

THE PLASTIC RIVER RIDE...

A CONCEPTUAL IDEA FOR
THE PLASTIC BANK

STOCKHOLM, DECEMBER 2019

THE SIMPLE NO-BRAINER:



THE SIMPLE IDEA:

INITIATE CLEANING UP MOVEMENTS
ALONG THE WORLD'S 10 LARGEST RIVERS:

1. NILE

2. AMAZON

3. YANGTZE

4. MISSISSIPPI

5. YENISEI

6. YELLOW

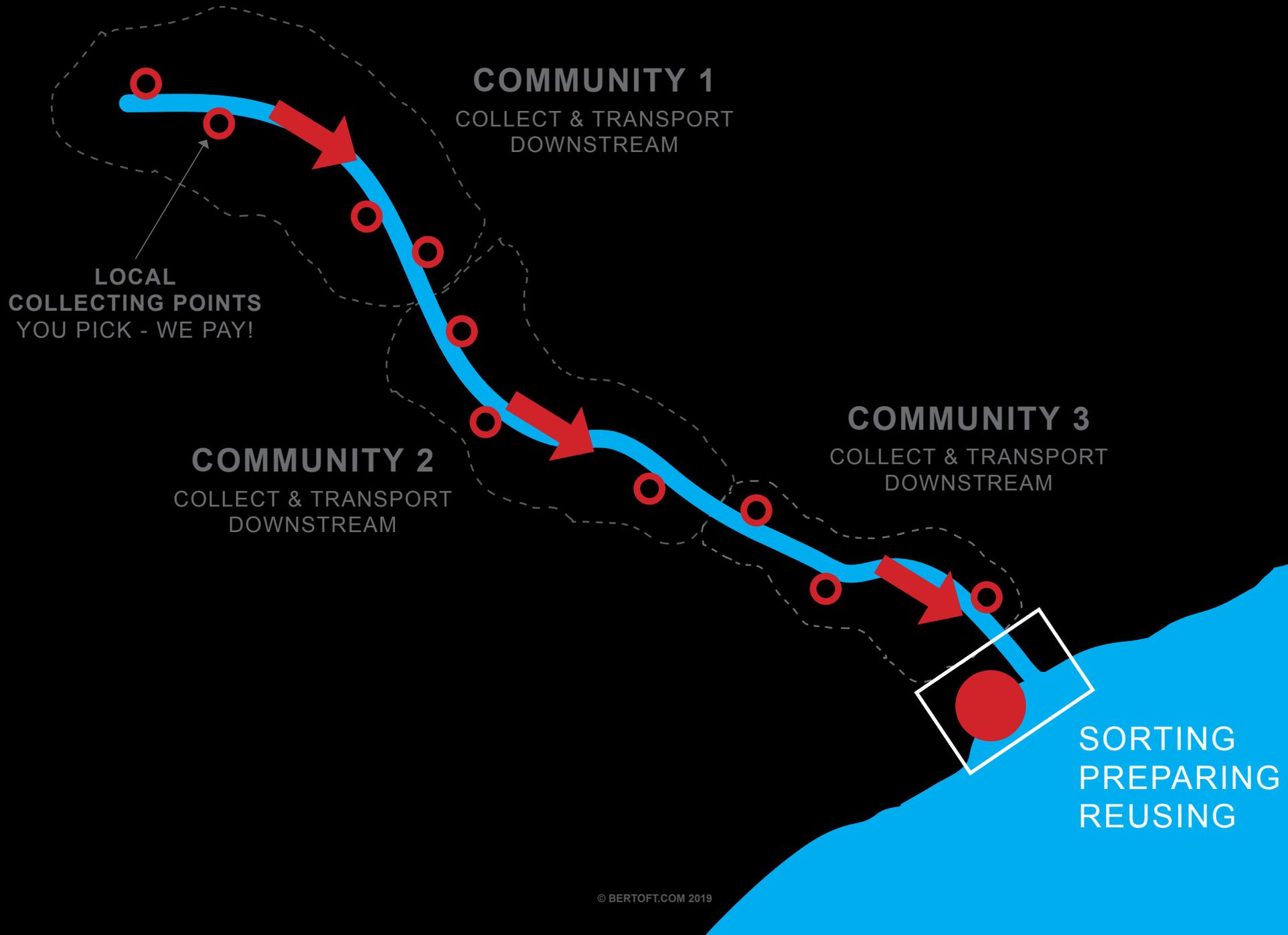
7. OB

8. RIO GRANDE

9. CONGO

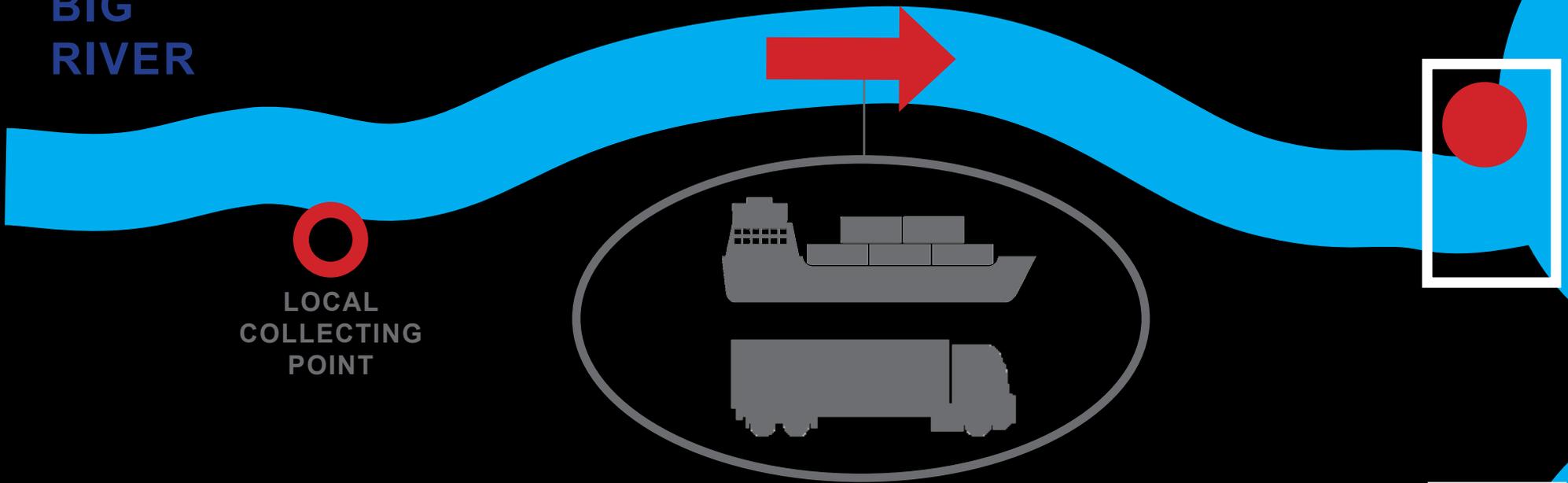
