

Annual report 2015

Race for Water Foundation





LETTER FROM THE PRESIDENT

“2015 marks a turning point in the history of the foundation with three flagship projects: the Race for Water Odyssey, participation in the universal exhibition in Milan and in COP21 in Paris. I am proud to be able to say that Race for Water is now the most active international organization fighting plastic pollution in water.

You will find in this report an overview of all the actions that have been achieved by the foundation during this year as well as their respective impacts.

The conclusion that can be drawn is clear: plastic waste is everywhere and it is unrealistic to collect it on the high seas. Action must take place on dry land, it is crucial to treat plastic waste before it enters our waterways.

Henceforth, we are focusing on solutions to give value to end-of-life plastics. Implementing a social and sustainable entrepreneurial model will allow us to involve the people most affected by this pollution.

If nothing is done to reverse this plague, oceans will contain more plastics than fish by 2050! It is therefore a shared concern and we rely on your support to tackle this global disaster.”



Marco Simeoni

President of the
Race for Water Foundation



TABLE OF CONTENTS

1	Programme	4
2	2015 Highlights	5
3	Race for Water Odyssey	6
4	Universal Exhibition in Milan	13
5	COP21	15
6	Education – school-based activities	17
7	Global conferences	18
8	Global events	19
9	Team	21
10	Strategic Board	22
11	New ambassadors	23
12	Water Guardian Experts	25
13	Website and social media	26
14	Partners	27
15	Summary	29





1 – PROGRAMME

Race for Water Foundation is an organization dedicated to **water preservation**. Today, this essential resource is in very serious danger and must imperatively be protected. The foundation's objective is to bring the general public, institutions, scientists and decision makers together regarding this issue. Since its creation in 2010 and in order to maximize the impact of its actions, the foundation developed the **LEARN – SHARE – ACT programme**:



*Contribute to the advancement of **scientific knowledge on plastic pollution in water***



***Alert** decision-makers, **raise awareness** among the general public and **educate** younger generations*



*Promote and implement **sustainable solutions with significant social impacts***

The LEARN and SHARE pillars were priorities in 2015. It was indeed **crucial to define the scope of plastic pollution** as well as the **level of awareness of the populations** in order to **identify innovative and efficient solutions to tackle this problem**. The foundation hence established a first global assessment of plastic pollution in all of the waste concentration oceanic zones (LEARN) and raised awareness about the urgency to preserve water at many international events (SHARE).

All these activities have enabled the foundation to lay the groundwork for its future actions to be deployed in 2016, henceforth focusing on concrete solutions (ACT). **Its major goal will be to identify, promote and help implement solutions that give value to plastic waste**. These sustainable solutions will permit to create new sources of income for the populations who are most affected by this pollution thanks to an innovative approach inspired by the principles of a circular economy and social entrepreneurship. The foundation will continue to be active on the first two pillars in parallel, always committing itself to the same mission: preserve the most precious resource on earth – water!



2 – 2015 HIGHLIGHTS

Over the last year, many key international events took place. Here is a selection of the foundation's 2015 highlights in chronological order:

> Giving a lecture at the **UN** headquarters in **New York** during the **Race for Water Odyssey**



< Reception of the **largest solar vessel in the world**

> Meeting **H.S.H the prince Albert II of Monaco & François Hollande** during **MEDCOP21** in Marseille



< Meeting **Richard Branson** at the **Our Ocean conference in Valparaíso**

> Meeting **Ségolène Royal** at **COP21 in Paris**





3 – RACE FOR WATER ODYSSEY

The Race for Water Odyssey was an environmental expedition which sailed across the Atlantic, Pacific and Indian Oceans to assess plastic pollution in all **5 trash vortices** in less than a year. The goals of the expedition were to:

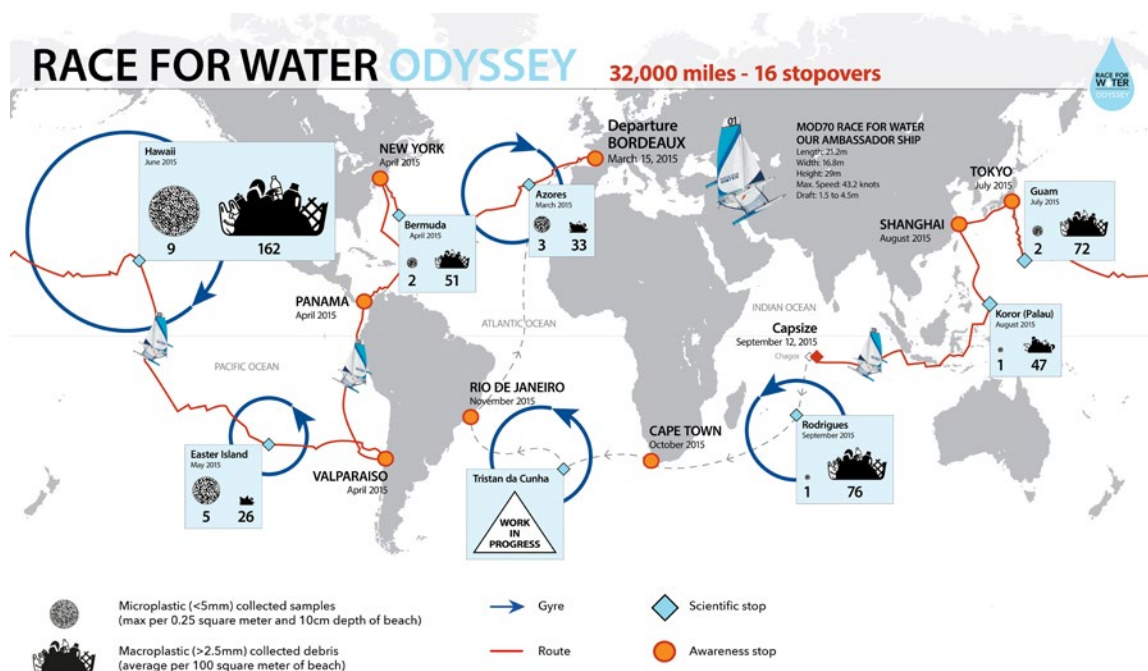


Analyse plastic pollution on beaches of islands located within the perimeter of trash accumulation zones in the oceans (called trash “gyres” or trash “vortices”)

Identify solutions by studying waste management processes in significant coastal cities and on islands

Raise awareness about water plastic pollution among the population of **coastal megacities**

The expedition left from Bordeaux on March 15 and concluded on November 18 in the very same city. The teams made **16 stopovers** in **13 countries** under Stève Ravussin’s leadership, completing a total of 8 scientific stopovers.



An expedition across the world to **explore, analyse, identify solutions** and **raise awareness**

To fulfill her mission, “MOD70 Race for Water” trimaran sailed **32’142 nautical miles** before capsizing in the Indian Ocean on September 12, near the Chagos Archipelago. Since that date, remaining stopovers have been completed by the team, without the ambassador boat.



3.1 – RACE FOR WATER ODYSSEY – SCIENCE

The expedition followed the standardized protocol of the National Oceanic and Atmospheric Administration (NOAA) on 8 scientific stopovers. Samples were collected on beaches of the **Azores, Bermuda, Easter Island, Hawaii, Guam, Koror** and **Rodrigues**. Samples are currently being collected by local scientists on **Chagos** and **Tristan da Cunha** as the team of the Odyssey could not stop on these islands after the trimaran capsized.



18'550 m² of beach sampled on **25 different locations**

Microplastics, Easter Island



9 symposiums organised and **78 experts** met

Symposium, Shanghai

Various studies on **microplastic waste** (items smaller than 0.5 cm), **macroplastic waste** (i.e. items larger than 2.5 cm), and **plankton** are undergoing.

A – Microplastics

Microplastic samples are currently being analysed **in 3 universities:**

-  Microplastics typology at the **Ecole Polytechnique Fédérale in Lausanne** (results expected in May 2016).
-  Analysis of micropollutants adsorbed on microplastics at the **Haute Ecole d'Ingénierie in Fribourg** (results expected in July 2016).
-  Microplastics toxicity on fish larvae at the **Université of Bordeaux** (results expected in July 2016).



Microplastics, Easter Island



B – Macroplastics

Aerial identification of macro plastics on shorelines using **unmanned aerial systems** – an unprecedented and innovative method producing 3D images of pollution. The images taken by drones are currently being analysed at **Duke University** and **Oregon State University** (results expected end of 2016).



