

Deferred damage

2026

Website
plastic-ocean.com

Project type
Interactive storytelling



Plastic doesn't
begin in the ocean.
It begins with us.

Deferred Damage

An interactive digital experience about ocean plastic pollution, built around the life cycle of a single PET bottle.

[Goal]	[Objectives]	[Creative approach]
Show plastic pollution through a familiar everyday object and make its consequences feel visual, personal and immediate.	It makes the journey of plastic tangible for the viewer. An ordinary bottle stops being just an object and becomes part of a long process that moves through the ocean, living systems, and eventually returns to humans.	01 Interactive Storytelling 02 Scroll-Based Scenario 03 Visual Metaphors 04 Statistical Data 05 Provocative Imagery 06 Contrasting Typography

Ocean plastic pollution
doesn't start in the ocean.

It begins with everyday consumption, packaging,
bottles, and the habit of throwing things away.



460 mln tonnes of
plastic are produced
every year

The invisible gap



[Problem]

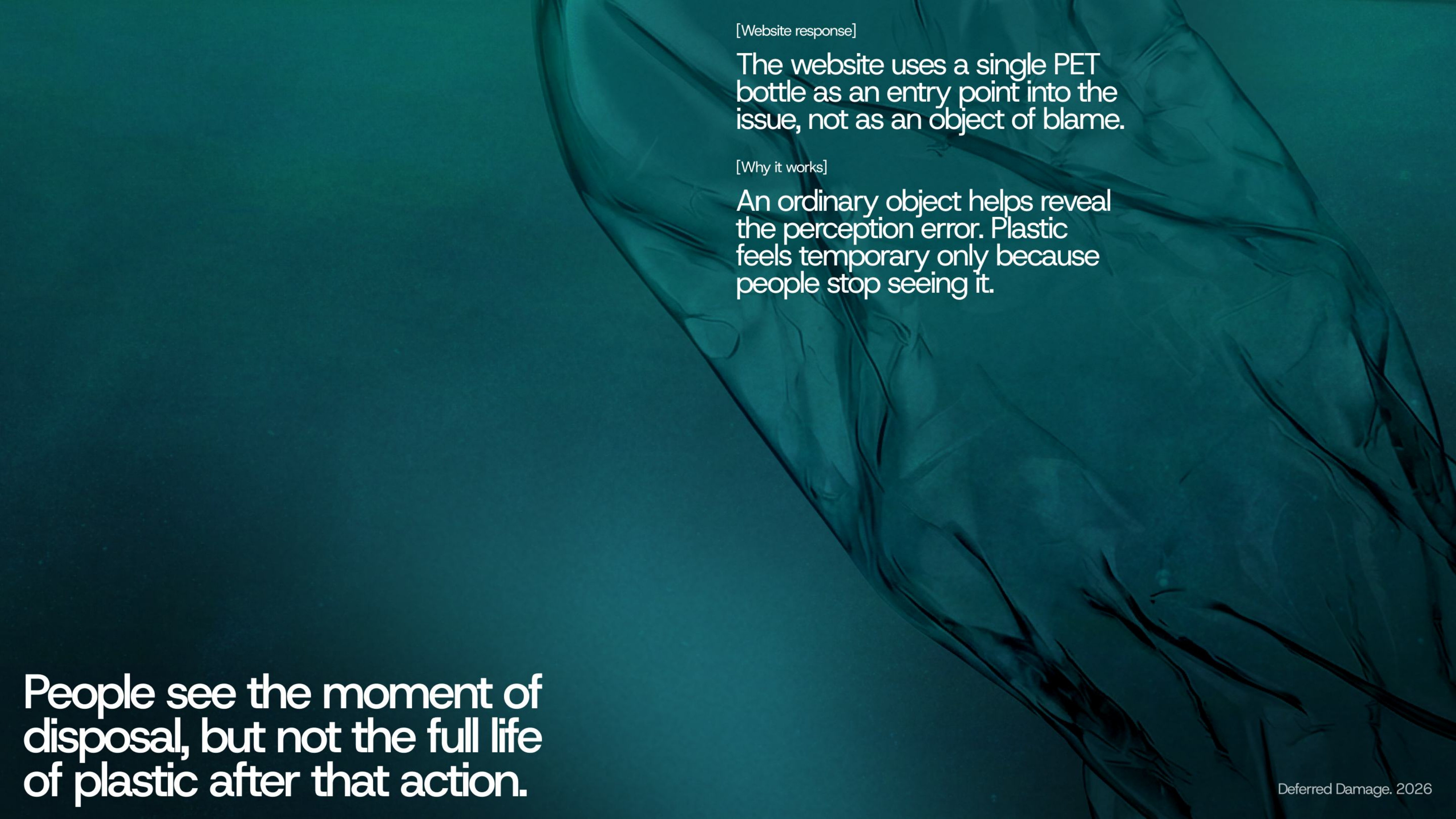
People see the moment of disposal, but not the full life of plastic after that action.

