

PRIZE STAKEHOLDER QUOTES

WINNERS

JULIA MARSH

CO-FOUNDER & CEO, SWAY – FIRST PLACE

"We're honored to receive first place recognition from the TOM FORD Plastic Innovation Prize Judges as innovators providing a viable alternative to traditional thin-film plastic. At Sway, we're working to replenish the planet from sea to soil, and, thanks to the support of the Prize, we're better positioned than ever to scale our solution for fossil fuel-based plastics to meet industry need."

NEHA JAIN

FOUNDER & CEO, ZEROCIRCLE – SECOND PLACE

"This is a special hour for us where our team's work has been recognised globally among diverse panelists. This, however, is just the beginning and we are excited for what the future holds for us. This recognition is also a reminder of the urgent need to prioritise sustainability and environmental stewardship in all aspects of our lives."

PIERRE PASLIER

CO-FOUNDER & CO-CEO, NOTPLA – THIRD PLACE

"It is an honour to be recognised as a TOM FORD Plastic Innovation Prize winner amongst this international group of entrepreneurs developing solutions to traditional thin-film plastic. We look forward to the forthcoming innovation accelerator and expanding our impact across the market."

LONELY WHALE

LUCY SUMNER

CO-FOUNDER OF LONELY WHALE

"The winners of the TOM FORD Plastic Innovation Prize continue to inspire me with their commitment to innovate to scale marine-safe alternatives, helping to mitigate the 11 million metric tons of new plastic made from fossil fuels that enters the ocean each year. The investment and ongoing partnership from TOM FORD BEAUTY, The Estée Lauder Companies, and Trousdale Ventures emphasizes the unique value of collaboration to achieve systems change."

WES SECHREST

CEO OF RE:WILD, LONELY WHALE'S FISCAL SPONSOR

"The world must move away from fossil-fuel based plastics to protect and rewild the ocean and other ecosystems," said Wes Sechrest, CEO of Re:wild, Lonely Whale's fiscal sponsor. "Innovative alternatives to single-use thin film plastic, like those developed by the winners of the TOM FORD Plastic Innovation Prize, are powerful tools in helping to address the triple crises of climate change, biodiversity loss, and human wellbeing."

JUDGES

TOM FORD

CEO AND FOUNDER, TOM FORD

"I started this Prize three years ago with a harrowing fear that the world our children would inherit would no longer be a livable one. I wanted to be a part of the solution, not be an

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arbiter of the problem. If we did nothing about the waste and pollution flooding our oceans the disruption to our planet would be irreconcilable. Watching the brilliant minds within this competition has given me extraordinary hope in making the impossible possible. Our three winners have created truly viable alternatives – alternatives that when scaled across markets and industries will drastically change the course of the health of our planet. Today, as we announce the winners of the TOM FORD Plastic Innovation Prize, I am honored, hopeful and thankful. Honored to have such great minds and partners join me to pioneer change. Hopeful for a better tomorrow, and thankful for all that has already been achieved.”

LIVIA FIRTH

ACTIVIST, PRODUCER AND FOUNDER AND CREATIVE DIRECTOR OF ECO-AGE AND THE GREEN CARPET FASHION AWARDS

“It was an honor to highlight the alternative materials created by the Prize winners to reduce the environmental impact of traditional thin-film plastic at the Green Carpet Fashion Awards. It has been inspiring to work with Mr. Ford, Lonely Whale and my fellow judges to identify a solution for traditional thin-film plastic that has the potential for wide-scale adoption. I look forward to seeing the fashion industry rise up to this challenge and embrace these biologically based and degradable alternative materials.

JOHN JOHN FLORENCE

TWO-TIME WORLD CHAMPION SURFER, OLYMPIAN, AND FOUNDER OF FLORENCE MARINE X

“Growing up in Hawaii, the ocean has always been home and something I do not take for granted. I want to do what I can to ensure that future generations have the same opportunity I do to enjoy the ocean, which is why I decided to collaborate with Lonely Whale. The innovations from the winners of the TOM FORD Plastic Innovation Prize are a testament that we can transform the way we think about plastic that ends up in the water and the impact it has on our planet.”

