

# THE CUSTODIANS PLASTIC RACE

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ALL TOGETHER NOW



BioDesign Foundation presents  
**The Custodians Plastic Race**





THE CUSTODIANS

**PLASTIC RACE**

WE CLEAN THE PLANET

The “**Custodians**” are the think tank of the BioDesign Foundation: they are the “Custodians of the Future”.

**But what does that mean?**

Custodians are active agents in searching for **solutions to protect nature**.

Custodians contribute with their ideas or are actively engaged in **preserving biodiversity**: they are active in cleaning beaches, rivers, forests and oceans, or wherever action is needed to restore the beauty of nature.

**“Challenge,  
solution,  
action”**

The most basic responsibility of the “**Custodians of the Future**” is their commitment to a healthy and ethical lifestyle that respects people and the environment in which they live.

Alongside the arrival of the famous round-the-world regatta **The Ocean Race** in Genova, of which BioDesign Foundation is a sustainability guest in the 2023 edition, an even more challenging world tour began: **The Custodians Plastic Race - We Clean the Planet**. This is a race against time to preserve biodiversity and life on Earth, through a systematic cleaning of every city, beach, seabed, hill, mountain, river, forest.

**The Custodians Plastic Race** started from Genoa in June 2023. Here, a team of professional sailors passes the baton to a super-team composed of institutions, law enforcement agencies, schools, associations, companies with their employees, kids, and grown-ups

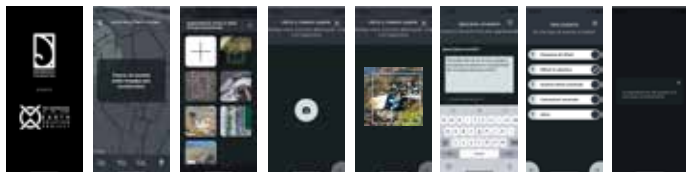
After Genoa, **The Custodians Plastic Race** continues alongside the Marina Militare Nastro Rosa Tour regatta.

In this tour of Italy, all the stopover cities were cleaned from top to bottom - La Maddalena, Naples, Vibo Valentia, Taranto, Vieste, San Benedetto del Tronto and Venice - with the same intervention format used for Genoa. In conjunction with the systematic clean-ups, BioDesign Foundation locally implemented Vox Maris Project at each stopover - BioDesign Foundation's infrastructure for the collection of retired fishing nets.

The last stop of The Custodians Plastic Race's first tour will take place in Venice, in mid-November 2023. With the cleaning of the famous lagoon, the basis will be laid to establish as soon as possible the “National Day for the Cleanliness of Seas and Lands”, an initiative that would mark Italy's record as the first country in history to complete a total clean-up of the entire territory.



# THE CUSTODIANS EARTH SOLUTION PLATFORM (CESP)



It all starts with your contribution: **open the app and submit a report!**

**Select the new report icon and take the photo.** Confirm the photo or take a new one.

Help us understand the severity of the report and indicate the main problems. Finally, verify that it has been properly recorded.

*The Custodians Plastic Race* is only possible thanks to *The Custodians Earth Solution Platform (CESP)*: our coordination tool for widespread intervention. It enables effective cooperation between all components of society, civil society, key stakeholders and environmental experts. The Custodians Earth Solution Platform (CESP) is a tool (software) conceived by the BioDesign Foundation and designed by **ETT S. p. A.** CESP creates a bridge between those who see and experience environmental problems and those who have the tools to solve them.

An oil leakage in a river, a beach full of plastic, or a dump in a wood is reported with photos and description.

Later, waste collectors and environmental clean-up experts take care of solving the issue and resolve it on CESP. **A green marker on the platform: challenge resolved!**

After thoroughly cleaning the seas and lands, the beauty of a clean environment organically instills a culture of cleanliness and respect towards nature. **There are not superheroes but super-teams.**







## THE FORMAT

The **first step** involves scanning the area concerned.

Using the **CESP** application, reports are made of environmental problems on land or, if one has the means and knowledge of the area, even underwater. These problems may include the presence of waste deposits, irregular water discharges, trees in danger of falling, etc.

Then in the **second phase** of the clean-up our team of caretakers facilitates communication and collaboration between the different stakeholders to coordinate the intervention effectively.

**Participate in your surroundings and scan the territory** you know to identify places where action is needed.

We would like to document with pictures and interviews each stage of this race to contribute to the narrative of the importance of cleaning the planet from plastic through the cooperation of all.

**For more information** write to [welcome@biodesignfoundation.org](mailto:welcomedesign@biodesignfoundation.org) or **via our social channels**.



# ONLY TOGETHER WE CAN CLEAN UP THE PLANET



## How can we reduce our environmental impact, particularly in the area of waste?

The OECD "Global Plastics Outlook" detailed that from 2000 to 2019 global plastic production doubled to exceed 460 million tons of plastic produced per year.

Over the same period, global plastic waste doubled too, reaching 353 million tonnes annually.

Only 9% of plastic waste is actually recycled and reused, while 19% is incinerated, approximately 50% ends up in landfills, and the remaining 22% is discarded in nature or burned outdoors, becoming microplastics that enter the food chain.

Depending on the level of exposure to microplastics in different regions of the world, individuals can inadvertently ingest an amount of plastic equivalent to that of a credit card per month, and in some cases, even per week, and intake nearly as much through breathing.

The premise is that plastic is not the enemy: properly employed it is very useful and helps, for example, to have less food waste, but we must use it wisely.

## Here are six tips for consciously consuming plastic:

**1) Take care when shopping to use the minimum amount of plastic.** Many products come in non-recyclable packaging.

Buying products in bulk or made from recycled and recyclable materials supports the circular economy of plastics, giving used materials new lives.

**2) Consume drinks in reusable containers.** If drinking a take-away drink, accept plastic cup lids and plastic straw only if strictly necessary. Use water bottles by looking for sources to refill them from.

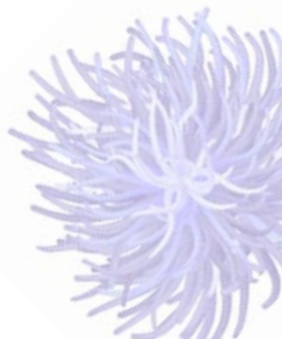
**3) Give preference to solid soaps and cosmetics to reduce the impact of containers of liquid.** Many types of household detergents are available in bulk shops.

**4) Buy clothing made from natural fibres as much as possible.** Much microplastic comes from synthetic clothing.

Some of it enters our bodies through the skin and respiratory tract, some of it ends up in nature after washing.

**5) Choose zero-kilometre alternatives for the goods and food you buy,** to limit the environmental and economic costs of transport, and promote eco-ethical production.

**6) Pick up plastic and rubbish when you come across it on the street:** during a mindful walk, equip yourself with bags to remove pollutants from your path.



DOWNLOAD CESP



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