



1. SHOCKING OCEAN PLASTIC POLLUTION

9 million tons of plastic are discharged into the sea every year, suffocating ecosystems and the creatures in them. Combating this pollution is one of the priorities of the United Nations, which has set 17 Sustainable Development Goals (SDGs) to be achieved by 2030. The watchmaker Ulysse Nardin, which has a natural interest in the marine world, has chosen to focus its efforts on SDG 14, which determines the priority actions to be carried out to ensure sustainable management of the ocean.



FISHING NETS, THE NUMBER ONE PROBLEM

Fishing nets are one of the main sources of this ocean plastic pollution. This is because this particular fishing gear has a limited lifespan: after an average of eight months, it becomes damaged, cannot be repaired and fishermen deposit it in the harbor. But all too often it is lost or dumped at sea, joining the 640,000 tons of fishing nets drifting in the ocean, deadly floating walls that kill 100,000 whales, dolphins, sea lions, seals and turtles every year.



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PRAGMATIC INGENUITY

Seeing piles of these nets on the Breton quayside, three young designers had the idea of exploiting this resource and recycling it to obtain a new raw material. Most nets are made of polyamide and the resource is huge: in France, they alone account for 800 tons annually of coastal waste. Up to now, these have been burned, buried or sent abroad. The company FIL&FAB, the first fishing net recycling company in France, was born.

OPTIMIZED LOCAL RECYCLING

Fishing nets that are unusable are deposited by the fishermen in harbor dumpsters and then transported to the FIL&FAB shed to be first sorted by color: pink, green, blue, yellow or black, by quality and by port of origin. They are then disassembled and only the polyamide threads are kept. This very hard engineering plastic has a very high tensile strength and friction resistance. The nets are then cleaned and crushed before being granulated.

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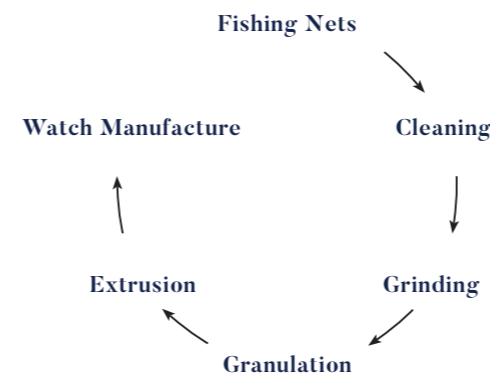
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A REPRIEVE FOR THE OCEAN

The granules obtained are polyamide pellets, 100% from fishing nets. This new recycled raw material is conceived to be a resource of the future and a material that gives meaning to the manufacture of sustainable objects. This recycling of a huge existing polyamide resource is an effective argument for stopping the production of new plastic worldwide and is fully in line with Ulysse Nardin's action.

DIVER NET – THE EXCELLENCE OF SUSTAINABILITY

By finding a new outlet for fishing nets, Ulysse Nardin is acting in a concrete way in favor of one of the priorities of SDG 14: reducing marine pollution. With this upcycling approach, the brand is raising sustainability to the level of excellence. The DIVER NET case, middle, back and bezel decoration are fabricated from this plastic material of the discarded fishing nets. The strap is weaved from PET plastic found in the sea and transformed into yarn balls by the Swiss company Tide. In their effort to find solutions with a lesser impact, the Ulysse Nardin innovation team created a transparent ceramic watch glass, manufactured in the Swiss Jura.



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