

Embargoed for release
until May 30th, 2017

makingoceansplasticfree.com

tasini

An idea by



**MAKING OCEANS
PLASTIC FREE**



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SAVING THE OCEANS GERMANS AND INDONESIANS CREATE "TASINI" - THE KEY TO BREAK THE PLASTIC BAG HABIT IN INDONESIA

In the run up to the World Oceans Day, founders of environmental initiative Making Oceans Plastic Free (MOPF) are unveiling Tasini – a promising concept to replace the plastic bag in Indonesia, the second largest source of plastic pollution to the world's oceans. Tasini are reusable shopping bags made from recycled plastics that fold into marine animals who function as eco-ambassadors. Unlike other reusable bags, interdisciplinary scientists developed Tasini to combine fashion, convenience and environmental awareness, to make plastic bag pollution a thing of the past.

According to the World Economic Forum, plastic waste will outweigh fish in the ocean by 2050. Indonesians use almost 10.000.000 plastic bags each day. New ideas to reduce plastic waste are urgently needed.

Since 2013, surfers and environmentalists, Paritosha Kobbe and Roger Spranz from Germany have spent much of their time conducting studies and living in Indonesia. Together with locals Lia Nirawati and Adith Nugroho, they founded the initiative *Making Oceans Plastic Free (MOPF)* and are now launching their social enterprise, Tasini.

A single Tasini can replace up to 400 plastic bags a year.

Based on years of study, Tasini were designed as marine animals to promote awareness of the ecosystems the initiative aims to protect. Not only does the Tasini design connect with Asian cultures' love for playful and fun accessories, it is practical and convenient. The bags are foldable, water repellent, and unforgettable as a keychain.

"Environmental conservation is often about telling people what they should and shouldn't do" MOPF co-founder Roger Spranz says.

"That's why it often has this negative connotation. We believe that making it fun and easy to preserve our planet is much more effective and reaches people in a way that really motivates them to make a change."

After using their own funds to produce the first 1,000 Tasini, the founders are launching a crowdfunding campaign on Indiegogo. The goal is to produce Tasini bags from recycled plastic waste (PET) and to run a large-scale environmental awareness campaign in Indonesia. It's important to MOPF that Tasini are produced sustainably and – for greater impact – are affordable for as many people as possible. Among other perks, crowdfunding contributors can purchase one of the first edition handmade Tasini.

MOPF was founded by four friends that strongly believe in the power of ideas, being inspired across cul-

tures, and reaching out to other passionate people to join the cause of making oceans plastic free. Their work has been shared by Greenpeace, the UN Environmental Programme and the Indonesian youth initiative Bye Bye Plastic Bags, whose members will present to the General Assembly of the UN in New York, on World Oceans Day June 8th.

Link to crowdfunding campaign on Indiegogo:

www.indiegogo.com/projects/tasini-the-key-to-break-the-plastic-bag-habit

You can contact the founders for interviews and further information via

media@makingoceansplasticfree.com

Roger Spranz +62 812 96 66 37 33

Paritosha Kobbe +49 176 23 97 68 79

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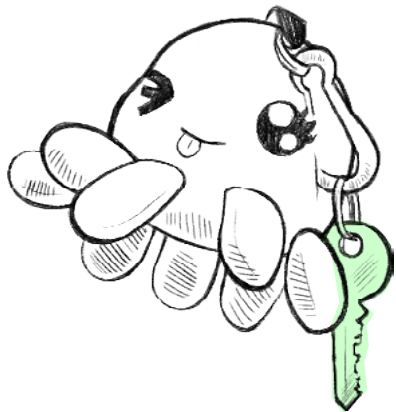
EXPERT

The Tasini bag will be made from recycled plastic waste.

SUPERHERO

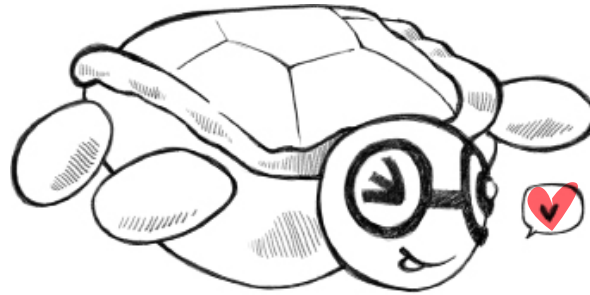
Just ONE Tasini can save around 400 plastic bags a year from polluting our oceans.

SPECIAL AGENTS



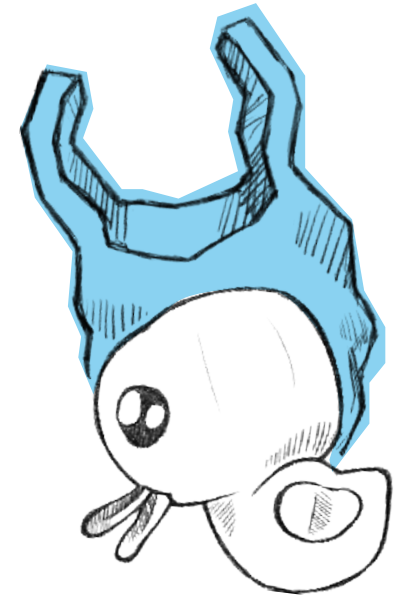
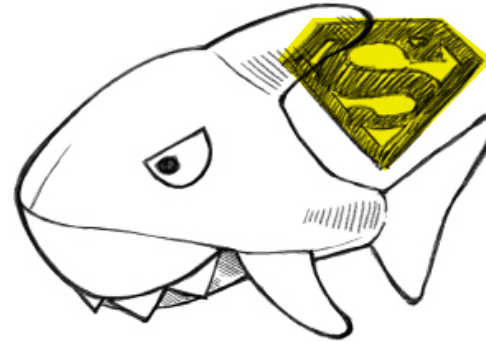
COMPANION

Attached to the keychain the Tasini is unforgettable: A reusable bag that is always with you.



