



# THE SEABIN PROJECT

CLEANER MARINAS  
CLEANER OCEANS



# SUMMARY

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## SEABIN PROJECT CEO & CO FOUNDER PETE CEGLINSKI

### A WORD FROM THE CEO

*2017 has been the start of an incredible journey to remember and Seabin Project should not be where it is today without our pilot partners.*

*We are extremely proud that some of the pilot partners have won awards thanks to Seabin, others have met their objectives for the 2017. And I hope that we have grown stronger in the battle against ocean plastics.*

*With momentum increasing everyday through media and general population around the world, the global roll out of the Seabin V5 pre series units has been an international success from day one. Not without its challenges, which we all have overcome thanks to everyone who is supporting us.*

*Pre sales opened in November and I am excited to have the Seabins on the market and into the marinas where they can make a measurable impact using technology, education and science. By the end of 2017 we should have around 32 countries involved in Seabin Project.*

**For cleaner oceans.**

*Pete Ceglinski*



## SEABIN PROJECT - FACT SHEET

ONE SEABIN CAN CATCH 500KG WASTE /YEAR

RUNNING COST LESS THAN \$1/DAY

OVER 150K FOLLOWERS ON SOCIAL MEDIA

PROMO VIDEO VIEWED MORE THAN 350 MILLIONS TIMES

OVER 70 000 ARTICLES PUBLISHED ONLINE AND PRINTED ABOUT  
SEABIN PROJECT



## THE SEABIN PROJECT OVERVIEW

*We are excited to introduce our new invention helping to solve, educate and prevent our oceans pollution problems.*

*The Seabin is a floating debris interception device and a revolution in ocean cleaning technology, It helps create cleaner oceans with healthier marine life. The Seabin project is helping create a better way of life for everyone and every living thing.*

*It is designed to be installed in the water of marinas, yacht clubs, ports and any water body with a calm environment and services available.*

*The idea was to build a sustainable floating garbage bin that could collect water borne plastics and trash 24 hours a day. Over time, the scope of the project evolved into a comprehensive research, technology, and educational initiative with global interest and reach.*

One of the aim of the Seabin Project is to raise awareness on the plastic littering in the sea - one of the world's greatest environmental problems. It is estimated that by 2025, the oceans will contain one ton of plastic for every three tons of fish.

**Together we have the power to fight this global issue and make a difference**



# THE SEABIN PROJECT HISTORY

*It all started from a passion for the oceans and the hard realisation that human over consumption and waste mismanagement was killing nature best jewel, which also happen to regulate our world fonctionnement to an extent we are only starting to understand.*

*This is how, Andrew Turton and Pete Ceglinski, two avid surfers, decided to quit their jobs to create a “Seabin” that would collect trash, oil, fuel and detergents.*

Andrew “Turtle” started to draft the premise of the Seabin concept 7 years ago. Boat builder and sailor by trade, Turtle spent years sailing and traveling around the world and it all stemmed from a simple thought of **“If we can have rubbish bins on land then why not have them in the water”** and then the journey began from there.

In **2014** Turtle teamed up with fellow boat builder Pete Ceglinski and the two launched the Australian company Seabin Pty Ltd in 2015.

Pete has a background in product design but switched to boat building after becoming disillusioned by designing single use plastic products with short life spans. An upbringing of surfing , swimming, fishing and diving in Australia combined with design and “hands on” experience has given Pete the life skills and respect for the ocean that reflects in the Seabin Projects vision and direction.

In **2014**, Pete quitted his job and used his savings to lease and renovate an old disused furniture restoration factory in Palma Mallorca, Spain.

In **2016**, The Seabin Project partnered with the french giant of Industrial Marine Facilities Poralu Marine to become its exclusive Partner and distributor. That year the Global Partner Program is launched, an initiative involving 6 Companies and Marinas to test and improve the Seabin, educate children and collect data.

In **2017**, the Seabin won the prestigious DAME AWARD marina category at Amsterdam METS and successfully entered the Pre Sales phase in **November 2017**. The Seabin Project received ordered from more than 37 countries in more than 105 harbours, marinas and yacht club only a month late.



**2014 - 2015**  
Andrew and Pete create Seabin Pty Ltd 2015

**Jan - 2016**  
Seabin makes **Poralu Marina** it's industrial partner and distributor

**May- 2016**  
Seabin remains **viral** with 300million views on promo video and 100K followers on Facebook

**Jan - March 2017**  
Porto Montenegro Port Adriano, Wartsila Corp and Butterfiled sign on as pilot partners within the Global Pilot Program.

**June 2017**  
Pete Ceglinski Co-Founder & Sascha Chapman Operations Manager attended Booking.com incubator program in Amsterdam and won 350K funding

**Jan - 2016**  
**Seabin goes viral** and raise 267k via crowfounding

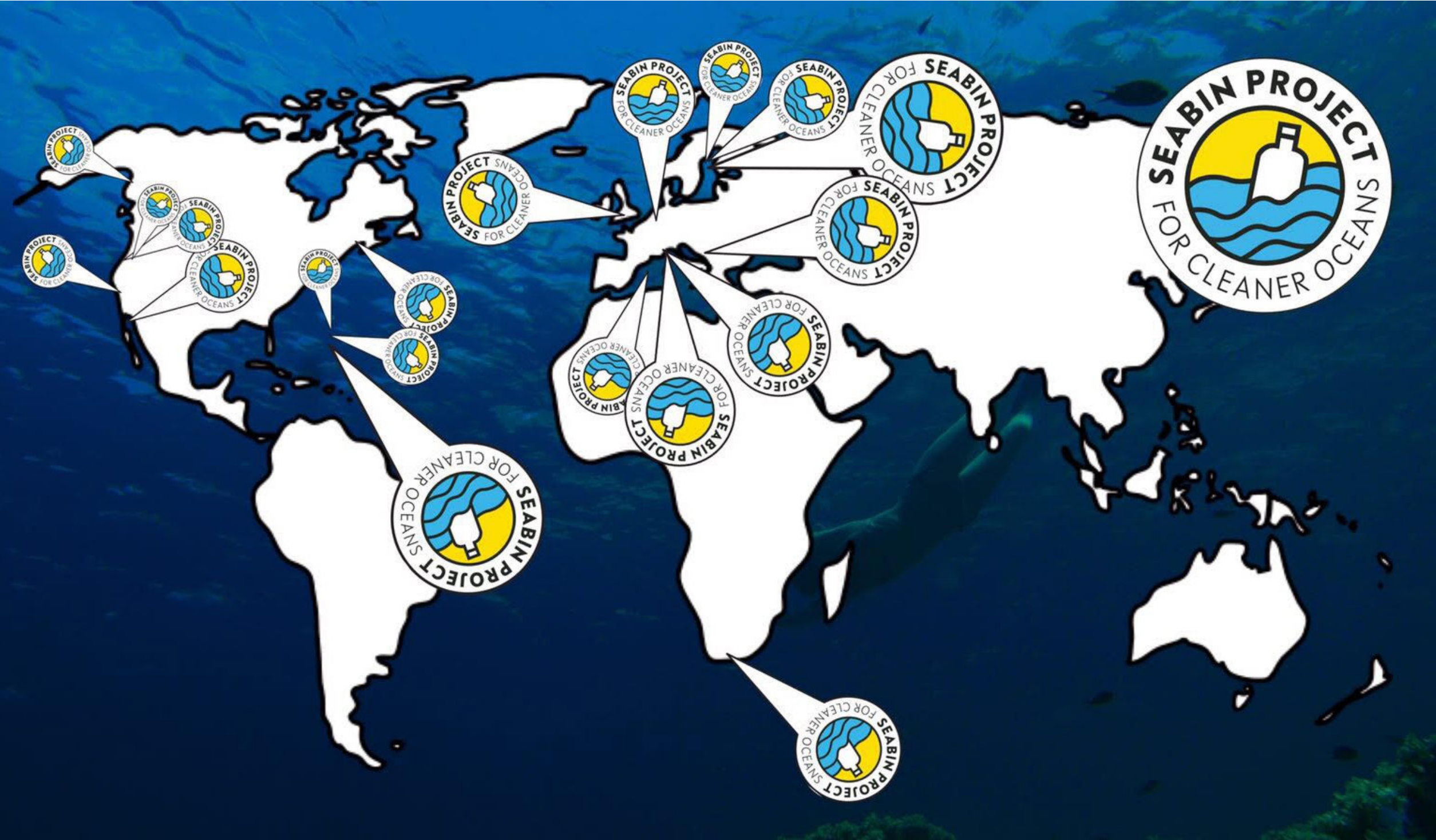
**March - 2016**  
La Grande Motte, French Marina becomes Seabin's first Pilot Partner

