



2023
OCEAN BOTTLE
IMPACT REPORT

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FROM THE FOUNDERS

2023 has been quite the ride, but above all it's a year that has shown us that our impact business model is working and making a difference. We have given over £3.7 million to plastic collection projects around the world, collecting the equivalent of one billion plastic bottles in weight, whilst engaging over one million people with this mission via our products.

Yet we know that it's still a drop in the ocean — so it's even more exhilarating to know that we are not alone and our community and partners are with us every step of the way.

As an impact-driven company, we strive to do good for people and the planet, but we're far from perfect. Exposing our challenges presents the best chance for improvement. It's an open invitation for everyone to do the same.

Will & Nick

 Nick Roman



“

**MAKING MISTAKES
IS HUMAN, BUT
LEARNING FROM
THEM IS ESSENTIAL**



OUR AMBITION

To create a world where the value of a company is measured by the good that it does, as much as the profit it makes.

OUR MISSION

Bringing people and brands together to end ocean plastic.



OUR IMPACT PILLARS

Our commitment to sustainability, equity and positive change for people and planet is represented by our four pillars. Through these we try to not only create value but also positively impact the planet. These aren't just buzzwords for us; they're the backbone of Ocean Bottle and our roadmap for creating a better now.

Being one company, we recognise that our expertise won't cover all environmental and social crises worldwide.

To gain a better understanding, we seek guidance from specialised bodies aligned with each of our impact pillars. This provides credibility and reliability to our views, as these respected bodies are backed by rigorous research and data analysis. Having access to cutting-edge research ensures we stay up to date with the latest findings and insights into each of our pillars, allowing us to focus on priority areas. Each organisation offers a comprehensive understanding in their field, and by following their work we can develop a more holistic perspective on these complex dynamics.



- OCEAN HEALTH
- SOCIAL GOOD
- CLOSING THE LOOP
- CLIMATE ACTION

#DOGOOD OVER #DOLESSHARM #DOGOOD



IMPACT PILLAR



OCEAN HEALTH

“The Ocean Health Index is like the thermometer of the ocean. It will allow us to take the temperature to know what is going on at the global level, trying to integrate different impacts, including overfishing, invasive species, coastal development, and climate change”



OCEAN HEALTH

Ocean health is crucial for many reasons. Firstly, the ocean provides us with a significant portion of the Earth's oxygen supply, produced by marine plants like phytoplankton.

A healthy ocean also regulates the climate by absorbing carbon dioxide and heat from the atmosphere, helping to stabilise global temperatures. On top of this, it supports biodiversity, hosting a vast array of marine life, from tiny plankton to majestic whales.

This biodiversity not only contributes to the beauty of our planet but also sustains vital ecosystems that provide food and livelihoods for millions of people worldwide. The ocean plays a vital role in the water cycle, influencing weather patterns and precipitation. One of the greatest threats to the ocean is plastic pollution and this area of threat is a primary focus for Ocean Bottle's impact. Plastic waste, especially single-use plastics disrupts marine ecosystems and enters the food chain.

Packaging production is set to quadruple by 2050, whilst this may be disheartening our approach is to destabilise the demand for single-use plastic bottles, implement proper waste management practices, promote recycling initiatives, and raise awareness about the importance of preserving our ocean. By safeguarding the health of our ocean, we not only protect marine life but also ensure the well-being of future generations and the sustainability of our planet.



4,567,674 kg of ocean-bound plastic collected last year

30+ ocean co.

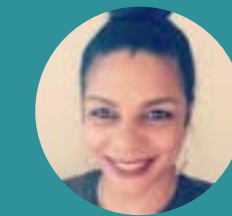
We launched Ocean Co, our plastic collection service now with 30+ customers, preventing a further 56,049 kg of plastic waste from entering the ocean.



Sonia Dias



Erin Simon



Erica Nuñez



Danni Washington

We launched our Impact Advisory Board, a team of experts in the field of Ocean Health who support our understanding of the most pressing marine-related concerns and how we can take action today.

HIGHLIGHTS

PROJECT WORLD SAIL

We continued to support the projects and stories of passionate ocean ambassadors such as Project World Sail, which showcases life on water and promotes the conservation of Ocean Health.

45

We funded apprenticeship schemes in Plastic Waste Recycling, to financially support future experts in preventing ocean plastic.



IMPACT PILLAR

SOCIAL GOOD



“Our work is concentrated in three focus areas; sustainable development, democratic governance and peace building, and climate and disaster resilience.”



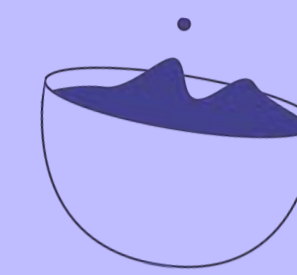
SOCIAL GOOD

We recognise that social good is not only an ethical imperative, but also a crucial pillar for sustainable development. As an organisation committed to environmental stewardship, we understand that addressing issues like plastic pollution requires holistic approaches that consider the well-being of local communities living amidst these challenges. This is about creating infrastructure for positive social change as much as it is about collecting plastic.

Our approach involves engaging communities economically and socially, investing in initiatives that provide social benefits such as healthcare, education, and housing projects. We believe that societal wellbeing is intrinsically linked to environmental health and that, by addressing these issues, we can foster community resilience against future environmental threats whilst uplifting them socially - in turn, this creates a more equitable world.

HIGHLIGHTS

265
Nutrition Kits



371
Have received social security linkages and identity



9

students received scholarship to continue higher education



911
Medical Checks



421
Children in alternative learning programme

89

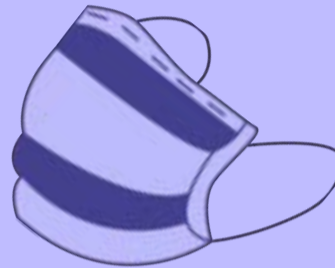
Received infrastructure support



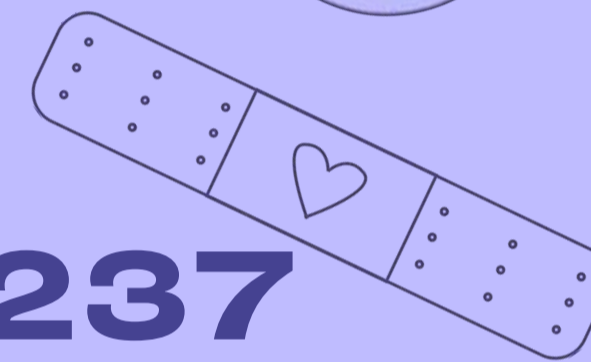
582
Attend financial literacy training



887
Receive PPE



3,237
Families protected with health insurance





IMPACT PILLAR

CLOSING THE LOOP



ELLEN MACARTHUR FOUNDATION

“Through design, we can eliminate waste and pollution, circulate products and materials, and regenerate nature, creating an economy that benefits people, business and the natural world.”



CLOSING THE LOOP

“Closing the loop” is a foundational principle for us that drives our continual improvement of product design.

Our approach centres around products that prioritise material innovation and recyclability, and catalyse systemic change - such as the refill movement. We envisage a society that has moved away from the convenience-driven culture of single-use plastic towards a world that places a greater value on circular supply chains, reusability, repairability, and more holistic designs that place both ecosystems resource protection and people well-being at their core.

Whether we look at product design and purpose, material research, manufacturing, product usage, consumer education, or end-of-life, we strive to change lines into circles.

3-in-1

Our 3-in-1 Ocean Bottle was launched on Kickstarter, a product with a modular lid system aiming to equip people with one Ocean Bottle for drinking on the go.

HIGHLIGHTS

Ocean-bound & recycled

We boosted the recycled, ocean-bound plastic in our Material Edition bottles by 9% - a world first - complementing the recycled stainless steel we use for the body of the bottle.

100%

Our Original Ocean Bottle baseplates are now crafted entirely from 100% ocean-bound plastic, doubling what we could previously achieve until 2023.





IMPACT PILLAR

CLIMATE ACTION



Stockholm University

Stockholm Resilience Centre

“This planetary boundaries update clearly depicts Earth as a patient that is unwell.”



CLIMATE ACTION

Taking action on climate change is essential for preserving the health of our planet and securing a sustainable future for generations to come. The impacts of climate change include rising temperatures, extreme weather events and sea-level rise, all of which pose significant threats to ecosystems, communities, and economies worldwide.

In this fight against climate change, addressing plastic pollution is crucial. But as a business we can go beyond combatting plastic pollution and enabling a world without single-use plastic bottles. That's why we strive to give back more to planet and people than what we take.

Every single product and service made has a footprint on our planet. So whether it's taking a hard look at emissions within our value chain, reducing greenhouse gas emissions, transitioning to renewable energy sources, or implementing strategies to adapt to its effects; it is essential we view our footprint as an equation that benefits the planet more than it takes from it. Internally, we seek to reduce our emissions wherever possible and externally, we seek to invest in long term community and marine-based projects that support decarbonisation.



225 Hectares

Implemented a Locally Managed Marine Area (LMMA) seagrass meadow equivalent in size to 315 football fields in Kenya's Vanga Bay supporting carbon reduction, community infrastructure and marine life.

HIGHLIGHTS

78%

Measured 78% of our total carbon emissions with accurate, activity-based tracks.

Solar!

Our sub-suppliers incorporated solar panels onto their factories, lowering our indirect carbon impact at the manufacturing stage in the supply chain.



OUR B CORP JOURNEY

Since we became a UK B Corporation three years ago, many of our processes and practices have evolved. Spring 2024 will see us receive a new certification.

B Corp have laid out a framework for positive seismic change on a global business level, and whilst we recognise its limitations (many of our decisions can't be qualified within the B Corp structure) we aim to be one of the highest scoring brands within their portfolio.

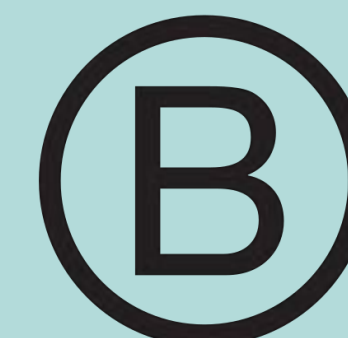
Since our first assessment in 2020, we've quintupled our team and grown our collection impact by tenfold, collecting the equivalent to 1 billion plastic bottles. With this incredible growth we have strengthened our environmental, operational, governance and community commitments. Most notably, we're excited to receive higher scoring for workforce well-being within our supply chain and at Ocean Bottle HQ.

Results of our recertification B Assessment are expected to arrive during spring 2024.



