

CHAPTER III

THE DYNAMIC OF 4OCEAN AS INTERNATIONAL NON-GOVERNMENTAL ORGANIZATION

A. The Dynamic of 4Ocean

International non-governmental organizations (*INGOs*) are private, nonprofit organizations have transnational network as well as subnational ties internationally. The interaction of INGOs is a variety of international actors, ranging from the state to IGOs and MNCs. There are 3 interrelated roles in world politics played by INGOs. The first is revolving around information those related activities. Many of them are very active in engaging information, as they also have people on the ground who are involved directly with one issue or problem. INGOs bring qualified individuals to share their education and experience to bear on defining and addressing global issues. The second role is being involved carrying out the policies of states and IGOs. The third role which INGOs play in world politics revolves around private interactions. International relations is no longer solely the domain of states. (Pease, 2010) Through international organization, it is hoped that there is a fair allocation of the value of power, and enlightenment to people. (Sugito, 2016)

After graduated from Florida Atlantic University (FAU) in 2014, Andrew Cooper and Alex Schulze went to Bali, Indonesia for surfing trip for about 3 weeks which would ended up turning their lives and the fortune of the ocean. Shattered by the numerous of plastic in the ocean, Cooper and Schulze set out to find out why nobody was doing something regarding this rising problem. In addition to being famous with tourists, Indonesia is the second to China among the world's biggest polluters. When Cooper and Schulze arrived, they were

immediately struck by the massive pollution that chokes Bali's beaches with trash that washes up from the ocean. Fishermen who were from a local fishing rural pushed their boats through stack of plastics. Cooper and Schulze identified that the proliferation of plastics endangered both of the ocean environment and livelihood of the fishermen. Cooper and Schulze noticed that they could employ fishermen to drag plastic from the ocean and therefore began 4Ocean.

Cooper and Schulze spent their most of 2016 in a prostrate position to work for the launch of 4Ocean. They planned a logo and a prototype for the bracelet and located a local manufacturing partner who could create it, although the website they designed to lay out their mission and solicit orders, it was giving them something to put on social media. The first reaction that Cooper and Schulze got from their family and friends was they were crazy mad scientists. Cooper said that was difficult going to work but he hoped it did. Fortunately, after they saw the first prototype of the bracelet and the 4Ocean website, they started to assure.

Boca Raton, Florida are the 4Ocean based headquarters. 4Ocean publicized that it had pulled more than 1 million pounds of plastic, glass, and other trash from the ocean since in January 2017 the company launched. Cooper and Schulze continued to work their appurtenant day jobs for more than one year between their surf trip to Bali and January 2017 was the launch of 4Ocean. Both of them had gotten their boat captain's licenses while in college, taking gigs on the water to help pay their school payment. Cooper remained working as a tow-boat captain with the Florida company Sea Tow after graduated, while Schulze led renting fishing tours for tourists and sport fishermen off the coast of Southern Florida.

The two co-founders saved all the money they could roughly \$2,500 apiece initially to get the company started. The capital went toward the bracelet prototypes as well as a year-long lease for office space in Boca Raton at about \$500 a

month. But it did not take long before enough people started visiting 4Ocean.com and pre-ordering \$20 bracelets, with the promise that each purchase would pay for one pound of garbage being removed from the ocean, to allow the pair to quit their jobs and work on 4Ocean full-time. In fact, 4Ocean sold 20 bracelets on its first day of online sales and enough to pick up over 250,000 pounds of ocean garbage over the course of 2017. Cooper and Schulze placed the credit for 4Ocean's rapid growth on their ability to be "really scrappy." 4Ocean got off the ground with Cooper and Schulze themselves picking up pieces of trash from beaches and waterways in Florida, and the company now employs over 180 people around the world, including cleanup boats and crews that work full-time pulling trash out of the ocean.

Cooper and Schulze say 4Ocean has sold just more than \$30 million worth of recycled bracelets to fund their ongoing cleanup efforts. Replenishment cleanup headquarters are located in Bali, Indonesia and Port-au-Prince, Haiti. 4Ocean is opening its one of a kind Ocean Plastic Recovery Vessel, a 135-foot vessel outfitted will help in the gathering of plastic and waste at domestic and international points by aiming local and land based coastline concerns and addressing coastline plastics, including, collecting, and reclaiming massive scale debris areas in the waterways. The 4ocean OPR Vessel is able to take in 310,000 pounds of plastic and waste in one way alone while small panga vessels can hold four to five supersacks carrying 1,500 pounds.

Of course, 4Ocean is not alone in trying to clean up the world's oceans. The non-profit group Ocean Conservancy, founded in 1972, has relied on hundreds of thousands of volunteers to collect over 220 million pounds of garbage from the world's oceans over several decades, while any number of other advocacy organizations and startups are looking for ways to tackle the world's ocean waste problem through advocacy and new technology.

