

ECO

LEADERSHIP IN
ENERGY- AND
ENVIRONMENTAL TECHNOLOGY

ECO WORLD MAGAZINE

www.eco.at Issue price € 5
Issue 7, November 2009

Market Opportunities

The 60 most important opportunities on the market for success in the environmental technology industry, page 4

Master of Value

Know-how from Styria makes a valuable source of raw material out of waste, page 10

Mobility Plan

Schladming is preparing the first international climate-neutral winter-sports event, page 12

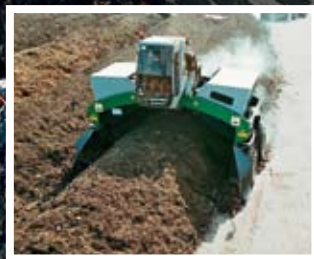


Table of Contents

Dear Readers,

Global change is fully underway in numerous respects: the economy, climate and social structures. People are seeking new solutions for a liveable environment. In Copenhagen nations are seeking a new climate partnership. Companies are finding enormous challenges and opportunities.

Thus – together with 25 international experts and seven key magazines on energy and environmental technology – we have prioritised for you the most important trends and business opportunities through 2015 in the ECO FUTURE RADAR (p. 4).

An increasingly global issue is waste, in which Styrian companies are pioneers and trendsetters on the path to a genuine circular economy (p. 10).

And an ambitious goal is being pursued by the FIS Alpine Ski World Cup in Schladming in 2013, which is to be the first major global climate-neutral winter athletic event (p. 12).

We hope you find the reading exciting and informative.

*Sincerely, Bernhard Puttinger, CEO
For the ECO WORLD STYRIA team*



Page 4

The 60 Most Important Opportunities on the Market for Environmental Technology



Page 6

Industry News: Simply Styrian, Intelligently Made



Page 8

Innovation as Standard: More and More "Green Jobs" in Styria



Page 9

Original and Ecological – Lifestyle from Styria



Page 10

Styrian Know-How for International Recycling Solutions



Page 12

FIS Alpine Ski World Cup 2013 in Schladming as a Model for Green Events



Page 13

Hydrogen from Renewable Energy as additional fuel



Page 14

Current Project Highlights from ECO WORLD STYRIA

IMPRINT

Publisher: Umwelttechnik-Netzwerkbetriebs GmbH, Reininghausstraße 13, 8020 Graz, Austria, Tel.: +43 316 407744-0, office@eco.at, www.eco.at.
 Production: Corporate Media Service GmbH, Arche-Noah-Gasse 8–10, 8020 Graz, Tel.: +43 316 90331-0, office@cm-service.at, www.cm-service.at.
 Editorial Direction: Mag. Birgit Brettenhaler. Contributors to this Edition: Mag. Helmut Römer, Michael Jäger. In cooperation with the ECO WORLD STYRIA team.
 Proofreader: Efi Papst, Cover: iStockphoto.com/cinoby. Layout: m4! Mediendienstleistungs GmbH & Co KG, www.m-4.at, Lisa Thalhammer.
 Printer: Niederösterreichisches Presshaus. Paper: RePrint, Licence 544,070: Nordischer Schwan. Issue 7, November 2009, Circulation: 50,000.

World-News

1 "SMART CITIES" REDUCE ENERGY

In the scope of the "European Strategic Energy Technology Plan" the EU 30 intend to nominate so-called "smart" model cities which obtain their electricity from the sun, wind and their own trash and are thus groundbreaking for a reduction of energy consumption in Europe – by 2020 one fifth of energy is to come from wind power, 15 percent from photovoltaic power and 14 percent from biomass. The findings from these "smart cities" are also to be used to secure European companies an edge on the future market of energy technologies.

<http://de.reuters.com/article/worldNews/idDEBEE-58FOIU20090916>



2 BIOENERGY FROM BIOMASS

After 1.5 years construction time, in September the NAWARO Bioenergie Park, the world's largest "bio natural gas facility," was hooked up to the grid in Güstrow, Germany. The facility has an output of 55 megawatts. After final completion at the beginning of 2010, 46 million cubic metres of treated biogas will be fed into the public gas grid per year, thus producing ca. 160 million kilowatt hours of power and 180 million kilowatt hours of heat – enough to cover the energy demand of a small town with 50,000 inhabitants.

