

2024

ACTIVITY REPORT

THE SEACLEANERS

2024



www.theseacleaners.org

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EDITORIAL

PRESIDENT THE SEACLEANERS SWISS

Dear members,

2024 will remain a pivotal year in the history of our association.

On 25 April 2024, faced with a critical financial and organisational situation for The SeaCleaners in France, our committee and board of directors met in Geneva.

A few weeks later, in June, The SeaCleaners France was declared bankrupt.

But rather than giving up, we chose to bounce back.

Driven by the determination of our committee and under the leadership of Benoit de Torcy, we decided to refocus our ambitions on a more realistic, agile and, above all, financially viable model.

Out went the Manta, which was too cumbersome in this context. In came concrete actions with immediate impact.

This is how The SeaCleaners Swiss took up the torch, purchasing two Mobula boats and the intangible assets of the French organisation in November 2024. This operation marked the real restart of the association. The original mission – to protect aquatic environments from plastic pollution – has been given a new lease of life.

Since then, the first results are in: concrete projects in the field, a strengthened team, a united and committed committee, and a renewed collection dynamic. Everyone contributes their expertise and energy, and it is this complementarity that is our strength today.



EDITORIAL

PRESIDENT THE SEACLEANERS SWISS

Our association now looks to the future with confidence and ambition. More than just a player, we are becoming an integrator, working hand in hand with local, scientific, institutional and economic partners.

I would like to warmly thank all the members of our committee and operational team for their unwavering commitment, professionalism and the spirit of collaboration that unites us.

Thanks to you, The SeaCleaners is alive again. And above all, it is taking action.

Maurice Hoffstetter

EDITORIAL

MANAGING DIRECTOR THE SEACLEANERS

Dear friends,

The year 2024 was once again filled with excitement, challenges, surprises and successes. This year proved to us that anything is possible. In summary, 2024 unfolded in three phases.



The first half of the year was marked by a week-long presentation of The SeaCleaners' activities in Geneva. On the shores of Eaux-Vives beach, we demonstrated our Mobula, set up a public exhibition on plastic pollution, raised awareness among 10 school classes, and organised a scientific conference at the Palais Eynard bringing together five experts on the subject.

This event, which was widely covered by local and national media, concluded with an evening gathering of our Swiss and French patrons.

This highlight also coincided with a decisive step for our organisation: the closure of The SeaCleaners' French entity, with all activities being transferred to the Swiss structure. This decision, although difficult, was necessary in view of the financial irregularities observed within the former entity.

Convinced of the urgent need to take action against plastic pollution, we have chosen to continue our mission from Switzerland, rethinking our approach and our projects.

A strategic repositioning for greater impact

The first step was to review all of our projects. This led to the discontinuation of the Manta project: as the plastic problem has evolved, we must now focus our efforts on upstream collection, where our action is most effective: in rivers, mangroves, ports, estuaries and beaches.

In addition, we have defined two major strategic priorities for the future:

- **Working in synergy with other organisations to develop projects with greater impact. Rather than acting alone, we favour collaboration with partners who share our values and objectives.**
- **Positioning ourselves as a facilitator of pollution control solutions and a catalyst for change. In concrete terms, we want to play a central role in implementing local and international initiatives, combining innovation, scientific expertise and community engagement.**

This new direction allows us to increase our impact, make our actions more effective and raise awareness among an ever-wider audience. We are convinced that by joining forces, we will be able to meet the growing challenges of plastic pollution.

Finally, I would like to express my deep gratitude to our patrons and partners. Thanks to your commitment and unwavering support, we have been able to overcome challenges, reinvent ourselves and pursue our mission with ambition. An organisation like ours naturally goes through ups and downs, but your trust is what drives us forward.

2024 has been a year of transition, but above all, a year of renewal. We approach the future with determination, convinced that our actions can and must make a difference. Thank you all for being part of this adventure.

Benoit de Tarcy

THE ASSOCIATION

Every day, our oceans suffer from plastic pollution, compromising not only marine life but also human health.

Taking action to protect our oceans means fighting for the survival of our planet. Isolated actions, although important, are not enough.

An integrated approach is essential to tackle this global challenge. This is what The SeaCleaners offers.

WE ARE WE ?

The SeaCleaners is a non-profit organisation, registered in the commercial register and recognised as a public utility, founded in 2019.

The accounts are audited annually and made public in June.

From its headquarters in Blonay, Switzerland, The SeaCleaners develops operations all over the world.