10. AMUR

THE SIMPLE PRINCIPLE:

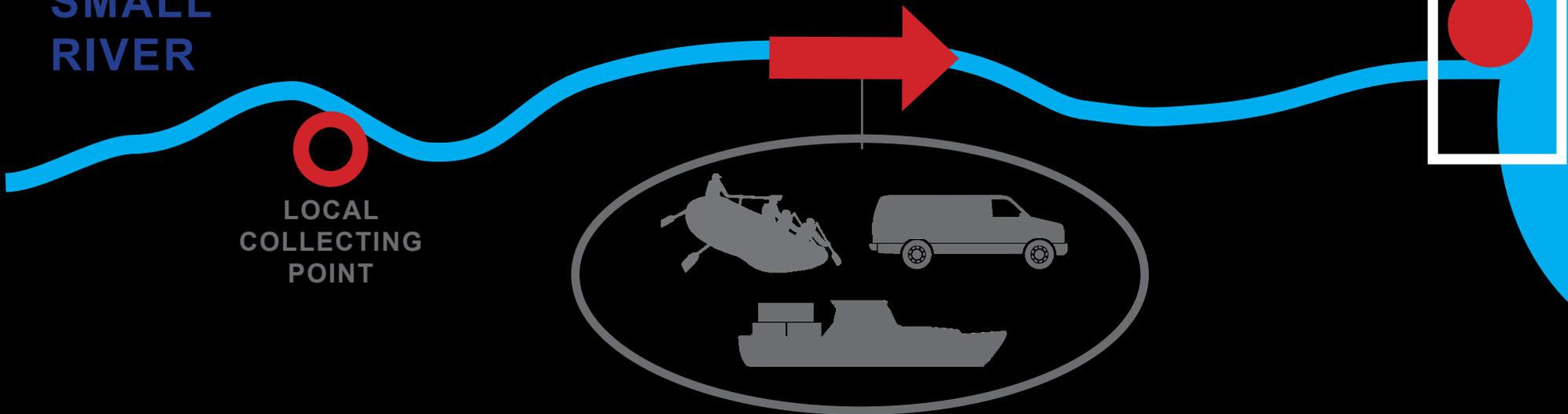


TRANSPORT DOWNSTREAM:

BIG RIVER



SMALL RIVER



THE SIMPLE CONCEPT:

EASY TO UNDERSTAND
GREAT BRANDING OPPORTUNITY
BOLD AND BEAUTIFUL
PARTICIPATION BY REAL PEOPLE
MAKES GLOBAL SENSE

THE PLASTIC BANK PROUDLY PRESENTS

THE PLASTIC RIVER RIDE...
CLEANING UP SHORES
ALONG THE WORLD'S LARGEST RIVERS.