[Website response]

The website does not begin with the act of disposal itself. It begins with its first consequence, a plastic bottle already drifting in the water.

[Why it works]

The opening scene places the bottle outside everyday human context. The object is still familiar, but it is already drifting in the water and continuing to exist in another environment.



[Website response]

The website uses a single PET bottle as an entry point into the issue, not as an object of blame.

[Why it works]

An ordinary object helps reveal the perception error. Plastic feels temporary only because people stop seeing it.

People see the moment of disposal, but not the full life of plastic after that action.



22 mln

tonnes enter rivers, lakes,
and oceans annually

[Website response]

Environmental communication is often overloaded with facts. People know the problem, but rarely feel it

[Why it works]

On the website, statistics are embedded directly into the visual environment. They support the emotion instead of interrupting the experience

5.25 trn

pieces of plastic are estimated
to be in the ocean

Why facts are not enough

The background of the entire image is a dark, teal-toned photograph of plastic waste submerged underwater. Large, crumpled plastic bags and several plastic bottles are visible, some in sharp focus and others blurred in the background, creating a sense of depth and accumulation.

/ The ocean floor is not a
literal place, but an image
of accumulation

With every layer of descent, plastic feels less
like an object and more like an environment
shaped by human actions.

Make a global issue
physical through
metaphor.

0–5 years



525 bn
plastic bottles produced
per year

[Why it works]

Environmental communication is often overloaded with facts. People know the problem, but rarely feel it

5–20 years



>90%
of all plastic ever made
is still in the environment

Insight

20–100 years



~4%
has ever been recycled
— the rest stays in the
environment

[Website response]

On the website, statistics are embedded directly into the visual environment. They support the emotion instead of interrupting the experience.

100–450 years



≤5 mm
plastic breaks into
microscopic fragments

The experience

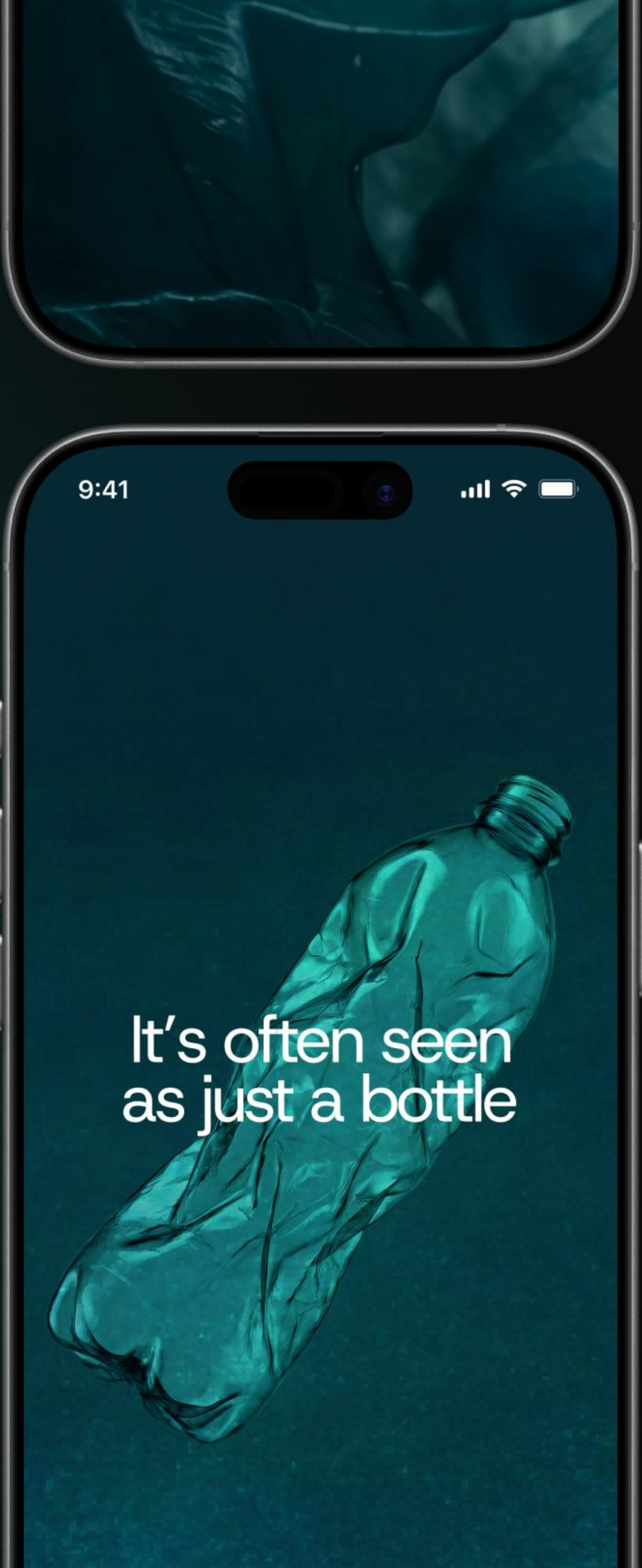
The interactive website turns the journey of plastic into an experience controlled by the user