Launching the drone, Bermuda

C – Plankton

Assessment of biodiversity of unicellular and multicellular plankton in the oceans. Samples are being analysed by the **CNRS** (French National Center for Scientific Research) in **Roscoff** (results expected in February 2016).



Plankton sampling, Pacific Ocean

Preliminary results already lead to the following statements:

- 💧 **Plastic pollution is everywhere**
- 💧 **Plastic makes 89% of the total of the waste identified** on the beaches sampled during the expedition
- 💧 **A grand-scale clean-up of the oceans is unrealistic**

The overall situation is extraordinary, unprecedented and some would say outrageous, with an average density of 1.6 180 ml jars of microplastics for a volume of 25l of sand, and of 67 items of macroplastics for 100 m². The most dramatic values have been seen on Kamilo Beach in Hawaii:



Macroplastics: maximum density of **3357 items / 100 m²**

Macroplastics, Hawaii



Microplastics: maximum density of **9 jars of 180 ml for a volume of 25 l of sand**

Quantity of microplastics for 0.25m², Hawaii



3.2 – RACE FOR WATER ODYSSEY – WASTE MANAGEMENT

One of the major goals of the expedition was to understand how waste is managed by local communities in order to identify solutions. Several facts can be highlighted:

💧 **On islands,** transformation or valorization infrastructures barely exist, except in Hawaii and Bermuda. **Trash is usually collected but in most cases dropped off in open landfills, and at times burned on-site.**



Open landfill, Guam

💧 **In some coastal megacities,** a large part of the trash does not enter waste collection systems and eventually ends up in the ocean. This proportion can even reach 50 % in some cases.



Waste management center, Valparaiso

💧 **Informal collection** of aluminum, paper, glass, and more rarely of PET **ensures an income for many unemployed people living in coastal megacities.** In Rio, aluminum collection ensures a daily income of 2 to 3 euros to 150'000 people. **Besides PET, plastic waste is not collected because they are worthless.**



Waste management center, Cape Town

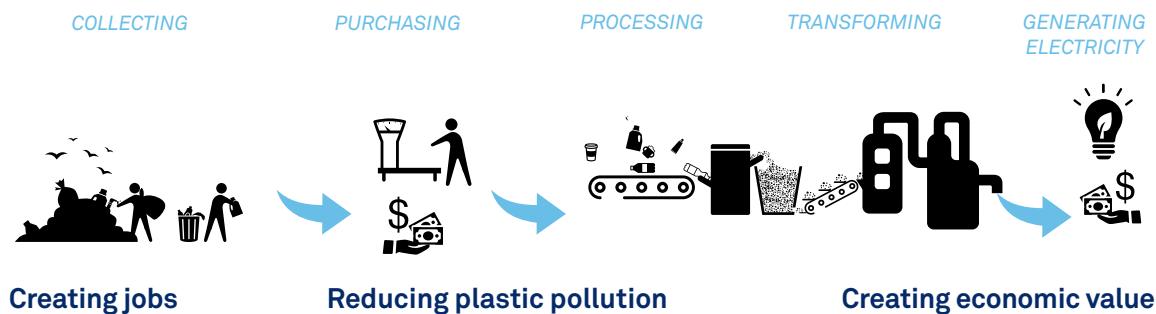
💧 **Recycling PET facilities exist but are hardly profitable.** The treatment process is complex and costs are high because plastic waste must be sorted, washed, crushed, melted and transformed into pellets to be sold. These facilities are therefore publicly subsidized and / or sponsored by brands, as it is for example the case in Cape Town (South Africa).



This initial phase of identification and assessment of waste management methods allowed the foundation to understand that **valorizing plastic waste on land is the key to the issue of plastic pollution in water.**

This valorization of plastic waste is made possible thanks to a **revolutionary technological solution** identified by the foundation. Using high temperature hydrolysis (1200°C), this technology allows to **transform all types of plastic waste into electricity** without requiring prior sorting or cleaning.

Around this solution, the foundation developed a sustainable and cost-effective economic model, inspired by the principles of a circular economy and social entrepreneurship. This model allows to reduce plastic pollution in water while at the same time creating employment:



Three pilot projects following this model will be put in place in 2016 and 2017 (in two cities and on one island). The goal of these pilot projects is to validate the viability of the model before large-scale reproduction.