**June - July 2016**  
Seabin prototype finalized and installed in Mallorca, Spain

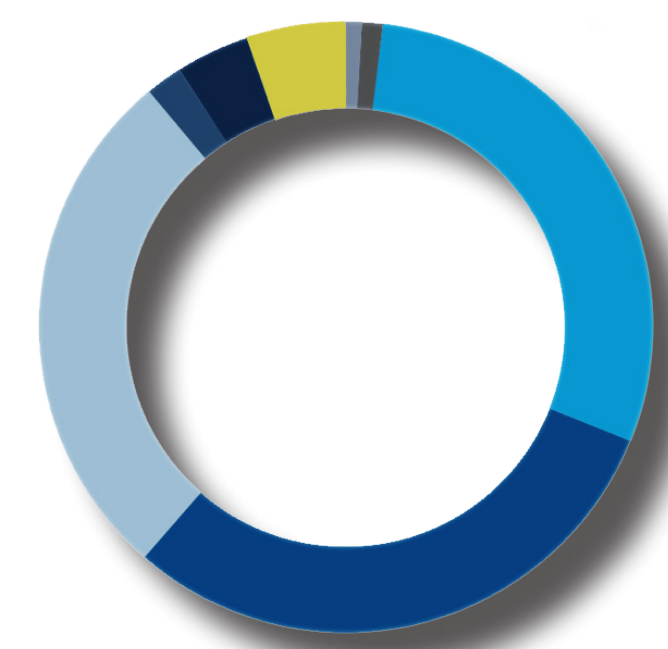
**June - July 2016**  
Installation of Seabins in all pilot locations, with press.  
- Seabin Project chosen to participate in an incubator program by booking.com  
- ABC Foreign Correspondent released a mini 30min Seabin Project **documentary. – SAVING THE BIG BLUE**

**November 2017**  
Seabins ready for **PRE SALES!**  
- Won design award in Amsterdam METS





## SEABINS IN THE WORLD



- 29% cigarette butts
- 28% plastic pieces
- 26% food wrappers
- 5% foam pieces
- 4% bottle caps
- 2% straws/stirrers
- 1% cans
- 1% bags

## SEABIN MOST CAUGHT ITEMS

# THE SEABIN PROJECT EDUCATION MISSION

*The issue of marine litter is one that will have to be dealt with for generations to come and therefore we need to provide the knowledge, tools and capacities to the decision-makers of the future, our children. Education is the first step to lasting and effective solutions. With marine litter, children can play a direct and significant role in reducing the sheer amount entering the oceans. Every child who learns to dispose of trash properly can be one less “source” person littering and they have the potential to spread the word to friends and family amplifying the effect.*

### THE GLOBAL AMBASSADOR PROGRAM

is an initiative to teach the issue of plastic littering through a series of lessons suitable for schools. From lessons and data collection to activities on how to design and build products and technology, this is the real way forward as a solution.

The GAP has been implemented by Seabin Projects pilot partners who allow local schools, sports groups and environmental groups to interact with the Seabin technology. The data collected and research using the Seabin’s helps building our base data and developing more educational programs toward a better understanding of the floating waste problem in our oceans.

Currently there are 5 countries with Seabin GAP lessons that have been included into school curriculum. Everytime we come to a location to install a Seabin we make sure students are involved in the process, we can proudly says that **since the beginning of the Seabin adventure more than 4000 students have been introduced to the Seabin and the issue of oceans polution.**

**The Global Ambassador Program combined with the Seabin technology has also drawn the attention from the United Nations, Dr Sylvia Earl, Sea Shepherd, Mission Blue and countless big name environmental groups around the world.**



# THE SEABIN

## WHY CHOOSING SEABIN

### THE EXISTING SOLUTION

*The existing solutions addressing the oceans pollution problems are typically the “trash boats” These boats drive around harbors and marinas scooping up rubbish with nets built into them.*

*They are very expensive to run and maintain and while they do a lot of good, they are not very effective according to the marinas that operate them says Caterina Amengual, General Director of the environment for the Balearic islands, Spain.*

*Marina workers walk around with nets scooping the rubbish out of the corners where it all converges. Again while these guys they are doing a great job, they just cannot keep up with the pollution says Eli Dana, General Manager of Newport Shipyard, Rhode Island.*

### SEABIN IS A BETTER SOLUTION

- LOW COST
- SILENT
- REDUCED WATER CLEANING TIME
- FUNCTION 24/7
- 500 KILOS OF WASTE/YEAR PER SEABIN
- EDUCATIVE & PREVENTIVE
- SUSTAINABLE
- TOURSITIC ASSET
- ACCESS TO WOLRDWIDE MEDIA COVERAGE
- MASSIVE PUBLIC AWARENESS

### SUSTAINABLE SHIFT IN THE LUXURY AND TOURISM INDUSTRY

Across the tourism and luxury industry, there is a growing awareness around sustainability which has evolved from a “nice thing to do” to being an integral component of business strategy as companies and tourist actors look towards the future with regards to the impacts and associated challenges of climate change, growing regulation, and demand for transparency around sustainability-related topics.

Indeed environmental and community responsibility has become more and more of a priority for travelers in recent years and they want to know that the companies they choose to engage with are having positive impacts on the world around them. It is even an important decision maker factor in their buying purchase, increasingly carried by the younger generation.