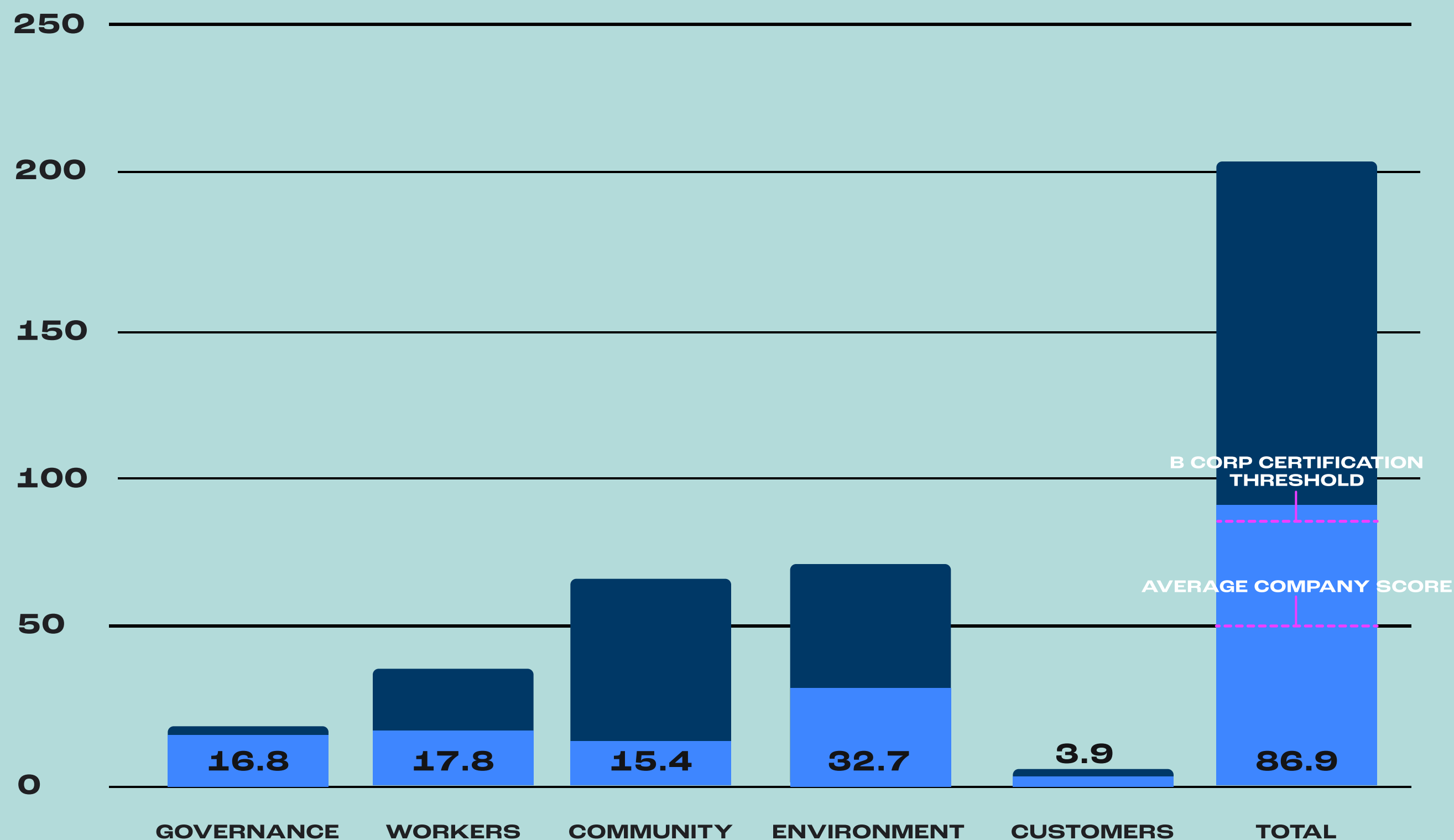
2020 SCORE VS TOTAL POSSIBLE SCORE FOR EACH ASSESSMENT PILLAR

Certified



Corporation

Max Possible Score Ocean Bottle 2020 Score





IN 2023, WE COLLECTED...

4,567,674 KG

OF OCEAN-BOUND PLASTIC WASTE

OCEAN HEALTH

SOCIAL GOOD

CLOSING THE LOOP

CLIMATE ACTION



KEY 1
Plastic leakage into the environment

KEY 2
Where we step in

KEY 3
What our work prevents

COLLECTION BOUNDARY
Our waste collection workers collect plastic in ocean-bound regions within 50KM of the ocean and riverways.



Wind and rainfall/flooding can transport plastic waste from open landfills to rivers



We formalise waste collection in coastal communities affected by plastic pollution



The majority of plastic waste is transported to coastal regions via rivers



Plastic waste accumulating in coastal communities & affecting livelihoods



We fund the construction of Material Recycling Facilities to improve waste management infrastructure



Mismanaged waste, and lack of recycling infrastructure can result in overflowing plastic waste



Plastic waste leaking into the ocean

PLASTIC LEAKAGE INTO THE ENVIRONMENT AND WHERE WE HELP

We fund the collection of ocean-bound plastic waste on beaches, rivers, and communities living in plastic polluted coastal regions around the world.

“THE MOST SIGNIFICANT LIMITING FACTOR IS THAT INVESTMENT IS OFTEN MOST NEEDED WHERE MONETARY RESOURCES ARE LEAST AVAILABLE. THE BILLIONS OF DOLLARS OF INVESTMENT IN INFRASTRUCTURE AND EQUIPMENT, LET ALONE THE OPERATING EXPENDITURE NECESSARY TO KEEP COLLECTION SYSTEMS RUNNING, ARE UNLIKELY TO BECOME AVAILABLE FROM TAXATION IN MIDDLE-/LOW-INCOME COUNTRIES.”

- BREAKING THE WAVE REPORT, 2002



WHERE YOU COME IN



Our consumers purchase **Ocean Bottle** products, or **Ocean Co.** services.



A fixed quantity of plastic weight is accrued to our collection partners, which equates to a **% of revenue** per product or service. In the case of Ocean Bottle, 11.4kg of plastic per product.



Funding is allocated to our collection partners. All of which operate in areas with the largest plastic collection gap.



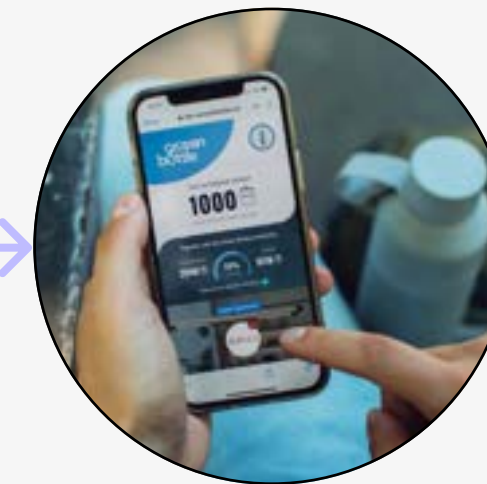
Partners allocate our funding between **plastic waste collection, recycling infrastructure and social additionalities.**



As waste is processed, our partners send **verified collection data** to us (weight, location, collector name, plastic type).



We allocate verified collection data to each sale at Ocean Bottle and Ocean Co, using our **Impact Engine.**

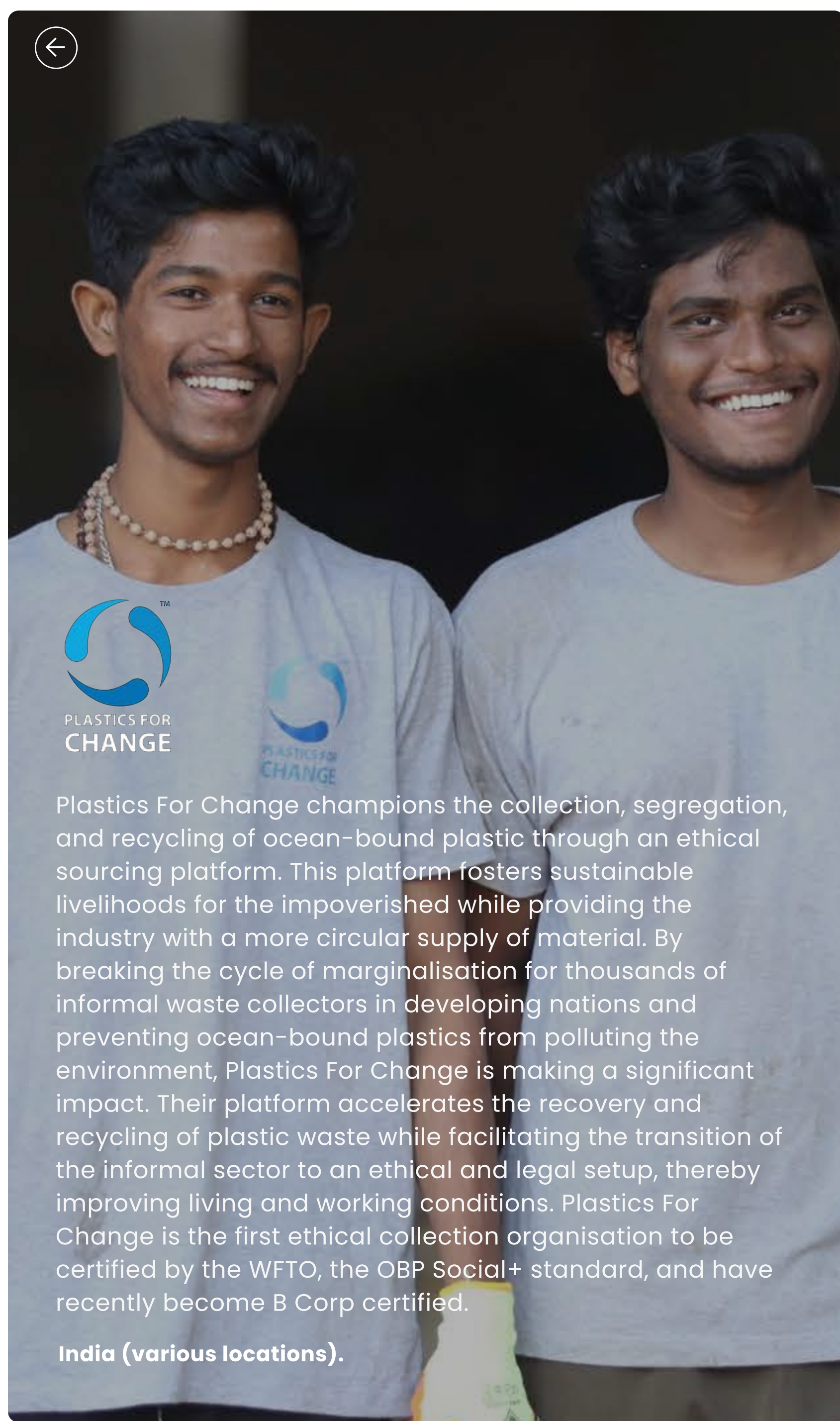


Once the data and sale match is complete, the collection quantity is visible in our **companion app or via our Impact dashboard.** Here, consumers can view the **unique impact of their purchase.**