3.3 – RACE FOR WATER ODYSSEY – RAISING AWARENESS

In addition to scientific analysis and waste management identification, the expedition aimed to raise awareness about plastic pollution in water among the public. This goal could be achieved thanks to **conferences, exhibitions and open days** in **Bordeaux, New York, Valparaiso, Hawaii, Tokyo, Shanghai, Cape Town** and **Rio**. In total, 18 public events have been organised all around the world.



300'000 people and **5000 children** made aware of plastic pollution in water

Open Day, Bermuda



2 conferences at the **UN headquarters**

"Marine Litter" Conference at the UN in New York



65 local associations met

Beach clean-up with Surfrider Azores

In addition, Race for Water had the honour to present its project and to highlight the urgency to act to preserve water from plastic pollution during a **plenary session of the United Nations** at the headquarters of the organization in New York.



Presentation at Reddam School, Cape Town



Raising awareness on Easter Island



3.4 – RACE FOR WATER ODYSSEY – MEDIA IMPACT

The Race for Water Odyssey received a wide local media coverage on all stopovers, thanks to a total of **9 press conferences** in **Bordeaux** (departure and arrival), **New York, Valparaíso, Hawaii, Tokyo, Shanghai, Cape Town** and **Rio**. What is more, the stopovers of the Odyssey led to the organization of more **local press briefings**, including in the Azores, Bermuda, Guam and Rodrigues.



<
904 medias hits
in 47 different countries

Interview in Shanghai



>
Total cumulative audience of
500 million viewers

Interview in Guam

The Race for Water Odyssey was covered by major international and national media, cumulating a total estimated audience of more than 500 million viewers. In total, the project was the topic of:

- 💧 **33 TV reports**
- 💧 **48 radio reports**
- 💧 **823 print and web hits**

Extensive media coverage could be generated in the **United States** (187 hits), **France** (122), **Switzerland** (85) and **Brazil** (52). Major media to have covered the expedition are notably the following:





4 – UNIVERSAL EXHIBITION IN MILAN

From August 18 to 28, Race for Water presented an exhibition about water preservation within the **Swiss Pavilion** of the 2015 universal exhibition. The aim of the foundation was to **illustrate the urgency to act to preserve water from plastic pollution in an artistic, interactive and playful way.**

>
11-day exhibition: 3972 pieces of plastic waste displayed

“Water Drop Race”

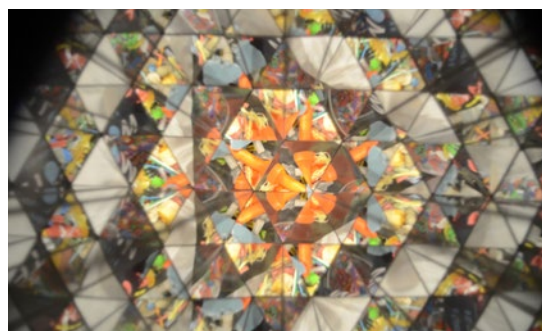


<
3 playful and artistic exhibition areas

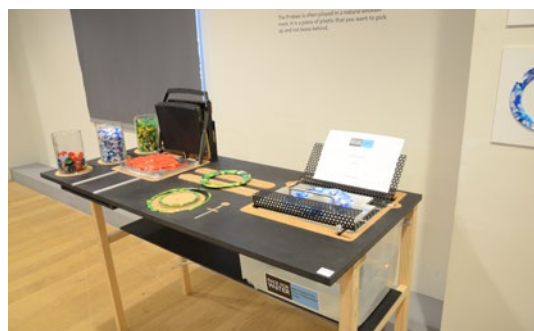
Eléa Nouraud's collections

The exhibition was divided in 3 specific areas:

- An **artistic area** created in collaboration with Eléa Nouraud, student at the Ecole cantonale d'art in Lausanne (ECAL), to illustrate the fact that plastic waste is ubiquitous but that it can be transformed into art
- A **playful area** displaying the “Water Drop Race” to illustrate how tricky it is for a drop of water to avoid plastic waste on its way to the ocean
- An **engagement area** with key messages and information about plastic pollution in water and the urgency to act to tackle it



Plastic Kaleidoscope



Frisbee Factory



4 – UNIVERSAL EXHIBITION IN MILAN – IMPACT

During the month of August, some 3 million people came to visit the 2015 universal exhibition in Milan. Located within the Swiss Pavilion, the Race for Water exhibition welcomed **20'000 visitors** during 11 days. What is more, media coverage of the event allowed to impact some **50'000 additional people**.