OUR OBJECTIVE

Faced with a certain inertia in national and international public policy and the acceleration of plastic production and consumption, The SeaCleaners has opted for a proactive and pragmatic approach to help reduce pollution in the oceans and aquatic environments, in particular through the design, construction and deployment of ocean waste collection boats called 'Mobulas'.



FOR TOMORROW

The SeaCleaners' dream is of a world in which the oceans and aquatic environments have been drastically cleaned up, restoring their original beauty and the integrity of their functions, which are essential to the planet's balance. Humanity and biodiversity depend on it.

THE SEACLEANERS SWISS

WHO ARE WE ?

The SeaCleaners is much more than just a branch of the global organisation. It is the beating heart of our fight against plastic pollution, not only in Switzerland but also on the international stage.

BOARD



Maurice Hoffstetter
President
 Corporate strategy
 Business management



Cyrille Alheritiere
Secretary General
 Corporate Strategy
 Asset Management



Annabella Cardone
Treasurer
 Financial management
 Investment management



Milena Stoyanova
 Environment
 Public affairs
 Financial services



Maxime Chrétien
 Audit
 Anti-corruption
 and anti-fraud



Begoña Mallenco
 Marketing and
 Communication
 Brand image

EXECUTIVE MANAGEMENT



Benoit de Torcy
General manager
 Strategy and planning
 Project development
 Operational management

THE SEACLEANERS SWISS

OUR MISSIONS



DEPLOY COLLECTION EXPEDITIONS IN THE MOST POLLUTED AREAS OF THE WORLD



UNDERSTAND PLASTIC POLLUTION, DEVELOP AND WIDELY DISSEMINATE SCIENTIFIC KNOWLEDGE



RAISE AWARENESS AND MOBILISE ALL AUDIENCES TO INSPIRE AND BRING ABOUT LASTING BEHAVIOURAL CHANGE



DEVELOP A POWERFUL NETWORK AS A MEMBER OF SEVERAL LEADING INTERNATIONAL SUMMITS WITH THE ROLE OF EXPERT OBSERVER

SOME DATA ON PLASTIC CONSUMPTION IN SWITZERLAND(*):

350 000 TONNES

Annual consumption of plastic packaging in Switzerland

The waste is transported by the Rhône River and dumped annually into the Mediterranean Sea.

100 TONNES

Annual quantity of macroplastics found on the shores of Swiss lakes and rivers

53 TONNES

Amount of plastic transported daily from Lake Geneva to the Mediterranean Sea

10% des déchets du lac Léman

are transported by the Rhône and are discharged annually into the Mediterranean Sea.

WASTE COLLECTION EXPEDITIONS



Our presence in the field was marked by a major event in 2024 in Geneva: The presentation of our missions through demonstrations of our Mobula's collection capabilities.

WASTE COLLECTION

Before setting off on its three-year expedition to Malaysia, we organised a week-long demonstration of the **MOBULA** in Geneva, on Lake Geneva.

The **MOBULA** is a cleaning vessel equipped with unique and innovative technology for collecting floating solid and liquid waste.

With its removable floats and folding deck, it offers considerable storage capacity for plastic waste, while still being able to be transported economically and safely in a 40-foot container.



SCIENTIFIC CONFERENCE

'Switzerland, far from the coast but essential to reducing plastic pollution'

As part of this demonstration week, we organised a scientific conference at the Palais Eynard in Geneva. This conference brought together four experts with complementary profiles: a specialist in plastic pollution in Switzerland, an expert in pollution affecting Alpine lakes, a researcher from Ifremer, and a scientist specialising in the study of plastics.

The event brought together 60 participants to discuss the challenges of plastic pollution and the role that a landlocked country like Switzerland can play in this global fight.



WASTE COLLECTION EXPEDITIONS



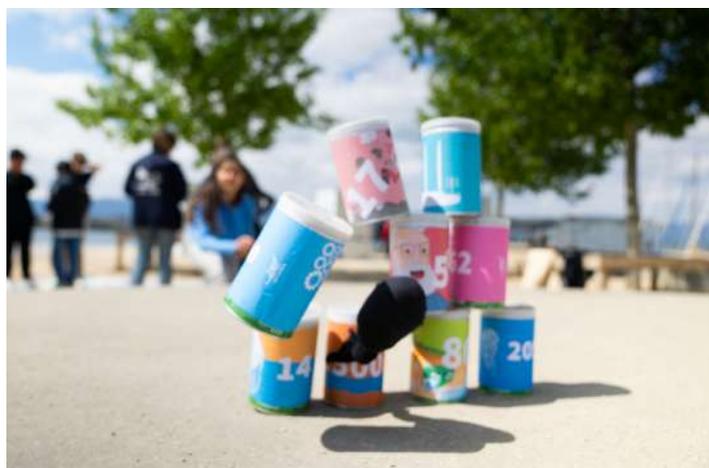
Our presence in the field was marked by a major event in 2024:
The presentation of our Mobula in Geneva.

