



PLASTIC OFFSET PROGRAM

STARBOARD'S VISION:

**TO BRING INSPIRATION AND INNOVATION
TO THE WORLD OF WIND AND WATER**



**THE
OCEAN IS
OUR
BUSINESS**





OFFSETTING CARBON FOOTPRINT



**STARBOARD CALCULATES ITS
CO₂ EMISSIONS YEARLY**



**AND GOES CARBON NET POSITIVE BY
PLANTING MANGROVES IN
HEYERDAHL CLIMATE PARK**

An underwater photograph showing a large, crumpled, translucent plastic bag floating near the surface of the water. Sunlight rays penetrate the dark blue water from above, creating a dramatic effect. The bag is partially submerged, with its top edge near the surface where ripples are visible. The overall scene conveys the environmental impact of plastic waste.

WHAT ABOUT OUR PLASTIC FOOTPRINT?

THIS IS WHAT OUR BACKYARD LOOKS LIKE



**WE NEED TO TAKE RESPONSIBILITY FOR THE
PLASTIC WE PUT INTO THE WORLD**

**STARBOARD CALCULATED
ALL PLASTIC EMISSIONS
FOR 2017 AND 2018**



**FULL TRANSPARENCY OF
PLASTIC PRODUCTION**

**CA. 320
TONNES**

2017

RECYCLED PLASTIC

**CA. 300
TONNES**

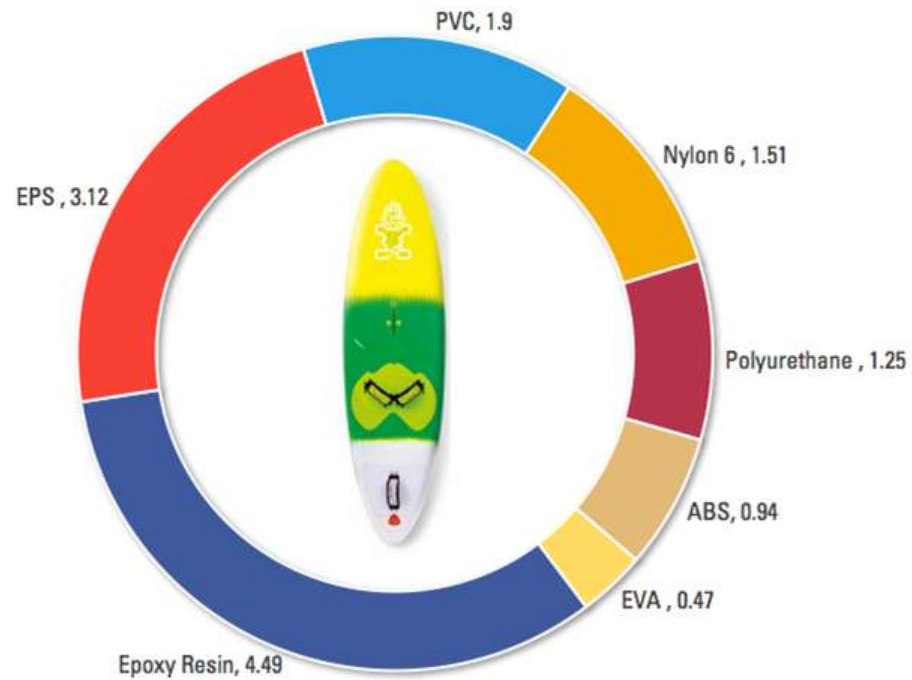
2018

RECYCLED PLASTIC



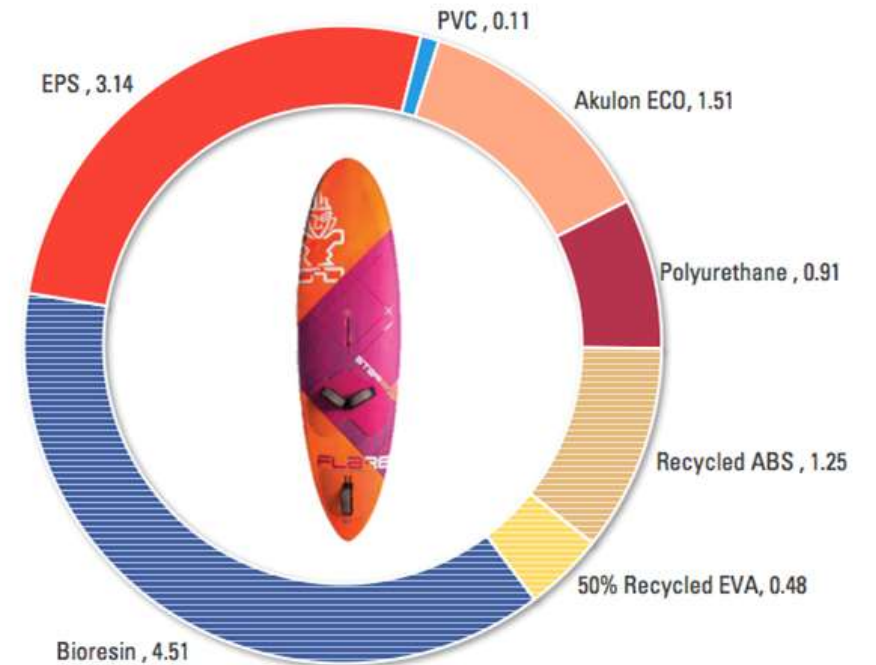
WINDSURF 2017

TOTAL TONNES



WINDSURF 2018

TOTAL TONNES



CHANGES:

4.51 TONNES: EPOXY RESIN → BIORESIN
0.34 TONNES POLYURETHANE SPRAY ELIMINATED
1.8 TONNES PVC ELIMINATED
1.51 TONNES: NYLON 6 → AKULON
0.24 TONNES: EVA → RECYCLED EVA
1.25 TONNES ABS → RECYCLED ABS

An underwater photograph of a large, crumpled, translucent plastic bag floating in dark blue water. Sunlight rays penetrate the water from the top, creating a shimmering effect on the plastic. The bag is the central focus, with its folds and creases clearly visible.