20'000 visitors and
3500 children

Race for Water Exhibition



110 articles published online
with a total of **50'000 views**

"Water Drop Race" interactive game

Artistic work as well as the interactive game had a strong impact on the many visitors, who could be made aware of the extent of plastic pollution in water and its consequences. Eléa Nouraud's "Collections", which showed in an artistic way the scope of plastic pollution on the banks of Lake Geneva particularly left its mark on people's minds.



Frisbee Factory Show



Race for Water Exhibition



5 – COP21

Race for Water Foundation was in Paris from November 26 to December 12 with its new ambassador boat it received in April – the Race for Water solar vessel. The foundation participated in many events at the occasion of this crucial international summit, both inside the negotiations zone and the public zone of **Le Bourget**, at the **Grand Palais** and aboard the **solar vessel**.

> 6 international conferences at Le Bourget

POC conference at Le Bourget



< At the **Grand Palais** and aboard the **Race for Water** Solar Vessel

Race for Water Parade

During the summit, the foundation inaugurated an **exhibition called “Plastic pollution in water: from the impact to the solutions”** aboard Race for Water. The exhibit displays the scientific protocol used during the Race for Water Odyssey as well as the preliminary results of the expedition and potential solutions to tackle plastic pollution in water that could be identified.



“Plastic pollution in water: from the impact to the solutions” exhibition aboard Race for Water



5 – COP21 – IMPACT

A member of the Ocean and Climate Platform, Race for Water is proud to **have significantly contributed to the fact that the ocean has been taken into account for the first time during a COP**. This major first in the history of climate negotiations was acclaimed throughout the world.

What is more, COP21 has been a precious occasion to meet many scientific experts on plastic pollution in water as well as decision makers, including **Ségolène Royal, French Minister of Ecology, Sustainable Development and Energy**.



Ségolène Royal aboard the Race for Water



Receiving the Ocean and Climate flag

In addition, the foundation organized open days aboard its unique ambassador vessel. More than **650 visitors could be welcomed aboard the Race for Water solar vessel** for a guided tour of the boat and of the exhibition: “Plastic pollution in water – from the impact to the solutions”. Thirty scientists could also share their expertise on plastic pollution in water with the teams of the foundation during symposiums.



>
30 scientific experts met

High level conference on marine litter

<
650 visitors aboard the
Race for Water solar vessel

Race for Water Open Day





6 – EDUCATION – SCHOOL-BASED ACTIVITIES

Race for Water Foundation conducted 50-minute playful and interactive interventions in Swiss and French classrooms. The aim of these activities was to **raise awareness about the urgency to act to preserve water** among 8- to 12-year-old children.

>
21 school-based interventions
to 8 to 12 year-old children

Raising awareness in Bordeaux



<
420 children made aware of the
importance to preserve water

Playful activities



The foundation developed educational materials to raise awareness among young generations:

- 💧 **Educational kit in English, French and Spanish**
- 💧 **eBook in French and English**
- 💧 **Race for Water snakes and ladders game**
- 💧 **Race for Water Quizz**



Snakes and ladders game



Educational kit



7 – GLOBAL CONFERENCES

In 2015, in addition to its three main projects, Race for Water participated in several high level conferences as a speaker, in front of a cumulated audience of **900 people**.

Swisscanto Conferences

On April 28 and 30 and on May 19 and 20, our ambassador **Anne Richard** presented the issue of plastic pollution in water at the occasion of 4 conferences organized with Swisscanto and the cantonal banks of Valais, Fribourg, Vaud and Jura. Together with the Deputy Director of the Foundation, Anne Richard has impacted **500 people**.



Conference in Conthey (Valais)

Our Ocean 2015

On October 5 and 6, Race for Water participated in the “Our Ocean 2015” Conference. Initiated by **John Kerry**, this conference took place in **Valparaíso (Chile)**. During a session dedicated to marine litter, Marco Simeoni, President of the foundation, was invited to speak in front of **300 international decision-makers**.