SENSIBILISATION ET EDUCATION

Public exhibition:

‘Plastic pollution in the water cycle’

Along the Eaux-Vives beach, we organised an exhibition open to all, dedicated to the theme of plastic pollution in the water cycle.



This initiative also enabled us to welcome 10 classes, or 200 pupils, who were able to deepen their knowledge through a guided tour of the exhibition. At the end of this discovery, the pupils took part in educational games specially designed by our teams to test and reinforce their understanding of the subject.

BY 2025 LAUNCH OF A THREE-YEAR COLLECTION EXPEDITION IN MALAYSIA

From March 2025 to March 2028, the Mobula 8.2 will operate in Kota Kinabalu Bay, Sabah, to collect floating plastic waste and preserve marine biodiversity.

Challenge

Malaysia is one of the world's biggest plastic polluters: 81% of plastic waste is poorly managed and often ends up in the sea.

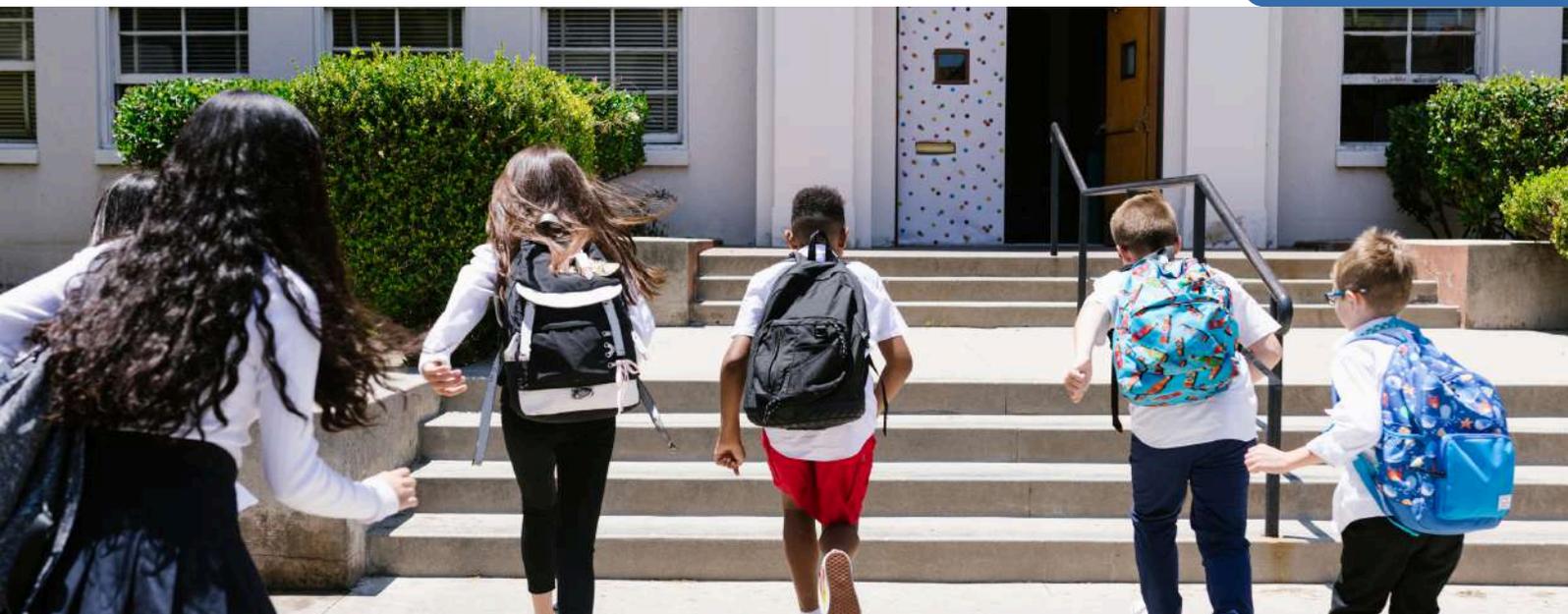
Objectives

- Collect and recycle 1,000 tonnes of plastic in 3 years.
- Raise awareness among schools, businesses and citizens for sustainable change.
- Conduct scientific research on the origin of pollution.