MEET OUR **PARTNERS**

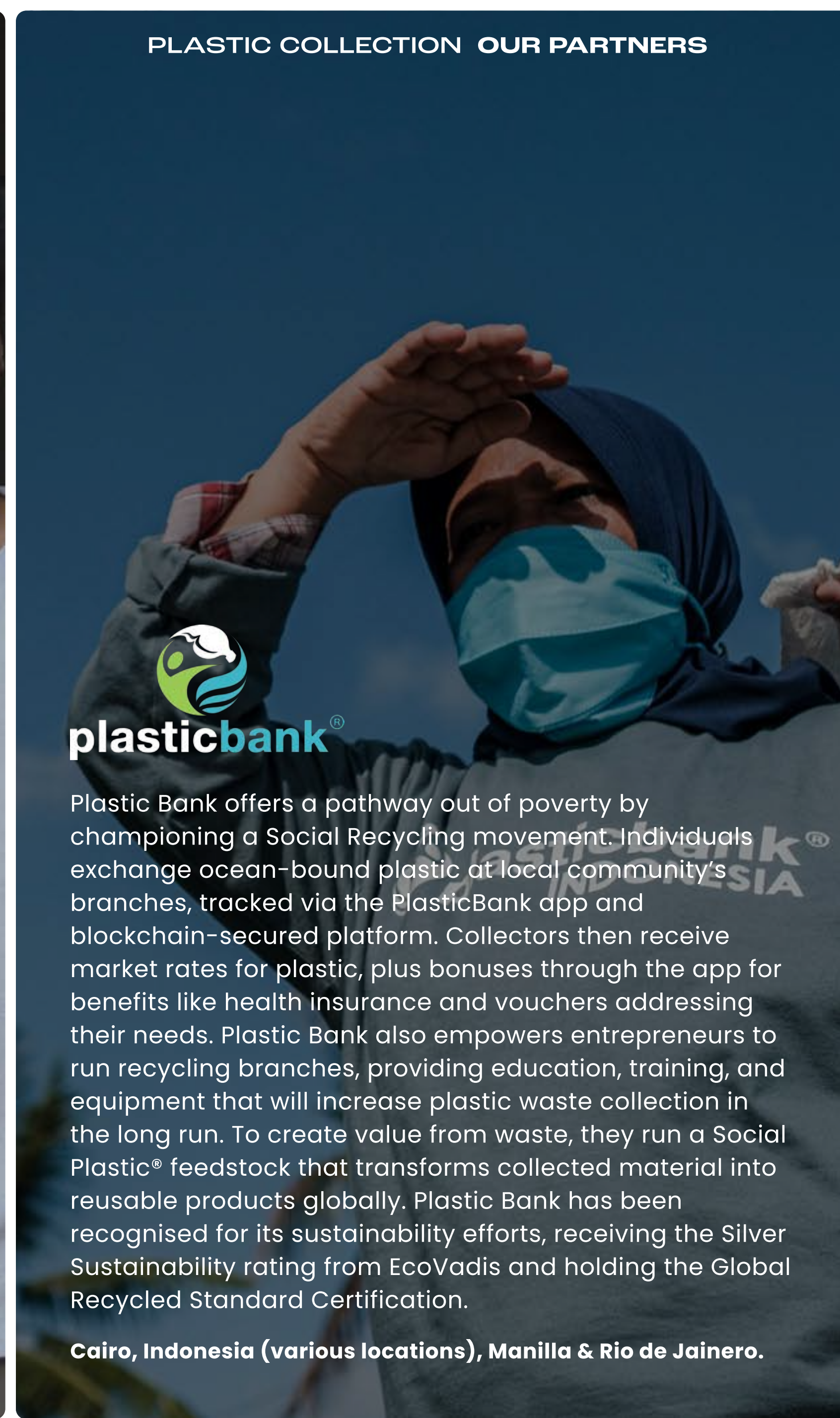
Our plastic collection partners setup the infrastructure to collect plastic waste that makes a meaningful impact on ecosystems and society.



Plastics For Change champions the collection, segregation, and recycling of ocean-bound plastic through an ethical sourcing platform. This platform fosters sustainable livelihoods for the impoverished while providing the industry with a more circular supply of material. By breaking the cycle of marginalisation for thousands of informal waste collectors in developing nations and preventing ocean-bound plastics from polluting the environment, Plastics For Change is making a significant impact. Their platform accelerates the recovery and recycling of plastic waste while facilitating the transition of the informal sector to an ethical and legal setup, thereby improving living and working conditions. Plastics For Change is the first ethical collection organisation to be certified by the WFTO, the OBP Social+ standard, and have recently become B Corp certified.

India (various locations).

PLASTIC COLLECTION OUR PARTNERS



plasticbank

Plastic Bank offers a pathway out of poverty by championing a Social Recycling movement. Individuals exchange ocean-bound plastic at local community's branches, tracked via the PlasticBank app and blockchain-secured platform. Collectors then receive market rates for plastic, plus bonuses through the app for benefits like health insurance and vouchers addressing their needs. Plastic Bank also empowers entrepreneurs to run recycling branches, providing education, training, and equipment that will increase plastic waste collection in the long run. To create value from waste, they run a Social Plastic® feedstock that transforms collected material into reusable products globally. Plastic Bank has been recognised for its sustainability efforts, receiving the Silver Sustainability rating from EcoVadis and holding the Global Recycled Standard Certification.

Cairo, Indonesia (various locations), Manilla & Rio de Janeiro.



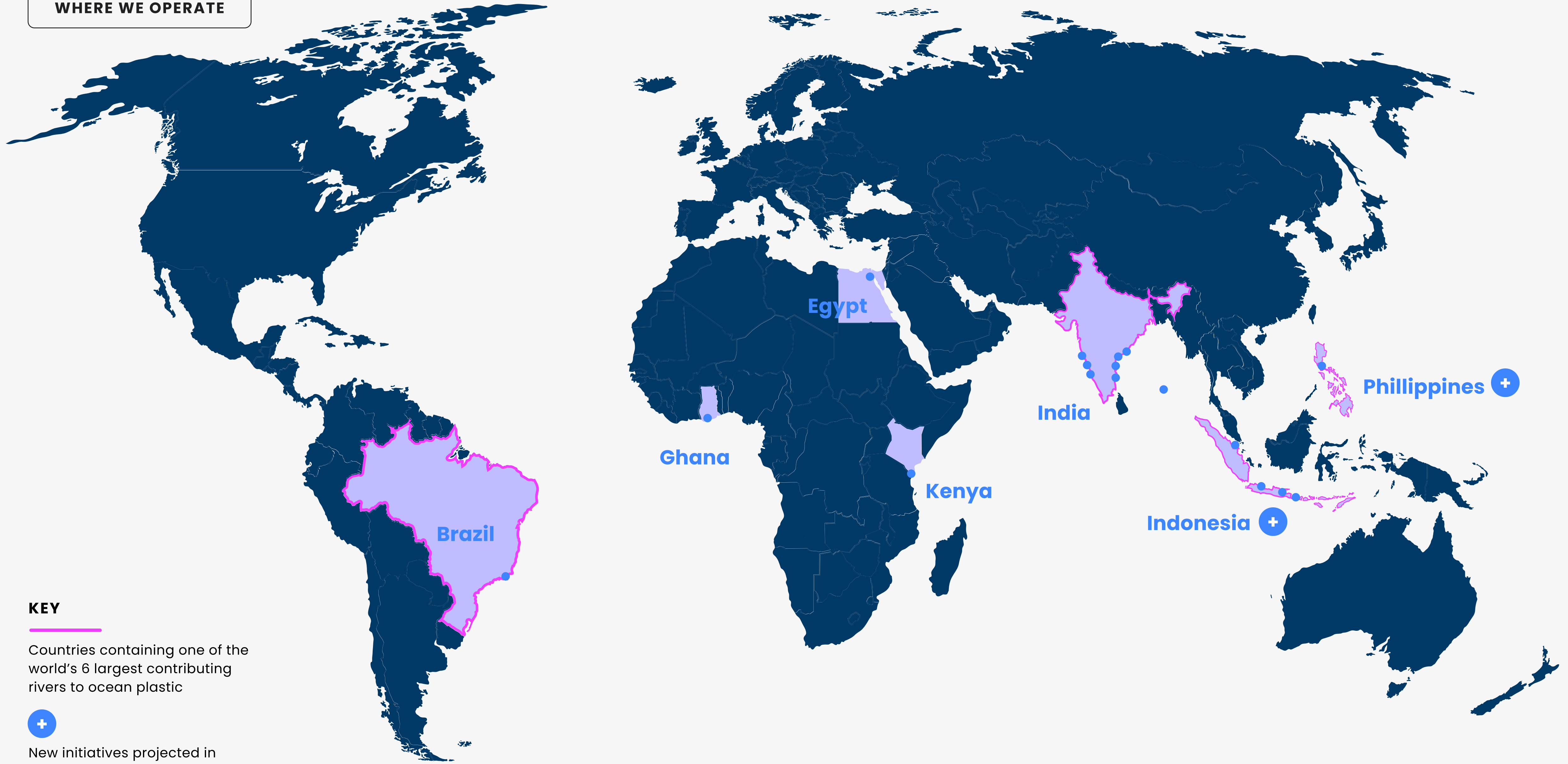
rePurpose

rePurpose Global unites brands, consumers, innovators, and policymakers to combat the plastic waste crisis collectively. With impactful projects, rePurpose has retrieved over 22 million kg of plastic waste, safeguarding vulnerable coastal regions across the Americas, Africa, and Asia. In doing so, the organisation has enhanced waste management services in regions housing millions, positively impacting the lives of marginalised waste workers. Their pioneering collection protocols allows Repurpose to equip grass root recycling organisations with extensive compliance, health & safety, collector benefits and traceability practices uplifting communities and the industry as a whole.

Accra, Bekasi, Mombasa, Kerala



WHERE WE OPERATE



KEY

Countries containing one of the world's 6 largest contributing rivers to ocean plastic



New initiatives projected in 2024 within this region



STORIES FROM THE GROUND



Here are some snapshot stories from our collector communities



WE FUNDED THE COLLECTION OF **358,615KG** OF OCEAN-BOUND PLASTIC IN THE ANDAMAN ISLANDS, SUPPORTING **170** WASTE COLLECTORS

The Andaman Islands archipelago is nestled in the Bay of Bengal, between the coasts of India and Thailand. Combined with the Nicobar chain of islands located just south of the archipelago, they are home to about 400,000 people spread across 38 islands. Managing waste locally is intrinsically challenging when it comes to transport, sorting and processing because of the sheer number of islands in the archipelago.

OCEAN HEALTH

SOCIAL GOOD

The Andaman Islands are renowned for their rich biodiversity, hosting almost 1 in 10 species endemic to the region. Despite this, waste management historically prioritised heavier materials, neglecting lighter plastics. Plastic waste constitutes 47% of the coastal debris, prompting the need for improved waste collection and sorting practices.

