

An illustration of a Project Float buoy, which is an orange dome-shaped object with a blue flag on top. Surrounding the buoy are various plastic items: a pink water bottle, a blue spray bottle, a green plastic bag, a blue fork and spoon, a green toothbrush, a pink shampoo bottle, and a green plastic bag.

PROJECT FLOAT

USING PLASTIC-ATTRACTING BUOYS TO RETURN THE OCEANS TO THEIR NATURAL STATE OF FLOURISHING.

Project Float develops a magnet-like buoy which bonds with polymer-based plastics. These buoys are placed where the ocean's gyres accumulate litter. Unlike trawling technologies, our buoys are effective for microplastics and pose no threats to local species.

Buoys are regularly monitored by Project Float's experts and are periodically removed for proper disposal of the captured plastics. They can be replaced at their previous stations or relocated to another hotspot for maximization of resources.

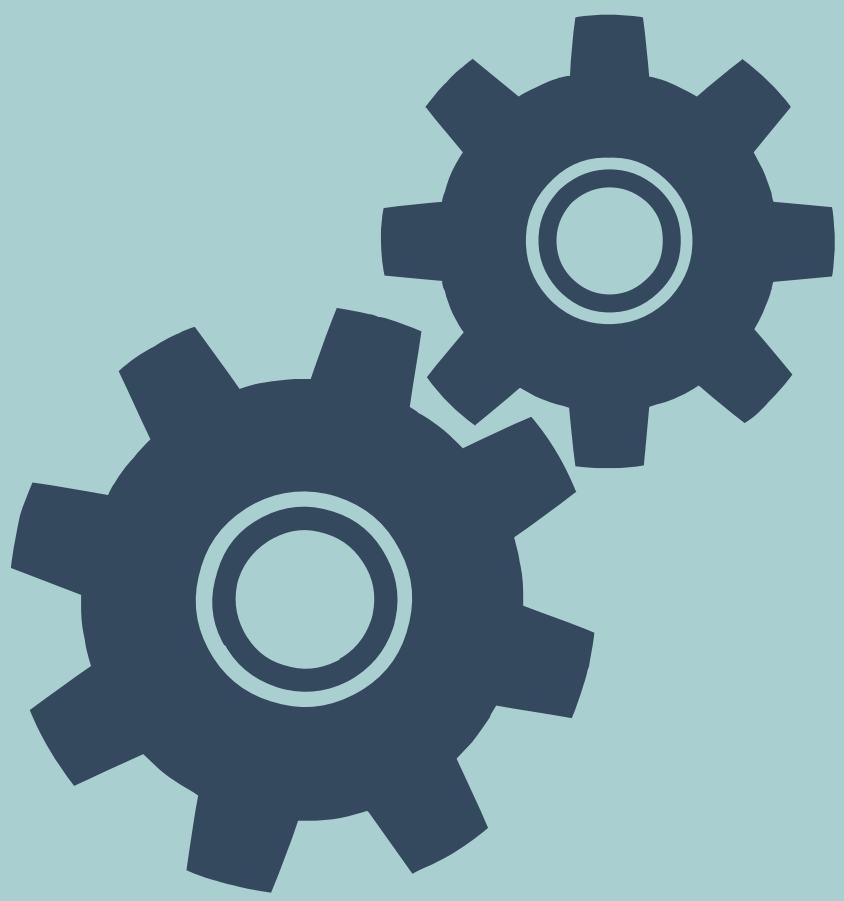
A stylized illustration of a globe showing the continents in dark blue and the oceans in light blue. Three Project Float buoys are shown floating on the ocean surface, one in the Atlantic, one in the Indian Ocean, and one in the Pacific.

SAVE THE OCEANS WITH US.



