



# MISSION REPORT 2023

GOT BAG

# FOREWORD

Our commitment to ocean conservation is not just a part of our ethos but is enshrined in our company's statutes. As we look back on 2023 at GOT BAG, the extension of our clean-up program in Indonesia to a new region in 2023 reflects this commitment. By engaging new local communities and conducting clean-up events with volunteers, we've taken tangible steps towards the growth of our collection network and awareness-building. These events are more than just cleaning activities; they are a platform for driving a collective consciousness about the environmental challenges we face.

The launch of our first Youth Enviro Camp this year was a significant stride in educating and inspiring the next generation about the importance of environmental stewardship and ocean conservation. Our tree planting initiatives, which include mangroves and pine trees, reflect our holistic efforts in ecological restoration and balance.

As GOT BAG continues to grow, so does the range of our initiatives that aim at protecting our oceans and creating a positive impact. From the collection of Ocean Impact

Plastic to educational programs, environmental restoration projects, and partnerships with amazing NGOs, every action shall lead toward a healthier marine ecosystem.

Celebrating GOT BAG's 5th anniversary in 2023 is not just about looking back at what we've achieved but also looking forward to the challenges and opportunities that lie ahead. Our journey has been one of learning, adapting, and growing, made possible by the unwavering support of our community, partners, and the team in Indonesia, Germany, and North America.

With deep gratitude for the past five years and with a renewed commitment to our mission, we move into the year 2024, ever-focused on our goal of uniting people and fostering positive change for our oceans.



With heartfelt thanks,  
Benny, Founder of GOT BAG





## INTRODUCING THE GOT BAG INDONESIA TEAM

**Since the beginning of our program in Indonesia, the heart of the operation has been our dedicated local team.**

This group of committed individuals has been the driving force behind the coordination of our plastic collection initiatives. Their efforts have been pivotal in the growth and success of our program. Since September 2022 they have conducted their activities under the name of the GOT BAG Indonesia foundation. This step marked a new chapter in our journey together, one where the team's dedication and hard work were formally solidified.

Each day, our Field Coordinators are on the ground, visiting our collection communities, ensuring the smooth execution of our collection programs, and fostering strong partnerships with local stakeholders. Their dedication is not just about coordinating the logistics of waste collection; it's about understanding the collectors' needs and challenges, as well as building and maintaining the relationships vital to our mission.

# MEET OUR HEROES, THE CORE TEAM OF THE GOT BAG INDONESIA FOUNDATION:

**BILLY**

Executive Director, leading the team and operation with commitment.

**WILLEM**

Founder, the visionary force behind the conception of our initiatives in Indonesia.

**SITI**

Accountant, meticulously managing the finances and ensuring appropriate usage of the funds.

**ADIT & ANGGA**

Field Coordinators for the Demak and Jepara communities, orchestrating the collection process and maintaining strong community relations.

**JACOB**

Field Coordinator for the Bantul communities, extending the program's reach and impact in this new region.

**BASUKI**

Warehouse Manager, overseeing the crucial stage of sorting and preparing the collected plastic for recycling.

GOT BAG

GOT BAG's 2023 Collection Achievement:

# 440,942 KG

# OF OCEAN IMPACT PLASTIC

In 2023, our collective efforts at our clean-up program have led to the collection and processing of 440,942 kg of Ocean Impact Plastic. Our approach is comprehensive; we collect all types of plastic waste. This total figure includes the plastic that we have not only collected from various sources but also thermally and mechanically recycled.

It's important to note that this number does not account for additional plastic collected which is even more and currently in storage awaiting to be processed. These materials, still to be sorted and further processed, will soon join the ranks of our recycling efforts, contributing to our ongoing mission.



In 2023, GOT BAG Indonesia's collection initiative extended its reach to a total of 19 communities in three different regions, significantly enhancing our impact on reducing plastic pollution. A notable milestone was the inclusion of the third region Bantul in the South of

Java, adding a fresh dynamic to our efforts since January 2023. Our streamlined process of sorting and processing the collected materials is efficiently managed at the two GOT BAG Indonesia warehouses in Jepara and Bantul.