LOCAL

the marine animals connect to Asian culture's love for playful and fun accessories and help as environmental ambassadors raising plastic pollution awareness in our campaigns.



MAGICIAN

A foldable shopping bag is hidden inside the marine animal.



MEET THE TASINI- FRIENDS

—

The first Tasini edition with Indonesian name:

Our backers can propose names for the marine animals during our campaign.



KURA KURA
(Turtle)

GURITA
(Octopus)

HIU
(Shark)

IKAN PARI
(Stingray)

BEBEK
(Duck)

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It's as easy as this // 5

TASINI - IT'S AS EASY AS THIS

01

The Tasini on the keychain with
folded shopping bag inside



02

Easy unfolding of the
shopping bag



03

Ready to carry your groceries
home without using a
plastic bag.



MEET THE TASINI- TEAM



Paritosha Kobbe

*Cultural Anthropology,
PhD Candidate*

Pari has studied Biology and Cultural Anthropology. He worked in environmental education at a marine national park, and has studied Indonesian society for more than 10 years.

Roger Spranz

*Environmental Behavior,
PhD Candidate*

Roger has found many exciting results on environmental behavior change in his PhD research project on „Reducing plastic bag use in Indonesia“.



Lia Nirawati

Product Designer and Artist

Lia studied design and has a never ending flow of great product ideas and the skill to bring them to life.

Adith Nugroho

*International Development,
Consultant*

Adith has worked for seven years in an international environmental program for cleaner production in Indonesia. He believes in the power of social and ecological enterprises.



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MEDIA- DOWN- LOAD

Please find images to download and
for use for media coverage on our
website.

[makingoceansplasticfree.com/
press-kit](http://makingoceansplasticfree.com/press-kit)

Themes: plastic pollution at beaches
and ocean, plastic pollution and
marine animals, activities of MOPF
team, product photos of Tasini, Info-
graphics etc.



Credit: Making Oceans Plastic Free
Melati and Isabel (founders of
Bye Bye Plastic Bags) using Tasini
for shopping groceries



Credit: Making Oceans Plastic Free
Paritosha Kobbe (co-founder of Making Oceans
Plastic Free) analyzes waste from beach clean-up



Credit: Making Oceans Plastic Free
Roger Spranz and Paritosha Kobbe (co-founders of
Making Oceans Plastic Free) cleaning up the beach



Credit: Making Oceans Plastic Free
Plastic bag in ocean



THE CROWD- FUNDING VIDEO

*Indonesian environmental activists
Melati und Isabel (Bye Bye Plastic
Bags) introduce Tasini:*

What is it about? Why is it important? What are the funds needed for? How can you support Tasini?

VIDEOLINK





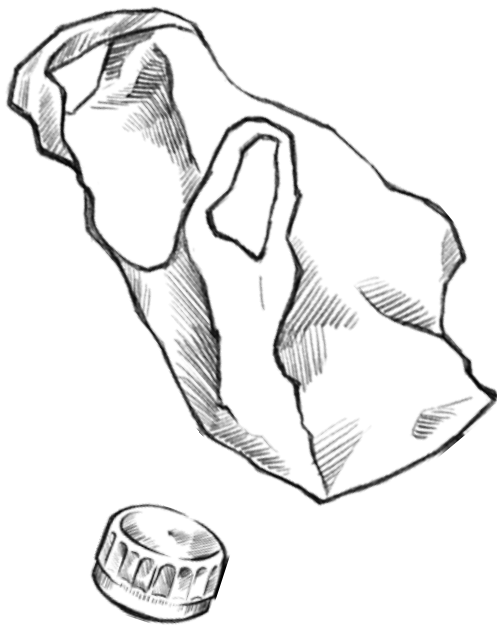
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REAL WASTE PIE CHART

On February 19th 2017, MOPF
co-organized together with
„One Island One Voice“ Bali's
biggest beach clean-up in history.

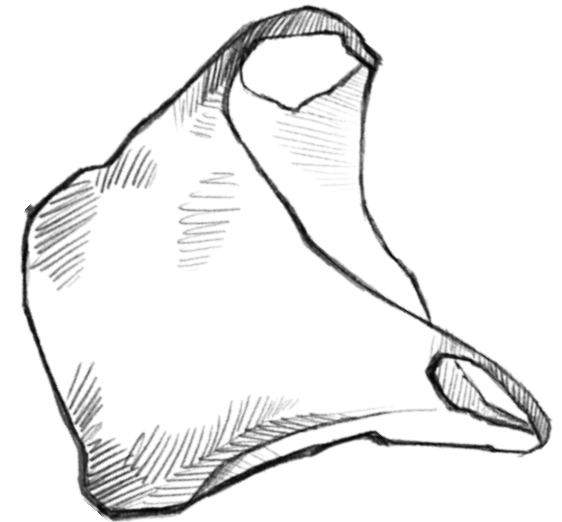
More than 12.000 volunteers col-
lected 40 tons of waste along the
beaches of Bali. The chart shows
estimated percentages of waste
items collected based on surveys
analyzed by MOPF.





tasini

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THE KEY TO BREAK THE
PLASTIC BAG HABIT



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SOCIAL MEDIA

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