

ABOUT O'NEILL

The O'Neill brand started in 1952 by our founder, Jack O'Neill, a true ocean pioneer and a passionate and dedicated surfing enthusiast. His original mission for designing and producing the world's first neoprene surfwear was that he simply "wanted to surf for longer". [Click here](#) to read more about our heritage.

OUR MISSION

Born out of California surf, we create leading-edge products, to inspire active and adventurous spirits, to enjoy our playground longer.

ABOUT OUR OCEAN MISSION

We live by Jack O'Neill's words: "The ocean is alive and we've got take care of it." It is O'Neill's commitment to protect the oceans for generations to come.

As part of Ocean Mission, O'Neill introduces O'Neill Blue. An initiative towards the journey to create more sustainable casual and performance wear in order to reduce its impact on the environment.

[Click here](#) to read more about our Ocean Mission.

PROJECT CHALLENGE - How can O'Neill design a fossil-free winter jacket?

During textile use, trillions of plastic microfibres are released through washing; most of these ultimately end up in the ocean. Plastics entering the ocean is a growing concern due to the associated negative environmental and health implications. In recent years, plastic microfibres from the washing of plastic-based textiles, such as polyester, nylon, and acrylic, have been identified as a major contributor to this issue. Each year, around half a million tonnes of plastic microfibres – equivalent to more than 50 billion plastic bottles – resulting from the washing of textiles are estimated to be released into the ocean.¹

At O'Neill and other activewear / performance wear brands, synthetic fibers are used in almost every garment.

We invite you to think and develop with us. The reason for this challenge is multi-faceted:

- We are interested in a design-hack to reduce microplastics release from our product.
- A fossil-free winter jacket additionally solves the issue of using (recycled) synthetic fibers, potentially with a higher possibility of lower environmental impact.
- The use of (recycled) synthetic fibers in the activewear/performance wear market is dominant for its functionality and durability. The alternative should have those same characteristics.
- Once the winter jacket is hacked, the other categories materials are 'simple' to amend as well.

Taking all into account we are looking for a solution in the root cause. Redesign, rather than focus on after-care. Keep in mind the following key characteristics:

- Materials must be durable, with least amount of impact to our planet and recyclable
- We welcome additional circular possibilities linked to the case

Timeline: start September 2021

WE ARE LOOKING FOR

A curious, energetic, inclusive, resilient, and responsible candidate. (read more about our values [here](#)) We are looking to innovate, find new resources, and challenge the set ways of our industry.

CONTACT DETAILS

Surrounded by passionate people in our company, we can support with information, guidance and industry expertise.

O'Neill contacts:	TU Delft contact:
Renske Lambert – Global Manager Ocean Mission	Yumiko Henneberry – TU Delft Circular Design Lab Lead
Joffrey Delfgaauw – Creative Head of Product	

¹ McKinsey "Fashion on Climate" report.