. This program could be stood up within eight weeks or adopted to another location if required.





# FIXED DOCK VS FLOATING DOCK

The V5 Seabin was originally designed for floating docks or pontoons only. This was to accommodate for the rise and fall of the tide. The V5 Seabin was then adapted to be multifunctional and to be used for Fixed Dock (FD) purposes as well.

The FD Seabin is installed on fixed structures and moves up and down with the tide using its own buoyancy. The FD Seabin is attached to a rail and can only move in a vertical direction, up or down. This enables more deployment opportunities but they do require measurement and design for each location.



FIXED DOCK SEABIN - 60kgs

FIXED DOCK SEABIN ON THE RAIL



Floating Dock Seabin





# 17 PARTNERSHIPS FOR THE GOALS



## PARTNERING TO CREATE **CLEANER OCEANS & BRIGHTER FUTURES**

Our oceans have become the primary collection point for the discarded materials of our society. In fact, 80% of all marine debris originate from land-based sources.

Ocean plastics harm marine life through entrapment and ingestion as well as release toxic chemicals into sensitive marine ecosystems as they decompose.

To address this global challenge we need smart solutions that can both mitigate damage in the short term whilst simultaneously catalysing systematic changes to stop ocean pollution at its source, upstream.



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# On-shoring Manufacturing to Queensland

Seabin smart technology has been manufactured in Europe since the company was launched there following our successful crowd funding campaign. Upon returning to Australia, Pete and the other founders have looked to on-shore manufacturing to Australia and release the next version of the Seabin and take the company to its next level.

Seabin Project has teamed up with the Evolve group in Brisbane and has secured some funding from AMGC to bring Seabin Project manufacturing to Australian shores. We are currently tooling and prototyping of Seabin V6, this will include a number of innovations, internet connectivity and water quality sensors. We are using recycled waste to manufacture the Seabin's and recycling fishing nets for capture bags. We want Seabin's to perform their own circular economy for Ocean Cleanup.

We'd love to have the Queensland Government involved further to provide not only Cleanup, Prevention & Measurable Impact but Community Engagement and Job Creation in these initiatives.

# SEABIN PROJECT™

Cleanup, Prevention & Measurable Impact







## APPENDICIES TO THIS PRESENTATION:

- 1) Sydney Pilot Pilot Pitch Deck
  - a) This is a mock up “Sydney City Pilot” Flyer for Queensland.
  - b) A real world example could be “Gold Coast City Pilot”
- 2) Sydney City Pilot – Pollution Index Report
  - a) Real World data about captured waste from the first month of the Sydney City Pilot



# FOR CLEANER OCEANS



Dale Burgess  
Global Sales Director  
Phone: [REDACTED]  
Email: [REDACTED]





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PROJECT™**



Cleanup, Prevention & Measurable Impact

**SYDNEY  
CITY PILOT**

**July 2020 - July 2021**



# What is the Sydney City Pilot?

## ***“Community driven solutions with visual & measurable impact”***

Seabin has launched a self-funded city pilot in Sydney Harbour with the aim to create employment in the environmental sector, post Covid19, to ultimately reduce litter and increase prevention by removing an estimated 28 tonnes per year of marine litter including microplastics, oil, fuel and plastic fibres in Sydney Harbour.

The city pilot is the first step in a scaling plan that, with state government support, could see up to 20 new jobs created in NSW alone for the environmental sector. This includes the newly appointed position of the Seabin Environmental Technician. Seabin plans to replicate the services program across Australia and around the world.

Over the 12 month trial period, it is estimated that over 28 tonnes of marine litter and 4.3 billion litres of water will

be filtered removing fuel, oil, and other surface pollutants.

However, “The act of cleaning up is simply not enough” says Pete Ceglinski, CEO + Co Founder,

“To turn off the tap, we are putting an equal focus on litter reduction, prevention and clean up. Seabin will use our Pollution Index for data monitoring with the intention of filling key knowledge gaps needed for informed decision making.”

Seabin anticipates a social media reach in the millions for the Sydney City Pilot campaign, critical for the visual communication and prevention needed to bring about the change we all want to see - cleaner oceans and a better value of life.