**BE IN LINE WITH THE WORLD, BE SUSTAINABLE**







**SEABIN  
CATCHES**

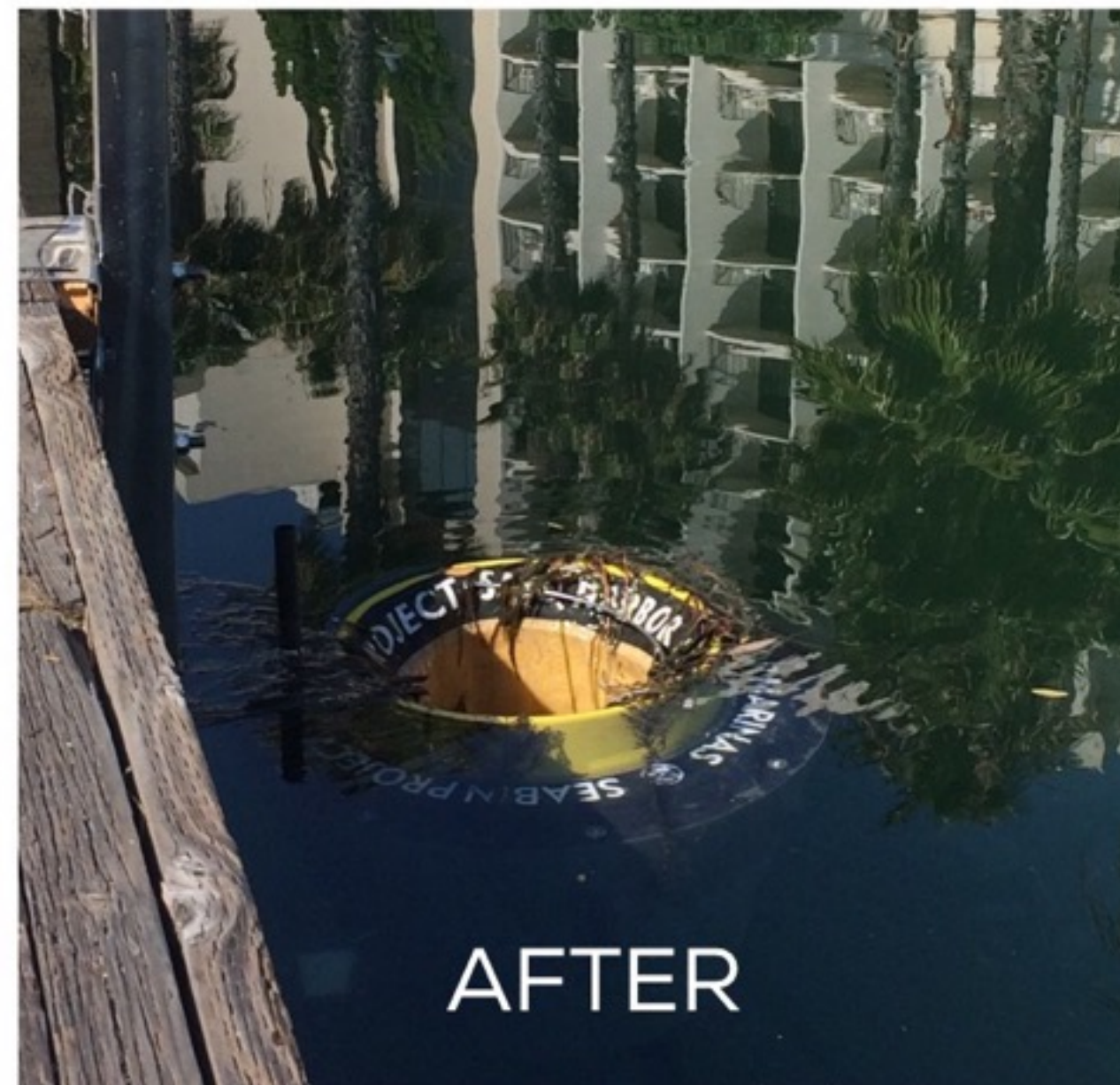
**1/2  
TONS**

**debris per year**

**CABRILLO ISLE MARINA. SAN DIEGO. CA**



**BEFORE**



**AFTER**

## THE SEABIN REVEALED

### WHAT IS THE SEABIN

The V5 Seabin unit is a floating debris interception device designed to be installed in the water of marinas, yacht clubs, ports and any water body with a calm environment and services available.

### WHAT CAN THE SEABIN CATCH?

The Seabin can catch an estimated 1.5 kg of floating debris per day (depending on weather and debris volumes) including micro plastics down to 2 mm small.

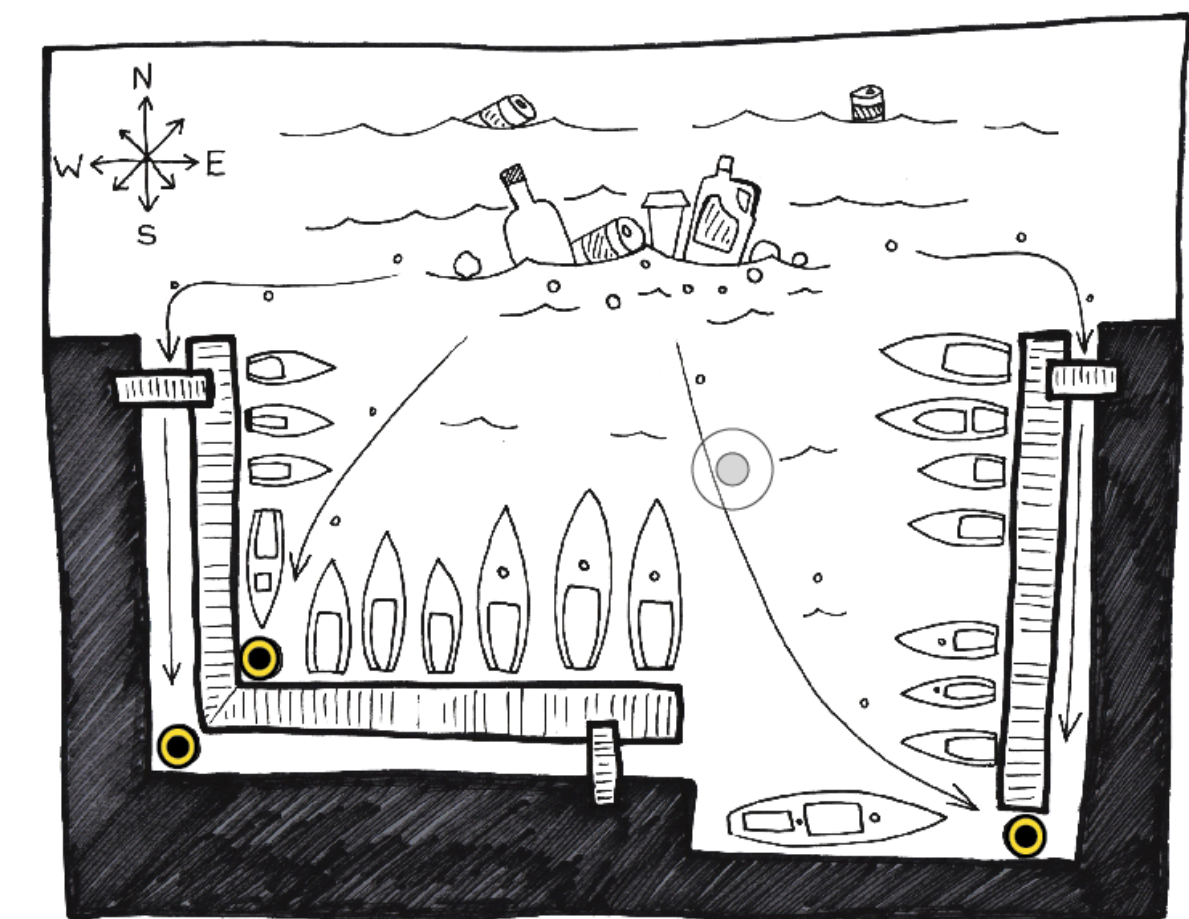
### HOW DOES IT WORK?

