




# THE UNIVERSAL SEA

THE ART AND INNOVATION MOVEMENT AGAINST WATER POLLUTION



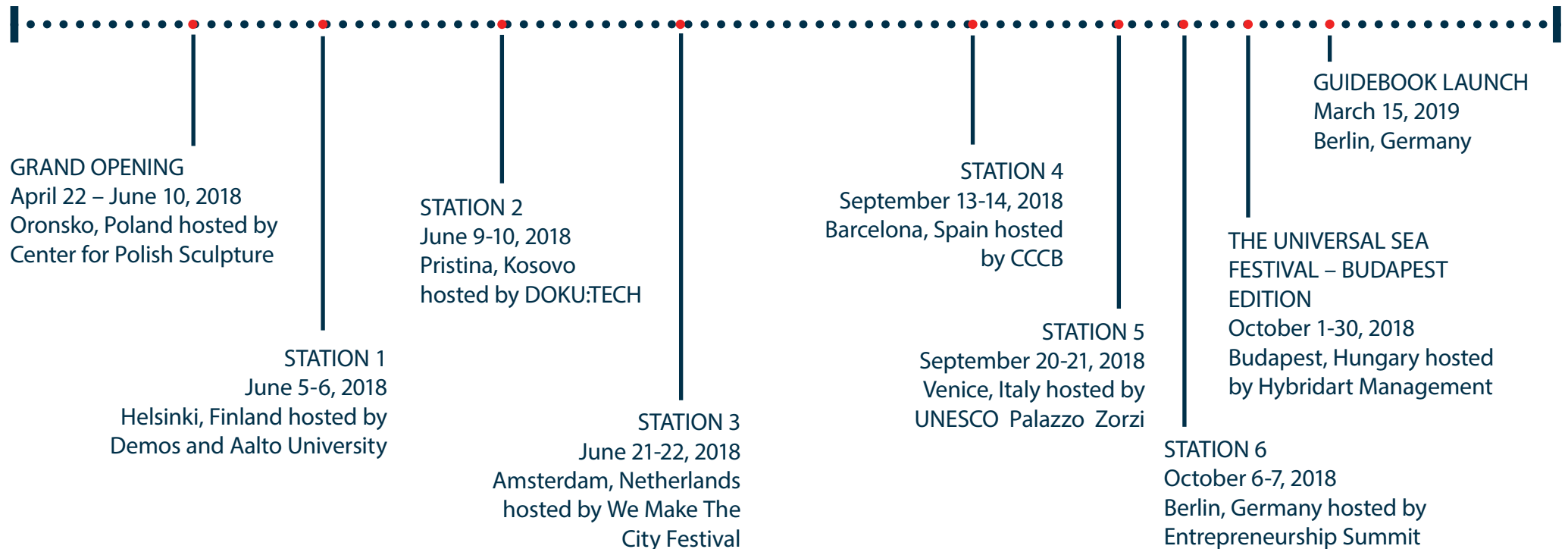
The Universal Sea - Pure or Plastic?! pushes forward solutions to fight plastic waste in the waters. We do that by exploring new collaboration models between art, science, technology and business, together with the public - building a strong network of innovators.

## CAN ART BE A CATALYST FOR CHANGE?

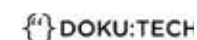
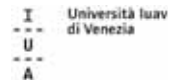
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# JOINING FORCES TO TACKLE THE PLASTIC EPIDEMIC

During our events, we invite locally based partners, such as artists and experts from science, culture, ecological organisations, initiatives or universities and the startup scene together with the public. Each station comprises a modular exhibition including participatory artistic interventions, and keynotes by innovators and experts. A co-creation workshop leverages expert knowledge together with the public ideation to uncover solutions and entrepreneurial opportunities.



# MEET OUR FORWARD LEADING ART AND INNOVATION ECOSYSTEM



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- / We strive at creating tangible solutions to reduce half the amount of plastic waste by 2050.
  - / We search for solutions that can reach and affect at least 1 M people.
  - / We search for materials and products that can replace single use plastic and packaging.
  - / We search for solutions that accelerate the re-use of “old” plastic.
  - / It’s about pushing forward creative awareness and building activities together with technological innovations.

## ACHIEVING SIGNIFICANT AND TRACEABLE CHANGE

# BE AT THE FOREFRONT OF THIS GROUNDBREAKING INNOVATION MOVEMENT

Join our network, share your success stories and profit from the synergies of like-minded innovators to tackle a burning issue!

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