<http://nawaro.ag/de>



3 THE BIGGEST WIND PARK IN THE WORLD

The biggest wind park in the world recently commenced operation in the Texan town of Roscoe. In two years time on 400 km² operator E.ON built 627 windmills with systems from the manufacturers Mitsubishi, General Electric and Siemens. They generate an installed output of about 780 megawatts with which power for more than 230,000 households can be produced. With the completion of the wind park E.ON has increased its global wind power capacities to 2,600 megawatts. The aim is to reach up to 10,000 megawatts by 2015. www.eon.com



4 CALIFORNIA TO BECOME GREEN

Governor Arnold Schwarzenegger has demanded that California's power plants produce one third of their power from renewable sources by 2020, setting a clear trend toward phasing out fossil energy supply not only in California, but in the entire USA. The most populous state has assumed a vanguard role in issues of climate protection: car emission limits and regulations on the energy efficiency of buildings have already been copied on a national and international basis.

<http://gov.ca.gov>





What market potentials for environmental technology are there in the so-called BRIC countries (Brazil, Russia, India, China)? The emerging economies are in fact fuelling the environmental boom. According to the consulting firm Roland Berger, at € 1400 billion, in 2007 the global market for green tech was already larger than that of engineering.

What impact on the market do these developments have, what challenges and opportunities result from them?

Another example: nearly every energy expert forecasts a strong rise in energy prices and the International Energy Agency considers oil prices of US\$ 200 possible in the next five years. Is this the death blow for the economy or the chance for large-scale investment in the technologies of the future? For it is crises that frequently force one to take a step back from short-term day-to-day business and to rethink long-term company strategy. Environmental technology is a vigorously growing global business sector with quite a lot of innovative strength. The electrification of transport will bring about new technologies and companies will optimise their processes in the areas of environmental compatibility and energy use. And through the implementation of the EU renewable energy directive there will be a boost in technology. On what trends should the focus lie and where are the opportunities for economic success particularly substantial?

25 experts, 7 key media, 60 future factors

This is precisely where ECO FUTURE RADAR comes in.

25 top international experts from all areas of environmental technology have gathered the trends in environment, politics, economics, so-



ECO FUTURE RADAR

The 60 most relevant market opportunities for the success of environmental technology firms in the next five years are summarised in the ECO FUTURE RADAR.

AUTHOR: Helmut Römer

Relevance for companies 2010–2015 75 % Unanimity in the evaluation 88 %

Emission reduction obligations for e.g. BRIC nations open up very big markets for cost-effective renewable energy products

According to the "OECD Environmental Outlook", compared to 2005, the primary energy consumption of Brazil, Russia, India and China (BRIC) will presumably increase by 72 % until 2030. If nothing happens, the greenhouse gas emissions of these nations will increase by 46 %. International agreements and environmental costs open up the huge market.

Market effects:
BRIC nations have to adjust structures and invest in environmental technology; big market in particular for companies, which realise high CO₂ savings at a low cost; BRIC nations will develop technologies, which have numerous advantages and also contribute to the competition.

Challenges:
Less developed, but lower-priced technologies of these countries versus quality lead => additional competition on the existing European markets as well; legal situation and legal security; big cultural and economic differences, in particular for SMBs; considerably higher risk.

Chances:
Possibly offer of two lines of products: high quality and competitive price; utilisation of the good reputation of European providers; early positioning in these markets creates a growth lead; export of technology and know-how, possibly import of production services.



Growing market for GreenTech due to increasing environmental damages: 2.7 billion potential customers live in the BRIC nations.