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Cleaning, Prevention & Measurable Impact

**SYDNEY**  
**CITY PILOT**  
JULY 2020 - JULY 2021



# About the Enviro Technician

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## The Seabin Enviro Technician's core duties include:

- Daily services of the Seabin units located at multiple locations within Sydney Harbour
- Weekly data monitoring using the Pollution Index data program
- Daily community engagement for prevention + awareness
- Facilitating community and educational events focusing on solutions, the environment and sustainability

## City Pilot Locations:

- Cabbage Tree Bay, Manly
- Jones Bay Wharf, Pyrmont
- Sydney Wharf, Pyrmont
- Australian Maritime Museum, Darling Harbour
- Sealife Aquarium, Darling Harbour
- Cruising Yacht Club of Australia, Rushcutters Bay
- D'Albora Marina, Rushcutters Bay
- Rose bay public pontoon, Rose Bay





# Cleanup

**In water:** The Seabin units will filter 4.3 billion litres of water and capture more than 28 tonnes of marine litter during the 12 month pilot. Microplastics, oil, fuel, plastic fibres and more will be captured daily.

**On land:** Litter and land based cleanup's will be conducted each day in close proximity to the host Seabin locations, reducing the chance of litter making its way into the drains and our waterways.

# Prevention

The Sydney City Pilot has a balanced focus on both cleanup and prevention. Community engagement, visual storytelling, educational events, activities and addressing behavioural patterns are all part of how we can help to turn off the tap to litter entering our oceans.

# Measurable Impact

Frequent and accurate monitoring will be conducted daily using the Pollution Index™ data program.

Detailed impact reports will be presented to all key stakeholders every 3 months in a bid to fill key knowledge gaps needed for informed decision making regarding marine litter in upstream locations.

# Job Creation

With the successful deployment of the Seabin City Pilot, we are confident that we can scale the city services plan statewide, nationwide and then globally, creating jobs in the environmental sector.







Seabin have started a digital transformation by partnering with the University of Technology Sydney for the Pollution Index data monitoring program.

“

***This city pilot will help keep the waters cleaner, promote prevention and increase awareness on land using visual impact, community engagement, data monitoring and cleanup technology.***

***We seek to provide highly visual, smart solutions for sustainable cities.***



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**SYDNEY  
CITY PILOT**  
July 2022 - July 2027





## UNANIMOUS MOTION PASSED

October 10th 2019: Councillor Christine Forster

### **It is resolved that:**

The Chief Executive Officer be requested to:

- (i) Liaise with the NSW State Government and other related agencies to investigate the installation of additional Seabins around the City of Sydney's harbour foreshore, including Darling Harbour for:
  - (a) Efficient capture of floating marine litter including micro plastics;
  - (b) High impact visual communication for Solutions, Awareness and Education;
  - (c) Data monitoring of micro plastics, marine litter, surface pollutants and general health of the water table.





# Why is it self funded?

Ideally the Sydney City Pilot would not be self funded. After notice of the unanimous motion passed by City of Sydney, the team at Seabin Project decided that self funded proactivity leads to credibility and quicker proof of concept.

The goal is to create and secure ongoing city contracts to create employment by providing a full service plan to assist marine litter reduction already in place.

Each quarter a report will be made available detailing the positive impact the Sydney City Pilot is providing.

## OBJECTIVES

- **Seabin are looking for financial and in-kind support during this 12 month campaign.**
- **Seabin aim to create and secure a services package contract with City of Sydney.**





# SEABIN PROJECT™

Cleanup, Prevention & Measurable Impact

**In 12 months our City Pilot  
Seabins will:**

Collect an estimated  
**28 tonnes**  
of marine litter  
**= 700**  
wheelie bins\*

Filter  
**4.3 billion litres**  
of water, capturing oil,  
fuel, microplastics &  
plastic fibres



\* Using an average weight of 40kgs

**SYDNEY CITY PILOT**  
SPONSORED BY



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# Seabin Project Achievements

**177,000**

Combined followers on  
Social Media

**2 MILLION**

Combined total reach on  
Instagram + Facebook in  
FY 2019/2020

**750,000**

Combined impressions  
on LinkedIn & Twitter in  
FY 2019/2020

**28.7  
MILLION**

Total average reach per  
4 week PR campaign

**84  
MILLION**

Total PR media reach  
for Jan & Feb 2020

**115  
MILLION**

Total media reach for  
4 x PR campaigns  
globally in 2019 / 2020

**53  
COUNTRIES**

Where the Seabin fleet  
is currently operational

**+1 MILLION  
KG'S**

Of marine litter removed  
by the Seabin fleet since  
2018

**500  
MILLION**

Litres filtered per day by  
the Seabin fleet for  
microplastics, fuel, oil,  
plastic fibres and more