The Seabin moves up and down with the range of tide collecting all floating rubbish. Water is sucked in from the surface and passes through a catch bag inside the Seabin, with a submersible water pump capable of displacing 25.000 LPH (liter per hour), plugged directly into 110/22V outlet. The water is then pumped back into the marina leaving litter and debris trapped in the catch bag to be disposed of properly.

### WHERE TO PLACE IT

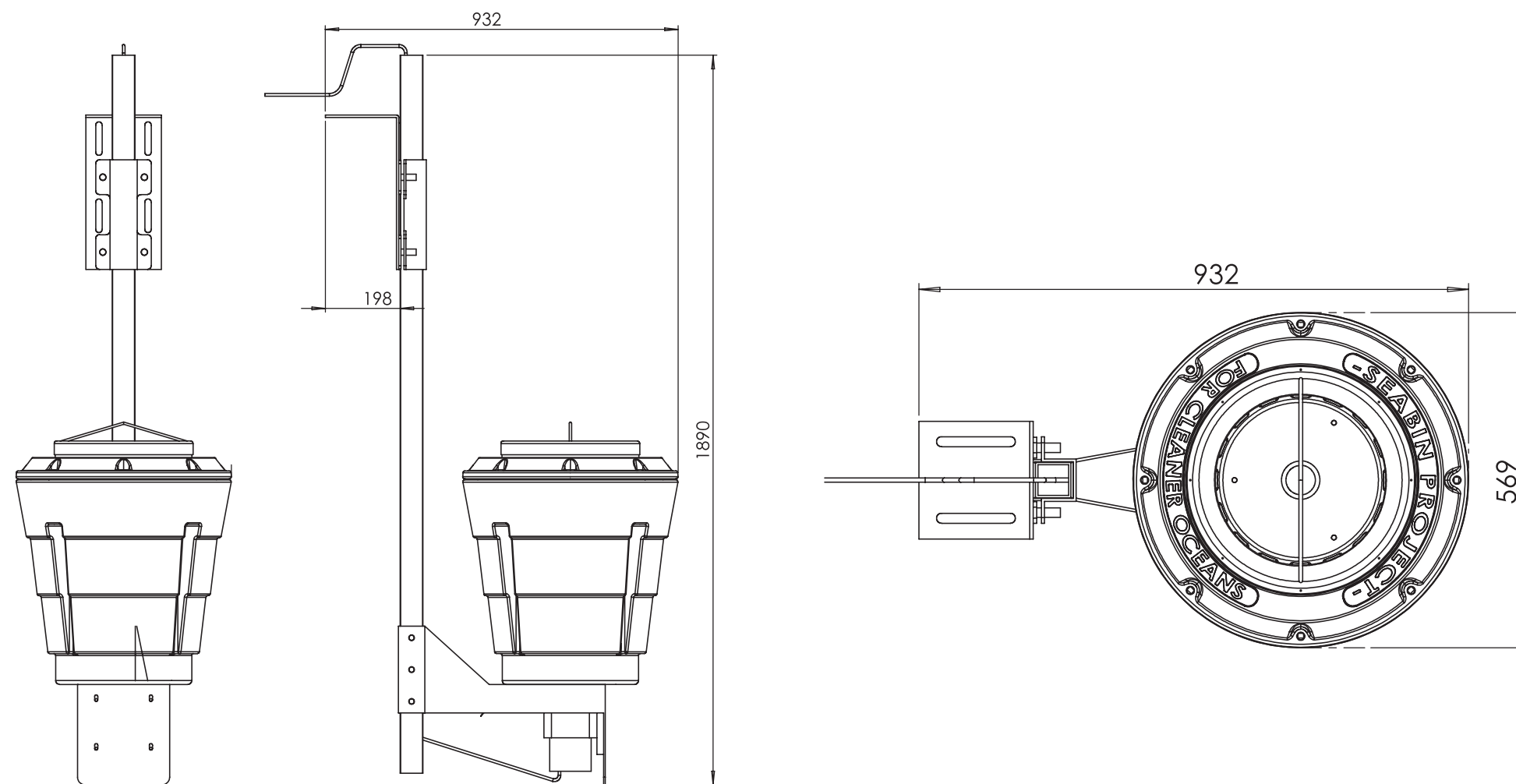
The Seabin is installed in a specific “Debris problem area” in the marina on a floating dock. This strategic positioning enables the wind and the currents to push the debris directly to the Seabin.