Unfortunately, with 4Ocean, Cooper and Schulze at least feel they have hit on a unique solution to the ocean's trash issue that blends advocacy with an entrepreneurial twist that they hope will fuel the company's continued growth. They are hoping that by creating an economy for the glass and plastic in the ocean, they will be able to continue growing rapidly by recruiting more paid employees to their clean-up crews in the U.S. and abroad.

The Forbes 30 Under 30 for 2019 features 600 youthful visionaries in 20 different industries. The co-founders of 4Ocean, Cooper and Schulze are among these entrepreneurial risk takers achieving a fresh vision, powerful technology and firming optimism to make movements to change the upfront of the world. (4Ocean Co-Founders Andrew Cooper and Alex Schulze Named Forbes 30 Under 30 Social Entrepreneurs, 2018)

B. Mission and Values of 4Ocean

Cooper and Schulze started 4Ocean with the goal of making a dent in the billions of pounds of marine waste that litter the world's oceans. Actually, the purpose of 4Ocean is to end the ocean plastic waste crisis. 4Ocean mission is to preserve the health of our planet by ensuring the sustainability of our oceans, promoting recycling awareness and creating global economies. 4Ocean is cleaning the ocean and coastlines while working to stop the inflow of plastic by changing consumption habits. It means 4Ocean wants to help prevent people around the world from contributing to the problem of marine waste. There are 6 core values by 4Ocean, those are ocean first, transparency, think big act quickly, nudge do not judge, we are in this together and the last is get stocked. The next goal for Cooper and Schulze is to reach 10 million pounds of garbage pulled from the ocean, and they think they can hit that milestone by the middle of 2019. Ultimately, they hope to

eventually turn 4Ocean into the world's largest organization dedicated to cleaning the ocean.

The 4 O.C.E.A.N Pillars as the foundation, at 4Ocean pledge to clean the ocean and coastlines one pound at a time, such as the first, optimizing technology by utilizing the latest technology to prevent, intercept, and remove trash from the ocean and coastlines. Second, creating jobs by having full-time captains and crews that are cleaning the ocean and coastlines 24 hours a day, 7 days a week. Third, education & awareness by striving to educate individuals, corporations, and governments on the impact that plastic has on the ocean. They host cleanups all over the world, both above and below the water, to raise awareness and change behavior. The last is new global economies, by giving ocean plastic a value, the team are creating a new economy for the removal of trash.

C. The Funding of 4Ocean

In January 2017, 4Ocean was founded from its effort to sell 4Ocean bracelets created from materials that could be recycled. 4Ocean sold each bracelet for \$20 with the promise that the money from each purchase would fund one pound of trash removal from oceans and coastlines. Not until two years, 4Ocean had removed 2.2 million pounds of plastic and waste from the waters. The pair had already started doing their own cleanups at the beaches near Boca Raton to get the materials for the first batch of bracelets, which feature clear beads made from recycled glass and a colored cord made from recycled plastic. The cords are available in a range of colors, from the original deep sea blue to dark red or bright green.

4Ocean is not a nonprofit, which makes them different from many other environmentally-focused companies. Today, 4Ocean has a global team that's both cleaning the ocean and trying to influence consumption habits on land to stop the inflow of plastic. Unfortunately, when 4Ocean was started in 2017, they were only focused on the cleanup side. 4Ocean

decided to hire boat captains and other local workers to clean the ocean full time and chose places where a lot of plastic and other garbage were regularly accumulating so they could make the biggest impact on this global problem. 4Ocean needed a way to pay these workers, though, which is what led them to their business model. 4Ocean does not know very much about granting writing or asking for donations, but it had followed successful lifestyle brands that grew quickly and built massive followings and they thought they could take a page from their books to pay 4Ocean's workers, fund cleanups, and spread the word about the ocean plastic crisis.

4ocean developed its bracelet, pledged to pull a pound of trash from the ocean for every product they sold, and tried to market their products like the outdoor lifestyle brands they admired. 4Ocean then used the money they generated to scale our cleanup operations, made donations to ocean-related charities they believe in, and built an organizational infrastructure to support their growth. There are other benefits to being a corporation, as well. Some nonprofits rely on funding which may be earmarked for specific periods of time or for specific projects. 4Ocean is funded exclusively by their own business results, which means they have flexibility in how they deploy their resources and are motivated to conduct business in ways that generate long-term sustainable results. Being a corporation could also allow 4Ocean to raise investment capital in the future that will help us scale operations even more quickly in ways that a nonprofit model would not allow.

