



Get Engaged with the Rio+20 Earth Summit and Plastic!

Dear Ocean Supporter,

Join us on the Road to Rio to help address issues of plastic pollution of marine and other environments! Ocean Recovery Alliance will be participating in the Rio+20 Earth Summit this June -- the veritable Olympics of the Environment -- and we want you to get involved!

We are co-organizing a unique side event at the summit, focusing on the future of plastics and the leaders that are taking us there, called [Plasticity Rio 2012](#). In the run-up to the event, we have just launched an exciting global idea competition called [Capturing Gold](#). Read on to learn more about these projects and how to enter the competition to reimagine plastic use and recycling!

If you are interested in supporting or sponsoring either of these projects, please let us know via email at info@oceanrecov.org.



The Event

[Plasticity Rio 2012](#) will discuss the solutions and new technologies around plastic, with the end benefactor being our environment and our daily lives. This is a great opportunity to make a difference in the way that plastic is designed, used, and reused, both through sharing innovative ideas and highlighting the practices of current leaders in sustainable plastic use.

Plasticity Rio will be held on June 21st at the Victoria Jockey Club in Rio de Janeiro, Brazil. The event will be followed by an evening networking event with special entertainment. On June 22nd we will host a half-day working session with stakeholders interested in PET bottles. This session will work to provide solutions for the stakeholder community to take home from Rio, empowering them to initiate some of the winning ideas from our sustainable design competition, Capturing Gold.

[For more information, click here.](#)

[To see our Plasticity video on Youtube, click here.](#)



Join the Competition!

[Capturing Gold](#) is a competition to address two big challenges – 1) how to capture large quantities of “gold” (PET plastic bottles) on a long term, sustained basis, and 2) how to use that material in innovative ways. At Plasticity, we look at PET in the same way that others look at gold, hence the name. We want the world to come up with new ideas for capturing and re-using that PET gold for other purposes. Capturing all of the “gold” is as complex a challenge as it is ambitious, but we believe it can be done.

Generating the right solutions, though, require a certain kind of genius. We call it the genius of many. It’s the kind of genius that happens when a diverse group of minds come together to tackle a complex problem. That’s why this

year's challenge is as much collaboration as it is competition. And that's why we've created the open source, collaborative idea platform we're calling Capturing Gold. [Check it out!](#)

[To learn more or join the competition, click here.](#)
[To see our Capturing Gold video on Youtube, click here.](#)