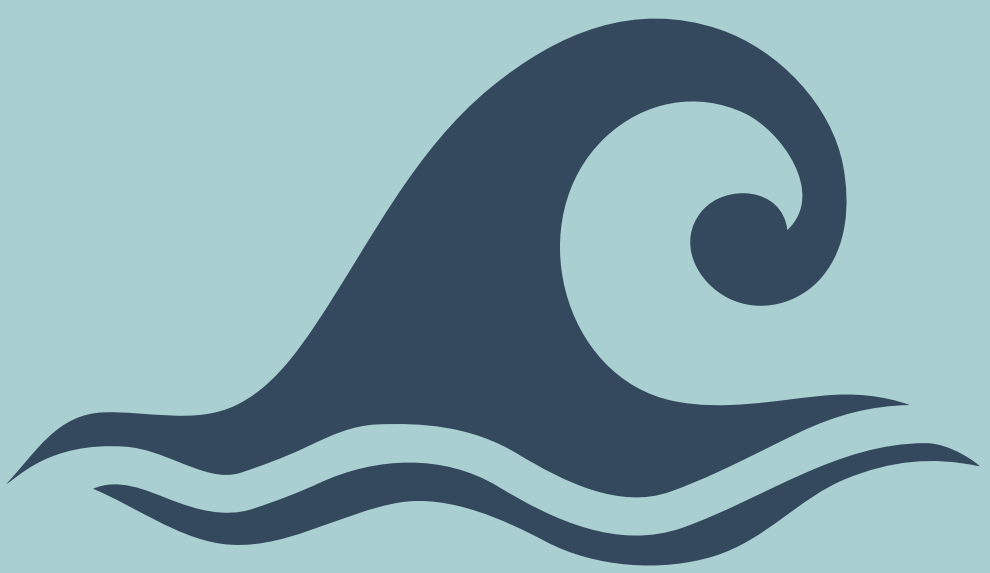
OUR IDEA

FLOURISHING IS DEFINED AS "GROW[ING] OR DEVELOP[ING] IN A HEALTHY OR VIGOROUS WAY, ESPECIALLY AS THE RESULT OF A PARTICULARLY FAVORABLE ENVIRONMENT." SINCE HUMANS' INVENTION OF POLYMER-BASED PLASTICS IN THE EARLY 20TH CENTURY, OUR OCEANS HAVE BEEN CLOGGED AND THEIR INHABITANTS HAVE SUFFERED. REMEDIES WE'VE SEEN THUS FAR HAVE'NT COME CLOSE TO SOLVING THIS ISSUE, AND MANY OF THEM, IN ATTEMPTING TO REMOVE PLASTIC, HAVE OTHERADVERSE EFFECTS ON LOCAL COMMUNITIES. BY DEVELOPING A SUSTAINABLE, LOW-IMPACT SOLUTION, PROJECT FLOAT HOPES TO RETURN OUR OCEANS TO PRE-1060S LEVELS OF PLASTIC BY 2035.



OUR PROCESS

IMAGINE PLACING A MAGNET IN A CHILD'S PLAY-BOX FULL OF SAND. WITHIN THE FIRST FEW SECONDS OF THAT MAGNET'S PLACEMENT, IT WILL HAVE ATTRACTED BITS OF IRON (TINY PARTICLES YOU NEVER COULD HAVE PICKED OUT YOURSELF). NOW, IMAGINE THAT, OVER THE NEXT FEW DAYS, KIDS ARE MOVING ROUND IN THE PLAY BOX, THROWING AND KICKING SAND—LET'S CALL THESE THE NATURAL, CYCLICAL MOVEMENTS OF THE SAND IN THE BOX, MORE IRON WILL BE COLLECTED BY THE MAGNET AS IT IS EXPOSED TO A LARGER VOLUME OF SAND. SOMEONE CAN NOW PICK UP THIS MAGNET, SCRAPE THE BITS OF IRON INTO A METAL COLLECTION BIN, AND REPLACE IT IN THE SAND BOX. FINALLY, LET'S CONSIDER OUR OCEANS. AS GYRES TUG PLASTIC INTO PREDICTABLE LOCATIONS, THE GREAT PACIFIC TRASH HEAP INCLUDED, OUR BUOYS WILL ACT JUST AS THE MAGNET IN THE SAND BOX DOES.



OUR FUTURE

PROJECT FLOAT IS CRAFTING A FUTURE OF OCEAN FLOURISHING. WHEN WE IMAGINE OUR OCEANS FIFTEEN YEARS FROM NOW, WE SEE OCEANS FREE OF PLASTICS AND MICRO-PLASTICS AND ORGANISMS THAT CAN THRIVE IN THEIR HEALTHY ENVIRONMENTS. WE KNOW THAT OUR PROJECT TACKLES JUST ONE SIDE OF THE PROBLEM—FOR OUR MISSION TO SUCCEED, WE MUST ALSO MAKE SIGNIFICANT PROGRESS IN PLASTIC USE REDUCTION AND LITTER MITIGATION ON LAND—BUT WE HAVE GREAT HOPE THAT INTERNATIONAL POLICIES WILL MAKE THIS A REALITY, AND THAT OUR JOB WILL BE TO CLEAN UP THE MESSSES OF THE PAST WHILE BUILDING A CLEANER FUTURE.