

A Documentary Narrative in the Fight Against Plastic Waste

The Plastic Odyssey Project

Dr. Alexandra Juster

University of Innsbruck

Overview

Plastic Odyssey – an innovative project by Simon Bernard and Alexandre Dechelotte to combat the global plastic waste crisis through local recycling

Core Concept

- Mobile recycling facility on board a ship
- Three-year worldwide expedition
- Transformation of plastic waste into new products
- Training of local entrepreneurs

Strategy: Show – Train – Transform – Multiply

The Plastic Odyssey Project

Mission: Combat plastic pollution

Technology: Recycling (450°C)

Impact: New job opportunities



The Problem: Wasteocene

19 tons of plastic waste per minute

Global Dimension

- Plastification of the world
- Microplastics everywhere

Causes

- Lack of infrastructure
- Poverty & cultural factors



Technical Solutions



1 Le broyeur

Le broyeur permet de broyer les déchets plastiques pour les transformer en copeaux afin qu'ils soient plus facilement stockés et recyclés.

2 Le mélangeur

Le mélangeur plastique-sable permet d'homogénéiser le mélange entre le plastique et le sable, pour avoir les proportions exactes souhaitées.

3 L'extrudeuse

L'extrudeuse permet de faire fondre la matière plastique en chauffant les copeaux de plastique et le sable pour former une pâte malléable qui sera ensuite mise en forme et refroidie pour créer les pavés.

4 Les presses

Les quatre presses hydrauliques et pneumatiques permettent de mettre en forme la matière plastique dans des moules. Les presses permettent de presser des pavés de tailles et formes variées.

Recycling Process

- Separation of plastic types
- Heating to 450°C
- Molding into forms

New Products

Fuel, paving stones, furniture



Worldwide Expedition

Regions

North Africa • Africa • South America

Activities

- Training on-site
- School visits
- Mini recycling facilities



Narrative Strategies

Transmedia Storytelling

Combining environmental discourse, technical discourse, and individual case studies into a compelling overall story

Documentary Volume

Parcourir les océans pour sauver la terre (2023) –
Documentation of the three-year expedition

Digital Media

Website, videos, photo reports, technical knowledge,
success stories

Research Program Déviations

Investigating anthropological and cultural causes and solutions to escape the "plastic society"

Impact and Success

Concrete Results

- Several mini recycling facilities established
- Hundreds of entrepreneurs trained
- Thousands of school children sensitized

Multiplication Effect

Simple, low-cost methods enable local dissemination

Social Justice

Dual benefit: income + environmental protection

Summary

Plastic Odyssey demonstrates:

- Innovative technical solutions are possible
- Transmedia storytelling creates awareness change
- Local solutions create social and ecological benefits

"We have the means to stop this catastrophe."