In early 2023, we revamped plastic waste management on the island, collaborating closely with local municipalities and communities. This involved upgrading the collection process, increasing price premiums on hard plastics, and accepting Multi Layer Plastics in local collections. We also formalised Fair Trade practices for existing collection and sorting sites, along with recycling processes for each plastic type. We were able to fund financial literacy workshops, healthcare services, and medical care for collection facility workers. Over the course of this project, we funded the collection of 358,615 kg of ocean-bound plastic, supporting 170 waste collectors.





In December 2023 we were able to support the construction of two homes for collector families within the Plastics for Change supply chain. These homes provide much-needed stability for workers like Haider and Altaf and their families, offering safety and hope for a better future.

SOCIAL GOOD

CLOSING THE LOOP

Plastics for Change strives to ensure that plastic is given a value at both the start and end of the recycled plastic supply chain. Both homes were built from recycled, ocean-bound plastic that had been collected by the coastal communities in India. This initiative aimed to provide shelter and safety for our dedicated workers and their families who are in urgent need. Haider and Altaf, along with their families, now benefit from secure housing alleviating the hardships they previously faced.

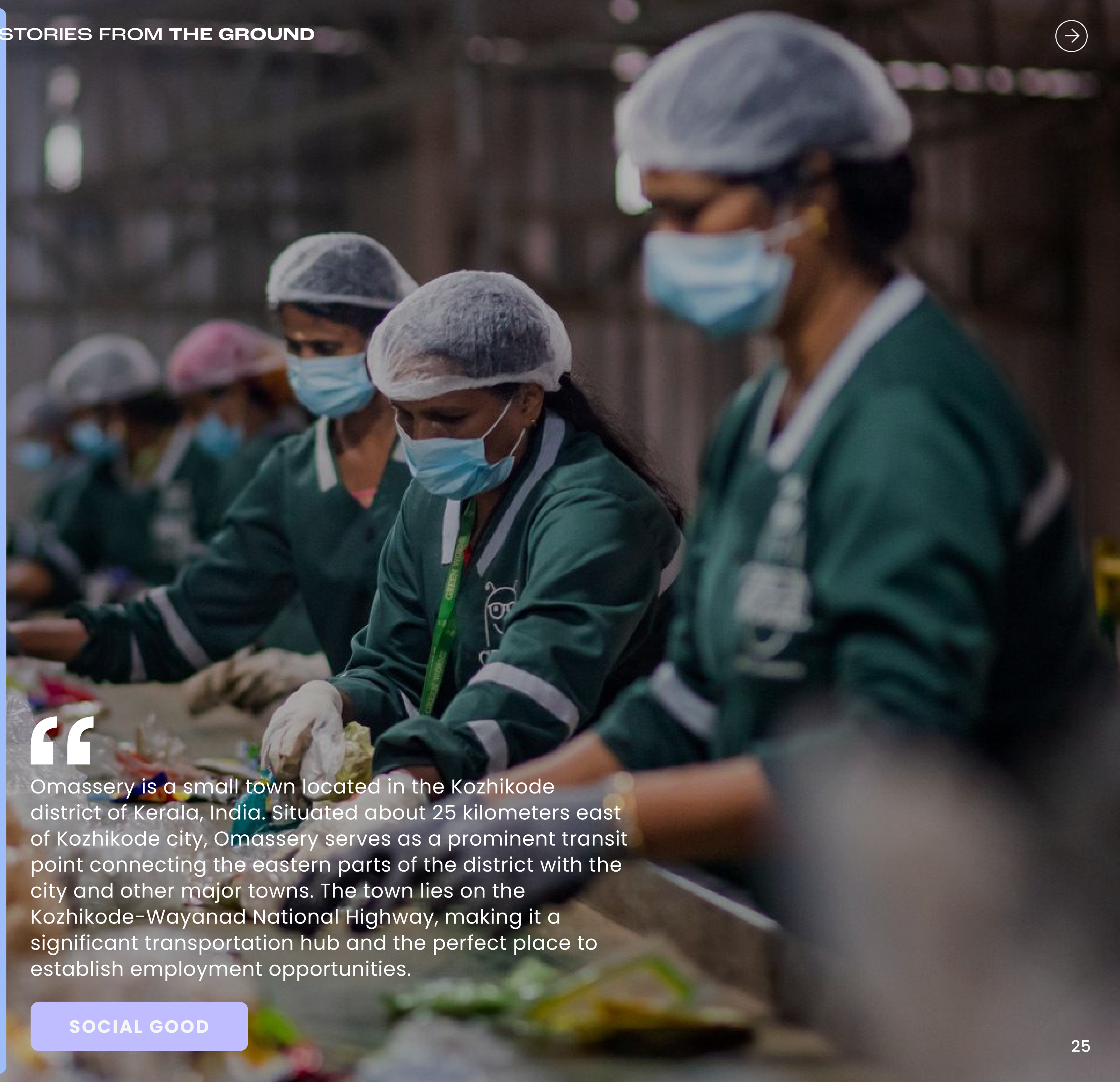
Haider, a waste collector, faced health challenges, while Altaf, a scrap shop worker, lived in substandard conditions. Both with families, the new homes provide stability during this challenging time, and secure them a more promising future.



Partnering with rePurpose Global, we funded the establishment of a Material Collection Facility (MCF) in Omassery village. This initiative was designed to enhance the plastic sorting capabilities within the community, reducing the amount of plastic waste sent elsewhere for processing. The introduction of the MCF has created employment opportunities in both sorting and construction, providing a valuable source of income and skill development for the local community.

Local residents now have the opportunity to earn additional income through the sale of recycled waste - this newfound opportunity for generating extra revenue has been made possible by the presence of the MCF.

NEW JOB OPPORTUNITIES CREATED



Omashery is a small town located in the Kozhikode district of Kerala, India. Situated about 25 kilometers east of Kozhikode city, Omashery serves as a prominent transit point connecting the eastern parts of the district with the city and other major towns. The town lies on the Kozhikode-Wayanad National Highway, making it a significant transportation hub and the perfect place to establish employment opportunities.

SOCIAL GOOD



80 PRINTERS & 120 COMPUTERS DISTRIBUTED

During the initial months of 2023, we extended support to an educational initiative in Manila, the Philippines, aimed at enhancing students' access to technology for their daily learning needs. Understanding the challenges schools face in meeting educational demands, we took steps to alleviate some of these hurdles through financial assistance.

With Plastic Bank, our collection partner, we contributed to the distribution of 80 printers and 120 computers to several community schools across Manila. This initiative directly contributes to empowering students with essential tools for a more enriched educational experience, fostering their academic growth and development.

As children embrace their new technologies, we anticipate a ripple effect of positive change extending beyond the classroom. Teachers will recognise the transformative potential in having access to more computers, allowing for adaptive lesson plans and extracurricular exercises.



SOCIAL GOOD





“

...FOR THE FIRST TIME, SOMEONE HAD TAKEN THE TIME TO UNDERSTAND THE STRUGGLES AND ADDRESS UNIQUE HEALTHCARE CHALLENGES IN THE WASTE COLLECTOR COMMUNITY. THE IMPACT WAS VERY PROFOUND AND THIS BRINGS A LOT OF **JOY** TO ME.

Sujata - Project Coordinator in Social Additionally, Andaman

“

...I AM ABLE TO CONTRIBUTE FINANCIALLY TO MY HOUSEHOLD AND ENSURE THAT OUR DAUGHTERS HAVE A **SECURE PRESENT** AND AN **INDEPENDENT FUTURE** TO LOOK FORWARD TO.

Ezna - Waste Sorter, Kenya

“

MY FAMILY NOW HAS A PERMANENT ROOF OVER THEIR HEAD. THIS IS ONE BIG WORRY **OFF MY SHOULDERS.**

Haider - Waste Collector, India

“

...THE IMPACT WAS **PROFOUND.** TWELVE BENEFICIARIES RECEIVED CRUCIAL MEDICAL TREATMENT, AND EIGHT EMBARKED ON A JOURNEY TO SOBRIETY"

Jayanthi - Senior Project Coordinator in Social Additionally, Andaman

SOCIAL GOOD



“

NO WATER, NO LIFE. NO BLUE, NO GREEN.

- SYLVIA EARL

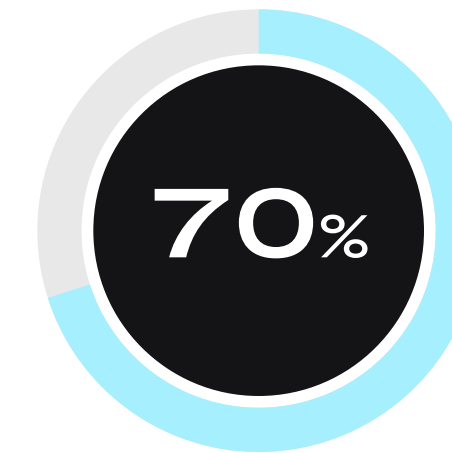
DID WE MEET OUR 2023 GOALS?

Here's what we said we'd do and whether we met our targets.



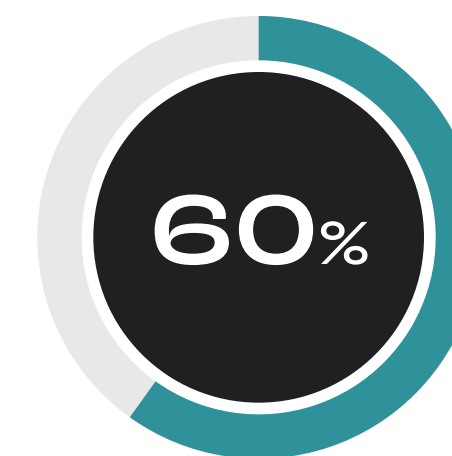
We'll collect 8.9 million kg more plastic via our partner projects and seek to support more coastal communities in the fight against plastic pollution.

Whilst we require ambition and positivity to reach our impact mission, we are guilty of sometimes being overly confident in our ability to drive change. 2023 was an incredibly challenging year economically and socially for a lot of individuals and companies, and this is one of the many lessons we learned for this particular goal. As a result, our ambitious goal of collecting in one year more than we had in our first four years of existence was not met. We officially collected about half of what we originally targeted. Whilst we made significant progress, we acknowledge that there is still work to be done, yet it has provided valuable insights into navigating the uncertain economic environment.



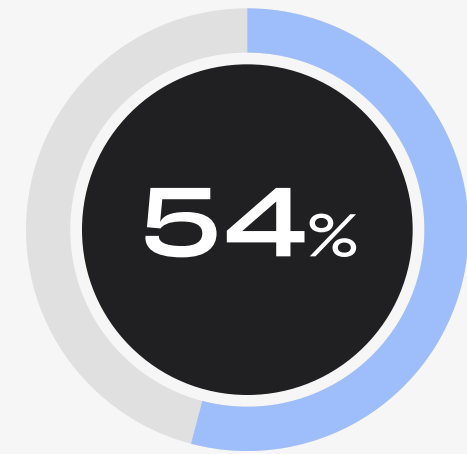
We'll add "bio-fuel" to our digital propositions that enable companies to fund plastic collection with complete transparency via our Impact Ledger.