Marine Litter Panel

UBS Philanthropy Forum

The UBS Philanthropy Forum took place in **Saint Moritz** on December 4 and 5. Anne-Cécile Turner, Director of the Foundation, was invited to present the issue of plastic pollution of water in front of a hundred **Philanthropists**.



Presentation from Anne-Cécile Turner



8 – GLOBAL EVENTS

Race for Water participated in 2015 in various political, cultural and political events besides its three main projects. These events allowed the foundation to raise awareness about the urgency to act to preserve water among the grand public and decision-makers. In total, more than **9000 people** have been made aware of the message of the Foundation.

MEDCOP21

MEDCOP21, a summit organized as a preamble to COP21 and gathering representatives of stakeholders of the Mediterranean Sea. This summit took place on June 4 and 5 in Marseille.

His Serene Highness the **Prince Albert II of Monaco** and French President **François Hollande** came aboard Race for Water at this occasion.



Marco Simeoni with H.S.H. Albert II Prince of Monaco



The solar vessel in front of the MUSEM

Moored in Marseille as an actor of the “MEDCOP21 Solutions Village”, Race for Water Foundation could impact some **2000 visitors** coming to visit the village through the event.



8 – GLOBAL EVENTS

FoolMoon SUP Classic

Race for Water Foundation participated on July 4 and 5 in the FoolMoon SUP Classic Race in Crans-près-Céligny, on Lake Geneva. During the competition, **more than 2000 supporters and sportsmen could be made aware of the message** of the Foundation. A contest was organized at this occasion in collaboration with the Swiss daily paper **20 minutes**.



Caribana Festival

The 25th edition of the Caribana Festival took place from June 3 to 7 in Crans-près-Céligny. During the length of the festival, some **5000 people could be impacted by the message of the Race for Water Foundation**.



Artemis Challenge

The 9th edition of the Artemis Challenge was organized on August 13. A part of the famous Cowes week, this sailing race takes place around the Isle of Wight. **Dongfeng** Racing Team, Race for Water Foundation charity Partner, finished second of the race.





9 – TEAM

Race for Water teams have expanded during the year and now consist of **20 collaborators, working on the many projects of the Foundation.**



Team in front of the vessel during COP21



Team at the UN headquarters, April 2015

Collaborators are divided up in the following departments:

- 💧 Science
- 💧 Fundraising
- 💧 Boat Logistics
- 💧 Communication
- 💧 Education and public awareness
- 💧 Technologic Solutions
- 💧 Administration and finance



Departure of the Race for Water Odyssey, March 2015



10 – STRATEGIC BOARD

The Foundation surrounded itself with **precious advisors** who make their **experience and network available for the cause the Foundation is fighting for.**



Mr Jean-Laurent Bourquin

Former Senior Manager at IOC
Entrepreneur and lawyer
CEO of Advisport



Mr Alexandre Closset

Specialist in energy technology
President and director of SwissHydrogen SA



Mr Philippe Sarasin

Lawyer and philanthropist
Former Partner of Lombard & Odier



Mr Franklin Servan-Schreiber

Writer and philosopher
Former Head of New Media at IOC
Former Personal Advisor to Klaus Schwab, from WEF



Mrs Cordula Ströher

Member of the board of Mithril GmbH
Former member of the board of
Tûranor Expeditions



Dr Francis Waldvogel

Doctor and philanthropist
Former president of the Swiss Federal Institutes of Technology
Former president of the medicine faculty
of the University of Geneva
Member of the board of Novartis Venture Fund



11 – NEW AMBASSADORS

Race for Water welcomed **10 new ambassadors** in 2015. These committed personalities shine a spotlight on the Foundation and its message thanks to their network and fame, therefore multiplying the worldwide impact of the Foundation.