THE TOP 5 TRENDS IN ENVIRONMENTAL TECHNOLOGY:

1. **Volatile**, rising oil prices: certainly to \$ 100, probably to \$ 150, conceivably to \$ 200.
2. **Implementation** of EU renewable energy directive leads to boost in technology development.
3. **China** and oil-exporting countries are investing in environmental technologies.
4. **Companies** are optimising processes in the area of energy use and environmental compatibility.
5. **Electrification** of individual modes of transport and integration into the power grid.

ciety and technology for ECO WORLD STYRIA and prioritised them with respect to their effects on the market. Building on this, the 60 most interesting market opportunities in environmental technology have been identified, evaluated and recommendations for action developed. Thus ECO FUTURE RADAR supports companies with their strategic and annual planning. Options can be strategically developed through the expert assessment of the external business environment in association with an internal analysis of strengths and weaknesses with respect to the competition. The aim is the development of a strategy suitable to one's own strengths and the implementation of the necessary measures. "The opportunities are out there, they just have to be taken," KWB Managing Director Erwin Stubenschrott says.

Styria as a Trendsetter for Environmental Technology

Seven key media in Europe and the USA already rely on the content of FUTURE RADAR and publish exclusive details. For the ECO FUTURE RADAR is also a guide to success in environmental technology for technology firms which lie outside the industry. And for existing green tech companies it provides a rapid overview of important developments in the business environment. Thus as an environmental technology trendsetter Styria offers an important strategic tool for green growth.

Tip: The ECO FUTURE RADAR 2010-2015 (38 pages, paperback) plus the practical strategy tool is available in German or English for € 250 excl. VAT from ECO WORLD STYRIA. (Mail: office@eco.at or by telephone at +43 316 407744).

**Commentary:
Trends & Opportunities
for Green Technologies**

How important is an initiative such as FUTURE RADAR in which numerous certified environmental technology experts assess the developments of the future?

An exchange of experience is very important in order to orient ourselves in our highly complex information-packed world. For in the relatively mature Central European environmental market in particular the response to trends and markets should be rapid, but right. Of course every expert provides a personal assessment. And as with the presentation of the European Environmental Press Award as well, mega trends are continually emerging.

In what form should companies approach these trends?

Trends always indicate only a relatively approximate direction. Those who pursue them will not go wrong, but the trend does not lead directly to the goal. Every company has to gather its own experiences on the market along the path in that direction.

Issues of energy and efficiency are the driving forces in the environmental field. Without them or their direct relationship to production costs, political independence and climate change there would not have been such a renaissance in environmental protection.

Geologist Oliver Gehrmann is chief editor of the German environmental magazine "UmweltMagazin" and one of the 25 experts for the ECO FUTURE RADAR.



ENVIRONMENTAL TECHNOLOGY

WATER MARCH

According to estimates, in 2050 40 percent of the earth's population will suffer from acute scarcity of water. Solutions to preserve natural potable water reserves are also urgently needed. The competence network Waterpool - Wasserressourcen GmbH has created an innovative software tool with PiReM – Pipe Rehabilitation Management, which technically and economically optimises the maintenance of the water supply, thereby ensuring it.

www.pirem.de



CLEAN-UP

Disposal expert Saubermacher champions an environment worth living in and does not stop short of impassable terrain: in the course of a climb up Mont Blanc the Saubermacher waste experts collected 75 kg of trash including primarily cans, equipment items and clothing. The clean-up on Europe's highest mountain was meant to raise awareness for the increasing amount of pollution in mountain regions.

www.saubermacher.at



Intelligently
Made.

BOTTLE TO BOTTLE

The first PET BOTTLE TO BOTTLE facility opened for food-quality regranulate in 1999 is now undergoing an upgrade and is set to become the most state-of-the-art PET treatment facility in Europe. The primary company involved is BT Wolfgang Binder, which supplied the dry processing system for the plastic sorting facility. Using special sensing technology the brand REDWAVE ensures that the high-quality standards in sorting are met.

www.btw-binder.com



CLEAN BUSINESS

The company Gussmagg in Pischelsdorf operates a unique eco-carwash facility. 90 percent of the water demand is covered using rain and recycled water. It is heated using solar and pellet technology. A new module system reduces up to two thirds of the cleaning chemicals which originate from regenerable raw materials. A system has also been installed which recovers heat from the wastewater. The aim is to soon be completely energy-independent. www.gussmagg.at



ENERGY TECHNOLOGY

Environmental Technology as a Field of Strength

Styrian companies love their ideas: spurred by the "Innovation as Standard" business strategy, the province of Styria (Styrian government member Christian Buchmann in the photo) is highly competitive in its focus on environmental technology, for the number of "green jobs" rose by 18 percent last year.



