



In 2022, Joseph Heß swam the entire length of the Rhine to set a record.
In 2026, he will swim 2,850 kilometers for clean water without microplastics.

WHAT ARE YOU SWIMMING FOR?

DANUBE EXPEDITION 2026

Wasser 3.0 × Dr. Joseph Heß

THE PROJECT

2,850 km Danube • 10 countries • 250+ water samples • 1 Global Map of Microplastics

- World record holder Dr. Joseph Heß swims the entire length of the Danube
- Wasser 3.0 gGmbH maps microplastics for EU policy
- Media campaign aims to reach people across Europe
- Action period: July/August 2026



THE PROBLEM

- **4.2 tons of microplastics** flow through the Danube every day
- **83 million people** drink water from the Danube
- **No uniform data on water quality** for 10 Danube countries
- **EU policy** needs a scientific basis

THE SOLUTION

- **First comprehensive Danube mapping** for Global Map of Microplastics
- **Permanent visibility** in international scientific database
- **EU policy influence** through your sponsored data
- **Millions reached** through extreme sports + environmental protection



The background image shows a group of people on a boat, likely engaged in a scientific or environmental study. One person in the foreground is holding a smartphone, while others are using professional video cameras mounted on stabilizers. The scene is set on a body of water, with the boat's deck and railings visible. The overall tone is professional and focused on data collection or documentation.

MEDIA-IMPACT

- **Documentary film** ▶ Cinema D/A/CH + streaming
- **60 days of live content** ▶ 500,000+ engagements
- **100+ press mentions** ▶ 10 countries
- **Scientific integration** ▶ EU Parliament briefings and scientific publications

WHY PARTNERSHIP IS ESSENTIAL

Wasser 3.0: Technology + Global Map of Microplastics + EU connections

Joseph Heß: Media power + athletic performance + credibility

You: Financing + reach + industry expertise

= First comprehensive microplastic mapping of the Danube in Europe

**YOUR BRAND
WILL BE VISIBLE IN**

e.g., social media,
documentaries,
press relations,
EU context



Joseph Heß

Joseph Heß has a doctorate in industrial engineering and is a passionate extreme swimmer. He has already swum the entire length of the Elbe and Rhine rivers and mastered numerous international challenges, including crossing the Strait of Gibraltar, the Fehmarn Belt between Germany and Denmark, and the distance from Sardinia to Corsica.

Professionally, he is an authorized signatory in a Berlin-based family business. With the Danube swim, he is now taking on his biggest challenge yet: around 2,850 kilometers from the source to the mouth of the Black Sea.

Image: Copyrights of the underwater images of Swim4Science



WASSER 3.0

Wasser 3.0 gGmbH is a German non-profit organization dedicated to combating global water pollution caused by microplastics and micropollutants. The company was founded in 2020 and is based in Karlsruhe.

Wasser 3.0 provides a variety of levers for **water without microplastics** through responsible research, impact technologies, educational offerings & communication.

Our impact acceleration follows the **detect | remove | reuse** strategy, implementing the issue of microplastics regardless of age, location or educational background.



**WASSER
3.0**

**ASK ABOUT OUR SPONSORSHIP PACKAGES AND
BECOME PART OF THE SOLUTION**

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