WHAT WE LEARNED FROM PDP

**BETTER
UNDERSTANDING OF
OUR RELIANCE ON
PLASTIC**

AREAS OF IMPROVEMENT

INFLATABLES

RECYCLING

SETTING A VALUE ON PLASTIC



PRICE

The diagram is set against a background of a large plastic bag floating in the ocean. On the left, a white arrow points upwards, labeled 'PRICE'. On the right, a white arrow points downwards, labeled 'ENVIRONMENTAL FRIENDLINESS'. In the center, five horizontal bars of different colors represent different plastic types, ordered from highest price at the top to lowest price at the bottom. The colors transition from red at the top to green at the bottom.

SINGLE-USE VIRGIN PLASTIC

SINGLE-USE RECYCLED PLASTIC

MULTI-USE VIRGIN PLASTIC

MULTI-USE RECYCLED PLASTIC

MULTI-USE BIO-BASED PLASTIC

**ENVIRONMENTAL
FRIENDLINESS**

PRICE PER KG

LIFESPAN

100%

45-50 CENTS

70%

30-35 CENTS

TOXICITY

20%

5-10 CENTS

WASTE

10%

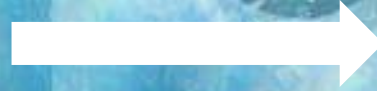
2-5 CENTS

An underwater photograph showing a large, crumpled clear plastic bag floating in dark blue water. Sunlight rays penetrate the surface from above. A large white circle is centered over the image, containing the text '0.141%' and 'OF REVENUE' in dark blue.

0.141%
OF REVENUE



**STARBOARD CALCULATES ITS
PLASTIC PRODUCTION**



**AND PAYS A SET PRICE FOR ITS
TOTAL PLASTIC USE**



THE "POP" FUNDS PLASTIC "OFFSET" PROGRAMS

WHAT DO WE WANT TO DO?