Innovative and bold companies, employees with first-rate training, the important role of research and innovation and not least a future-oriented Ministry of Economy are the reasons for the above-average growth of green businesses in Styria. AUTHOR: Michael Jäger

When in our part of the world revolutionary ideas produce promising innovations and subsequently secure jobs, there are most likely bold, investment-friendly Styrian entrepreneurs with brilliant ideas and "brains" behind them. But success does not arise from nothing. One of the recipes for success is also the Europe-wide high research and development spending quota of 4.3 percent. Styria is consequently the most innovation-friendly province in Austria and also considerably exceeds the three percent research and development spending quota sought by the EU for 2010. In Styria business and science also cooperate on future-oriented innovative projects in no less than 25 competence centres.

The "powerful turbo engine" behind these satisfying trends and figures are the Styrian Mi-

nister of Economy, Innovation and Finance Christian Buchmann's department and the business strategy "Innovation as Standard." Energy and environmental technology is one of the fields of strength defined in the said business strategy. The formula I=I+I (Innovation is Invention plus Implementation) has proven itself in the long term, and it shows that the companies in energy and environmental technology are also succeeding at implementing it in business practice. After all, the number of so-called "green jobs" rose a respectable 18 percent last year.

"Of course innovation is the enemy of crisis," Buchmann is adamantly convinced and with it aims to encourage companies in economically more difficult times. "In the future we will also energetically support and accompany

Styrian enterprises on their path to growth," Buchmann says. The province of Styria's "climate bonus" is an economically and ecologically important step in this direction and promotes the development of promising climate-relevant products and the use of such technologies in an enterprise. And with the new "green jobs" apprenticeship support 600 trainee positions are to be created by the end of 2010. Today Styria is not only at the forefront of the invention and implementation of innovative ideas; with regard to clusters and networks the region is ideally positioned. With its 148 member companies the ECO WORLD STYRIA environmental technology network has become the biggest environmental technology network/cluster in Austria.



FROM OLD TO NEW

One man's junk is another man's treasure, and so at heidenspäss jewellery is made out of old aluminium capsules, bowls out of records and bags out of bicycle tires. The youth employment project continually develops new products produced in Styria with as little waste of resources as possible.

www.heidenspäss.cc



ECOLOGY IN FASHION

Take high-quality clothing, innovative design and ecological understanding and out of this you get Dresscode 21. With its Business Shirt the Graz-based fashion label is setting new trends in fashion and sustainability. The elegant alternative to the stiff shirt is produced from environmentally compatible, functional natural fibres in Styria, and since there is no confining tie as a heat factor, there is a bit of savings on cooling in summer. But that's not all; Dresscode 21 is always seeking new ways to make the process from the idea to the design to the manufacture and recycling even more efficient and sustainable.

www.dresscode21.com

All-Green Lifestyle

AUTHOR: B. Brettenthaler

SUNNY BEER ENJOYMENT

Private brewer Walter Neuwirth of Gleisdorf brews five types of beer and uses the power of the sun to do so. Large solar collectors customised by the company AEE Intec make it possible to reach the high temperature level required for the brewing process.

www.bauernhof-neuwirth.at



THE ALMENLAND NATURAL IDYLL

Sustainability and environmental awareness are the utmost priority on the Almenlandhof farm in Fladnitz. Awarded the Austrian Environmental Seal in Tourism, this country house features a positive energy balance, an energetically highly efficient building shell and draws the necessary electricity from a biomass heating system. The furniture as well as

the floors are made of untreated solid wood. Only the region's best, biologically produced by local providers, is served. And many a treat even originate from the farm's own biogarden. Rating: exemplary.

www.almenlandhof.at

Added Value out of Waste Materials



Intensive research is being conducted on biopolymers as a replacement for plastics at the "Polymer Competence Center Leoben." Biopolymers consist of regenerable raw materials and are completely biodegradable.