The focus is not on retelling the story, but on showing how the experience is built

- / Scroll-based interaction
- / Sticky scenes
- / Opacity transitions
- / Rotation & scale
- / Mask animation
- / Blur & depth effects
- / Integrated statistics



**25% of
sampled fish
contain
microplastics.**



It's often seen
as just a bottle



9:41

From fragments to life

[Why it works]

This shows that microplastic is no longer outside the ecosystem. It has entered living organisms and become part of the environment it contaminates

[Website response]

The website moves plastic from the object level into the living environment. Fish and marine animals become the next visual stage after fragmentation

Microplastics have been documented in at least 386 marine species



12%

of marine mammals studied had plastic in their digestive systems



From ecosystem to human body

The website shifts the issue into a human scale and shows that the consequences return to the ones who created them



Small and silent
plastic works its way
inside the body



It does not leave.
It accumulates

[From waste to plate]

The website brings the bottle's journey to its final point. What was thrown away without thought returns to the most personal everyday context, the plate.

The return to the plate



[Personal consequence]

The plastic salmon closes the cycle. Pollution is no longer distant or abstract. It becomes the consequence of a human action.

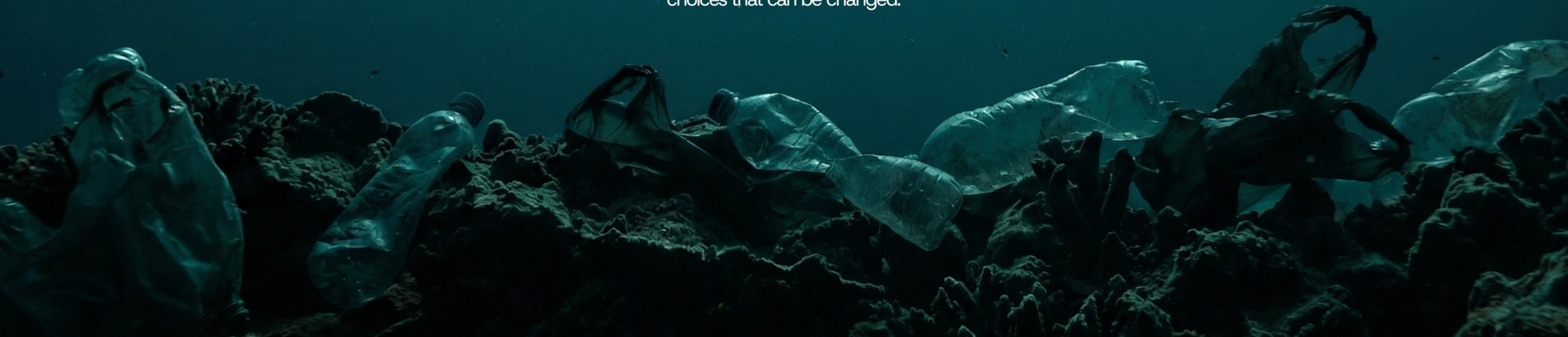
What remains is a choice

[The page can end]

The user can scroll past the final screen, close the website, and end the interaction.

[Plastic cannot]

Plastic does not disappear when the experience ends. What remains is responsibility, because ocean plastic is the result of human choices that can be changed.





Project Impact

plastic-ocean.com

The website can work as an awareness tool for ecological campaigns, education, exhibitions, museums, festivals and sustainability communication

[scroll to dive]

Its effectiveness comes from making the plastic life cycle easy to follow, emotionally engaging and directly connected to everyday human behavior

Data sources

This project is non-commercial and is not intended for educational or scientific use. All statistics and factual information presented in the project are based on publicly available research, reports and open data sources.

01. Global Plastics Outlook OECD Link	02. Plastic Pollution in the World's Oceans PLOS ONE Link	03. Marine Debris: Decomposition Times NOAA Link	04. Human Footprint in the Abyss Marine Policy Link
05. Plastic Ingestion by Marine Fish Is Widespread and In... Global Change Biology Link	06. Discovery and Quantification of Plastic Pa... Environment International Link	07. The New Plastics Economy Ellen MacArthur Foundation Link	08. A Quantitative Risk Assessment Framework fo... Science of the Total Environment Link