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## Community Driven Change







## Prevention & Awareness





# POLLUTION INDEX™

QUANTIFYING CLEANER OCEANS

## Data Driven







Before

## Visual Impact



10 mins after





## Measurable Impact





# Global Recognition

From 2018 > 2020, Seabin have presented at over 30 international conferences, events and corporate presentations including:

- United Nations Environment, Thailand
- World Ocean Forum, South Korea
- TEDX Speaker, New Zealand
- Facebook HQ, USA
- Tesla HQ, USA
- Patagonia HQ, USA
- National Geographic, Australia
- Kanagawa Olympic Committee, Japan

SUSTAINABLE  
DEVELOPMENT  
GOALS



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Principal Sponsor



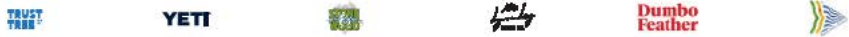
Major Sponsors



Supporting Sponsors



Community Sponsors







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July 2019 - July 2021



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**SEABIN PROJECT™**  
Cleanup, Prevention & Measurement Impact

**SYDNEY CITY PILOT**  
July 2020 - July 2021



# Principal Sponsor

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## Principal Sponsorship Includes:

- Principal sponsor logo featured most prominently on the Seabin van that moves daily around Sydney
- Principal sponsors logo featured on the enviro technician uniform
- Acknowledged as the Sydney City Pilot principal sponsor in all collateral
- Amplified communications across all media channels about the sponsorship/partnership
- Story and article about the collaboration on Seabin blog and in the newsletter
- Event to celebrate the support and partnership (Covid19 depending)
- Option for periodic Seabin hosted data sessions over the 12 month period for employees, or clients, to join a Seabin impact session
- Option for a joint corporate urban cleanup event facilitated by Seabin
- Logo featured on all Sydney City Pilot signage for the sponsorship period
- Options to be a first-mover sponsor of other city pilots rolled out nationwide or globally
- Curated early access to Sydney City Pilot data reports.

# Major Sponsor

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## Major Sponsorship Includes:

- Major sponsor logo on the Seabin city van moving daily around Sydney – 4 spots only
- Acknowledged as a Sydney City Pilot major sponsor in all collateral
- Social media posts about the contribution and the partnership
- Story and article about the collaboration on Seabin Project blog & newsletter
- Event to celebrate the support and partnership (Covid19 depending)
- Option for 2 x Seabin hosted data sessions for employees, or clients, to come down to Sydney wharf for a data and Seabin impact session
- Option for joint corporate urban cleanup event facilitated by Seabin Project
- Logo featured as a major sponsor on any Sydney City Pilot signage for sponsorship period
- Options to be a first-mover sponsor of other city pilots rolled out nationwide or globally
- Curated early access to Sydney City Pilot data reports.





# Supporting Sponsor

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## Supporting Sponsorship Includes:

- Acknowledged as a supporting sponsor for the Sydney City Pilot
- Logo featured on Seabin pilot collateral (select) + digital assets
- 2 x social media features about the sponsorship
- Listed on Seabin Foundation newsletter distributed globally to over 13K people
- Option for a Seabin hosted data session for employees or clients over the sponsorship period
- Early access to Sydney City Pilot data reports
- Co hosted event to showcase the partnership and the city pilot initiative (Covid19 dependant).

# Community Sponsor

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## Community Sponsorship Includes:

- Acknowledged as a community sponsor for the Sydney City Pilot
- Logo featured on Seabin pilot collateral (select) + digital assets
- Social media feature about the sponsorship
- Listed on Seabin Foundation newsletter distributed globally to over 13K people
- Early access to Sydney City Pilot data reports
- Co hosted event to showcase the partnership and the city pilot initiative (Covid19 dependant).