Using a state-of-the-art sensor-based sorting system, CLARITY from Binder&Co separates old glass by colour – including heat-resistant special glass and glass-ceramics.

Waste was once an objectionable subject. Today it is understood as a valuable source of raw material. Based on the highest recycling rate of 70 per cent throughout Europe, recycling innovations from Styria are also extremely popular these days. AUTHOR: Helmut Römer

In the last few years commodity prices have attained incredible levels, as have the prices for waste materials. The price for mixed scrap quadrupled between June 2006 and June 2008 to € 270 per tonne. As a result of the crisis the price plunged to € 40 by 2009, but nearly all experts forecast a scarcity of raw materials again in the long term. Emerging economic powers such as China have long begun to secure global access to resources. Despite the downturn in price and revenues, Europe should not doubt in the established forms of recycling, but secure the sources of secondary raw materials in order to avoid suffering from a scarcity of resources and from import prices. By the way: in Styria companies generate revenues of € 500

million annually in the waste business and invest € 100 million in the technologies of the future.

Shift to Material flow

"Waste management" is actually the wrong term. Styria has long completed the shift to "material flow management," which refers to the prevention of waste, the separation of waste, recycling and energetic recovery, etc. With the highest recycling rate of 70 percent throughout Europe, the overwhelming majority of waste products are used in numerous ways. The waste products include old cooking oil, electric appliances, synthetics, paper, biowaste and a variety of packaging. All of these materials can be collected,

reused or used in another form. With a total of 500 billion plastic bags worldwide per year, an unbelievable amount of trash is produced. A remedy is provided by the products of the "Verpackungszentrum Graz," which offers biodegradable biosynthetics made of biowaste and foams based on algae.

Plastics Recycling

120 million tonnes of plastics are produced globally per year, a volume which in cubic-metre dies would line up three times around the earth. Austria's share in this is one million tonnes. A portion of these plastics is processed by the Wildon-based company "Ecoplast," which manufactures granulate for recycling out of old plastics. Important in this regard is

ENVIRONMENTAL TECHNOLOGY



Komtech develops systems on a global basis for mechanical and biological waste treatment. Innovations specifically for processing wood biomass have been recently introduced.



In Frohnleiten Mayr-Mellnhof recycles beverage packaging. Incidentally, four-fifths of the volume of pulp for MM-Karton originates from recycled paper.

the automated sorting using machines such as those manufactured by Binder+Co or BT-Wolfgang Binder in Gleisdorf. The systems are used for plastics, paper, glass and mineral sorting. They fully automatically recognise the colour as well as the type and quality of a variety of materials and sort them with the highest degree of precision.

Further Innovations from Styria

Modern synthetics consist of a variety of materials. One of the electric separators developed at the University of Leoben recognises the various electric charges and separates synthetic and mineral materials into various groups. In Leoben intensive research is being conducted on the recycling of special metals

such as titanium, tantalum and tungsten. A new project at the University of Leoben involves the use of previously deposited materials excavated in the process of tunnel-building as a raw material. Mica, for example, is required in the paint industry, stone dust in agriculture and lime can be supplied to mining plants.

Intelligent Strategies for the Future

"Waste is the resource of the future," Wilhelm Himmel is convinced, "and we are right at the forefront." The head of the "Waste and Material Flow Management" division of the Styrian government has played a role in this development: from the demonstrations against new landfills in the 1990's to the be-

ginning of biowaste collecting in 1990 and the packaging regulation of 1993, through 2004 after which no more waste with a heating value or which was biogenic could be brought to a landfill. And there are numerous other intelligent strategies for waste prevention and reuse, such as the sustainable festival initiative "G'scheit feiern" ("Clever Feasting"), through which 1,300,000 kg of waste has been prevented since 2001.

