Belgian AI and American Oceanography Join Forces Against Microplastics – Princess Astrid as Witness


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Los Angeles, California Oct 24, 2025 (Issuewire.com) - During the Belgian Economic Mission to the West Coast of the United States, chaired by Her Royal Highness Princess Astrid of Belgium, a world first was signed: a groundbreaking collaboration between AxonJay, the Belgian deep-tech scale-up that applies AI for planetary intelligence, and the Deheyn Lab of the renowned Scripps Institution of Oceanography (UC San Diego).

The agreement, titled “The Invisible Microplastics: Making them Visible and Actionable to Address a Global Crisis,” marks the start of a new era in environmental science.

For the first time, AI and advanced microscopic imaging are being combined to make the spread of microplastics — the invisible threat in our oceans, air, soil, and bodies — visible, measurable, and predictable on a global scale.

Following the signing, Princess Astrid personally invited both parties to the Royal Palace, in recognition of this exceptional Belgian-American collaboration with global impact

From Invisible to Unmistakable

The Deheyn Lab is world-renowned for its fluorescence imaging technology, which makes microplastics and microfibers light up with unprecedented precision. AxonJay’s Self-Machine-Learning Platform™, developed in Belgium, then enables the automatic analysis of massive amounts of microscopic data, identifying correlations and predicting behavioral patterns — real-time, worldwide, and autonomously.

Together, they are creating the first globally scalable standard for microplastic research.

What was once an invisible problem now becomes hard, visual, and policy-relevant data.

An Alliance with Global Ambition

The collaboration will run for at least five years and includes:

- Publishing at least ten joint scientific papers in leading journals;
- Joint participation at world fora such as Davos and COP, where AxonJay & Scripps will host a panel at the System Shifters Conference
- Creating an international network for plastic pollution research
- Co-fundraising with governments, foundations, and industries to scale this work globally.

Objective: to accelerate discovery, drive stronger policy, and help ecosystems recover — using data as a weapon against pollution.

Quotes

“This collaboration proves that Belgian deep tech can make a global difference. Thanks to our self-learning AI, scientists no longer need to manually count plastic particles — they can focus on the bigger questions: where do microplastics come from, how do they spread, and how can we contain them?”

— Jean-Philippe M.L. Schepens van Thiel, Founder & CEO, AxonJay

“Solving a problem starts by seeing it clearly. With this alliance, we can literally see what remained invisible — awareness changes everything.”

— Dr. Dimitri Deheyn, Principal Investigator, Scripps Institution of Oceanography

A World First with a Belgian Stamp

What began as a meeting during an economic mission has evolved into a boundary-pushing partnership that unites science, technology, and royal vision. A symbolic moment in which Belgium, through AxonJay, reinforces its innovative power and ecological mission on the world stage.

To measure is to know — and the beginning of all change.

About AxonJay

AxonJay.ai is a Belgian deep-tech company headquartered in Brussels, operating at the intersection of AI, data intelligence, and sustainable innovation.

AxonJay monitors more than 80% of all companies worldwide and predicts in real time who is ready to buy, upgrade, move, innovate, restructure, merge, or scale.

Every organization leaves behind digital traces.

AxonJay's Self-Machine-Learning Platform™ processes over 50 billion datapoints daily, powered by hundreds of algorithms that turn one thing into another:

Raw data into actionable signals.

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