

PARLEY



THE
NEW
SCHOOL
PARSONS

Parley for the Oceans and DSNY's Sanitation Foundation build on their partnership by joining forces with Parsons to showcase young New York artists and spotlight marine plastic pollution



New York City, March 1, 2021 — In 2019, the Sanitation Foundation/DSNY and Parley announced a partnership and kickstarted efforts to tee up New York's plastic bag ban that first went into effect on March 1, 2020. Together, the two organizations have worked to remove litter from beaches and waterways across the city in a series of cleanup events. The goal of bringing attention to the trash that ends up in the city's waterways and empowering New Yorkers to take action in support of the plastic bag ban.

Now, one year on from this campaign, the two organizations are celebrating the State's victory of banning plastic bags and are moving into a second phase of the project. Parley and the Sanitation Foundation/DSNY are inviting The New School's Parsons School of Design to take part through a student artwork competition involving first year art and design students in the school's Sustainable Systems course.

Three student artworks will be chosen as winners to be printed on a run of the Parley Ocean Bags - made with Ocean Plastic® - a premium material created from upcycled plastic waste

recovered from remote islands, waters and coastlines by its global cleanup network. Each bag is made from approximately five intercepted plastic bottles. The bags will be distributed through exclusive retailers in New York City. The collaboration will support the city's plastic bag ban and spotlight the issue of marine plastic pollution in urban environments.

Brendan Harkin, Sanitation Worker at NYC Department of Sanitation says: "I was honored to be selected for the judging committee for this project. Outside my job as a Sanitation Worker at Brooklyn 12 garage, I am an artist myself and was featured in the DSNY Art Show hosted by the Sanitation Foundation. It's a rare opportunity that I get to mix what I do for a living with my passions and bettering the city I love."

Cyrill Gutsch, founder and CEO of Parley for the Oceans says:

"Every day, New Yorkers generate unimaginable quantities of trash. And every day, the men and women of the world's largest sanitation department work to remove this trash and keep the city safe and clean. Together, we have cleaned up New York's beaches and now plan to upcycle collected materials to create a series of Parley Ocean Bags designed by first year students at Parsons that empower New Yorkers to rethink their choices and be part of the solution. For the Oceans."

Julie Raskin, Executive Director of the Sanitation Foundation says: "New Yorkers produce and discard about 23 billion plastic bags every year and most of those cannot be recycled. That's why this collaboration with Parley and Parsons is such an important and creative way to celebrate the ground-breaking NY State Plastic Bag Ban, which began enforcement this past October,"

Jessica Corr, Assistant Professor of Design, Parsons School of Design says: "Our collaboration with Parley for the Oceans and the DSNY brings together creativity, science, and a deep understanding of our city's infrastructure to imagine new possibilities through project based learning. Teaching our students to be critically engaged citizens in reducing our eco-footprint is at the heart of our educational values at Parsons, and this project enables our students to be stewards, contributing their creative vision towards sustainable practices and allowing them to make a difference in the reduction of single use plastic waste and the clean-up of our waterways and oceans."

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NOTES TO EDITOR

For further PRESS information about Parley please contact:

Sara Jaurequi
sara@parley.tv

Julie Raskin
JRaskin@dsny.nyc.gov

Will Wilbur
wilburw@newschool.edu

Parley for the Oceans

Parley for the Oceans is a new form of environmental organization that brings together creators, thinkers, and leaders across brands, governments, creative communities and environmental groups to raise awareness for the beauty and fragility of the oceans and collaborate on projects that can end their destruction. What started as a collaboration space has fast become an award-winning global movement and network with its multidisciplinary approach and Parley AIR Strategy (Avoid, Intercept, Redesign), Parley works to accelerate solutions to marine plastic pollution, climate change and overfishing. Parley understands current plastic is a design failure, sees the long-term solution in a Material Revolution. To catalyze awareness and fund initiatives focused on direct impact, education, material science and eco-innovation. Parley introduced Ocean Plastic®, a catalyst material made from intercepted marine plastic waste to replace virgin plastic while raising awareness and funds that empower leaders in the sports, fashion and luxury industries to transform products into symbols of change.

Parley has formed alliances with major partners including adidas, Anheuser Busch InBev (Corona), American Express; the Republic of the Maldives, the United Nations, World Bank, British Fashion Council, and collaborates spanning the worlds of science, art, fashion, design, entertainment, sports, space and ocean exploration. Learn more and join the movement at www.parley.tv

The Sanitation Foundation

The Sanitation Foundation, founded in 2016, is the official nonprofit organization of the New York City Department of Sanitation. Supported by private funding and in-kind donations, the Foundation leverages non-traditional strategies to promote sustainability and advance the essential services of Sanitation employees.

The Sanitation Foundation is supported, in part, by grants from The New York Community Trust, Con Edison, NYC Service, Robin Hood Foundation, the Closed Loop Foundation and the St. Patrick's Day Foundation NYC. We'd like to extend our deepest appreciation to all donors and friends of the Sanitation Foundation, who make our programs possible.

[Parsons School of Design](#)

Parsons School of Design at The New School is one of the leading institutions for art and design education in the world. Based in New York but active around the world, the school offers undergraduate and graduate programs in the full spectrum of art and design disciplines, as well as online courses, degree and certificate programs. Critical thinking and collaboration are at the heart of a Parsons education. Parsons graduates are leaders in their respective fields, with a shared commitment to creatively and critically addressing the complexities of life in the 21st century.