Incidentally, any visitor to the capital of Graz can feel the results of the Styria-wide collection of old cooking oil, for the biodiesel produced out of it powers the city buses. Noticeable added value is thus made out of waste materials.

ENVIRONMENTAL TECHNOLOGY

The FIS Alpine Ski World Cup 2013 in Schladming/Styria intends to set new standards for major green events. In addition to the sport competitions and battle for the gold, silver and bronze, environmental technology is right at the top of the Schladming agenda.



Schladming is preparing the first major international climate-neutral winter-sports event. The mobility concept is focused on electric vehicles.

The Environmental (Technology) Ski World Cup 2013

With the Ski World Cup 2013 a major winter sporting event is to be carried out climate-neutrally for the first time worldwide. "We in Schladming feel the effects of climate change earlier than other regions, thus for the Ski World Cup 2013 climate protection has a very special significance," Schladming's Mayor Jürgen Winter points out. A combination of electric vehicles, biogas shuttle buses and biogas-powered snowcats and skidoos are to make a strong statement in favour of environmental protection at the World Cup in the region.

A Reduction of 12,000 tonnes of CO₂

"Electromobility belongs to the future. In the energy and transportation sector we are on the brink of a change of paradigm. With the project Schladming can become a model for others," the mayor asserts.

At the two-week event up to 60,000 visitors are anticipated daily. The additional 12,000

tonnes of CO₂ output to be caused in the region are attributed primarily to motorised individual transportation. Through energetic building refurbishments alone up to 4000 tonnes of CO₂ could be eliminated within four years. Calculated for this period and through measures implemented directly in the region, the aim is to make the Ski World Cup CO₂-neutral. In addition to the transport concept and construction, the use of renewable energies will also be advanced. Accompanying this there will also be awareness-raising school projects and energy-saving campaigns.

Model Region for Energy and Resource Efficiency

Thus Schladming intends to become a model region for energy and resource efficiency. "With the broad participation of its citizens a wide variety of strategies are currently being developed," Sustainability Coordinator Nina

Rantschl says. Sustainable mobility concepts, the use of regional products and waste prevention are first priority at the events and in the area of energy-saving numerous measures are also planned. The interest of local businesses is substantial: at the end of September about 100 regional businesspeople reported on methods to cut back on energy and resources.

"All business sectors and particularly the environment will benefit," Styrian Minister of Agriculture, Forestry, Environment and Water Management Johann Seitingner is convinced: "The spectrum ranges from building refurbishments to the installation of biomass heating systems and sun collectors to the range of regional food products."

The Ski World Cup 2013 will become a green event. According to estimates, the energy demand will be reduced by one half and the rest will originate from alternative sources.

Perspective on Hydrogen

The “Third Austrian Hydrogen Conference” in Graz addressed primarily the production of “eco-hydrogen” out of renewable energy and new developments upon use in vehicles.



“It only makes sense to use hydrogen if production is based on renewable energy,” said Prof. Josef Spitzer of the Institute of Energy Research at JOANNEUM RESEARCH, making the point.

The advantages of hydrogen lie first in the large number of production possibilities through thermolysis, electrolysis, photolysis or the conversion of biomass, and second in its emission-free utilisation. This contrasts with the primary energy requirement for its production, storage and distribution.

The energy strategies pursued on an international basis (USA, Japan, EU) include hydrogen as a possible medium- to long-term energy source. It is anticipated that hydrogen will acquire significance in the future in the national, European and global energy business. Even now it is used as a vehicle fuel or for the production of heat and power.

