



NextWave Plastics Honored in Three Top-Tier Sustainability Awards

NextWave Plastics was recognized in the United Nations SDG Action Awards, Reuters Responsible Business Awards and the Business Intelligence Group Sustainability Awards.

NEW YORK CITY (Sept. 23, 2021) – [NextWave Plastics](#), an open-source collaboration among leading brands to develop the first global network of ocean-bound plastics supply chains, today announces its three recent award wins: [United Nations SDG Action Awards](#), in the Connect category; [Reuters Events: Responsible Business Awards](#), shortlisted as a Partnership of the Year; and the [Business Intelligence Group Sustainability Awards](#), as a Sustainability Initiative of the Year.

Convened by Lonely Whale, an incubator for ideas that drive impactful and persistent change for our ocean, NextWave Plastics brings together a cross-industry consortium of companies to scale the use of ocean-bound plastics. NextWave has grown to 10 member companies, including [Dell Technologies](#), [Herman Miller](#), [Interface](#), [Humanscale](#), [Trek Bicycle](#), [IKEA](#), [HP Inc](#), [Bureo](#), [CPI Card Group](#), and [Solgaard](#). As of the end of 2020, NextWave members reported diverting a total of 1,356 metric tons of plastic from the ocean and are committed to diverting a minimum of 25,000 metric tons of plastic—the equivalent of 1.2 billion single-use plastic water bottles—from entering the ocean by the end of 2025.

The United Nations SDG Action Awards awarded NextWave the top honors at this year’s program. The awards recognize organizations from around the world who are mobilizing, inspiring and connecting individuals to make positive change for people and the planet. To win, NextWave demonstrated how the organization is transforming the ways that people, organizations and institutions connect with each other, while exchanging ideas and data that lead to clear progress on the SDGs, and bridging the gap between citizens and institutions at all levels.

The Business Intelligence Group Sustainability Awards honor the people, teams and organizations who have made sustainability an integral part of their business practice or overall mission. For Sustainability Initiative of the Year, the companies behind NextWave had to illustrate their overarching goals and how close they are to achieving them, their unique approach to sustainability and the sustainability challenge they are hoping to solve.

The Reuters Responsible Business Awards recognizes those that are challenging the status quo and leading to a new, sustainable future. According to the organization, this year they saw a 50% uplift in entries to their Awards and the calibre of entries was the highest yet. Winners will be announced during the free, virtual awards ceremony on Oct. 14. For Partnership of the Year, NextWave described in detail its sustainability-related targets and initiatives, business strategy and long-term benefits, current sustainability metrics and more.

“A report commissioned by Pew Charitable Trust predicts that the amount of plastic waste in the ocean will quadruple by 2040—and the data to inform that prediction was pre-COVID-19,” said Dune Ives, CEO of Lonely Whale. “The innovation of products and packaging made from ocean-bound plastic is more important today than it has ever been, especially with the rise of single-use plastics during the pandemic. It is incredibly humbling to have been honored with these three awards, and it shows the



commitment, passion and dedication all of our member companies have in ending plastic pollution once and for all.”

Most corporate companies keep their supplier relationships and product development processes confidential, but by building trust, maintaining a concerted focus and working toward a collective goal, NextWave Plastics is able to foster transformative collaboration across this group of like-minded companies.

For more information on NextWave, visit www.nextwaveplastics.org. You can also connect with NextWave on [Twitter](#) and [LinkedIn](#).

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About Lonely Whale

Lonely Whale is an award-winning incubator for courageous ideas that drive impactful market-based change on behalf of our ocean. Founded in December 2015 by Adrian Grenier and Lucy Sumner, Lonely Whale is inspired by the power of community to create the change needed to ensure a healthy planet. Lonely Whale is working towards a new era of radical collaboration, together facilitating the creation of innovative ideas that push the boundary on current trends in technology, media and advocacy that positively impact the health of our ocean. The organization spearheaded the global Strawless Ocean movement, which permanently removes single-use plastic straws from establishments and markets, and NextWave Plastics, the first global network of ocean-bound plastics supply chains. Lonely Whale’s work has been recognized by Fast Company’s World Changing Ideas and Most Innovative Companies, the Shorty Awards, the ADDY Awards, the SEAL Awards, the P4G 2018 Circular Economy Award sponsored by the Danish Government, the HALO Awards, and more. In 2021, Lonely Whale joined the [Global Plastic Action Partnership \(GPAP\)](#), the World Economic Forum’s platform for advancing progress in the fight against plastic waste and pollution, as well as transitioning governments, businesses and society towards a sustainable, circular economy for plastics. Lonely Whale is a proud supporter of the UN Environment’s #CleanSeas campaign. To learn more and support, visit www.lonelywhale.org or follow @LonelyWhale.

About NextWave Plastics

[NextWave Plastics](#) is an industry-led, open-source collaboration among leading technology companies and consumer brands to develop the first global network of ocean-bound plastics supply chains. Convened by Lonely Whale, this consortium aims to keep plastic in our economy and out of the ocean and has committed to preventing 25,000 tons of plastic waste from entering the oceans by 2025 across countries most impacted by plastic pollution. Members include Dell Technologies, Bureo, CPI Card Group, Herman Miller, HP Inc, Humanscale, IKEA, Interface, Solgaard, and Trek Bicycle. In 2021, NextWave was [awarded the top honors at the United Nations SDG Action Awards](#), which recognize organizations from around the world who are mobilizing, inspiring and connecting individuals to make positive change for people and the planet. To learn more, visit www.nextwaveplastics.org, follow along on Twitter at [@NxtWavePlastics](#), or connect on [LinkedIn](#).