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e) [REDACTED]  
w) [www.seabinproject.com](http://www.seabinproject.com)



# POLLUTION INDEX™

## Measurable Impact For Cleaner Oceans

### SYDNEY CITY PILOT JULY 2020

	# Unit	Real total 30/7	Daily average per Seabin	Extrapolated 31 days	Extrapolated per 1 seabin	Engagement	Data collected	Total items counted	Average items per day	Weight plastics (g)	Average weight per
ANMM	1	54.6	4.2	130.2	130.20	5	2	70	35	33.37	16.69
CYCA	6	164.23	1.96	363.64	60.61	28	3	85	28	17.54	5.85
D'Albora Rush	2	68	2.27	140.53	70.27	22	2	89	45	2.12	1.06
Jones Bay W	3	158.07	3.83	350.01	116.67	35	2	191	96	400.14	200.07
Rose Bay	1	62.48	4.46	138.35	138.35	16	1	62	62	0.63	0.63
Sealife	1	4.96	4.96	153.96	153.96						
Sydney W	1	16.7	1.28	39.82	39.82	2	3	60	20	49.2	16.40
<b>Total</b>	<b>15</b>	<b>529.04</b>	<b>22.96</b>	<b>1316.51</b>	<b>709.87</b>	<b>108</b>	<b>13</b>	<b>557</b>	<b>43</b>	<b>503</b>	<b>38.69</b>
<b>Total average</b>		<b>75.58</b>	<b>3.28</b>	<b>188.07</b>	<b>101.41</b>	<b>18</b>					

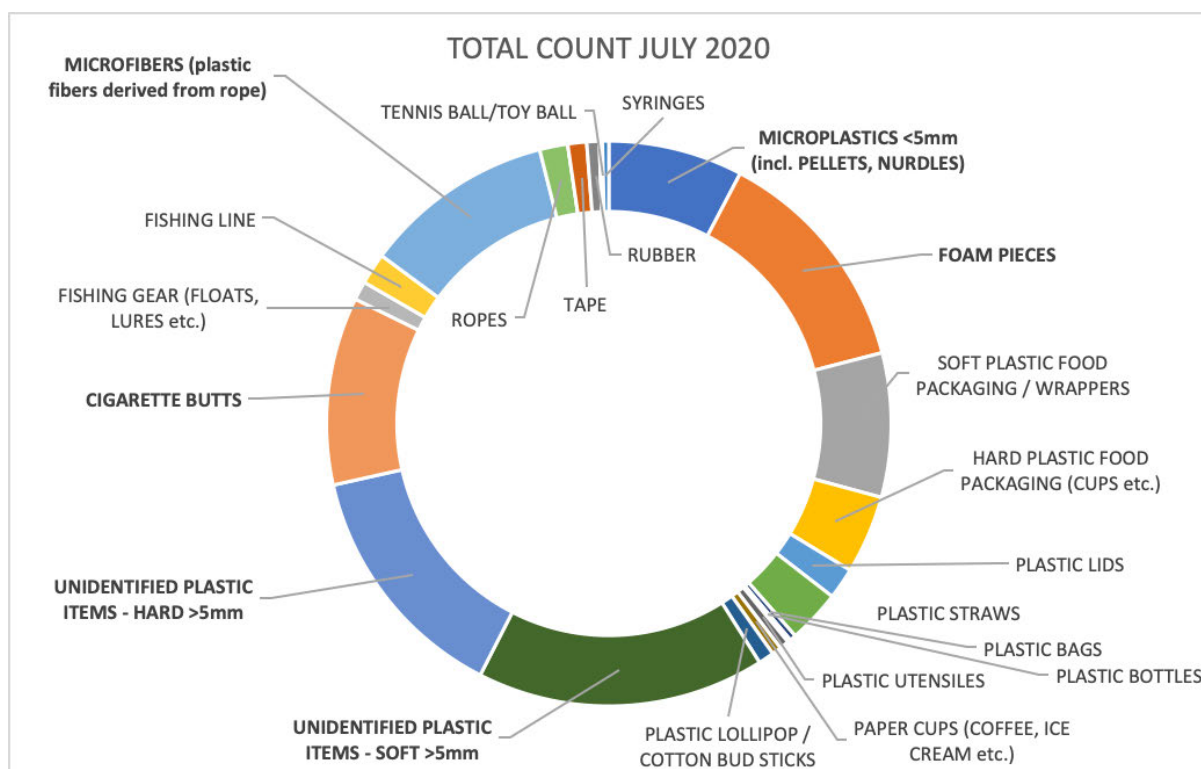
- 15 units were visited over 7 sites.
- 529kg were physically removed by SET with **210 empties**
- Extrapolation shows **1,316kg** may have been removed across all sites over 31 days
- The average PER UNIT for the month is 101kg/month
- 13 detailed “data collection” were done across all sites counting a total of 557 items
  - If extrapolated to 465 possible data entries (if one entry was done daily per Seabin), **19,923 items of plastic would have been removed for the month of July**
- The “average detailed data entry” counts 43 pieces of plastic for 24h period/Seabin
- The “13 detailed data entries” accounted for 0.5kg of **plastic**
  - If extrapolated to 465 possible data entries (if one entry was done daily per Seabin), **18kg of plastic would have been removed for the month of July**
- The SET engaged with **108 people**
- The daily average for the 15 units TOGETHER is **23kg/day**
- The daily average per unit for the Sydney harbour is **3.28kg/day**