INTERCEPT



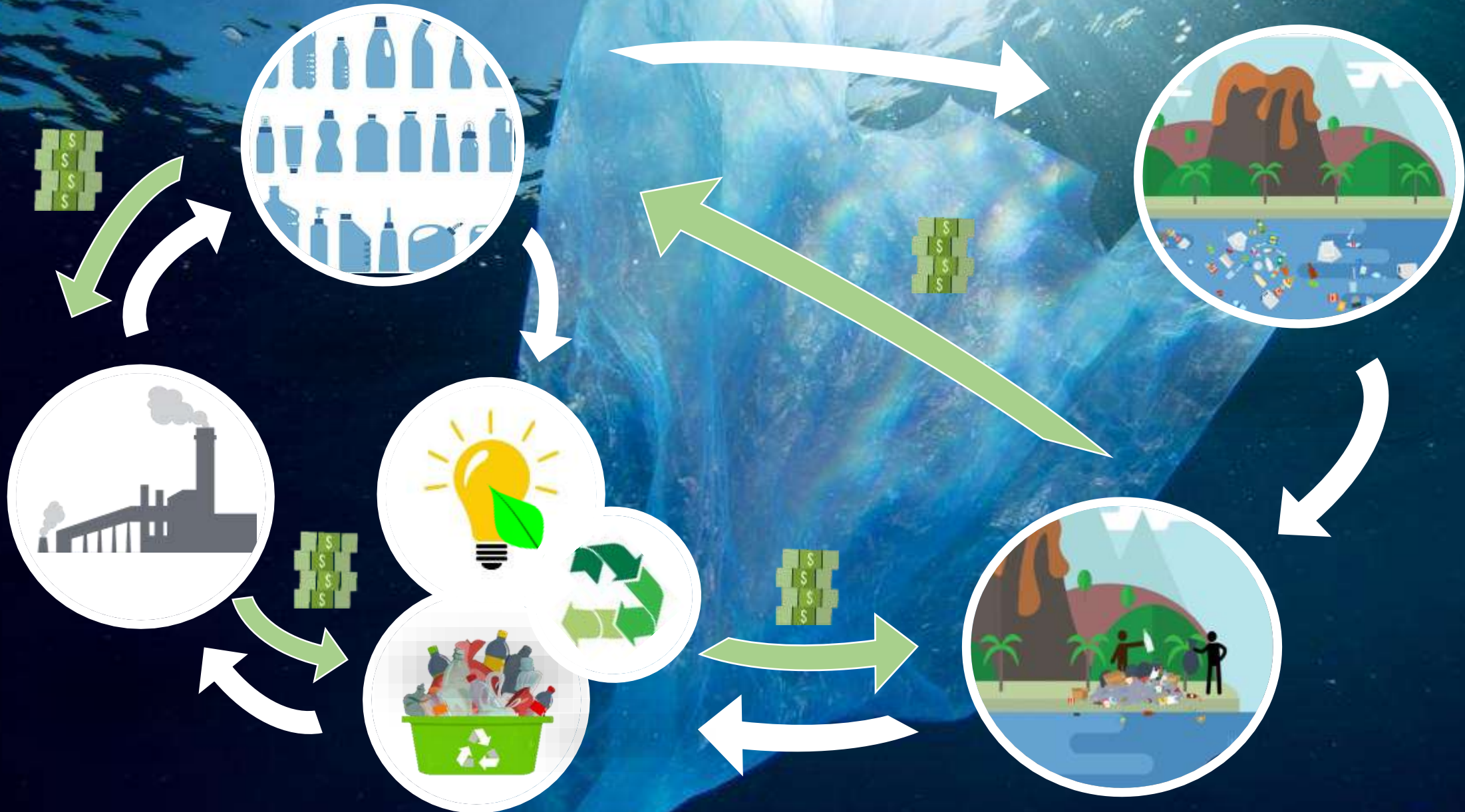
REDESIGN THE CYCLE



INVEST IN INNOVATIONS



FULL CIRCULAR ECONOMY



PLASTIC NET POSITIVE

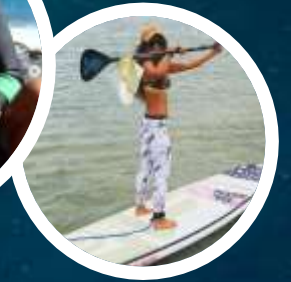
0.647%
OF
REVENUE

INTERCEPT

NGOs

LEGISLATIONS

R&D
MATERIAL SHIFTS



GET ON BOARD WITH P.O.P

**JOIN US IN MAKING A DIFFERENCE AND SENDING A
POWERFUL MESSAGE TO THE WORLD**



BECOME A PIONEERING PARTNER

STARBOARD GREEN TASK FORCE



FRIDA ONGRE
RESIDENT TREEHUGGER #1
FRIDA@STAR-BOARD.COM

SVEIN RASMUSSEN
CHIEF INNOVATOR



BAILEY ROSEN
RESIDENT TREEHUGGER #2
BAILEY@STAR-BOARD.COM