Partners

The expedition will involve local authorities, the federal and Sabah ministries of the environment, the Swiss-Malaysian and Franco-Malaysian chambers of commerce, and the Marine Research Foundation, an expert in marine conservation.





RAISING AWARENESS THROUGH EDUCATION

Education is at the heart of our mission. In 2023, our awareness-raising initiatives came to life in various Swiss schools. Educational games, films and debates helped raise awareness of plastic-related issues.

In order to effectively raise participants' awareness of the issues surrounding plastic pollution, we have designed multimedia presentations illustrating the life cycle of plastic waste, from its production to its impact on the environment.

These materials highlight the harmful effects of plastic pollution on marine life and ecosystems.

- A striking video shows children discovering plastic pollution in the sea for the first time. Deeply moved, they undertook an investigation into this issue and its repercussions, illustrating the importance of education and awareness.
- To complement this approach, we have developed educational games designed to reinforce participants' knowledge and assess their understanding of the issues surrounding plastic pollution.
- At the same time, we have designed a comprehensive educational programme for teachers, including:
 - Detailed teaching guides: In-depth explanations of plastic pollution, its origins, its impacts and possible solutions.
 - Modular lesson plans: Tailored to different school levels, these plans offer interactive activities and classroom discussions to enrich learning.
 - Multimedia resources: Videos, infographics, and presentations that facilitate the assimilation of concepts and make lessons more engaging.
 - Practical activities: Scientific experiments and practical projects enabling pupils to observe the effects of plastic pollution and devise sustainable solutions.

The year 2024 in figures:

**30 actions
in classes**

**+600 pupils
made aware**

**1,600 people
affected**

CLEAN-UP



Direct action in the field is at the heart of our commitment. Through regular clean-up operations, we collect large quantities of waste, thereby making a tangible contribution to the fight against plastic pollution.

- **Clean-up in Versoix (GE):** World Clean-up Day organised in collaboration with former IMD students.
- **Clean-up Sion (VS):** With all the teams from Non Stop Gym
- **Clean-up along the Eaux-Vives beach (GE)**

2024 IN FIGURES

3 clean-up

+300 kg waste collected

+1400L



ACHIEVING SUSTAINABILITY GOALS WITH THE SEACLEANERS SWISS

Plastic pollution in the oceans jeopardises the achievement of several of the 17 Sustainable Development Goals (SDGs), commitments adopted by UN Member States to promote shared prosperity and protect the planet by 2030.



Combating the scourge of plastic pollution in the oceans at all levels means helping to meet the global challenges we face. By joining The SeaCleaners Swiss, you are joining the movement of those who are working for a sustainable future and transforming the world.



ERADICATION OF POVERTY

The SeaCleaners Swiss s'engage à convertir le plastique en une ressource précieuse. Chaque jour, nous nous efforçons de donner une seconde vie à ces déchets et de créer des opportunités d'emploi dans les régions les plus nécessiteuses. Notre appui à des projets tels que « Social Plastic » illustre notre vision d'un monde sans pauvreté, valorisant chaque gramme de plastique collecté et chaque travailleur mobilisé pour préserver nos océans.



SATIETY

The ocean feeds humanity. However, plastic pollution is compromising this vital resource. Our actions at The SeaCleaners Swiss go beyond simply cleaning up the oceans. We are fighting to protect our fish stocks, restore our food chain and guarantee food security for millions of people. Because a clean ocean means a future where hunger is consigned to the history books.



HEALTH AND WELL-BEING

Invisible plastic is the most dangerous. Every micro-particle that enters our food chain puts our health at risk. At The SeaCleaners, we take action before this plastic becomes invisible, thereby protecting the health of every individual, every child and every future.



DRINKING WATER SUPPLY AND SANITATION

A drop of clean water is worth its weight in gold. Thanks to MOBULA, SeaCleaners strive to transform every polluted drop into a source of life. In partnership with local communities, we fight against the dangers of plastic pollution to ensure clean and safe water for all.