### SEABINS PLACEMENT



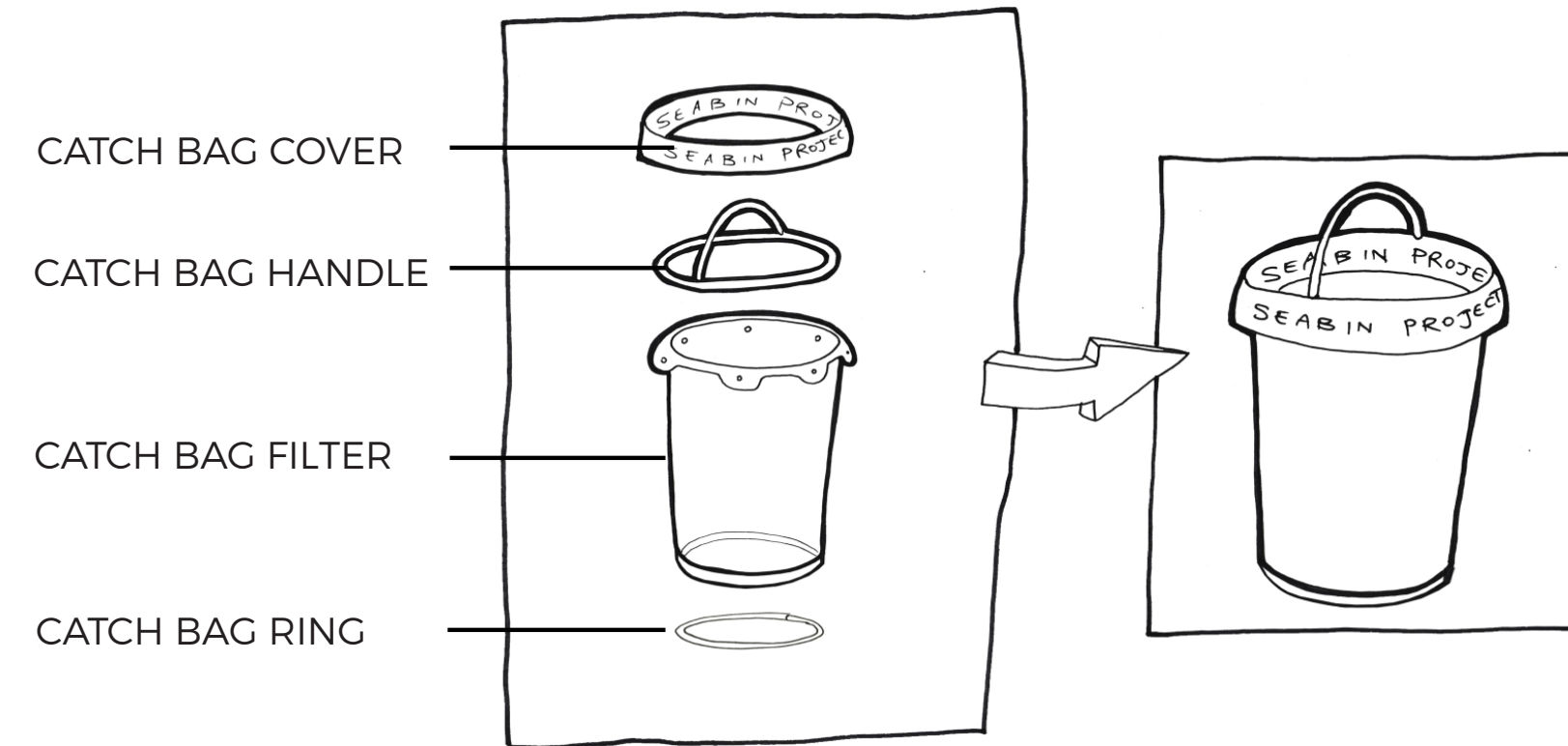


# THE SEABIN TECHNICAL SHEET



- Power: 110V/220V - 500W
- Pump: 25,000 LPH
- Sturdy HDPE construction
- Marine Grade Stainless Bracket
- Capture micro plastics > 2mm
- Catch bag holds 20kg
- Seabin dimensions 500x500 mm
- Weight with bracket 40KG
- Running cost: \$1 per day
- Reusable catch bags
- Electric cable 6 m long
- 2 years warranty
- Adaptable to run on solar power
- Recyclable components
- Captured litter estimated 1.5kg/day

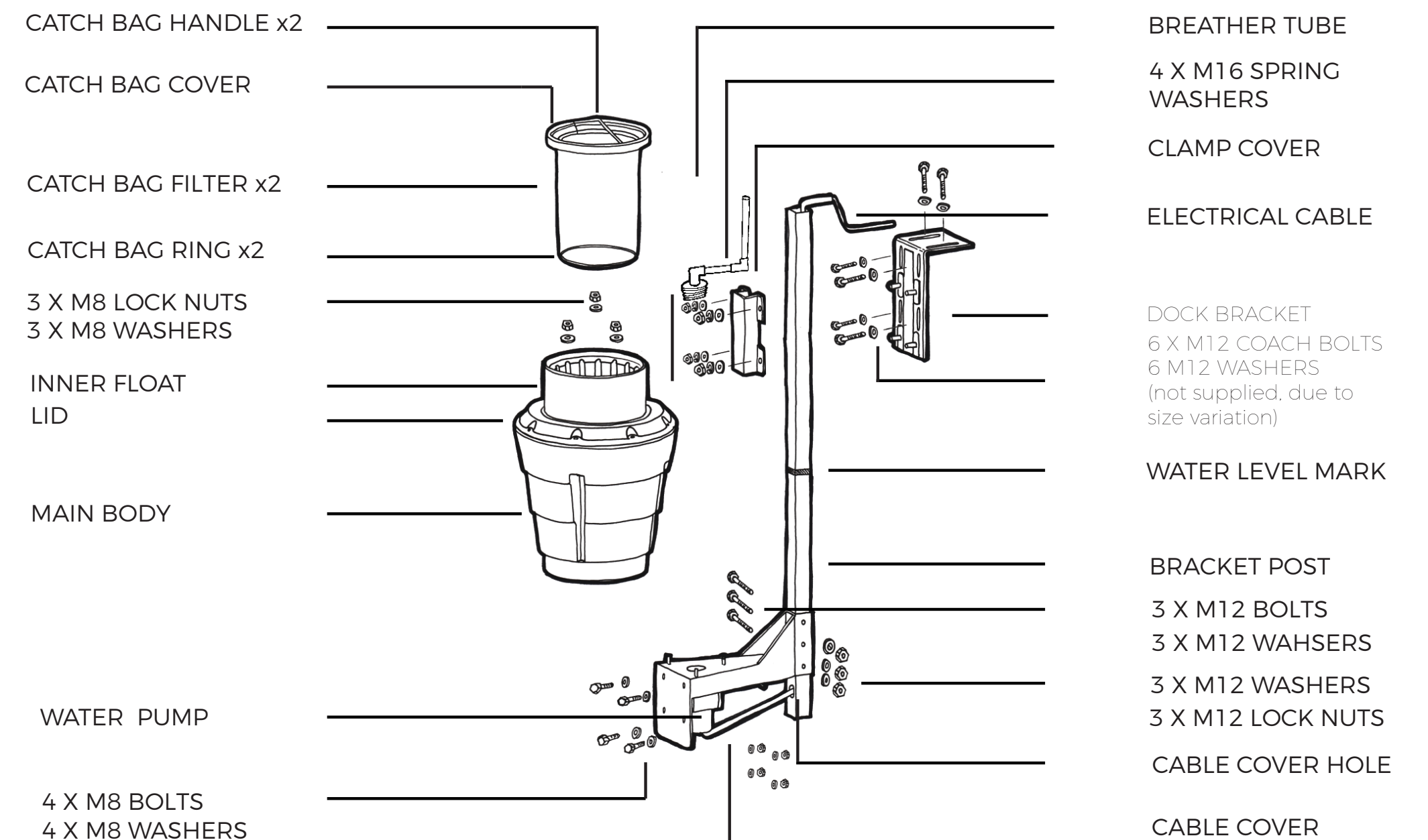
## THE CATCH BAG



The Catch bags are designed for long life with sturdy materials. If somehow the Catch bag filter has a problem it is easily replaced.

The Catch bag handle, catch bag ring and Catch bag cover are removable and reusable.