SASKIA VAN GENDT

HEAD OF SUSTAINABILITY, ROTHY'S

“With the growing awareness of fashion’s environmental impact, it’s important for executives to know the science behind their business practices. The winners of the TOM FORD Plastic Innovation Prize are poised to help minimize the industry’s footprint by offering biologically degradable, marine-safe alternatives to thin-film plastic polybags made from fossil fuels.”

ELLEN JACKOWSKI

CHIEF SUSTAINABILITY OFFICER AND EXECUTIVE VICE PRESIDENT, MASTERCARD

“Innovation is the root of transformation. The TOM FORD Plastic Innovation Prize not only incentivizes extraordinary, science-based innovation, it also provides a path to scale viable and truly biologically degradable alternatives to traditional thin-film plastic. This will help make sustainable options more accessible to consumers – and help protect our ocean and our planet.”

SUSAN ROCKEFELLER

AWARD-WINNING DOCUMENTARY FILMMAKER, ARTIST, CONSERVATIONIST, FOUNDER OF MUSINGS

“Lonely Whale’s call to action through the TOM FORD Plastic Innovation Prize is a brilliant

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way to inspire innovators, engineers, and business leaders to lean in and commit to solutions that help create a future with clean seas. I am thrilled to celebrate the Prize Winners and eager to see the fashion industry step up and adopt their solutions at scale.”

LIZ RODGERS

VP OF SUSTAINABLE PRODUCT FOR NIKE

“When it comes to protecting the future of sport and the future of our planet, Nike is about innovating, creating and scaling solutions. By joining the TOM FORD Plastic Innovation Prize as the sponsor of the Finalist material testing and part of the early adopter coalition, we committed to accelerating the creation and adoption of material solutions that solve the issue of fossil fuel-based thin-film plastic waste. We are proud to celebrate the announcement of the three winners who underwent the vigorous material testing track led by Lonely Whale's research partners at the New Materials Institute and Seattle Aquarium and look forward to continued collaboration with this group of incredible innovators, brands and advocates that share in our ambition to raise the bar for sustainability.”

PHILLIP SAROFIM

FOUNDER OF TROUSDALE VENTURES

“As an innovation-focused investment firm in search of companies designing a brighter future, we are thrilled to join Lonely Whale as their exclusive venture capital partner to invest in the three winners of the TOM FORD Plastic Innovation Prize. Accelerating access to capital for innovators like Sway, Zerocircle, and Notpla is critical to scale marine-safe alternatives to single-use plastics made from fossil fuels. Our investment in the Prize recipients aims to further that cause.”

TRUDIE STYLER

ACTRESS, FILM PRODUCER, DIRECTOR, HUMAN RIGHTS ACTIVIST, ENVIRONMENTALIST, UNICEF AMBASSADOR, ORGANIC FARMER AND WINEMAKER

“We need to build—and quickly—the foundation for a new mode of environmentalism. Working with Lonely Whale as a Judge of the TOM FORD Plastic Innovation Prize has been an inspiring opportunity to help bring this new vision of action to life alongside a diverse community of like-minded advocates each committed to realizing a future with clean seas.”

ADVISORY BOARD

TOM BEBIEN

RECYCLING MANAGER, PLASTIC ODYSSEY

“Our team at Plastic Odyssey was honored to partner in the TOM FORD Plastic Innovation Prize. We share the same goal: finding and deploying the most innovative, scientific and technical solutions to the plastic pollution crisis. We know first-hand that material solutions like these will make a real difference for our oceans and for coastal communities living on the front lines of plastic pollution. We congratulate the finalists, the grand prize winners and the entire committee for their amazing dedication to this mission.”

OLIVER CAMPBELL

DIRECTOR OF PROCUREMENT & PACKAGING ENGINEERING AT DELL TECHNOLOGIES

“Packaging is often an overlooked area of opportunity for sustainable innovation. The TOM FORD Plastic Innovation Prize has claimed this open space, designing a new approach to tackling our plastic problem with the support of a diverse array of stakeholders to ensure

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market adoption. I couldn't be more excited to celebrate the winners and look forward to continuing Dell's trials of their materials in the next phase of the program."