YOU PICK – WE PAY – EVERYBODY HAPPY!

THE SIMPLE NAME?

THE PLASTIC RIVER RIDE
THE SOCIAL PLASTIC RIVER RIDE
THE RIVER RIDE
THE OCEAN RIVER RIDE
THE CLEAN RIVER RIDE
THE GLOBAL RIVER RIDE
THE...?...RIVER RIDE

YOU PICK – WE PAY – EVERYBODY HAPPY!

THE NOT SO SIMPLE CHALLENGE:
ORGANIZING THE LOGISTICS ON SITE
10 RIVERS, X COUNTRIES, Y MILLION PEOPLE



THE PILOT OPPORTUNITY:

**WE HAVE TRUSTED PEOPLE BY THE SOURCE OF THE NILE:
EDDY BALINA, HIS NGO-TEAM, SCHOOL STAFF AND STUDENTS.**



Eddy Balina, founder of Great Hope Junior School in Jinja. Hosting 100 students from 3-7 years old.



Plastic everywhere, in the city center, along country roads and in parks and gardens.



500 meter from Jinja you find the source of the river Nile, a strong symbol for a Plastic River Ride project...



Mixed plastics...on the ground and in the ground.



Students from the Jinja slum, lucky enough to have parents that can pay the few dollars it costs for a term.



Bjorn on the plastic walk towards the Great Hope Junior School.

THE GLOBAL MOVEMENT

LOCAL ACTION GROUPS SETS UP THE CONCEPT
ALONG LOCAL RIVERS

THE PLASTIC RIVER RIDE

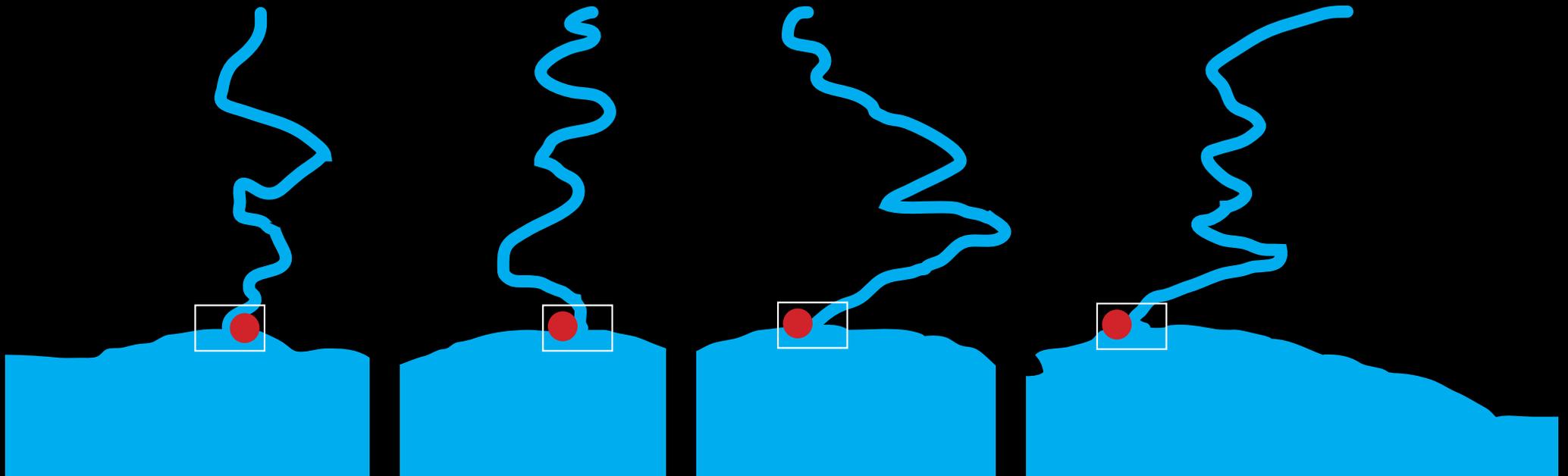
YOU PICK – WE PAY – EVERYBODY HAPPY!

INDIA

PERU

DENMARK

CALIFORNIA



THANK YOU!

bjorn@bertoft.com
+46 70 0058 660

Videos Plastic Bank
www.bertoft.com/plastic-bank

Videos Eddy Balina, Great Hope Junior School
www.bertoft.com/great-hope-school