Even though we kicked off Ocean Co. (p.32) with a bang, launched a successful impact ledger and hauled in 56,049 kg of plastic, we believe our mission won't be truly accomplished until we gain more ground in this area. It takes time to refine both the impact dashboard and overall user experience, and to generate substantial feedback, which is why we will continue this goal into 2024.



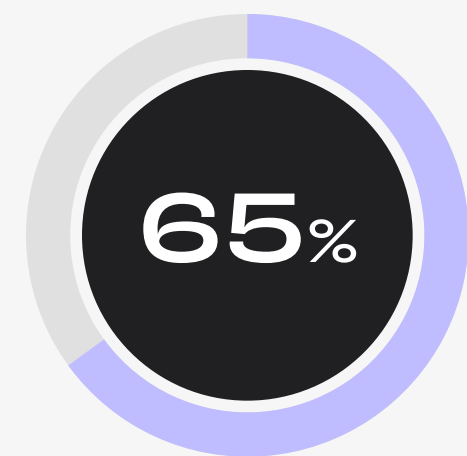
We'll create, promote, and incorporate broader ocean health education and initiatives into our operations and products.

Our ambition with this goal was to establish an Impact Advisory Board into all strategy decisions and enable the Impact Team to train our team members to become Ocean Health champions. At the end of 2023, we also redefined our impact pillars, utilising more science-led reference bodies. We also organised a Climate Fresk workshop, promoting team education on climate systems and global environmental crises.



We'll increase the amount of recycled content in our products, aiming for 75% across our product range, not just one product.

With circularity in mind, our product team increased the amount of ocean bound plastic in the base of the products from 50% to 100%. These were launched in our 3-in-1 product launch on Kickstarter. The Materials Edition was our first ever OG made with 75% recycled content. The Tumbler, one of our newest products, boasts 80% recycled content: the highest amount to ever feature in our products, leaving us with some margin to improve further. During 2023, we made progress on our ability to make our product range at higher levels of recycled content, which we'll be able to put into production in 2024.



We'll introduce dedicated DE&I learning programmes and continue to iterate on company policies to build a truly equitable future for all. At the end of the year, we'll run our DE&I survey again with the aim to increase our average response rating from 3.8 to 4, out of a total of 5.

Our first mandatory DE&I session was conducted in March, followed by the introduction of Lunch and Learn (L&L) sessions, featuring 5 DE&I topic discussions. However, we deprioritised the resource list and failed to introduce a learning platform. While we celebrate cultural and observance days, there's room for improvement. Across 2023, our total response rate was 98%, and our average response score was 3.84 out of 5 - while we celebrate the improvements made, we fell short on meeting our goal of 4 out of 5. We also reviewed the gender pay gap, provided equipment for hearing-impaired employees, and organised various social events.

Impact Advisory Board

We finally assembled an Impact Advisory Board made up of some heavyweight ocean specialists. Pulling team together is more than just about sharing fancy titles; it's about forging valuable partnerships with fellow advocates for ocean conservation who will help us reach our potential.

We are collaborating with researchers, policymakers, and organisations dedicated to preserving our ocean, in the hope we can exchange ideas, share expertise, and join forces on initiatives that leave a lasting impact. With these brilliant minds onboard, we stay informed about cutting-edge strategies for ocean conservation.



Sonia Dias
Global Waste Specialist



Danni Washington
TV Host, Science Communicator



Erica Nuñez
Plastic Program Officer



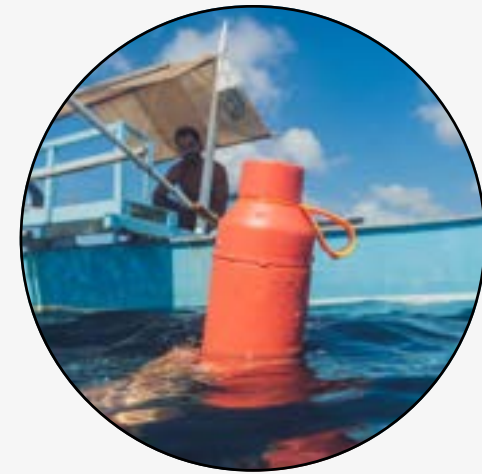
Erin Simon
Vice President, Plastic Waste



2023 HIGHLIGHTS



Launching our Go bottle!



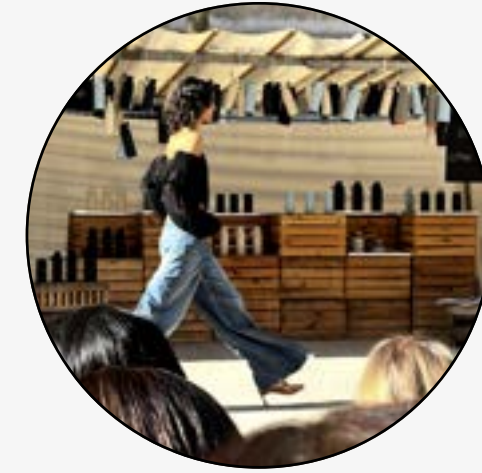
Releasing our limited 'Mineral' & 'Tropical' editions



Delivering e-tricycles to support our collectors in Mangalore



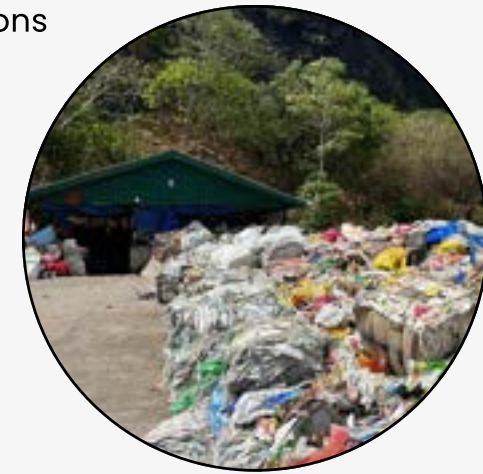
Becoming one of the 5 winners of the Sky Zero Footprint Fund



Featuring in Stella McCartney's runway at Paris Fashion Week SS24



Funding 2 houses built recycled plastic waste for collectors and their families



First collection recorded in the Andaman Islands



Selected as this year's Lead 2030 SDG14 Challenge winners.



Officially collecting the equivalent of 1 Billion plastic bottles!



Getting the team involved in a Climate Fresk workshop

2023

2024

JAN

FEB

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPT

OCT

NOV

DEC

OCEAN HEALTH

SOCIAL GOOD

CLOSING THE LOOP

CLIMATE ACTION



MEET OCEAN CO.

OCEAN HEALTH





MEET OCEAN CO.

UNLOCK IMPACT. DRIVE GROWTH. SAVE THE OCEAN.

Initially built as Ocean Bottle's own track-and-trace plastic collection platform, Ocean Co. now exists as a *plug-and-play software as a service* solution enabling other brands to add verified plastic collection to any product or service.

Our Impact Engine ensures every contribution towards ocean plastic collection is verified, and impactful. Collection impact is tracked via our Engine's ledger, pairing every contribution with verified plastic collection data whilst preventing double counting. The Engine's rich data assimilation features allows us to share environmental impact insights, from collection to the collector and material processing.

Our tech enabled platform not only revolutionises the way Ocean Bottle engages with plastic collection efforts but provides an online tool for others to follow suit. Through data analysis, infographics, and easily understandable information, Ocean Co. customers can effectively inform their community about the impact of their contributions. This approach fosters community engagement with sustainability and improves business communication regarding plastic collection and social impact efforts.

In 2023, Ocean Bottle and Ocean Co. have collectively prevented **4,567,674 kg** from entering the ocean.



OCEAN HEALTH



“

Working with Ocean Co. allows us to prevent ocean plastic all over the world, learn how to reduce our footprint, all while spreading the word to our customers. It's a Win/Win.

Andy Warner, Co-Owner | Fatstick

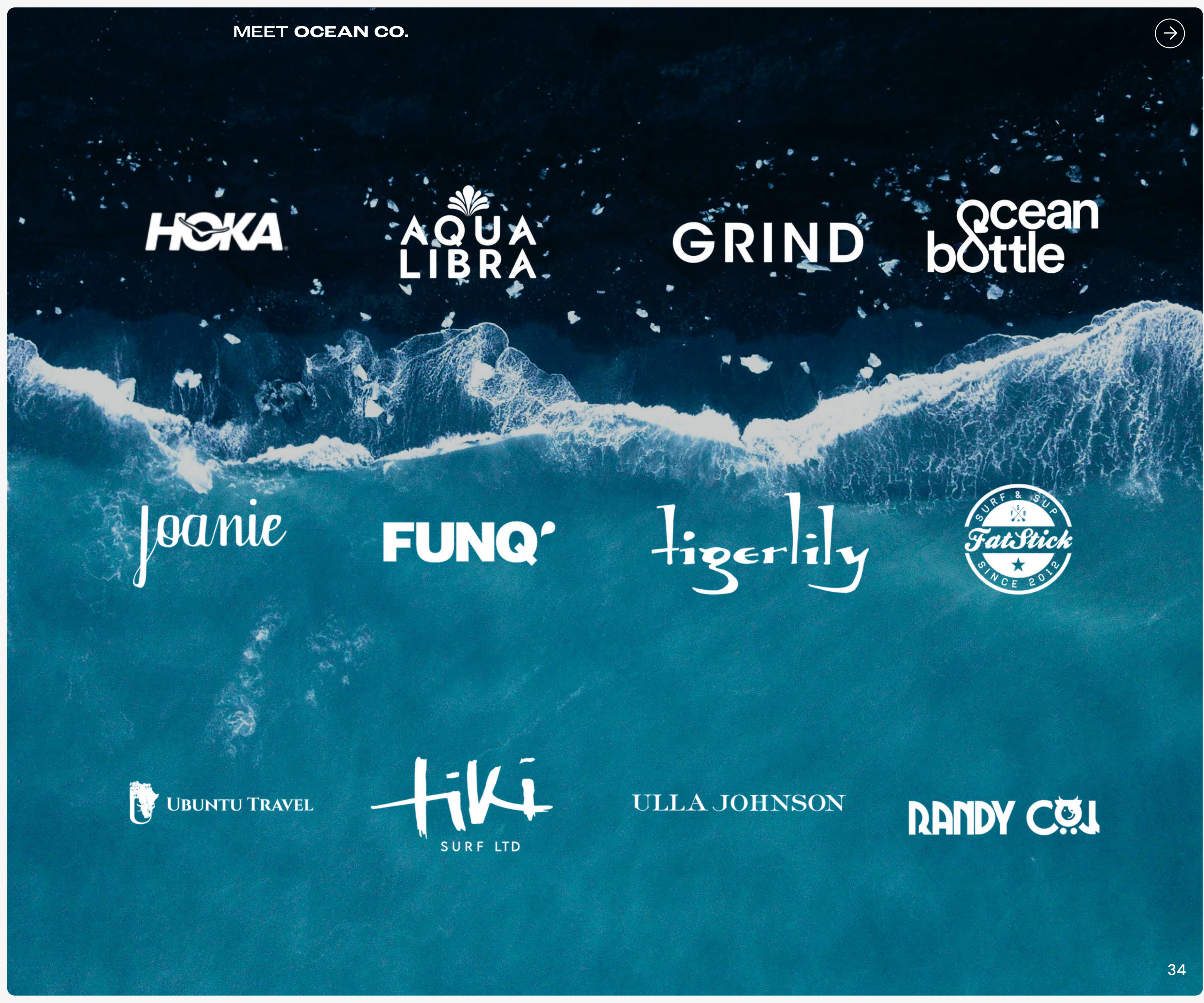
“

Our partnership with Ocean Co. helps us deliver on our brand values of creating a better and more sustainable planet. We use the Ocean Co. content on our socials, swing tags, sustainability webpage and each PDP so that customers understand the impact they are having by shopping with us.