4Ocean is dedicated to finding the balance between cleaning the ocean and their company's financial success. 4Ocean has applied to become a Certified B-Corporation and are in the middle of an intensive audit of its business practices to ensure 4Ocean is doing just that. In their words, "Certified B Corporations are a new kind of business that balances purpose and profit. 4Ocean is legally required to consider the impact of their decisions on their workers, customers,

suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.” Using business for good is exactly why the co-founders started 4ocean and decided to follow the corporate rather than nonprofit business model.

More than 40 percent of the profits 4Ocean sees from selling bracelets (which are now made in Bali) is spent on the company’s cleanup operations, with another roughly 10 percent going to 4Ocean’s various charity partners, including non-profit organizations focused on marine life like the Coral Restoration Foundation and Project Aware, according to Cooper and Schulze. The two co-founders take salaries of \$50,000 per year apiece, with the rest of 4Ocean’s profits are getting invested back in the business to continue expanding the cleanup operations. 4Ocean has also recently put other items up for sale. Additional 4ocean products include apparel, reusable drinkware, single-use alternatives, and cleanup combos.

D. Programs of 4Ocean

1. Campaign

Alex and Andrew, 4ocean co-founders, were invited to The Kelly Clarkson Show to educate viewers about the ocean plastic crisis and empower them to become part of the solution. Alex and Andrew met two very special guests, Cash Daniels and Chloe Mei, who were inspired by 4ocean to address plastic pollution in their hometowns. The show’s guest list also included Aquaman himself, Jason Momoa, and his co-star from See, Alfre Woodard. In partnership with Kelly Clarkson, 4Ocean was challenging everyone to show us how they were breaking away from single-use plastic and choosing sustainable alternatives like reusable cups, bags, and straws. For every social media post that used #BreakawayFromPlastic, 4Ocean promised to pull one pound of trash from the ocean and coastlines until it reached their goal of 100,000 pounds.

2. Partnership

4Ocean sold The Penguin Bracelet which raised awareness about the importance of penguins in the world's oceans. It shone a spotlight on 4Ocean nonprofit partner Global Penguin Society and the work they were doing to study and conserve the world's penguins. 4Ocean \$25,000 donation to Global Penguin Society supported penguin conservation by advancing scientific research, education, habitat protections, and species management so these beloved animals will be around for generations to come. Conducting events such beach clean activities are often done by 4Ocean, some of the examples were Deerfield Beach 4Ocean Community Cleanup conducted on 23rd of November 2019 and Garry Point Park Beach Cleanup conducted on 22nd of September 2019. At Water Warriors Summit in Atlanta, 4Ocean became the keynote speaker to educate attendees about steps people could all take to solve the ocean plastic crisis.

E. 4Ocean in Bali, Indonesia

4Ocean has 4 global teams which are located in Florida, Haiti, Bali, and Texas. Bali was chosen as the first international headquarter because it was the place where the idea came from to establish 4Ocean. Roughly 8 million tons of plastic waste is dumped in the world's oceans each year, according to one study, and Indonesia accounts for more than 10 percent of that total. At the beginning of 2018, Bali's government declared a "garbage emergency" after local cleanup efforts on the island of more than 4 million people failed to mitigate the coastal trash problem despite workers sometimes hauling away as much as 100 tons of garbage per day.

The biggest reason for the massive amount of refuse that enters the world's oceans was a swelling global population that produces more and more waste, while a whopping 91 percent of the world's plastic waste has never been recycled, according to a study published in 2017. Pollution problems are

especially bad in developing countries such as Indonesia, which could lack the necessary infrastructure to handle it. Before they visited Indonesia, Cooper and Schulze were already aware of the country's trash problem. Both men are avid surfers, fishermen and licensed boat captains who have spent their lives on the waters of Southern Florida. The two literally "met on a boat" one day amid a group of surfers and mutual friends in the waters near their college in Boca Raton.

4Ocean employees are full-time workers with full medical benefits. (For what it's worth, the minimum wage in Bali is currently just more than \$140 per month, and the Indonesian government introduced a universal health care system in 2014 for the country of 250 million people. In 2017, the median pay for fishermen in the United States was \$28,530, according to the U.S. Bureau of Labor and Statistics. Now 4Ocean Bali has a full cleanup facilities where they process all the plastic that they collected to be recycled properly. 4Ocean also has boats and captains, crew, and an entire team to help them process the plastic they recover. 4Ocean Bali are literally pulling thousands of pounds per month from the ocean and coastlines in multiple locations.

These dedicated individuals are doing amazing service to their communities and the country by working tirelessly everyday to do their part for the clean ocean movement. There are a lot activities that 4Ocean does in Bali comes from the belief that they are looking out for the next generation. 4Ocean's goal is to inspire and include those that will carry the torch in the future. The next generation will be the ones to truly solve the problem, but planting the seeds now and leading by example, there is no doubt one or many among them will be the leaders of their countries and the world needs to end plastic pollution in oceans. (4Ocean, 2019)