There are a large number of conceivable

uses for the future, for ex., as a mobile energy source for mobile phones or notebooks. Despite all the research efforts: “A shift of society toward lower energy consumption is inevitable if one intends to get a handle on climate change,” Styrian Energy Commissioner Wolfgang Jilek points out. And there is another message for consumers: in the future energy is sure to become much more expensive. In Austria, as well, this issue is a permanent component of energy research: Austrian demo projects illustrate

Wolfgang Jilek
(Styrian Energy Commissioner)
Univ. Prof. Dr. Josef Spitzer
(Institute of Energy Research,
JOANNEUM RESEARCH)
Dr. Manfred Klell (HyCentA)

the practical use of hydrogen technologies, for ex. the eco-hydrogen filling station of the future which is being built in Graz and functions using an electrolysis system. One main area of focus is the automotive sector, thus HyCentA Research GmbH in Graz converted a Mercedes Benz E 200 NGT from natural-gas to hydrogen operation. The big advantage: neither nitrous oxide, hydrocarbons or fine dust particles are emitted. To be able to take advantage of the given medium- to long-term opportunities, there are efforts in the area of research, further development and the demonstration of eco-hydrogen technologies. Further efforts are certainly necessary.

In Austria hydrogen research is currently funded through the Ministry of Transport, Innovation and Technology’s “Austrian Advanced Automotive Technology” (A3 Plus) and “New Energies 2020” research funding programmes.

NEWS

Did You Know?

URINE FOR THE TANK

Researchers from Ohio University have succeeded at manufacturing fuel out of urine. With the help of an especially affordable catalyst, urine is converted into hydrogen, which could serve to power cars. Using the method for the improved cleansing of wastewater is conceivable as well. www.ohio.edu



FIRST GREEN MARKET

It is aimed exclusively at young ecologically oriented companies, is meant to secure their liquidity and have 10,000 professional investors by the end of the year – Greendaq, the first global “green” equity and commodities exchange with the central areas biofuels and solar technologies. www.greendaq.com

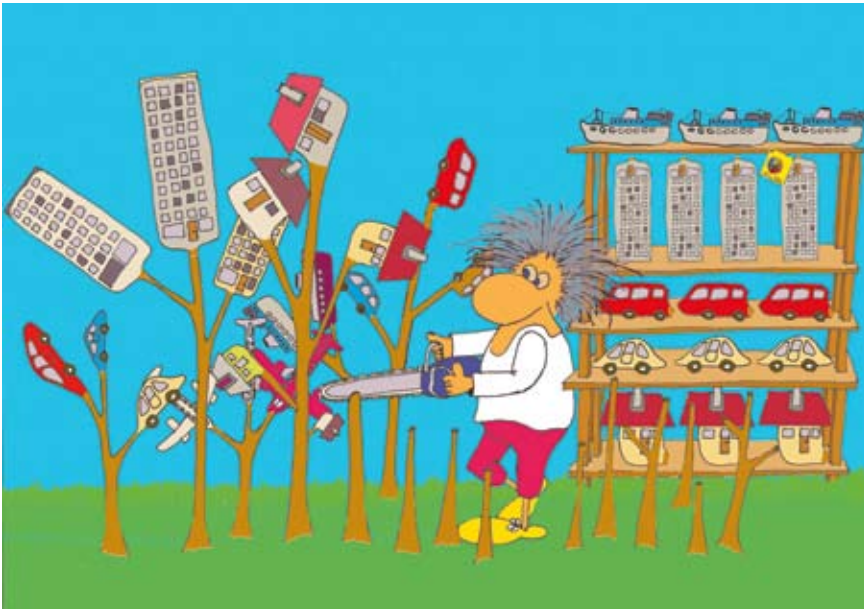


SOLAR SHIP AHOY

The Solon transports up to 60 passengers using about the power of a 1600-watt toaster. The Berlin excursion ship is powered exclusively with solar power. This boat has already proven its feasibility in practice with the first purely solar-powered Atlantic crossing. www.solarwaterworld.de



JILEK'S CARTOON



TRASH AHOY

Banker's scion David de Rothschild intends to sail across the Pacific with a catamaran made of 12,000 PET bottles. En route the “Plastiki” will also launch the Great Eastern Pacific Garbage Patch, a trash zone in the middle of the ocean. Up-to-date pictures will show people the consequences of their waste production. In order to create as little waste as possible the eco-adventurer will provide for himself with hydrocultures and catching fish. www.theplastiki.com