Isabel Blincow, Digital Manager | Tiki Surf

OCEAN HEALTH

MEET OCEAN CO.





FOR **2023**, THE TOTAL
PLASTIC COLLECTION FOR
OCEAN CO. AND OCEAN
BOTTLE IS **4,567,674 KG**



B&O
titan

FUTURE PROOF DESIGN

CLOSING THE LOOP



Our aim is to continue developing and launching new ways for the world to become engaged in our mission and actively contribute towards ocean health while promoting sustainable habits. Driven by our New Product Development team, we strive to create products that are not only best in class in terms of sustainability, but perform just as well or better than the less sustainable alternatives.

This year marked significant progress in our sustainability journey, with a notable achievement of creating our Tumbler, a product that uses 80% recycled materials. This was achieved by using 90% recycled stainless steel and Tritan renew, a 50% recycled copolyester. Whilst we are still hungry for further improvements, this is a standout achievement in this category.



MATERIAL INNOVATION

Alongside Ocean Bottle’s vision to create market-leading product sustainability there is a continual commitment to R&D across emerging material innovation. The team completed a 360° review of our products with leading materials scientists and researchers to identify the biggest opportunities for future development spanning algae-based bio-polymers to ocean-bound TPU for our soft components. This valuable investigation continues to inform our material choices for new products and continuous improvement.

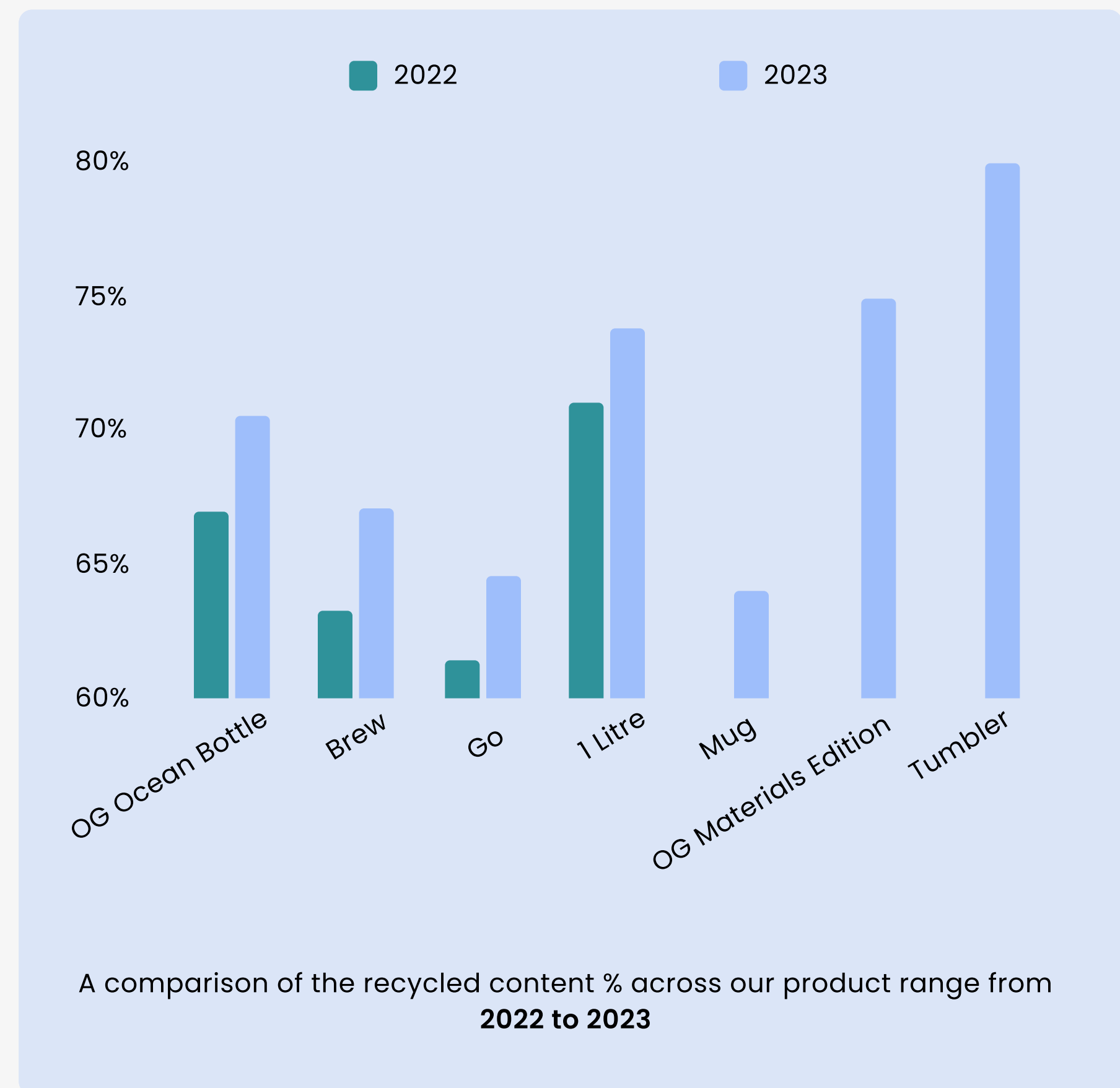
Future materials aside, the more immediate focus was to increase the recycled content across the product range. We conducted extensive research screening over 30 suppliers and hundreds of recycled materials to find a suitable option for our lids. This enables us to continually push the boundaries as we work towards our two major circularity targets: products made from 100% recycled materials that are fully recyclable at the end of their life.

Last year, for the first time ever, we manufactured lids from ocean-bound recycled plastic, having had them fully certified as ‘food-safe’. Food-safe certification on reusable products enables circularity by making recycled materials available to a wider range of applications. We launched the ‘Materials Edition’ bottle to mark this moment, celebrating a milestone of 75% recycled content. As we look to scale this innovation to the rest of the product range we must navigate an ever-changing regulatory environment. In July 2023 a new regulation was introduced, called the EU2022/1616. Under these new rules, only plastic materials mechanically recycled under fully traceable recycling, ie not Post-Consumer-Recycled, chains are eligible to meet food safety standards.

CLOSING THE LOOP

This demonstrates a real world example of how complex designing sustainable products can be. Even so, we remain undeterred by our bigger mission and will continue searching for alternatives, watch this space.

In our latest crowdfunding campaign, we introduced baseplates made from 100% ocean-bound plastic for the first time. This development allowed us to increase the amount of recycled content across our full range of products utilising even more ocean plastic rescued by our collection partners.



“
WASTE
IS A DESIGN
FLAW”

- SOPHIE THOMAS
Trustee at Wrap



CARBON EMISSIONS

Our 2022 growth made it clear that our historic emission measurement tool was no longer fit for purpose, so we started looking for a tool which could accompany us in the next phases of our journey. We selected SWEEP, an all encompassing emission management tool, for its ability to render complex measurement sources and units into a clear tree structure, highlighting hotspots and providing advanced reduction modelling scenarios.

Because we have no scope 1 and 2 emissions (we don't own any link of our supply chain or even the office we work in), our focus is on mastering the notoriously dense scope 3 emissions conundrum (which is any purchase not directly related to owned assets or buying fossil energy, meaning the bulk of emissions for the vast majority of companies). Our first objective with SWEEP was to increase the quantity of activity-based (meaning measured from the actual activity) emissions as opposed to being estimated from their financial cost, in order to increase the accuracy of our footprint.

Let's take for example a plane journey. Under activity-based measurements, we will multiply the distance between departure and destination by an activity-based emission factor, which will result in the closest CO₂ emission to reality. On the other hand, if we rely on the spend-based calculation method, we would multiply the plane ticket price by the spend-based emission factor of a relevant plane journey and get an estimated CO₂e emission figure. The issue here is that the price of a plane ticket varies massively depending on airline, seating class or even time of purchase, resulting in a CO₂e figure that would easily vary by 2 or 3 fold for the same activity.



With this in mind, we set up a specific internal process to accurately measure emissions related to our air freight. Air transport, for a comparable journey, emits 70x more CO₂ than rail or sea, so although we've historically only resorted to it for unavoidable exceptions, its impacts are proportionally huge compared to other transportation modes. Working closely with our shipping partners and our Operations Team, we started tracking each air shipment's weight, departure and destination, meaning that 100% of air freight measurements are now activity-based. This allowed us to derive more accurate shipping patterns, resulting in the creation of an air freight budget. Using the air freight budget as a shared tool across departments, we were able to successfully limit air freight emissions to 45,134 kg CO₂e in 2023, which was 3.6% below what we had targeted for the year and represents just 5% of our total transportation emissions for the year.

This process was replicated across several other value chain links, allowing us to measure 78% of 2023 emissions with activity-based tracks. This drastically increased the accuracy of our footprint, which unsurprisingly led to a decrease in emissions compared to 2022. Therefore although it looks like we reduced emissions by roughly 11% from 2022, we like to think we've increased emission accuracy by 100% instead.

