PARTNERSHIP

POPEYE X THE SEACLEANERS

Popeye is the world's most famous sailor. Tough guy, hero, legend: this timeless hero embodies essential values that inspire all those who love the sea through the generations. Since 2020, he has been a partner of The SeaCleaners association to fight plastic pollution and preserve the oceans.

The SeaCleaners

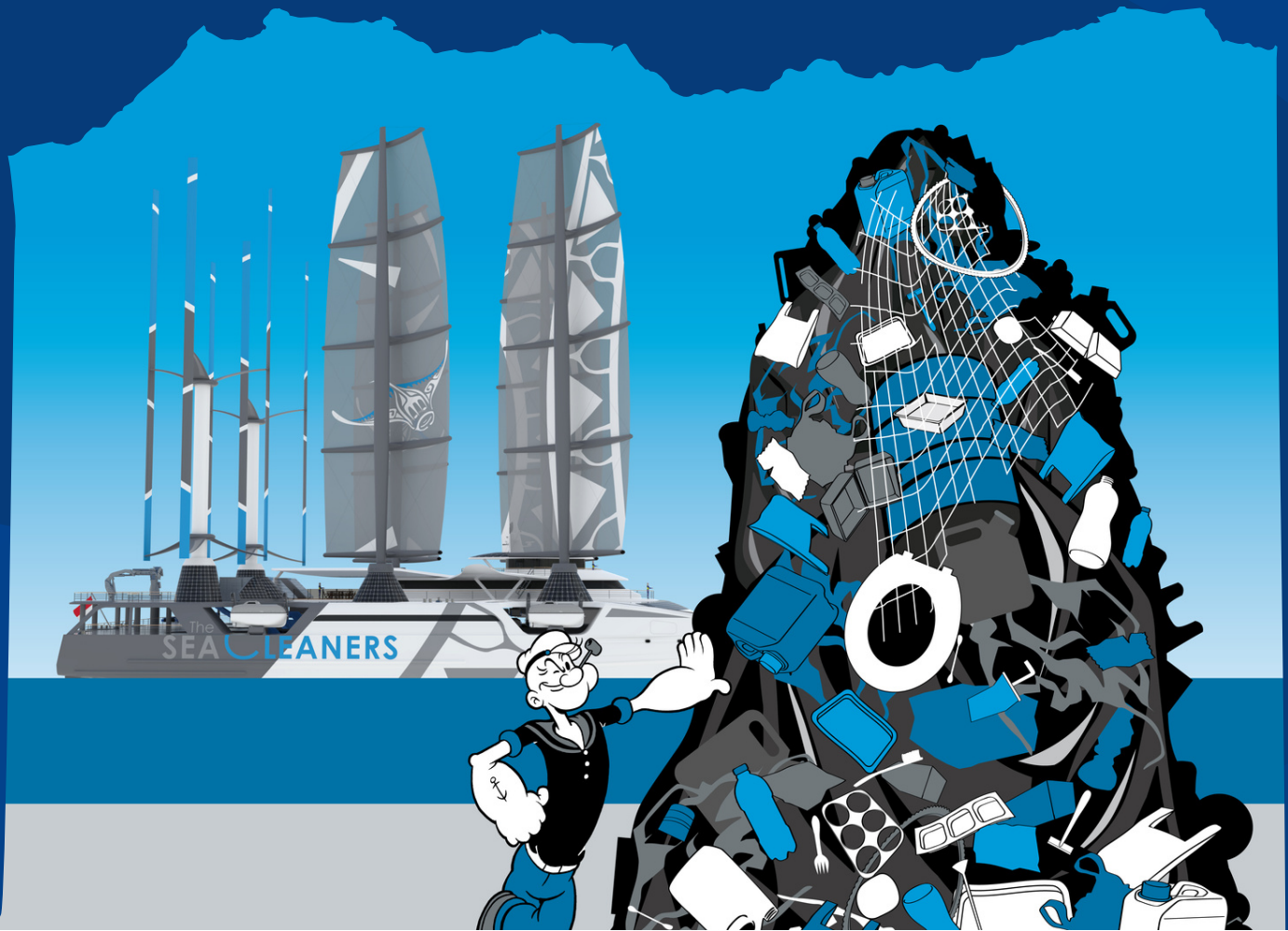
Founded in 2016 by navigator and explorer Yvan Bourgnon, the NGO The SeaCleaners offers concrete solutions against plastic pollution, both at sea and on land, through corrective and preventive missions.

In particular, the NGO is developing a pioneering solution for the collection and recovery of floating plastic waste: the Manta, an innovative ship equipped with an onboard factory, which will be launched in 2025.

A partnership with high added value

Provision of POPEYE's image, on a worldwide level, for THE SEACLEANERS' actions in :

- ✓ **Communication**
- ✓ **Education**



Joint awareness campaigns

World Oceans Day

A plastic-free Christmas

A summer without plastic pollution

Guide to the Popeye Rally in companies

Setting up co-branding programmes

Mobile game partnership

January 2022, Popeye and Rovio Entertainment reunite the iconic sailor and Angry Birds Friends in a week-long tournament to benefit The SeaCleaners.

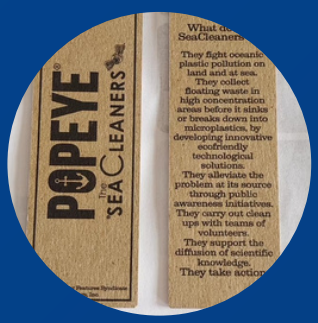
7M views on social networks

+ 500K players compared to the weekly average

Dedicated mode capsule

Autumn 2022, Von Dutch launches a sustainable line of clothing all while limiting the impact on the environment featuring the Popeye image and the message of The SeaCleaners.

A portion of the proceeds goes back to the association to finance the MANTA project.



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