



**Global Compact**  
Network Singapore

# FROM BEACH CLEANUPS TO GLOBAL IMPACT:

## How Seven Clean Seas is Building a Plastic-Free Ocean Economy

### Singapore Apex Corporate Sustainability Awards 2025

CATEGORY: SUSTAINABLE BUSINESS





# Championing Plastic-Free Oceans and Coastal Communities



Seven Clean Seas is an ocean impact organisation that actively champions the ideal of pristine, plastic-free oceans and the empowerment of coastal communities. Originating as a simple volunteer-led beach cleanup activity in Singapore in 2018, it now provides stable and dignified employment for more than 105 waste collectors, operates 3 Materials Recycling Facilities in Indonesia and Thailand, implements projects in Bangkok and Bali, has an office in Europe, and produces items made using recycled plastic waste such as keychains.

Environments from which they retrieve plastic waste have also expanded and now include rivers, and offshore and household locations. As of July 2025, it has recovered more than 5.6 million kilos of waste plastic.

# Pioneering the Plastic Credit Market

Pioneers of the plastic credit market, they now work with organisations around the world to link their sustainability ambitions to real world ocean impact. Plastic credits are certificates that quantify the collection or recycling of a defined amount of plastic waste that would otherwise have entered the environment. It allows companies and organisations to offset their plastic footprint by funding projects that recover or recycle plastics, often in regions disproportionately affected by plastic pollution. Their ties to tangible waste make their impact easier to monitor and verify.



In 2024, their projects in Bintan and Batam generated more than 990,000 kilos of plastic credits certified under the Ocean-Bound Plastic (OBP) Neutralisation Certification by Zero Plastic Oceans, and the Plastic Waste Reduction Standard by Verra respectively. As the project in Bintan offered living wages, long-term contracts, five-day workweeks and social security to its employees, it also received a Social+ OBP certificate for being socially responsible.



Real and lasting impact on the environment and the lives of their employees and communities have been made possible through partnering with 57 commercial and non-commercial entities spanning national and sub-national government bodies, global corporations, start-ups, family business, non-governmental organisations and local communities in the Americas, Europe and the Asia Pacific region.

Other business partnerships include removing the same amount of plastic a German company uses from the ocean, analysing the plastic footprint of The Economist to help them reduce their plastic usage by 50%, conducting waste audits for selected vessels of a shipping company headquartered in Singapore, brand partnerships that removes ocean plastic for each can of soda sold or each time a bank card is used, to partnering with The Residence Bintan to turn plastic waste from their facilities to coasters and to fund the salary of one of Seven Clean Seas' employees for a full year.



## Government and Institutional Collaboration



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They have also participated in initiatives led by ministries to promote marine conservation and raise awareness about protecting ocean ecosystems, partnered with environmental agencies at the local level to facilitate communication and coordination with local districts and smaller villages, hosted a government workshop on how plastic credits can mobilise funding for plastic waste management in Indonesia, and signed a Memorandum of Understanding with Thailand's Department of Marine and Coastal Resources to combat marine plastic pollution. The latter provides institutional support that facilitates policy alignment and operational implementation, strengthening their credibility as a key player in the global fight against ocean plastic, opening doors for further expansion and collaboration with other governments and stakeholders.



In order to grow the plastic credit industry, they have been working alongside a consortium of industry stakeholders to harmonise terminology, definitions and methodologies used to quantify plastic usage, and impact across the global value chain, and supported and led best practices in data governance.

They employ an innovative funding model that blends philanthropic donations with corporate funding sources from ESG consulting services, creative plastic removal systems, and employee engagement activities. The former is used to invest in equipment, the salaries of their formal crew, in community education programs, and in training workshops for local business owners introducing them to practical waste management strategies.



*Mr. Tom Peacock-Nazil, Founder, Seven Clean Seas*

**“ A prestigious recognition as such on Singapore’s national sustainability stage validates the bold path we’ve chosen, and it reminds us that innovative, high-impact ocean action has a place in the business world.**

**It’s also a sign that cross-sector collaboration is the way forward.**

**We can’t solve this alone.**





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## **ABOUT THE AUTHOR**

**Kai Kim Chiang is a climate finance and sustainability expert with 20+ years of experience across Asia. A UNGCNS contributor, her work focuses on climate risk integration, just transitions, and human rights benchmarking. She is passionate about fostering the cross-sector collaboration necessary for a resilient, inclusive global economy.**

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