## SEABIN'S COMPONENTS

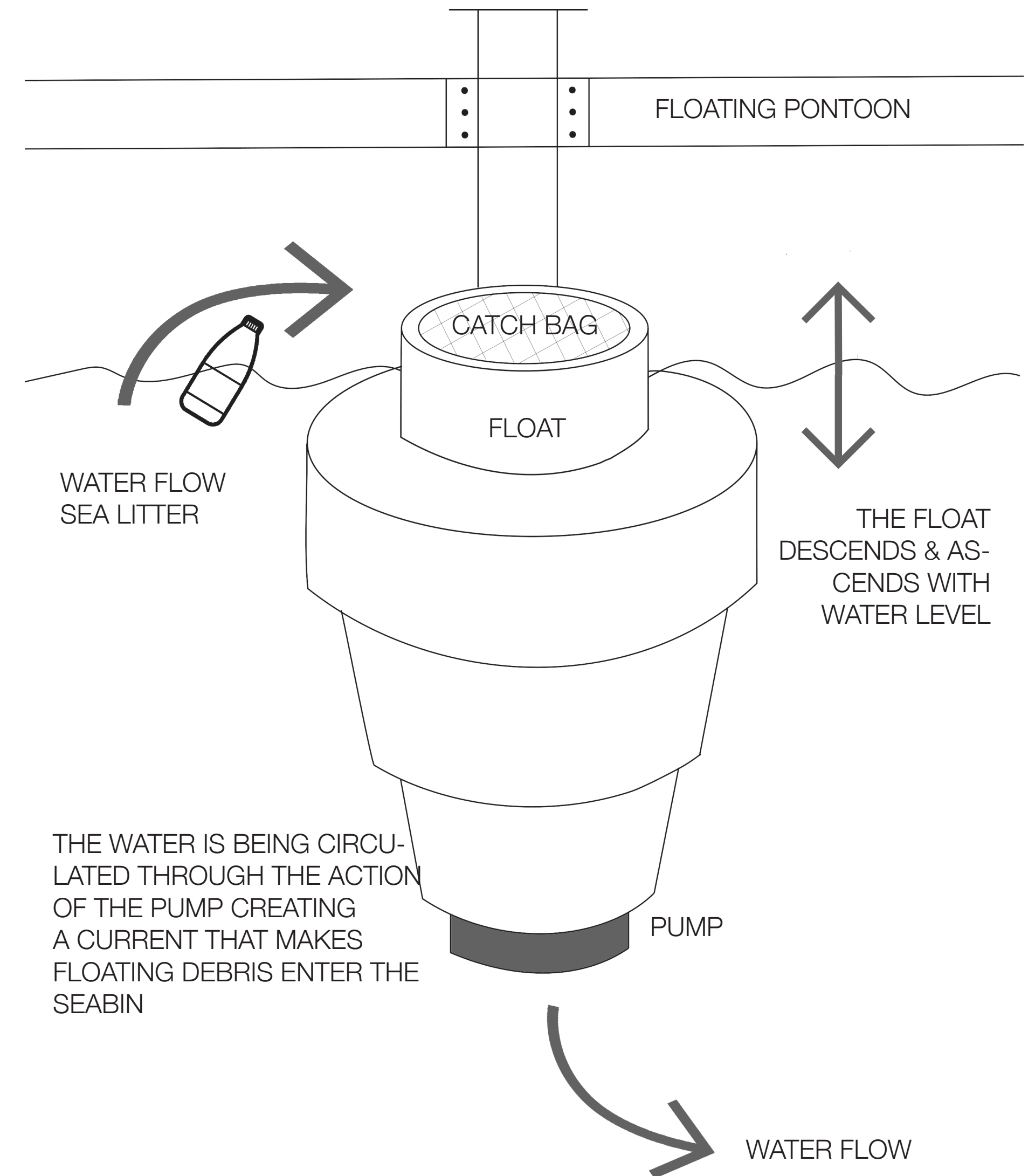






# THE SEABIN

## HOW DOES IT WORK





# THE SEABIN PROJECT

## GLOBAL PILOT PARTNERS

The Seabin Project works with Marinas and harbours to make a difference in the fight against plastic in the Ocean.

The Seabin would not be what it is today without the precious help of our Global Pilot Partners, who accepted to receive Seabin's prototypes in order to help us develop and improve the technology to answer customers and specific locations needs.

Their involvement in Seabin at a product and marketing level as well as in education has enabled to develop the best product possible and to introduce more than 4 000 children to the global littering problem.

**Our partners all agree on the fact that responsible tourism is as much about giving to the local community as it is about protecting the natural environment.**

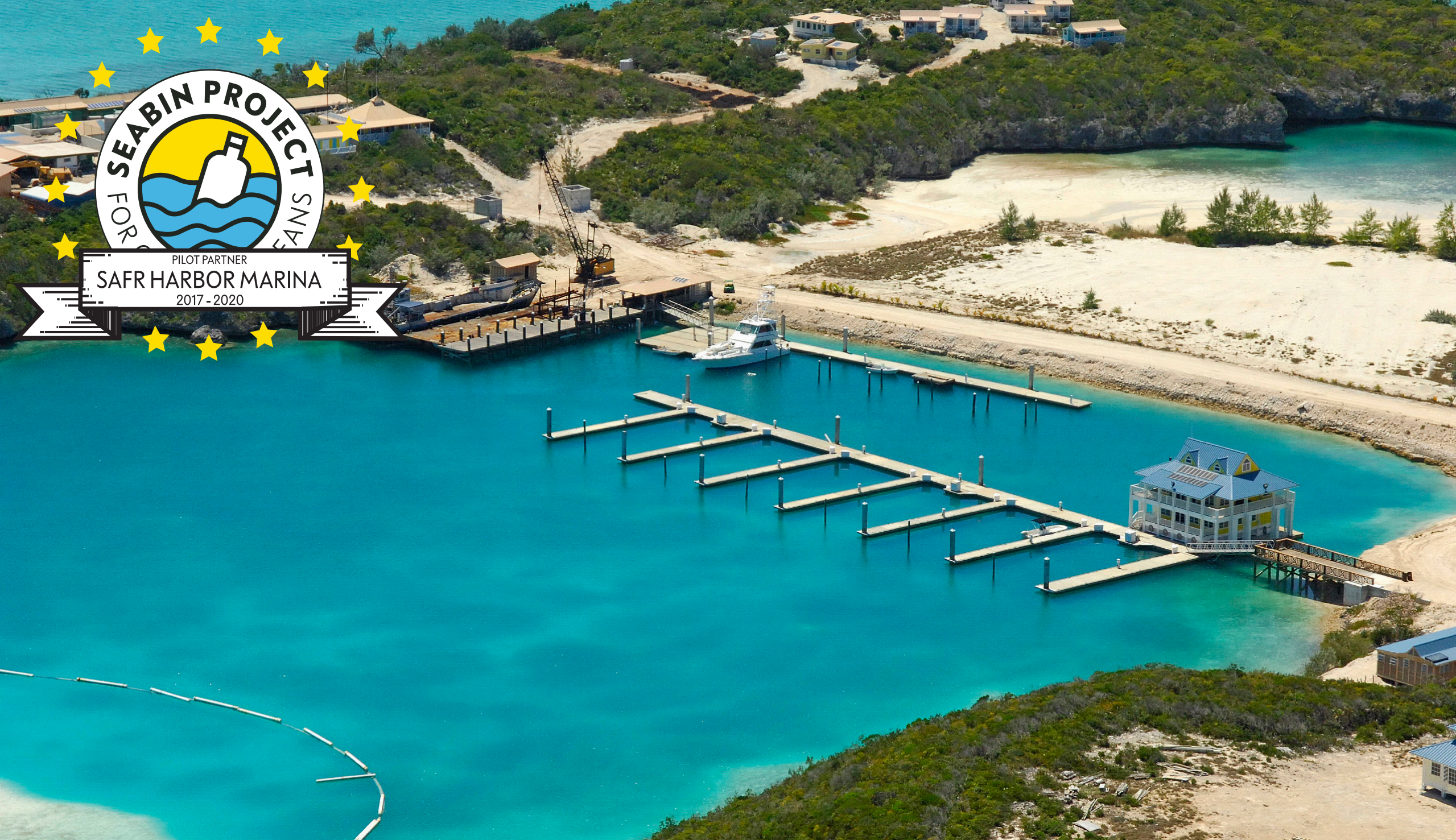
Porto Montenegro and Port Adriano and Seabin Project won **Sustainability awards in Tourism** for their initiative of implementing the Seabin in their location.

