Advancing cultural and systemic changes for a future with clean seas
Dear Friend,

Five years ago, Adrian Grenier and Lucy Sumner co-founded Lonely Whale, inspired by the story of "52 Blue," a whale recorded at the unique frequency of 52 hertz off the coast of Puget Sound in the early 1990s. Far beyond the typical range for a blue whale song of only 10-40 hertz, 52 Blue was off the charts, calling out at a frequency that set him apart from every other whale in the ocean. He appeared to be completely alone.

The truth is, 52 Blue is not alone and neither are we. There are many of us who care deeply about the ocean and while we have a lot of work to do, we’re doing it together. Lonely Whale collaborates with partners around the world to change how we talk about ocean conservation and protection. We partner with organizations, influencers, and creatives to launch data-driven campaigns that speak to Gen Z, Millennials, and others who have joined us in taking key actions to save the ocean. Lonely Whale is also committed to making the movement for a healthy ocean anti-racist, more diverse, and open to all.

We couldn’t have done any of this without YOU. The ocean runs deep but our gratitude for your unwavering support runs deeper. I look forward to many more years of advancing cultural and systemic changes for a future with clean seas.

Thank you again,

Dr. Dune Ives
CEO, Lonely Whale
OUR IMPACT

With the support and guidance of key philanthropic partners such as the Sobrato Foundation, Surfrider Foundation, Plastic Solutions Fund, and several other institutional and individual donors, Lonely Whale has helped ban plastic straws from entire cities, given agency to thousands of kids around the world, transitioned global brands from plastic to sustainable alternatives, and built a diverse and global community that loves the ocean.

- Through our highly successful #Strawless campaign, we've stopped 5 billion plastic straws from entering the ocean—roughly the weight of 149,760 VW Beetles. This campaign also spurred Seattle to ban straws completely.
- Lonely Whale helped launch a bottled water brand (Ever & Ever) that comes in an aluminum bottle with a resealable lid—a market first. Nearly 75% of aluminum produced is still in use today, compared to 91% of plastic waste having never been recycled. Working with AMI to launch Ever & Ever sparked the decision by Coca-Cola and Pepsi to transition their leading water brands to more sustainable aluminum alternatives.
- After the pandemic forced our in-person Bootcamp to a virtual format, we realized we could reach even more youth worldwide. To date, Ocean Heroes has engaged over 7,000 youth from 56 countries in all 24 time zones, empowering the next generation to care for our ocean.
- NextWave Plastics members have prevented nearly 1,400 metric tons of plastic from entering the ocean and are building a new supply chain model that values recycled plastic and our ocean.
- We’ve engaged over 10,000 people through the pop-up Museum of Plastic, held in New York, Miami, and San Francisco, and encouraged millions worldwide to switch from single-use plastic bottles to a sustainable alternative through our “Question How You Hydrate” campaign and PSA.
- Lonely Whale commissioned original market research on single-use plastic straws and water bottles, as well as consumer attitudes around thin-film plastic, informing consumer-driven campaigns that turn off the tap on plastic pollution.

THE NEXT 5 YEARS

- We are on target to reach 100,000 youth worldwide by 2025 for Ocean Heroes through regional and global bootcamps and training sessions.
- We’re on track to remove nearly 1,400 metric tons of plastic from the ocean by changing the supply chain and making recycled plastic a commodity that is incorporated into new products. NextWave Plastics has a goal of adding 3 members in the coming year and keeping a total of 25,000 metric tons of plastic out of the ocean by the end of 2025.
- We recently launched the Tom Ford Plastic Innovation Prize, which will offer up to $1 million in prize money to the most commercially viable and sustainable alternative(s) to thin-film plastic bags. This project is also the first one for our new advisory service, 52HZ, which helps NGOs, brands, and influencers create strategies for building movements in support of our ocean and environment.
OUR WORK GETS NOTICED

- Fast Company’s Most Innovative Companies
- Fast Company’s World Changing Ideas
- P4G 2018 Circular Economy Award sponsored by the Danish Government
- SEAL Awards
- Cannes Lions Awards
- Digiday Content Marketing Awards Finalist (Best Experiential Marketing Campaign)
- AdAge Small Agency Awards Best Experiential Campaign

We've received media coverage in hundreds of publications including Forbes, The Guardian, HuffPost, the New York Times, the Washington Post, and People magazine, and broadcast on CBS Sunday Morning, Al Jazeera, Cheddar, NPR, and CNN.


lonelywhale.org | @lonelywhale

HOW TO WORK WITH US:

We are always eager to forge new relationships and find new partners who share our determination to create a future with clean seas. For information about how you can get involved, please contact Kat Radin at kat@lonelywhale.org.