AFFORDABLE AND CLEAN ENERGY

The Manta is much more than just an ordinary ship. It embodies a vision for the future of energy. By integrating environmentally friendly technologies, we are demonstrating that the maritime sector can also be a leader in sustainability. At The SeaCleaners Swiss, we are pushing the boundaries of what is possible in the field of clean energy.



DECENT WORK AND ECONOMIC GROWTH

Value lies in what many consider useless. The SeaCleaners adhere to the circular economy, transforming waste into resources and resources into sustainable jobs. Our projects are synonymous with opportunities, skills and local economic growth.



REDUCING INEQUALITIES

Plastic pollution is much more than an environmental issue; it is a matter of social justice. At The SeaCleaners Swiss, we fight for the voices of marginalised communities who suffer most from this pollution. We are working towards a world where a healthy environment is a fundamental right, accessible to all.



RESPONSIBLE AND SUSTAINABLE CONSUMPTION AND PRODUCTION

Responsibility guides our actions. The SeaCleaners Swiss is fully committed to promoting responsible consumption and production, with a focus on education and awareness at every stage. Because a sustainable future begins with informed decisions today.



CLIMATE ACTION

The fight against climate change is a race against time. At The SeaCleaners Swiss, every piece of plastic waste removed, every preventive measure taken, and every piece of research conducted aims to restore the delicate balance of our planet. Our mission is clear: for a stable climate, the oceans must be preserved.



AQUATIC LIFE

Aquatic life is an indicator of our planetary health. Every marine animal affected, every ecosystem disrupted, is a warning sign. With the support of UNEP, we at The SeaCleaners Swiss are responding to this call with unwavering determination. Together, we can reverse the tide of pollution and provide a safe haven for marine life.



FINANCIAL RESULTS 2024

**FOR THE PERIOD FROM 1 JANUARY 2024 TO 31
DECEMBER 2024**

TOTAL ASSETS

CHF 319'822.-



Patrons and sponsors

The SeaCleaners' patrons and sponsors faithfully support the association in expanding its ocean conservation missions.

CORPORATE SPONSORSHIP

Numerous Swiss companies are generously investing alongside us and making a long-term commitment to the development and expansion of The SeaCleaners Swiss.

PATRONS & SPONSORS 2024



We would like to extend our warmest thanks to the companies and individuals who stand faithfully by our side and make our actions to protect the oceans possible.

✓ European Maritime Finance

European Maritime Finance (EMF) is a company specialising in financing and investment in the maritime sector, particularly for sustainable ships and port infrastructure. Based in Europe, it supports shipowners and maritime operators in the transition to more environmentally friendly solutions.

✓ Reactiv Office Design

Réactiv Office Design offers advice on office layout, partitioning, furniture distribution and space planning in Switzerland.

✓ Boehringer Ingelheim Animal Health

Boehringer Ingelheim Animal Health is a division of the German pharmaceutical group Boehringer Ingelheim, specialising in animal health. It develops vaccines, medicines and preventive solutions to improve the health and well-being of farm animals and pets worldwide.

✓ Okno Immobilier

OKNO Real Estate is a Swiss estate agency offering a comprehensive range of property services.

✓ Lycée Français Zurich

An international school that follows the French national curriculum, from nursery school to the baccalaureate. Located in Switzerland, it offers multilingual education and an intercultural environment, preparing its pupils for higher education in France, Switzerland and internationally.

Patrons and sponsors

The SeaCleaners' patrons and sponsors faithfully support the association in expanding its ocean conservation missions.

PATRONS & SPONSORS 2024



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✔ Non Stop Gym

NonStop Gym is a gym franchise in Switzerland, renowned for offering state-of-the-art fitness equipment available 24/7, which organised a one-day sports challenge for all its members in aid of The SeaCleaners Swiss.

✔ Doetsch Grether

Doetsch Grether is a Swiss company specialising in health and wellness products.

✔ Isaac Dreyfus-Bernheim Foundation

The Isaac Dreyfus-Bernheim Foundation is a Swiss philanthropic organisation committed to promoting and supporting various sectors, including culture, education and science.

✔ Gunvor Fundation

Gunvor is a Swiss commodity trading company specialising in oil, natural gas and other energy products. Founded in 2000, it also develops more sustainable energy solutions while maintaining a global presence in the hydrocarbon sector.

✔ General Public

All the individual benefactors who have financially supported our activities through their regular donations.

Their numbers are growing every year.

THANK YOU



REACTIV OFFICE DESIGN
SWITZERLAND





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