



**Stone Soup Leadership Institute's
Story of the Week: francois Van Den Abeele
Week of July 20-27, 2025**



Sunday: Story: François van den Abeele

READ how François van den Abeele, founder of Sea2See, turned his passion to protect the ocean into a thriving sustainable business. His story is featured in Stone Soup for a Sustainable World and in the Stone Soup Educational Curriculum.

READ his story here:

<https://stonesoupleadership.org/storage/2022/08/story-francois-van-den-abeele.pdf>

@sea2see_legacy @francoisvandenabeele @sea2see_foundation

#sea2seefoundation #WavesOfChange #PlasticFreeOceans
#SocialImpact #sustainabilityinstyle #ethicallyproduced
#recycleplastic #ecogift #protecttheenvironment
#oceanpollution #stopplasticpollution #planetfriendly

#ecofriendlyproduct #cleanoceans #ecofriendlygifts #endplasticpollution #eyewearlover
#environmentfriendly #beatplasticpollution #sunglasseslover #savetheocean #plasticpollution



Monday: Francois quote

François van den Abeele founded the “seastainable” eyewear brand to raise awareness about ocean plastic contamination. They pay fishermen in Spain, France and West Africa to gather beach plastics. Sea2See sunglasses are made in Italy from 100% marine plastic. François’ certified B corporation is proud to create cool sunglasses while improving the lives of marginalized coastal communities.

His story is featured in Stone Soup for a Sustainable World and in the Stone Soup Educational Curriculum.

Healthy oceans are essential to our survival. What can YOU do today to help preserve ocean health and protect the Earth?

@francoisvandenabeele @sea2see_foundation

#globalconsciousness #sustainabilityinstyle #ethicallyproduced #recycleplastic #ecogift
 #protecttheenvironment #oceanpollution #stopplasticpollution #planetfriendly #ecofriendlyproduct
 #cleanoceans



Tuesday: Hero Report:

WATCH #JavierBardem with François on the boats where #Sea2See is collecting #PlasticWaste to turn into eyeglasses.

“There are amazing people across the world who are creating businesses, changing the future of our planet for the better. It’s pretty

inspiring,” Bardem says

LEARN about their inspiring journey to turn marine waste into a valuable resource:
<https://youtu.be/Gr-9oNdzRn8>

@sea2see_legacy @francoisvandenabeele @bardemantarctic @sea2see_foundation

#oceanhealth #recycledproducts #environmentallyfriendlyproducts #ecofriendlybrand
 #plasticfreeocean #protecttheoceans #sustainabilityinstyle #ethicallyproduced #recycleplastic



Wednesday: Honor Roll: Sea2see

LEARN how Sea2See is turning marine waste into a successful business. Sea2See designs and produces optical frames and sunglasses in Italy, watches in Switzerland, entirely made with recycled marine plastic collected by fishermen in Spain, France and West Africa.

They are creating sustainable, scalable solutions that reduce marine plastic and are improving the lives of marginalized coastal communities living in biodiversity hotspots of developing countries.

@sea2see_legacy @sea2see_foundation
 @francoisvandenabeele
<https://www.sea2see.org/>

#oceanhealth #recycledproducts
 #environmentallyfriendlyproducts #ecofriendlybrand #plasticfreeocean #protecttheoceans
 #sustainabilityinstyle#seasustainability



Thursday:

Congratulations François van den Abeele for your leadership with Sea2See transforming marine waste into fashion. The Sea2See Foundation collaborates with local fishing communities in Africa to recover 350 tons of marine plastic waste per year. They have designed a supply chain in which waste has value and is creating a sustainable and scalable solution that reduces marine plastic and improves the lives of marginalized coastal communities. The plastic is then upcycled into a new “sea-stainable” raw material.

Learn more about Sea2See:

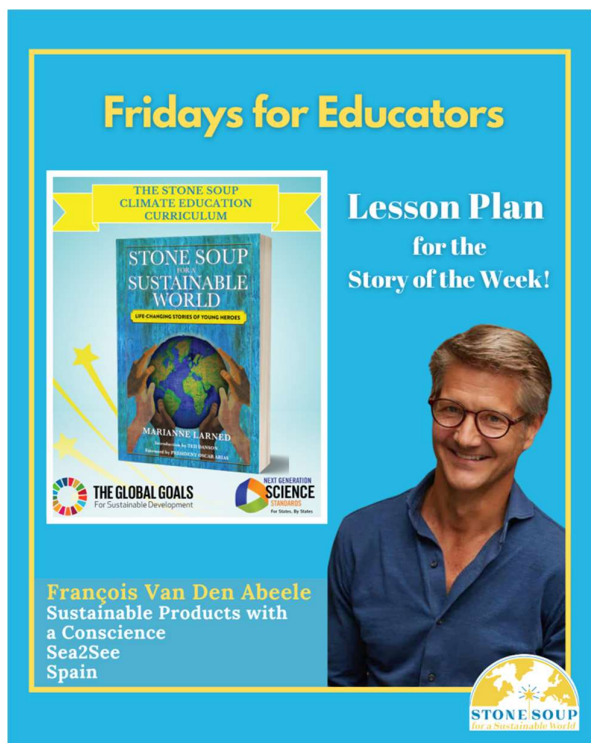
<https://www.sea2seefoundation.org>

Read his story

<https://stonesoupleadership.org/storage/2022/08/story-francois-van-den-abeele.pdf>

Learn more: <https://cronkiteawards.com>

@sea2see_legacy @francoisvandenabeele @sea2see_foundation #CronkiteAwards
 #OceanChampions2024 #StoneSoupLeadershipInstitute #StoneSoupClimateEducationCurriculum
 #CronkiteAwards2024 #ProtectOurOcean



Friday: Lesson Plan: François van den Abeele, Sea2see

TEACHERS use this FREE Lesson Plan to inspire your students to learn about the plastic crisis and innovative solutions to deal with it. This #LessonPlan gives you great ideas for help students brainstorm how to create a sustainable business and clean up our planet!

<https://sustainabilityisfun.net/wp-content/uploads/2021/07/story-francois-van-den-abeele.pdf>

@sea2see_legacy @francoisvandenabeele
 #LanguageArts #STEM
 #sea2seefoundation #WavesOfChange
 #PlasticFreeOceans
 #SocialImpact#WasteToFashion
 #EarthDayCurriculum
 #ClimateChangeCurriculum
 ##sustainabilityinstyle #ethicallyproduced

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