Gérard d'Aboville

Navigator
Captain of the Race for Water solar vessel



Manu Bouvet & Carine Cambouives

Riders and eco-explorators



Tony Estanguet

IOC member
Triple Olympic gold medalist (kayak)
Godfather of Race for Water solar vessel



Virginie Faivre

Responsible for the culture and education
of the Youth Olympic Games of Lausanne 2020
Half-pipe world champion



Loïc Forrestier

Yachtsman
Winner of the “Bol d’Or”
Skipper of D35 Veltigroup



Piru Huke

Ecological Activist
Responsible for managing waste and leader
in the fight against plastic pollution on
Easter Island



11 – NEW AMBASSADORS



Atsuko Quirk

Committed Filmmaker
Director of the documentary
“It’s Everybody’s Ocean”



Nicolas Rolaz

Yachtsman
Optimist World Junior Champion



Claude Thélér

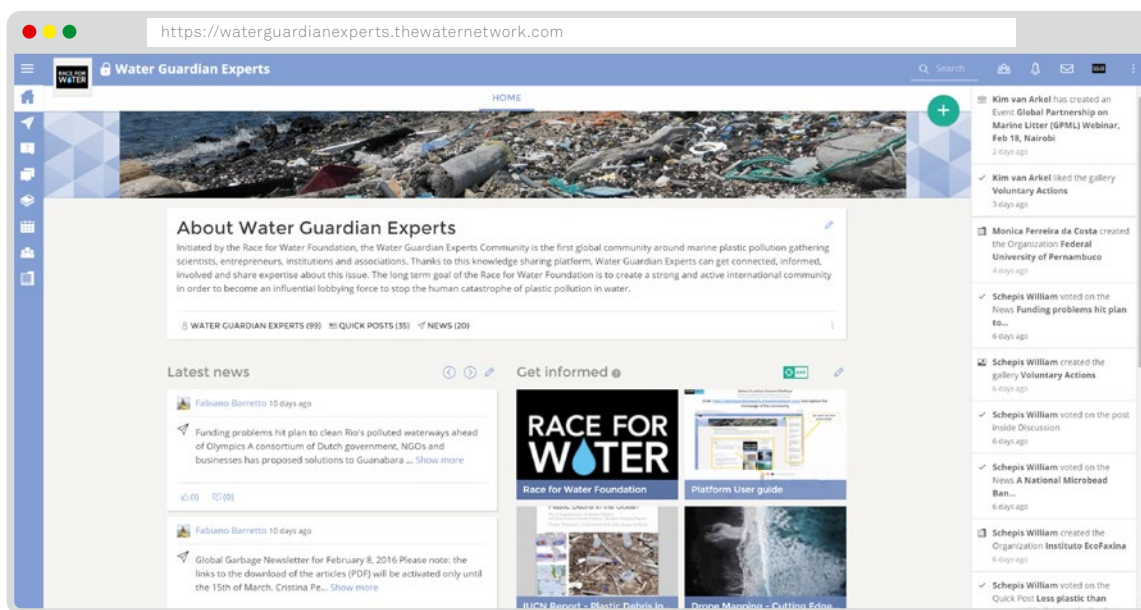
Yachtsman
Co-Skipper of the Race for Water Odyssey



12 – WATER GUARDIAN EXPERTS

Race for Water met in 2015 a large number of **scientists, entrepreneurs, local associations** and **international institutions with a proven expertise on water preservation from plastic pollution**. This precious worldwide network could be virtually gathered from September on a closed online platform.

In total, 80 “Water Guardian Experts” have subscribed to the platform and can share **content** and **debate plastic pollution in water**. This platform also allows them to present their events and actions, best practices, papers and reports on the issue.



^

80 water preservation experts – scientists, entrepreneurs and members of institutions and associations – on the platform

The community counts 16 members of renowned local and international institutions, 20 scientists specialized in plastic pollution in water, 35 people working for local associations or foundations and 9 entrepreneurs, taking water preservation into account in their businesses. An international forum gathering all the members of this community is to be organized in 2016.

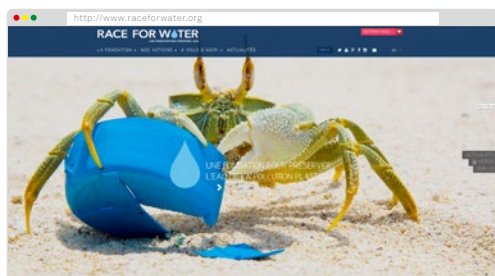


13 – WEBSITE AND SOCIAL MEDIA

Race for Water has been active in 2015 on Facebook, Instagram, Twitter and YouTube and on its own website. The cumulative total of the **followers of these pages is of 54'555** with 46'505 unique viewers on the website and 5498 fans on Facebook.