**“Being a pilot partner is more than just a statement, it is about playing an active role as a first mover in the global challenge to rescue and protect the oceans we love so much”.**  
says Antonio Zaforteza, CEO of Port Adriano. P



IF ONLY HALF OF THE MARINAS & PORTS IN THE  
WORLD  
WOULD ACQUIRE 3 SEABINS IT WILL BE A  
**REDUCTION OF 30 MILLIONS KG OF MISMANAGED  
WASTE IN THE OCEAN PER YEAR**





## **SAFE HARBOR MARINAS**

Safe Harbor Marinas is the worlds biggest owner – operator of marinas

With 64 marinas owned in 17 states, and over 30,000 boaters, Safe Harbor plan to install the Seabin technology in all of their locations across America and also to implement the educational program in all locations with local schools.

It was the first marina company in North America to install the innovative Seabin technology.

**Safe Harbor Marinas has installed Seabins in Cabrillo Isle Marina San Diego, in San Diego, Ventura and two in San Francisco Bay Area marinas – Ballena Isle Marina in Alameda and Emeryville Marina in Emeryville.**

It is exciting that Safe Harbor Marinas, the largest owner and operator of marinas in the world, has stepped forward to embrace such an important environmental cause and project.



## **BUTTERFIELD**

Butterfield is a full-service bank and wealth manager headquartered in Hamilton, Bermuda, providing services to clients from six jurisdictions: Bermuda, the Cayman Islands and Guernsey, where its principal banking operations are located; and The Bahamas, Switzerland and the United Kingdom,.

“As an island-based financial services company, the economies and daily life in our communities are tied to the ocean.”

declared Butterfield CEO Michael Collins

“We are, therefore, focusing our corporate giving efforts on the protection of the marine environment. The Seabin Project with its innovative approach to addressing the problem of plastics in the ocean — combining technology and education — was a natural fit with our environmental focus, and we are pleased to be working with the Seabin Project team.”

At the moment Butterfield has sponsored Seabin in Bermuda, Cayman and Halifax! The offshore bank group is also implementing school and data collection programs in each location to help ensure a **cleaner future for the next generation!**





## **PORTO MONTENEGRO**

Porto Montenegro is a full service marina located in the Bay of Kotor offering berths, luxury residences, boat refit & repair services, captain & crew facilities.

“As a progressive world leading Superyacht Marina, Porto Montenegro is excited to be teaming up with the Seabin Project as a pilot partner. Maintaining a clean and rubbish free marine environment has always been important focus for Porto Montenegro. **Partnering with Seabin Project allows us to not only improve our waterborne refuse collection methods, but to also become part of a bigger environmental initiative by way of educating the next generation in the importance of environmental awareness, and recycling / upcycling of existing refuse. We are excited to have this opportunity.**” said Tony Browne Marina Director.

Porto Montenegro has implemented the global pilot partner program with the Knightsbridge International School where the students have the opportunity to see what is collected by the Seabin and use this information in conjunction with the lessons to learn more about plastic pollution and the effects on the environment. Porto Montenegro is also acting as ambassadors in the pilot program, hoping that more marinas and ports will follow this lead and participate in the data and research programs.

## **WÄRTSILÄ**

Wärtsilä is a global leader in advanced technologies and complete lifecycle solutions for the marine and energy markets. The company is transforming traditional shipping and energy markets by developing sustainable and renewable solutions that improve the environmental footprint of maritime transport and energy generation

Wärtsilä is donating floating rubbish bins to the City of Helsinki and the Port of Helsinki, which are responsible for operating and maintaining the floating bins in Helsinki. Wärtsilä is also negotiating the donation of floating rubbish bins for the Turku guest harbour on the Aurajoki river and for the city of Vaasa. It is also helping Seabin carrying education mission to the local youth and accompanying Seabin to its mission success for cleaner oceans.

“Wärtsilä is taking responsibility for the future of the marine environment, and we are honoured to be involved in the Seabin project. As one of the leading solution providers in the marine industry, we are constantly developing new environmental technology. **However, the most important thing to remember is that every one of us can do our bit for the cleanliness of the marine environment,**” says Atte Palomäki, Executive Vice President





## PORT ADRIANO

Port Adriano is a super-yacht harbour in Mallorca. It was Designed by famous French designer Phillipe Starck and has berths for boats between 6 and 100 meter long as well as shops, bars, restaurants and a range of watersports.

**“Being a pilot partner is more than just a statement, it is about playing an active role as a first mover in the global challenge to rescue and protect the oceans we love so much”.** Port Adriano contacted the Seabin team in the infant stages and expressed interest as early adaptors of the innovative Seabin technology” says Antonio Zaforteza, CEO of Port Adriano.

The marina is collaborating with The Seabin Project and local organisations in a hands-on approach to through the Global Ambassador Program based on education and research.

**Port Adriano received a Corporate Social Responsibility awards for greeting Seabin project in its facilities.** This award was given at the occasion of the first Premises of the Tourism of the Balearic Islands launched by the government. It action was created as a measure to provide incentives for sustainable initiative in the Tourism industry



## LA GRANDE MOTTE.

La Grande Motte is progressive city and government run marina in the south of France in the Mediterranean sea.

Thi partnership is technically supported by the Port service team confirmed by the positioning of La Grande Motte as an innovative and future-oriented city. The municipal commitment to sustainable development is important and daily actions are taken in the sustainable management of the Port and the city are numerous.