### All sites:

### Main items by count:

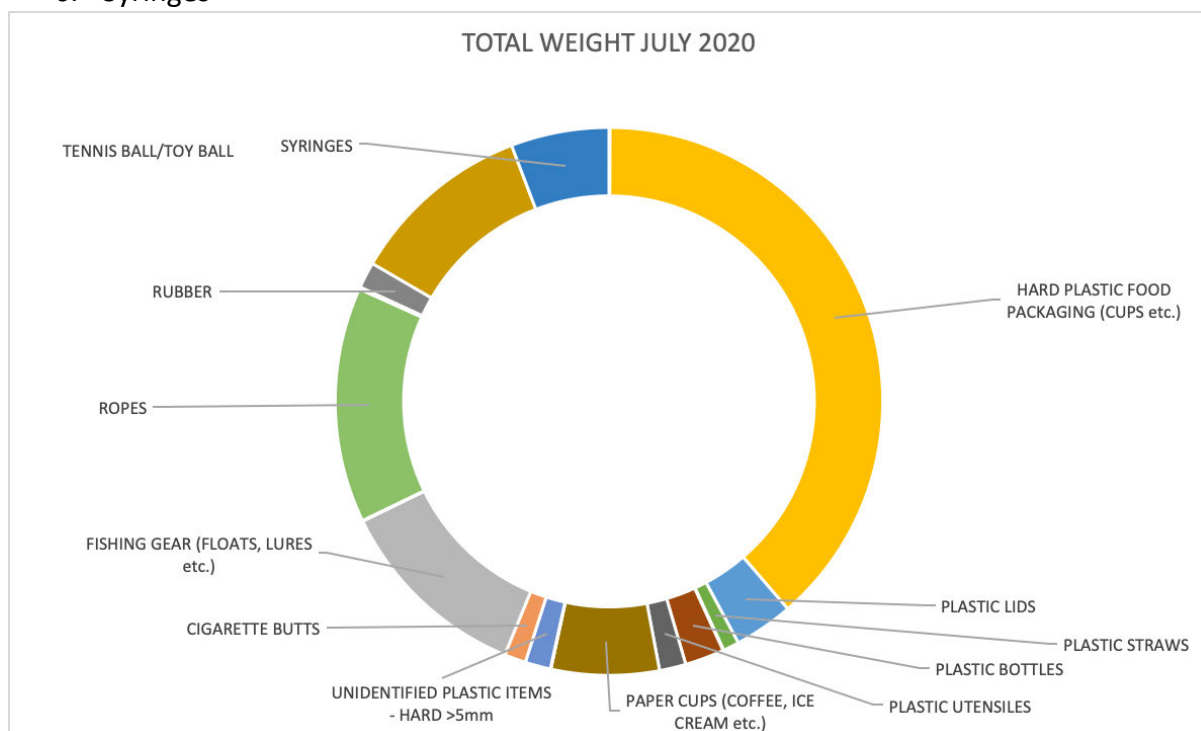
1. Unidentified plastics – SOFT
2. Unidentified plastics. – HARD
3. Foam pieces\*
4. Cigarette butts
5. Microplastics\*
6. Microfibres\*
7. Food wrappers

\*These are likely to be much higher and SET is unable to do a full count.