DR. MARCUS ERIKSEN

RESEARCH DIRECTOR AND CO-FOUNDER OF THE 5 GYRES INSTITUTE

"When I co-founded The 5 Gyres Institute in 2009, microplastics were not a part of the mainstream dialogue. Today, I am pleased to see the TOM FORD Plastic Innovation Prize, powered by Lonely Whale, bring the rigor and language of science to life in order to vet solutions before they scale. As a member of the Prize Scientific & Technical Advisory Board, ensuring that the alternative materials did not produce any accumulative microparticles was crucial in our review of the winning solutions."

ANDY JOHNSON

PURCHASING DIRECTOR, ROQ US

"Solutions that can't scale won't solve our plastic problem. The winners of the TOM FORD Plastic Innovation Prize are uniquely positioned to offer environmentally safe alternatives that also meet industry expectations - easing adoption to ensure scale."

DR. FABIEN LAURIER

SCIENTIST & TECHNOLOGIST

"Data without design is irrelevant and design without data is greenwashing; TOM FORD Plastic Innovation Prize adeptly leveraged both design and data to identify scalable and sustainable alternatives to harmful fossil fuel plastics"

ELLIE MOSS

SENIOR ADVISOR, ENCOURAGE CAPITAL

"Having worked in the plastic solution space for years, I have seen a number of unique business opportunities. I have been particularly inspired by the emerging solutions brought forth by the TOM FORD Plastic Innovation Prize to solve the problem of thin-film plastics made from fossil fuels. It has been an honor to participate as a member of the Scientific and Technical Advisory Board and to witness Lonely Whale's leadership, cultivating a next generation of marine-safe solutions by bringing together a diverse set of experts to vet alternatives from environmental and industry standards."

J.R. SIEGEL

SENIOR DIRECTOR, PRODUCT INNOVATION, HIGG

"Industry has a critical role to play in realizing a future with clean seas and the TOM FORD Plastic Innovation Prize, powered by Lonely Whale, has set a new standard for radical collaboration — bringing together rigorous environmental reviews, including innovative test methods, business model analysis, and real-world pilot testing with leading brands to source and assess solutions that could scale to meet the size of our plastic problem."

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SPONSORS

GUILLAUME JESEL

PRESIDENT, GLOBAL BRANDS, TOM FORD BEAUTY AND LUXURY BUSINESS DEVELOPMENT

"TOM FORD BEAUTY is thrilled to support this partnership in sustainable plastics innovation. We are honored to continue Mr. Ford's legacy and further our commitment to investing in innovation that contributes to a more sustainable future."

NANCY MAHON

SENIOR VICE PRESIDENT, GLOBAL CORPORATE CITIZENSHIP AND SUSTAINABILITY AT THE ESTÉE LAUDER COMPANIES

"Social investment and environmental responsibility are core pillars of The Estée Lauder Companies. The significance of these tenets continues to positively impact the employees and communities we work with and has helped drive our company's success."

TESTING PARTNERS

DR. SHAWN LARSON

SENIOR MANAGER OF CONSERVATION RESEARCH, SEATTLE AQUARIUM

"Our Clean Seas research team was thrilled to work with the TOM FORD Plastic Innovation Prize on developing a novel whale gut simulation to test what would happen if the Finalists' alternative materials were consumed by a marine mammal. We look forward to sharing our forthcoming peer reviewed paper that will outline the research conducted in consultation with Lonely Whale to help advance the protocols for testing plastic's impact on marine life."

JASON LOCKLIN, PH.D.

DIRECTOR, NEW MATERIALS INSTITUTE AT THE UNIVERSITY OF GEORGIA

"Partnering with Lonely Whale to conduct rigorous lab and field testing for the TOM FORD Plastic Innovation Prize was an important opportunity to showcase and advance the material testing standards necessary to ensure alternatives to traditional plastics are not just marketing wins, but are truly marine-safe and biologically degradable. The New Materials Institute was proud to play a role in blindly assessing each of the Finalists' alternative materials and I am excited to follow the winning teams' success."