Stéphane Rossignol Mayor of La Grande Motte explains: “this collaboration with The Seabin Project complements what is implemented already by La Grande Motte and what makes our city an example in terms of environment preservation and innovation (use of renewable energy, recycled street furniture, waste management, project ‘Breathe’ to study marine life ...). **The vision of The Seabin Project is in line with our objectives: find operational solutions to the pollution problem and engage the public to adopt responsible behavior. We want to awake environmental awareness of the greatest number.”**



# PORALU MARINE

## MANUFACTURER AND DISTRIBUTORS

In March 2016, French Marina building company Poralu Marine signed up with Seabin Project to be the exclusive worldwide manufacturer and distributor. Poralu has factories on 3 continents and a distribution network covering 18 countries.

“To remain a leader in our field we must be prepared for future challenges. Plastic pollution is a large and predominant one! In the Group, we are investing for many years in the development of eco-friendly solutions. Therefore it seemed natural to support Seabin Pty Ltd because Pete and Andrew have put their hearts into this and they were able to provide a realistic and affordable solution. We aim to co-develop the Seabin system in order to meet the specific needs of our customers. This partnership is just the beginning of a long term collaboration for both companies.” Fayçal Rezgui, Head of CEI the environmental branch of the Poralu Marine Group

### PORALU MARINE

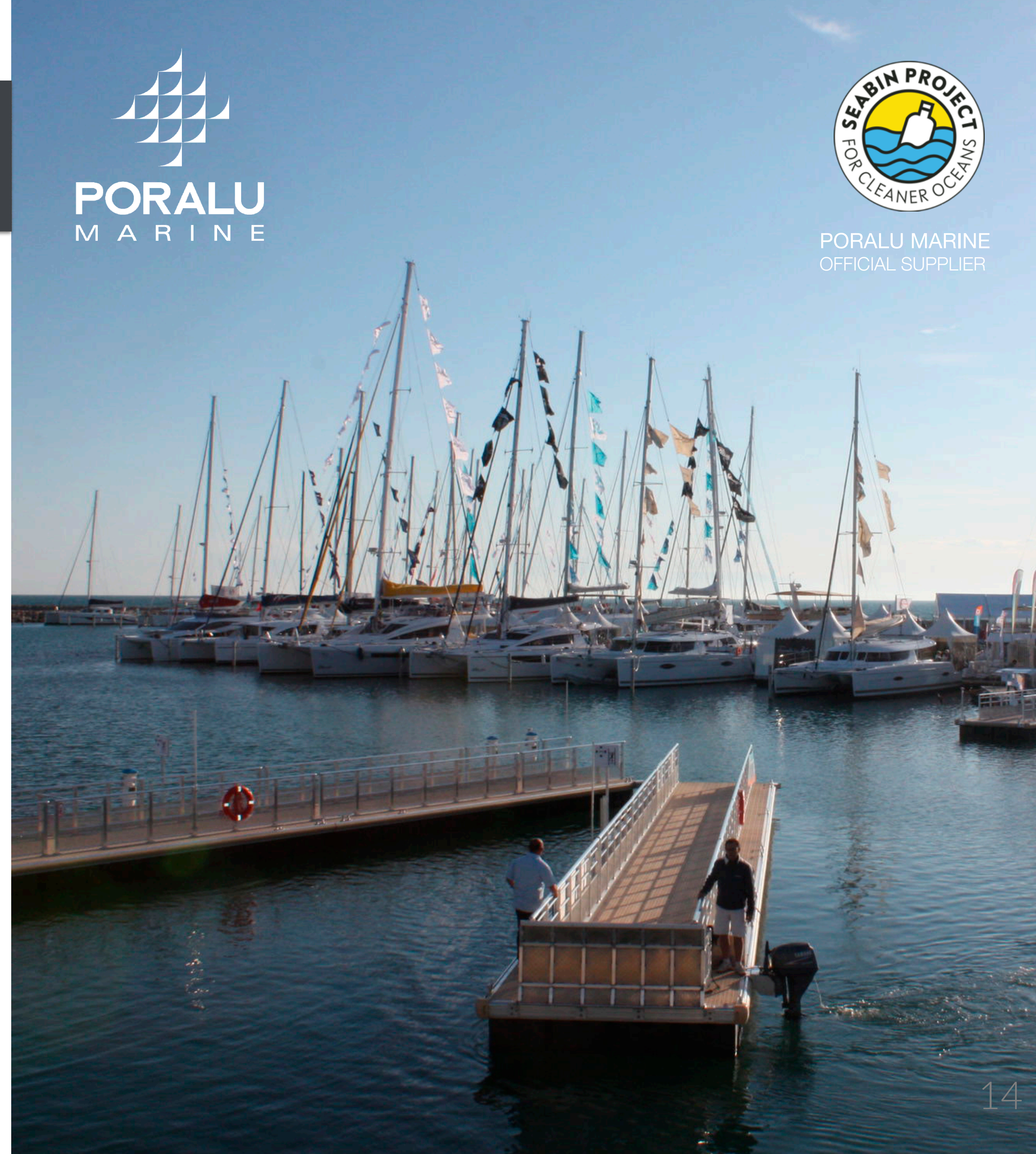
8,000 references over the five continents have lifted Poralu Marine among the leading international companies in the field of pontoons and harbor facilities.

Founded in 1982, Poralu Marine is a systems integrator for marinas that develops solutions and equipment in line with economic, social and environmental requirements of its customers. Poralu Marine was one of the first to use aluminum as the exclusive structure for pontoons. Thanks to a R & D and design department using advanced technology, the company now offers a wide range of products: diving rafts, leisure pontoons, footbridges, catwalks, landing stages, etc. It is heavily engaged in the research and innovation of eco-friendly, sustainable, flexible and aesthetically pleasing solutions. Its subsidiary CEI, water treatment specialist with a high environmental bias, assists its clients in an active environmental approach. The ambition is to develop the future of ports and to provide customers with complete and autonomous solutions (pumping and water treatment, waste management, eco-lighter multi-purpose work, independent living platforms and marine renewable energy.

Based in Port (01) - France (headquarters), Poralu Marine has 120 employees and generated on the 2015/2016 financial year € 22.5 million of consolidated sales with 70% operated internationally.



PORALU MARINE  
OFFICIAL SUPPLIER





# THE SEABIN AWARDS



**PRODUCT & SERVICE AWARD**  
BUTTERFIELD BERMUDA & SEABIN

**TOURISM SUSTAINABILITY**  
PORT ADRIANO & SEABIN

**TOURISM SUSTAINABILITY**  
PORTO MONTENEGRO & SEABIN

**DESIGN CATEGORY AWARD**  
PORALU & SEABIN

## THE SEABIN PROJECT IN THE PRESS



*The Telegraph* **theguardian**

*The New York Times*



**franceinfo:**

BUSINESS  
INSIDER



THE  
HUFFINGTON  
POST



**AND MANY MORE**





CLEANER MARINAS  
CLEANER OCEANS

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