Active fishing nets become ghost nets when they are abandoned, lost or discarded at sea. Every year they are responsible for killing millions of marine animals.

Small fishing communities are fighting this menace by recovering ghost nets from the sea and beaches and repurposing them.

First, entangled animals are rescued and released back into the ocean.

Clean ghost nets are separated and twisted to make a strong rope-like material that makes up the inside of the leash.

The ghost nets are picked clean, soaked and scrubbed before being left in the sun to dry.

Recovered ghost nets are moved to our storage facility, a hut made of recycled plastic bottles.

The twisted ghost net is covered in a sleeve made from waste textile. The sleeves are sewn on low carbon foot peddle machines.

The final step is to wrap the textile-covered ghost net in waste thread to add a colourful finish with various designs.

Dog leashes are delivered to customers around the world. All profits go back to the community.

The collection of raw materials and production of the dog leashes is done in Pakistan by local fishing communities. The dog leashes are shipped with no frills, labels or unnecessary packaging to minimise the shipping carbon footprint.

https://oliveridleyproject.org/shop