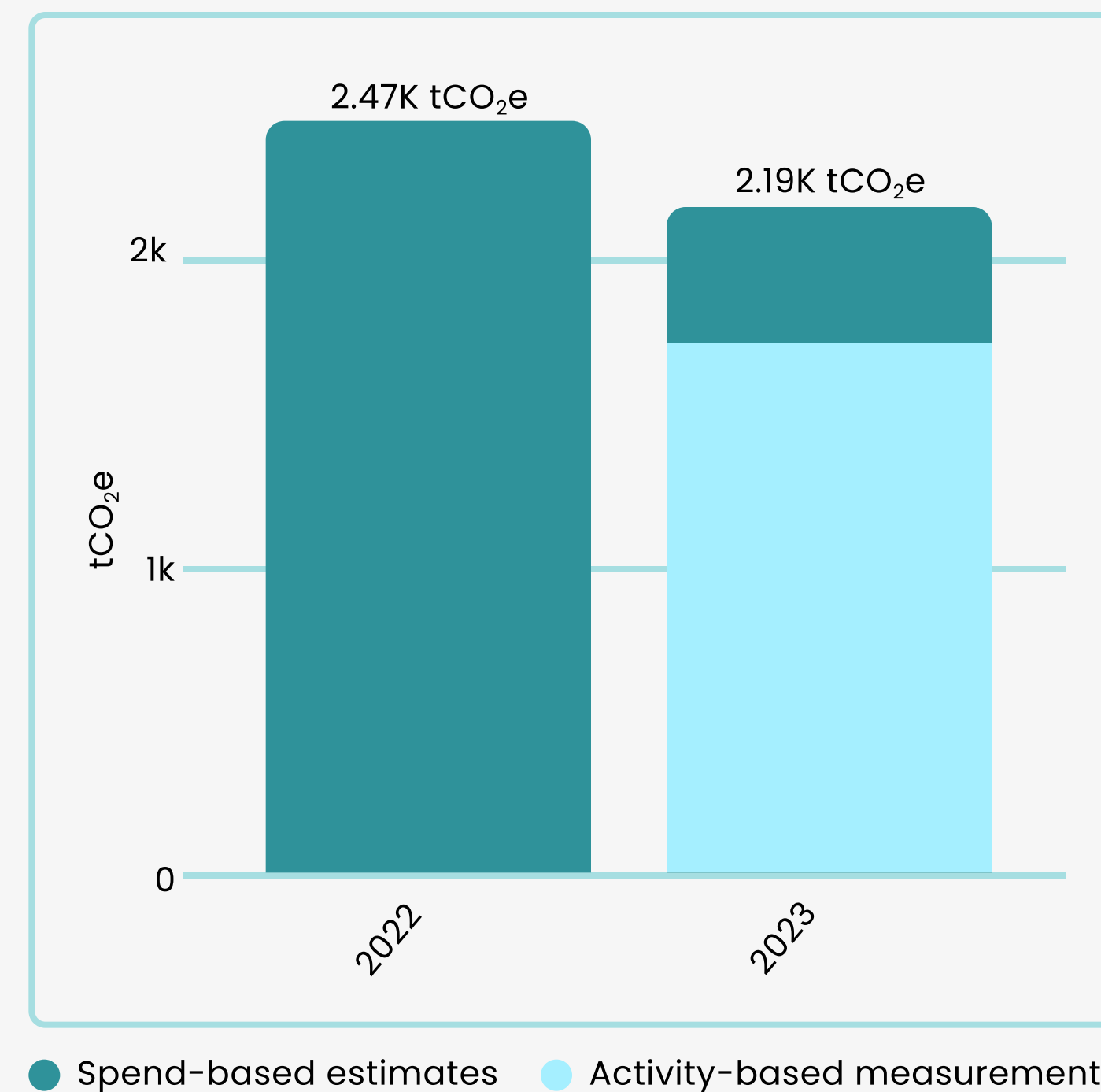
“

IF YOU CAN'T MEASURE IT, YOU CAN'T IMPROVE IT

- PETER DRUCKER

COMPARISON OVER TIME (tCO₂e)

Comparison of our company's total emissions over the years in tCO₂e, sub-categorised by the measurement type.





DIVERSITY, EQUITY, AND INCLUSION ARE **FUNDAMENTAL**

OUR JOURNEY

DE&I initiatives aren't just about internal practices, they can be external too. Last year, we celebrated the Queer Surf Club as part of our Dip Dive series - a series of documentary-style shorts designed to champion inspirational people around the world who are doing good for the ocean. Queer Surf Club is a dynamic community of LGBTQ+ surfers and allies, united by their shared identities and passion for the ocean. Their mission was clear: to revolutionise surfing by fostering inclusivity and accessibility for all. Through collaboration with them, we honoured surfers and ocean enthusiasts from all backgrounds within this historically exclusive sport.

OUR TEAM

Another of the highlights this year was our implementation of dedicated DE&I Lunch & Learns, providing valuable opportunities for our team to come together, learn, and grow. During these sessions, we engaged in various activities and listened to insightful talks from experts in different fields. One such session focused on trans inclusion, where a representative from Gendered Intelligence shed light on the importance of fostering an inclusive environment for transgender individuals in the workplace.



SOCIAL GOOD



CAMPAIGN HIGHLIGHTS

Each campaign we launch supports a cause within our impact pillars. There's no doubt we take great pride in every one! Here are just a few of our favourites from **2023**...



38,000 SIGNATURES
14 MEDIA PIECES
REACHED **218 MILLION**

We spearheaded a campaign urging councils nationwide to implement a network of public water fountains.

On #worldrefillday, we championed this cause, advocating for increased access to free water. Despite three quarters of the public lacking access to water fountains, their availability is crucial for well-being and the reduction of single-use plastic, so we urged supporters to sign our petition to support this initiative. Our refill petition amassed an impressive 38,000 signatures, and our campaign gained extensive media coverage, with 14 pieces reaching a combined audience of 218 million.

This is an ongoing campaign for us, and one that we will continue to empower in 2024!

SOCIAL GOOD

CLIMATE ACTION



16K SWIMMING LESSONS DELIVERED

Ahead of Disney's The Little Mermaid's theatre release, we teamed up with Swim England to enhance swimming accessibility across the UK. Ocean Bottle and Disney's contribution to Swim England funded swimming teacher training, ensuring over 16,000 swimming lessons were delivered to aspiring teachers. Together, the campaign aimed for inclusive community engagement and water safety for all.

TAKEAWAY CUP REDUCTION

The Coffee Cup Challenge, sponsored by RenaissanceRe and created by The 2 Minute Foundation, was launched to reduce our reliance on takeaway cups! With 2.5 billion single-use cups used annually in the UK and only a fraction recycled, action was needed. Participants pledged to reduce disposable cup consumption in June, aiming to make a difference in the fight against plastic pollution. To activate this campaign, we provided our Brews to influencers and activists who encouraged others to participate in the challenge.

SOCIAL GOOD

CLIMATE ACTION

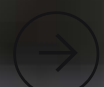




COLLABS ARE PIVOTAL

Throughout 2023, thanks to partnerships we were able to move our mission forwards in ways we could never accomplish on our own. We drove change across our impact pillars, including ocean health, closing the loop, climate action, and social good.

As we transition into 2024, we're embarking on a deeper exploration of impact-led partnerships. For us, this signifies a strategic shift towards forging alliances that are not only aligned with our organisational objectives but also rooted in generating measurable and transformative impact. Here's a snapshot of 2023's highlights.



Last year, we proudly partnered with Are You Mad?, an experimental recycling company in Soho, London, bridging recycling with culture and the circular economy. Are You Mad? (AYM) collects plastic waste from businesses, residents, and passersby, transformed into design-led products sold in their retail space.

With each AYM bottle sold, **15%** of the revenue supported the Are You Mad Wasteman Apprenticeship scheme, offering education and employment opportunities for young people working in the plastic waste sector. Additionally, sales funded the collection of **11.4kg** of ocean-bound plastic, per bottle sold.



COLLABS CONT.



COLLECTION HIGHLIGHT:

WE'VE COLLECTED EQUIVALENT TO 1.6 MILLION PLASTIC BOTTLES

We strengthened our partnership with The Ocean Race as their official bottle supplier! As sailors, they witness firsthand the impact of plastic pollution on our ocean, and are keen to emphasise the importance of ocean health. Through our collaboration, The Ocean Race pledged to champion sustainability by gifting guests our bespoke bottles. To date, the partnership has funded the equivalent of **1.6 million** plastic bottles, with plans to further increase collection volume in 2024.



In Q4, we unveiled an exciting collaboration with Extreme E. They brought electric racing to remote corners to highlight climate change challenges and showcase all-electric SUVs.

As we embarked on this partnership ahead of Extreme E's fourth season, our collective goal was to collect the equivalent of **1,000,000** plastic bottles. So far, the team have funded the collection of an impressive **250,000**.



15%

We proudly introduced the Choose Love Ocean Bottle last year. Created to support the Türkiye and Syria emergency earthquake appeal, **15%** of all revenue from this bottle directly aided the campaign, providing vital resources and support to partners on the ground in Türkiye and Syria.





COLLABS CONT.

Last year, in celebration of Disney's The Little Mermaid, Ocean Bottle introduced a limited-edition One World. One Ocean. bottle. This vibrant blue bottle symbolised the ocean, its marine life, and those who protect it.

Ocean Bottle, Disney and Swim England united to break down barriers to swimming in the UK. Contributions supported Swim England in training new swimming teachers, offering over **16,000** lesson opportunities over three years, fostering greater community inclusion at pools nationwide.

16,000

SWIMMING LESSON OPPORTUNITIES SUPPORTED



COLLECTION IMPACT SO FAR:

87,670 KG

OF OCEAN-BOUND PLASTIC WASTE

We continued to team up with Oracle, who have remained committed to our mission, and this year, overachieved their original goal of collecting **85,500 kg** of plastic.



COLLECTION IMPACT SO FAR:

21,030 KG OF OCEAN-BOUND PLASTIC WASTE

We were thrilled to partner with Torqeedo, the market leader for electric mobility on the water. As part of the partnership, they gave co-branded Ocean Bottles to every visitor at their booth at Cannes Yachting Festival. This collaboration provided attendees with the opportunity to engage with our mission, explore sustainable boating solutions, and witness THE ICON – an electric foiling watercraft. Torqeedo's expo booths are also an authorised refill hub for Ocean Bottle owners, enhancing water accessibility for everyone.





HERE'S WHAT PEOPLE ARE SAYING ABOUT US



AT TORQEEDO, WE LOVE WATER AND BELIEVE TECHNOLOGY CAN HELP PROTECT IT.

TORQEEDO'S PROUD TO PARTNER WITH OCEAN BOTTLE ON OUR SHARED VISION OF WATER AND CLIMATE PROTECTION THROUGH SUSTAINABLE PRODUCTS THAT **BUILD POWERFUL CONNECTIONS** BETWEEN PEOPLE AND THEIR NATURAL ENVIRONMENT.

Fabian Bez, CEO, Torqeedo GMBH



EXTREME E HAS A SHARED ENVIRONMENTAL FOCUS WITH OCEAN BOTTLE ON REDUCING EMISSIONS AND COMBATING THE CLIMATE CRISIS, WITH **DRIVING INNOVATION AT THE FOREFRONT OF THIS PARTNERSHIP.**

IT IS GREAT TO WORK WITH OCEAN BOTTLE TO REMOVE **A QUARTER OF A MILLION PLASTIC BOTTLES FROM OUR OCEANS** AS PART OF THIS AGREEMENT, AND WE LOOK FORWARD TO EXPLORING FURTHER OPPORTUNITIES TO DELIVER MORE CLIMATE-FRIENDLY INITIATIVES AS PART OF OUR COLLABORATION.

