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Recycling innovators confirmed as Title Sponsor of pioneering all-female ocean plastic science research mission

TOMRA will support eXXpedition's North Pacific 2018 sailing voyage focusing on microplastic pollution, and links to environmental and human health (June 23rd - July 28th).

Reverse vending recycling leader [TOMRA](#) has come on board as the Title Sponsor for eXXpedition's next highly anticipated all-women plastic research voyage [North Pacific 2018](#).

Coinciding with today's announcement, Emily Penn, Ocean Advocate and Co-founder of eXXpedition, the British Community Interest Company that specialises in all-women sailing expeditions, will join a high-profile panel discussion on marine litter at IFAT 2018, the world's leading trade fair for water, sewage, waste and raw materials management. The [IFAT panel discussion](#) in Munich is on 14th May 2018 between 11.45 and 12.45. Interviews slots are available for today's announcement with Emily Penn and TOMRA circular economy communicator Kristine M. Berg between 09:00 - 09:45 14th May 2018, ahead of the panel discussion – see editors notes to request a slot.

Emily has spent the last decade exploring plastic pollution from the tropics to the Arctic and she's on a mission to inspire and facilitate a community of changemakers through eXXpedition, and by training and engaging top athletes, policy makers, business leaders and celebrities to be impactful advocates on ocean issues.

eXXpedition North Pacific 2018, in collaboration with TOMRA, aims to: raise awareness of the devastating impact of single-use plastic and toxics in the world's oceans; celebrate women in science, leadership and adventure; create a community of female change-makers and inspiring global ambassadors to tackle the environmental and health impacts of plastic pollution; and champion and contribute to innovative scientific research to tackle the crisis.

Working across more than 60 markets worldwide, Title Sponsor TOMRA collects 35 billion used drink containers every year for reuse and recycling through their reverse vending solutions. Currently, only 2% of the world's plastic packaging is turned into new packaging, while 32% ends up in our oceans, nature

and communities. When a financial value is given to bottles and cans through a container deposit system, TOMRA is able to collect up to 97% of used beverage containers – ensuring that the bottles are kept in the clean loop and do not end up in our oceans as litter.

TOMRA circular economy communicator Kristine M. Berg will also join the North Pacific 2018 voyage as a crew member, contributing to its Expert team focused on different solutions for protecting oceans. Kristine’s background in Industrial Ecology and sustainability, and connection to circular economy via TOMRA, adds unique expertise to the eXXpedition team.

eXXpedition soon sets sail

The eXXpedition crew will be sailing Sea Dragon, a 72ft scientific exploration vessel from Oahu, Hawaii to Vancouver, British Columbia (June 23rd - July 15th 2018) and then from Vancouver to Seattle (July 21st - July 28th 2018) where the journey will end. A roster of events in each place will be announced closer to the departure. The crew will sail 3,000 nautical miles through the densest ocean plastic accumulation zone on the planet – better known as the Great Pacific Garbage Patch because of the plastic that gathers there.

The eXXpedition voyage team is a diverse and international group of 24 women. Crew members will make daily trawls for plastics and pollutants, and collect data for a variety of global datasets and scientific studies during the voyage, which is endorsed by the UN Environment #CleanSeas initiative and Ocean Wise.

Emily Penn, co-founder of eXXpedition, said: *“It’s a dream for us to welcome TOMRA as our Title Sponsor for the eXXpedition North Pacific voyage. For over 45 years they’ve made it their business to be innovative leaders in the resource revolution providing smart solutions for our planet’s resources. Like TOMRA, we believe that in order to move forward, we all need to rethink and rework how things have been in the past. We hope our voyage will inspire others to do just that. To be a platform for ambassadors to take forward projects tackling plastics and toxics, and raise the profile of the issues to create change at a personal and organisational level, and influence national and international policy makers.”*

Kristine M. Berg, community manager and circular economy communicator at TOMRA, said: *“TOMRA is dedicated to reducing plastic pollution on land and at sea, so eXXpedition’s goals to track the impact of ocean plastic and raise awareness of the environmental consequences of marine litter are very close to our hearts. We are excited to extend our contribution by coming on board as Title Sponsor for the North Pacific voyage and rolling up our sleeves to participate in the journey, to experience the scale of the issue first hand and help build urgency and understanding around the topic of marine litter. We are pleased to support the eXXpedition voyage and important research into marine litter, as well as helping to raise awareness of this important environmental issue.”*

All costs of the expedition are covered by crew contributions and mission sponsors which include **Title Sponsor:** TOMRA plus **Gold Sponsor:** The Copernicus Marine Service and **Silver Sponsors:** Princess Yachts, Hawk Yachts, Iridium & Global Marine Networks plus **Bronze Sponsors:** Daedalus Yachts, Y.CO, Iridium and Finisterre - to date. **Partnerships** for the expedition include Parley for the Oceans, 11th Hour Racing, UN Environment & Clean Seas, Ocean Wise, Pangaea Explorations, Biodiversity Research Institute, Marine Debris Tracker & Another World Adventures.



Image © eXXpedition

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IFAT INTERVIEW OPPORTUNITIES: media@exxpedition.com

- **In Person: Emily Penn - Interview slots being booked with Emily Penn & TOMRA Representative between 09:00 - 09:45 14th May 2018 at IFAT trade show.**
- **Telephone or Skype interviews** with eXXpedition co-founder Emily Penn, eXXpedition and additional crew, including scientists on request

NOTES TO EDITOR:

For high resolution images - All images must be credited to as per the caption in the image plus 'eXXpedition' when used, including the images included in this release.

Please see [Google Drive Link](#) where you'll be able to download and use images directly or email media@exxpedition.com. North Pacific specific images and video content will be available, on request, from the beginning of the sail.

You can find out more about the history of eXXpedition, why we are focused on women, plastics and toxics, and more information about Sea Dragon on our website, www.eXXpedition.com

The eXXpedition social media accounts are:

[@exxpedition](#) on Twitter

[@exxpedition](#) on Instagram

[eXXpedition](#) on Facebook (link is www.facebook.com/eXXpeditionCIC/)

Follow news and updates via #eXXpedition

CREW DETAILS - photos and bios of the participating crew are available on request and summaries [are available here](#).

EXXPEDITION SPONSORS & PARTNERS

Title Sponsor

- **TOMRA** - Founded in 1972, TOMRA is the preferred partner for reverse vending solutions for collecting cans and bottles for reuse and recycling. The TOMRA system has the machines, digital solutions and service to make recycling easy for the industry, system owners, retailers and consumers. With over 82,000 installations across more than 60 markets, TOMRA's reverse vending machines capture 35 billion used beverage containers every year – reducing reliance on raw materials and ensuring fewer containers end up in landfills, oceans and streets. Visit our [Reverse Vending](#) pages on www.tomra.com, and follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#). TOMRA Collection Solutions is part of the TOMRA Group, which creates sensor-based solutions for optimal resource productivity, and has a vision to lead the Resource Revolution. The Group employs approximately 3,400 people globally and is publicly listed on the Oslo Stock Exchange (OSE: TOM). www.tomra.com



Gold sponsors

- The EU Copernicus Marine Service (implemented by Mercator Ocean)

Silver sponsors

- Princess Yachts
- Hawk Yachts
- Iridium & Global Marine Networks

Bronze sponsors

- Daedalus Yachts
- Y.CO
- Finisterre
- Port of Vancouver

Partnerships

- Parley for the Oceans, 11th Hour Racing, UN Environment & Clean Seas, Ocean Wise, Pangaea Explorations, Biodiversity Research Institute, Marine Debris Tracker, Another World Adventures

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