

Linstol makes waves in waste reduction

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Plastic Bank's network of waste collectors receive income and social benefits in return for the plastic waste they collect from coastlines and waterways

[Linstol](#) is partnering with Plastic Bank to help reduce the environmental footprint of airline products and industry events, Steve Wickham, Global Head of ESG at Linstol tells *PAX Tech*. Plastic Bank is a social enterprise devoted to preserving the oceans, building a circular economy for plastic waste and stopping ocean plastic pollution at the source.

In addition to showcasing sustainable products in all onboard categories, including headsets, textiles, meal service and amenity kits, Linstol will help mitigate the amount of plastic waste generated by large scale industry events such as WTCE.

Repurposing plastic

Through its partnership with Plastic Bank, Linstol will fund the collection of more than 3,000 kilograms of ocean-prevented plastic waste—which is equivalent to approximately 150,000 waste plastic water bottles—to help offset the plastic footprint of each visitor to WTCE this year.

Wickham says collaborations like this are critical to making a positive impact on global issues such as plastic pollution. It demonstrates progress toward the [United Nations Sustainable Development Goals](#) (SDGs) by helping to alleviate poverty, ensure sustainable consumption and production, and preserve

the oceans.

He emphasizes that while Linstol's long-term partnership with Plastic Bank is helping to amplify impacts on all 17 SDGs simultaneously, it is especially relevant to SDG 1 (No Poverty), SDG 12 (Responsible Production and Consumption) and SDG 14 (Life Below Water).



Steve Wickham, Global Head of ESG at Linstol

Plastic Bank's network of waste collectors in vulnerable coastal regions in developing countries receive income and social benefits in return for the plastic waste they collect from coastlines and waterways, Wickham explains. Plastic Bank then recycles the waste into raw material known as "Social Plastic" which can be used in the supply chain for manufacturing of new plastic products. Through this program, Linstol has already diverted more than 20 tons of plastic waste from oceans in 99 coastal communities worldwide.

In August 2024, Linstol began using Social Plastic in mass production of its Business Class and Economy Class headsets, as showcased for [Virgin Atlantic](#) at FTE APEX Asia Expo last year.

“Positive impact can only be achieved by supporting and working together. There is no doubt that innovative suppliers and responsible customers collaborating will enable us to catch up and make significant achievements on the SDGs during the next five years, an increasingly critical period for our planet,” says Wickham.