Ali Russell, Managing Director, Extreme E



OCEAN BOTTLE HAS SOUGHT TO REINVENT HOW ENVIRONMENTAL ACTIONS ARE FUNDED AND HOW POLLUTION IS PREVENTED. WE'RE FULLY SUPPORTIVE OF THEIR MISSION. THROUGH OUR PARTNERSHIP, WE WILL FUND THE COLLECTION OF **85,500 KILOS OF OCEAN PLASTIC** WHICH IS EQUIVALENT TO **7.5 MILLION PLASTIC BOTTLES.**

Christian Horner, Team Principal and CEO, Oracle Red Bull Racing



WE ARE DELIGHTED TO HAVE TEAMED UP WITH OCEAN BOTTLE TO HELP TACKLE PLASTIC POLLUTION. THE OCEAN RACE IS **DEDICATED TO RESTORING THE HEALTH OF THE OCEAN**, AND COLLABORATIONS LIKE THIS, THAT HAVE A TANGIBLE, POSITIVE IMPACT ON THE PLANET, ARE RARE, BUT VITAL TO ACCELERATING OUR MISSION.

Andrew Lamb, Head of Partnership Development, The Ocean Race



WHAT BETTER WAY TO SAY YOU'RE INVESTING IN THE FUTURE THAN BY USING A BOTTLE THAT LITERALLY HELPS LOOK AFTER OUR PLANET? AT YONDER, **WE TRY TO MAKE SURE WE PARTNER WITH BRANDS WITH A MISSION.**

WHETHER THAT'S SAVING THE PLANET OR CHANGING THE WORLD OF CREDIT, MAKING CHANGE IS WHAT WE'RE ABOUT - AND WAS WHY WE DECIDED TO WORK WITH OCEAN BOTTLE. NOT ONLY WAS THE CUSTOMER SERVICE TOP NOTCH, THE PRODUCT QUALITY WAS TOO. WE HOPE IT'S NOT THE LAST TIME WE WORK WITH THEM!

Tim Chong, Co-founder and CEO, Yonder

2023, THAT'S A WRAP

In 2024, we're committed to building on the honest outcomes of 2023. Rather than discarding them, we'll adapt and refine our goals, learning from past experiences to drive meaningful change. It's a journey of continuous improvement that we're proud of



2024 GOALS

1

We'll accelerate our voice in ocean health, strategically adjusting our focus through marketing, collaborations, and our Advisory Board to drive impactful change.

By Q2, we aim to launch at least one major partnership aimed at advancing our commitment to Ocean Health. Additionally, we will actively participate in and contribute to at least 10 global awareness days focused on our key pillars. This involvement will allow us to amplify our impact and engage with broader audiences. We'll also continue to strengthen our Impact Advisory Board by narrowing down our priority areas of concern by Q2.

OCEAN HEALTH

2

We'll commit to increasing the average recycled content of products sold by 15% from 2023 while lowering air freight emissions by 9% (per unit), aligning with our dedication to environmental responsibility and continual improvement.

We're dedicated to enhancing our environmental responsibility by increasing our average recycled content of products sold by 15% from 2023, building on the R&D findings and implementing them at scale in production and sales. All the while, we will strengthen our air freight policy and reduce air freight emissions by 9% per unit from 2023.

CLOSING THE LOOP

CLIMATE ACTION

3

We'll amplify our impact in plastic waste collection, expanding both the number of collection sites and the volume of plastic collected. We'll commit to building ≥2 Material Recovery Facilities, and adding 1 new collection partner in a polluted region.

We'll expand our impact in plastic waste collection by increasing the number of collection sites and the volume of plastic collected. We aim to achieve this by launching at least one new collection site in one of the priority locations, particularly targeting top polluted coastal regions. We also plan to broaden our impact partnerships by adding at least one new partner by Q3.

OCEAN HEALTH

4

We're learning from 2023 and continuing to improve our Diversity, Equality & Inclusivity standards by introducing a DE&I committee, and focusing on diverse hiring to increase our employee diversity representation by 5%.

Our strategy involves the establishment of a committee and prioritising diverse hiring initiatives to enhance our employee diversity representation by 5%. To achieve this, we'll implement new applicant tracking software by Q3 to monitor diversity data and trial blind screening methods. We will form a DE&I committee comprising selected team members and conduct at least two DE&I sessions each quarter to foster a more inclusive workplace culture.

SOCIAL GOOD

#DOGGOOD OVER #DOLESSHARM #DOGGOOD



TOTAL PLASTIC COLLECTION TO DATE

12,006,794.28 KG

OF OCEAN-BOUND PLASTIC WASTE

EQUIVALENT TO OVER 1 BILLION PLASTIC BOTTLES



SOME **MIGHTY** QUESTIONS WE COME UP AGAINST

BUT, RECYCLING DOESN'T FIX THE PROBLEM?

Only about 9% of plastic ever produced has been recycled and plastic packaging production is set to quadruple by 2050, meaning ocean plastic would dramatically increase. Also, a staggering (approximately) 100 companies generate 90% of the world's single-use plastic waste, dwarfing individual efforts.

The world needs to be producing less plastic but recycling is still a crucial part of the solution to tackling the global plastic pollution crisis. Sure, it's not the silver bullet that will magically solve all our problems, but it represents a significant shift towards a more circular economy. By recycling, we're diverting plastic from landfills, incinerators, and ecosystems, giving it a second life instead of letting it pollute our environment indefinitely. Albeit marginally, recycling helps reduce the production of virgin plastic. Every plastic bottle or container that gets recycled means one less new piece of plastic needs to be produced, **helping alleviate some of the pressure on our already overstressed ecosystems.**

But perhaps most importantly, recycling offers local communities a way to create value from the mountains of plastic waste they're surrounded by. In many coastal communities, plastic pollution is not just an eyesore; it's a daily reality that affects people's health and livelihood. By establishing recycling programs and incentivising plastic collection, these communities can take control of their own environmental destiny and make the most of economic opportunities.



WHY DON'T YOU FOCUS YOUR EFFORTS ON PLASTIC POLLUTION CLOSER TO **HOME**?

It's crucial to recognise that addressing the issue of plastic pollution requires a multifaceted approach. Plastic waste often ends up in developing countries that lack efficient recycling infrastructure. The UK, for example, exports approximately 60% of its plastic packaging waste, much of which ends up in countries that both lack the waste management infrastructure and have more lax waste regulations. Plastic pollution disproportionately affects communities in these sometimes less economically developed regions. **As long as plastic continues to be produced, these communities will continue to bear the brunt of its pollution.**

While addressing the root cause of plastic production is crucial - which is why we promote a reusable lifestyle through better products and habits and support initiatives that lobby for policy change around plastic production - coastal waste management is scientifically supported as a highly effective way to curb ocean plastic pollution.

This year, we are putting further focus on our Impact Advisory Board, a team of experts to help us understand and share challenges in moving to a plastic free world at home and further afield. We're also spearheading more activities around the refill movement by partnering with City to Sea, to support a systems change away from bottled water - more to come in 2024!

HOW DO YOU FEEL ABOUT SELLING TO ORGANISATIONS WITH **CONFLICTS OF INTEREST**?

Selling Ocean Bottles to an organisation with potential conflicts of interest presents a nuanced ethical dilemma. On one hand, collaborating with an organisation like this may seem contradictory to our values as an impact company. But when we view partnerships through a primary lens things become simpler. Our main objective is to collect plastic waste from coastal regions. **We assess whether partnerships hinder or advance this goal.** After all, if the partner is going to buy merchandise we'd prefer they buy our merchandise that "does good" vs merchandise that doesn't.

The other side of the equation is that we could also decide to work only with the Patagonia's of the world. However, Patagonia doesn't need to urgently change how they conduct business, it's the other 99% of companies in the world that do. We like to believe that by reaching out to us, being exposed to our world view, and eventually entering our ecosystem, our partners get educated about the reality of the plastic problem and become better equipped to champion change as a result.



HOW CAN YOU CLAIM TO BE SUSTAINABLE IF YOUR PRODUCTS ARE MADE IN CHINA?

Choosing China as our manufacturing hub wasn't a decision we took lightly. We understand the pressing concern: why not produce closer to home? The truth is, the landscape of global manufacturing is complex, and the decision to produce in China comes with its own set of challenges and advantages.

China is the world's leading producer of recycled stainless steel, which makes up over 67% of our products on average, by far the largest component. In addition, the baseplate of our products are made from ocean-bound plastic collected and recycled directly by our collection partners, which we source from South East Asia. By producing our bottles in China, we reduce CO2e emissions from material transportation by 4x compared to manufacturing in Europe instead.

Like anywhere, quality standards vary from poor to outstanding. That's why we put in the legwork to short-list three factories, before visiting each to decide on the right partner for us.

We work with Everich Group, a partner that has embedded environmental and social sustainability at the core of their operations. To monitor this, they are audited annually against BSCI standards; one of the most comprehensive health & safety, employee wellbeing and environmental performance manufacturing certifications available. Between these audits, we send a 3rd party to check on the progress made from the BSCI audit resulting in the factory being audited every 6 months at least. **To support them in improving their environmental, social and governance performance, we sit down with them on a monthly basis to check in and set up improvement projects.** From getting the GRS recycled stainless steel certification traceable for each purchase order we make to eliminating overtime hours linked with the production of any Ocean Bottle product.

Ultimately, our decision to produce in China is rooted in our commitment to delivering products of the highest quality whilst minimising our footprint on the environment. We have carefully vetted our manufacturing partners and continue to work closely with them to ensure that socially ethical and ecologically sustainable practices are upheld throughout the production process. That being said, we are dedicated to exploring opportunities for improvements in our supply chain, and continuously challenge our decisions - we are a far cry away from the old 'business-as-usual' mindset!



2024 AND BEYOND

REGENERATIVE BUSINESS

We want to leave behind a legacy of regeneration for future generations. This is why our key focus for 2024 is to practise and thrive as a regenerative business, building on our foundation to give back to the planet more than we take from it.

A regenerative business would operate with the aim of restoring, revitalising, and enhancing the natural environment and social systems. Unlike traditional businesses that focus solely on minimising harm or sustaining resources, regenerative businesses actively seek to improve the conditions of the ecosystems and communities they interact with.

We want to demonstrate to other businesses that this approach is possible and inspire them to join in.

OCEAN HEALTH

SOCIAL GOOD

CLOSING THE LOOP

CLIMATE ACTION

“

LIFE ON OUR PLANET IS DEFINED BY
THE HEALTH OF OUR **OCEAN.**

- NAINOA THOMPSON

President of the Polynesian Voyaging Society

ocean
bottle