Website

Race for Water launched a **brand new website** in March 2015. Besides presenting the Foundation, its mission and actions, the website allowed our fans to follow live the Race for Water Odyssey thanks to an interactive map.

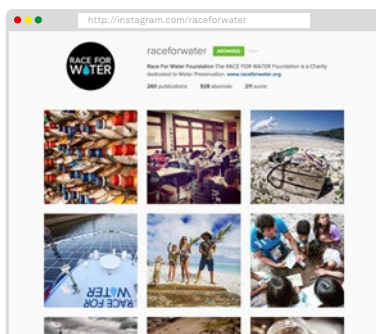
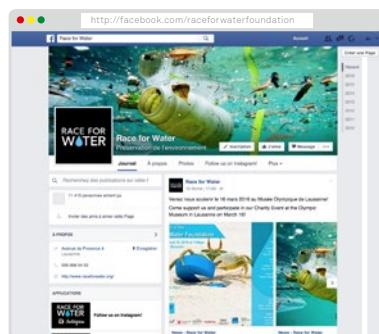


<
46'505 unique viewers
in 157 different countries

www.raceforwater.org

Social Media

During 2015, the total reach of the content the Foundation generated on social media is of **1'813'793**. Followers are from 45 different countries, mostly from France, Switzerland, Brazil, Chile, the United States and Italy.





14 – PARTNERS

Institutional Partners



ISAF – International Sailing Federation



IUCN – International Union for the Conservation of Nature



UNEP – United Nations Environment Program



UNESCO IOC – Intergovernmental Oceanic Commission



WBCSD – World Business Council for Sustainable Development

Global partners



BCCC



Cornèrcard



Crédit Suisse Foundation



Piguet Galland & Cie



Qoqa.ch



Swisscom



Water to Go



14 – PARTNERS

Race for Water Odyssey Partners

Swiss Embassy to Brazil, Swiss Embassy to Chile, Swiss Embassy to Japan, Swiss General Consulate in New York, Swiss General Consulate in Shanghai, EPFL - Ecole Polytechnique Fédérale de Lausanne, Foolmoon, Henri Lloyd, Haute Ecole d'ingénierie et d'architecture de Fribourg, senseFly, My words for the world, Plankton Planet, Swissando Brazil, SPY Optics, Swisscom, Swissnex Brazil, Swissnex China, Thalos, UltraMarine, Bordeaux University, Duke University, Oregon State University

Expo Milan Partners

Cornèrcard, ECAL – Ecole cantonale d'art de Lausanne, EPFL – Ecole Polytechnique de Lausanne, Expo Milan 2015, Miss Camping, Présence Suisse, Ville de Lausanne

COP21 Partners

Ambassade de Suisse à Paris, Bellona Foundation, Haropa Ports de Paris, Mairie du XV^e, Ocean and Climate Platform

Operational Partners

Imprimerie Baillod, Infomaniak, Foolmoon



© Christophe Launay



15 – SUMMARY

Race for Water has been the most active international organisation working on the issue of plastic pollution in water in 2015, with an **environmental worldwide expedition**, and a participation in the **universal exhibition in Milan** and in **COP21**.

The activities carried out by the Foundation in 2015 allowed a **better understanding of the extent of plastic pollution in water** as well as its impacts on the people most affected by this plague. They also allowed to precisely define **how to move towards viable solutions**. Our 2015 projects and activities also allowed to reach some 551 million people thanks to our **wide media coverage** and **direct contact with the general public**:

	Race for Water Odyssey	Expo Milan	COP21	Other events	TOTAL
People impacted	300'000	20'000	825	10'000	330'825
Scientists met	78	N/A	29	N/A	107
Media coverage	500'000'000	50'000	50'000'000	400'000	550'450'000
Children impacted	5000	3500	85	420	9015

2015 has been key to define our plan of action to tackle plastic pollution in water for years to come. Thanks to an initial phase of **identification and assessment of solutions** but also thanks to observations made during the Race for Water Odyssey, Race for Water could define that pollution is ubiquitous and that a grand-scale clean-up of the oceans is unrealistic. Thus, next step is to **identify, promote and implement solutions to give value to plastic waste**. This phase will start from 2016 with the implementation of **pilot projects to turn plastic waste into electricity** thanks to an innovative technology.



CONTACT



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