### Main items by weight:

1. Food packaging – Hard plastic
2. Ropes
3. Fishing gear (floats, lures)
4. Toy/Tennis Ball
5. Paper cups
6. Syringes

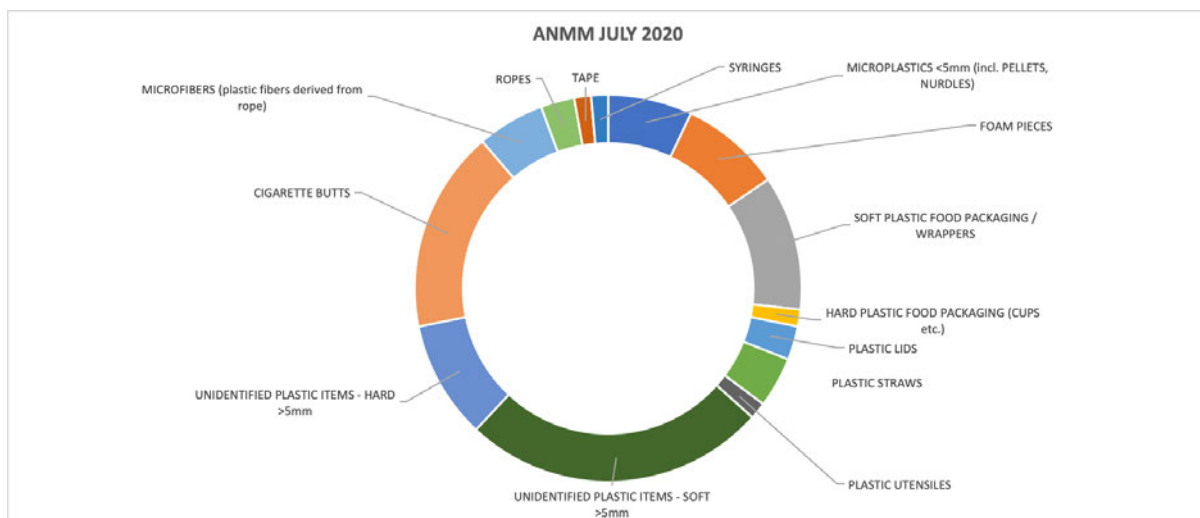




## By site:

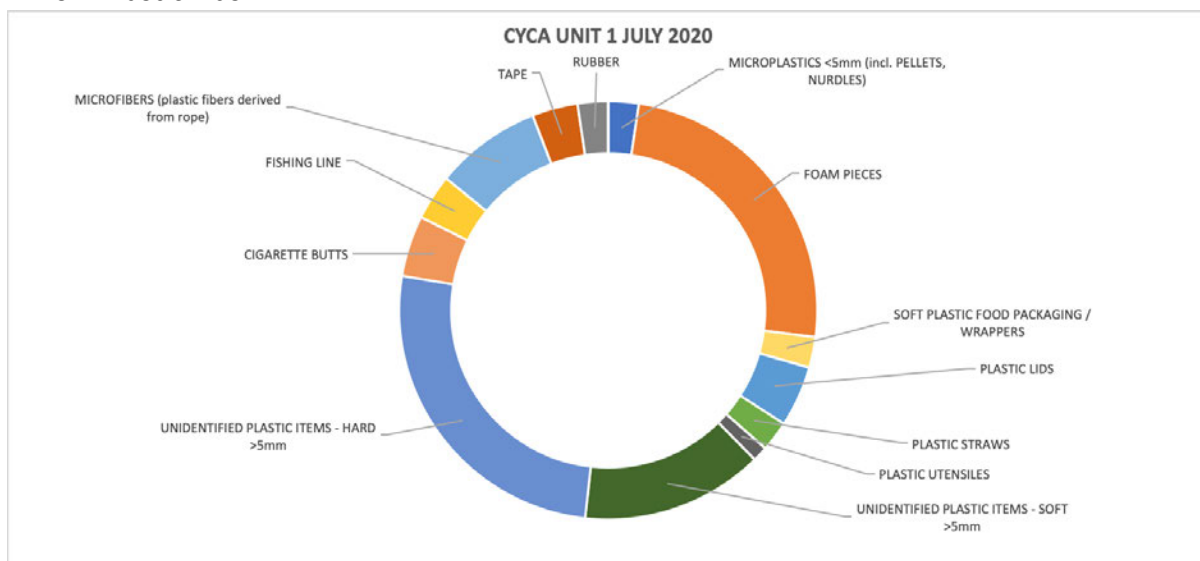
### Main items by count:

1. Unidentified plastics – SOFT
2. Cigarette butts
3. Food wrappers
4. Unidentified plastics. – HARD
5. Foam pieces\*
6. Microplastics\*



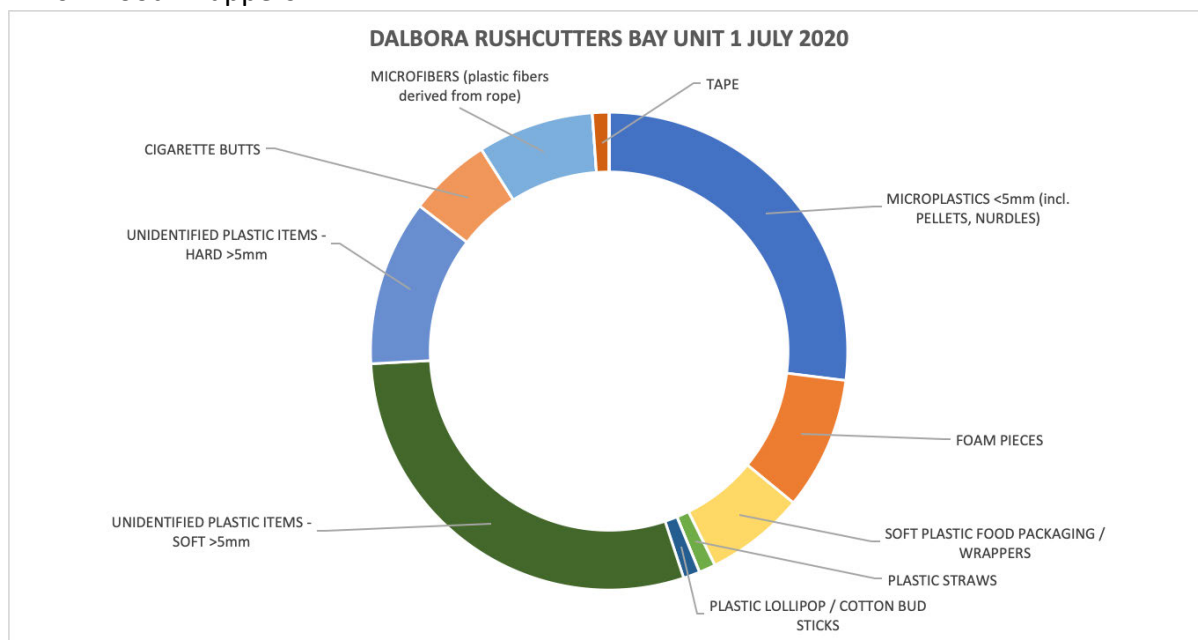
### Main items by count:

1. Unidentified plastics. – HARD
2. Foam pieces\*
3. Unidentified plastics – SOFT
4. Microfibres\*
5. Cigarette butts
6. Plastic Lids



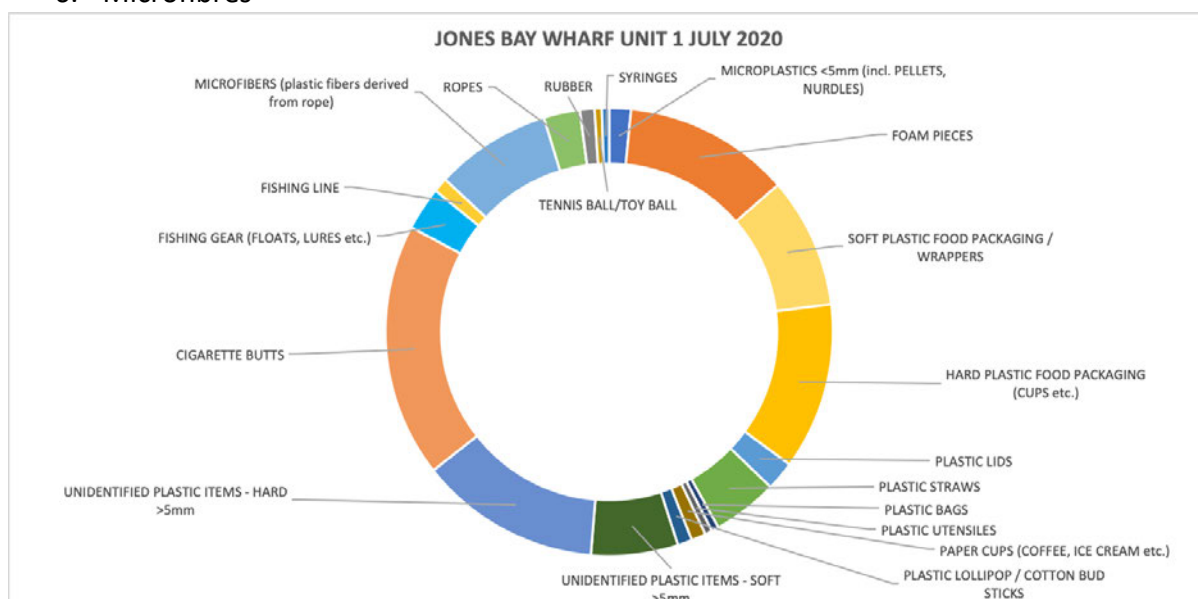
## Main items by count:

1. Unidentified plastics – SOFT
2. Microplastics\*
3. Unidentified plastics. – HARD
4. Foam pieces\*
5. Microfibres\*
6. Food wrappers



## Main items by count:

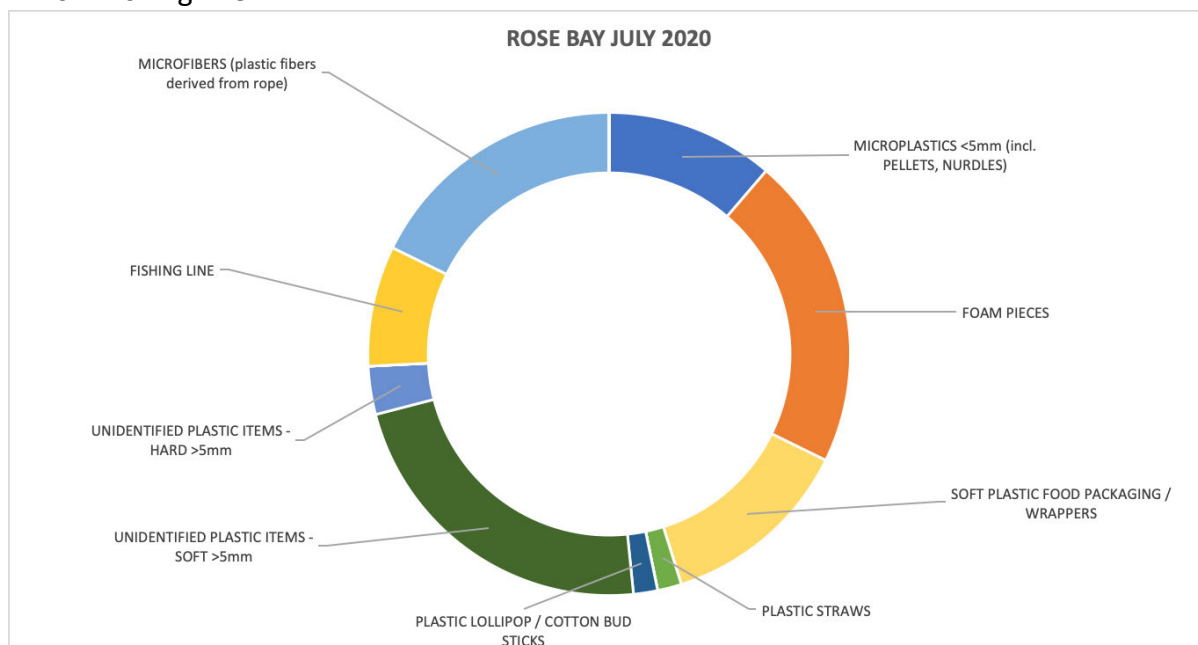
1. Cigarette butts
2. Unidentified plastics. – HARD
3. Food packaging – Hard plastic
4. Foam pieces\*
5. Food wrappers
6. Microfibres\*





## Main items by count:

1. Unidentified plastics – SOFT
2. Foam pieces\*
3. Microfibres\*
4. Food wrappers
5. Microplastics\*
6. Fishing line



## Main items by count:

1. Microfibres\*
2. Unidentified plastics. – HARD
3. Unidentified plastics – SOFT
4. Food wrappers
5. Cigarette butts
6. Foam pieces\*