12%

Jepara

76%

Demak

12%

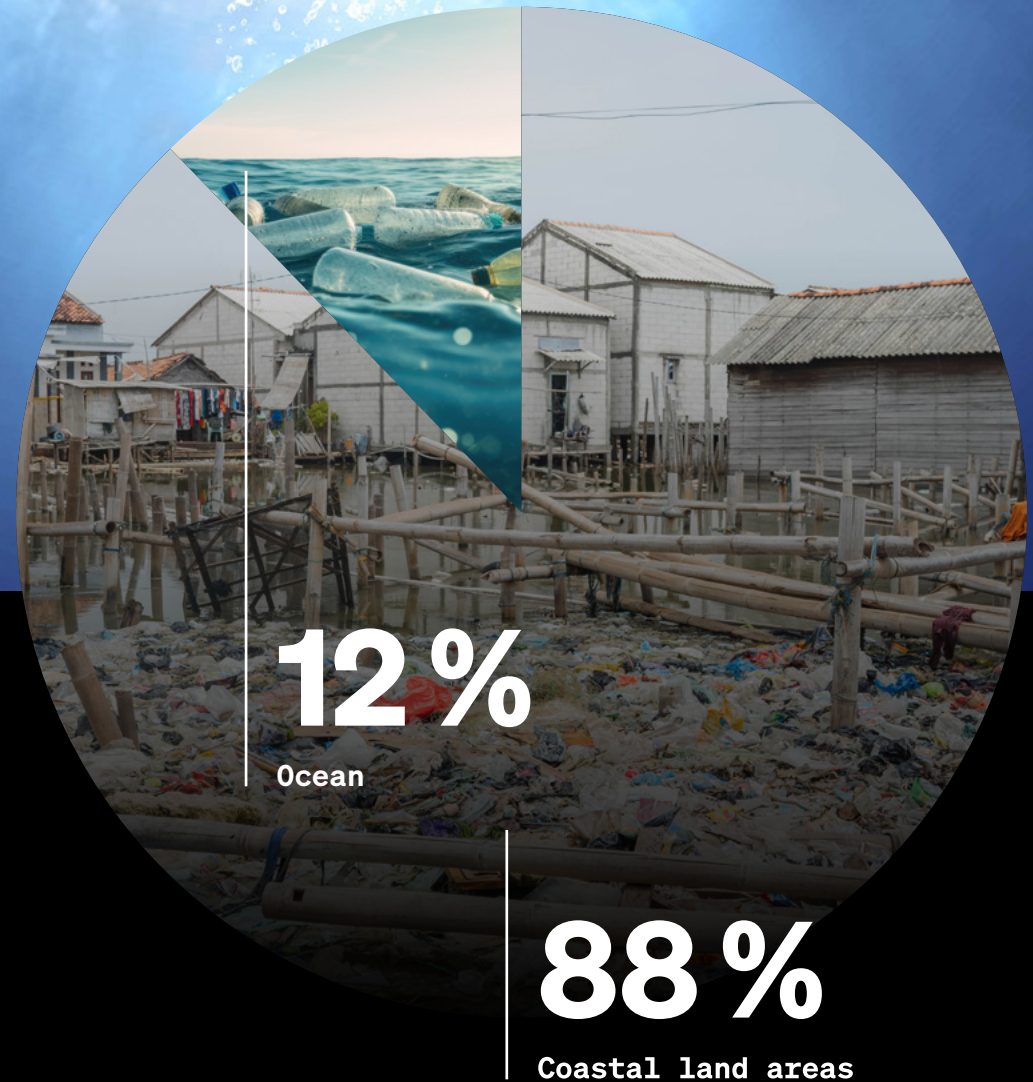
Bantul

# EXPANDING COLLECTION EFFORTS ACROSS COMMUNITIES

# WHERE WE COLLECT

Our journey began as a “Fishing for Litter” project, where fishermen brought to shore the plastic they coincidentally caught in their nets alongside fish. However, we soon realized that to truly tackle the plastic pollution problem, we needed to address the problem at its root.

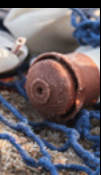
Most of the plastic waste in the sea originates from land sources and predominantly reaches the oceans through rivers, especially in areas lacking effective waste management systems. Therefore, collecting plastic waste in these coastal regions is particularly impactful. By intercepting it before it enters the sea, we significantly reduce the likelihood of its leakage into the ocean. We refer to this plastic as Ocean Impact Plastic, emphasizing its potential effect on marine environments if not collected.



# MORE INSIGHTS ON PLASTIC



**12%** PET Bottles



**8%** Hard Plastics  
such as Shampoo Bottles



**80%** Low value  
plastics

This is how Much We Collect from Different Types of Plastic

## Our Collection of Various Plastic Types and Recycling Methods

At GOT BAG, our collection efforts encompass a diverse range of plastic types, each contributing significantly to our goal of reducing plastic pollution in the ocean. We collect various forms of plastics, including PET bottles and hard plastics like shampoo bottles,

which are prevalent in everyday waste. Additionally, a substantial portion of our collection consists of low value materials, such as sachets and similar items that contain multi-layer materials.

## When it comes to recycling these collected plastics, our approach is multifaceted:

1

### Mechanical Recycling:

Local recycling partners mechanically process our collected plastic such as PET bottles. This recycled material is then utilized for the production of our own backpacks or sold to partners who make different products. This method ensures that the plastic can be integrated into new, functional products.

2

### Thermal Recycling:

Unfortunately, not all plastic types can be recycled mechanically. Therefore we collaborate with the industry, which uses plastic waste as an alternative to coal for combustion. Incineration is far from being a good solution for plastic waste. We are constantly looking for better alternatives, however, it is currently the best option available. We do not dump any plastic waste on landfills – which are often not sufficiently managed and therefore leak waste and toxins into the environment.



# EDUCATION & AWARENESS

**2023 marked a significant step forward in our educational efforts with the introduction of clean-up events and the conduction of an environment camp for young people.**

## Clean-Up Events:

We successfully hosted 5 clean-up events throughout the year, engaging a total of 323 participants. These events were a new initiative, attracting volunteers from outside our regular collection communities to experience the collection of plastic waste at a dedicated beach for a few hours. The aim was to raise awareness about the scale of plastic pollution and the efforts required to remove it from the environment. By involving individuals beyond the program's usual collection communities, these clean-up activities provided volunteers a hands-on experience that highlighted the severity of the pollution and the importance of taking action.

## Youth Enviro Camp:

Our first Environment Camp took place for two days, a weekend full of activities for 55 young individuals. The camp's objective was to sensitize the younger generation to plastic pollution and environmental conservation and offered different perspectives of how to get active in the fight against plastic pollution.

## Activities included:

- Interactive lectures and discussions with environmental activists
- Hands-on experience in collecting plastic waste
- Pine tree planting to promote ecological restoration
- Painting and setting up signs at a public beach to spread awareness about littering



# PLANTING MANGROVES AND PINE TREES

# 20,000 100

## MANGROVES

Mangroves provide habitats for diverse marine life and prevent soil erosion. Their roots stabilize shorelines, offering natural protection against environmental impacts. Every year, the communities of our collection groups at the coastline in Demak face heavy floods because of soil erosion among others. Therefore, we continued to plant mangroves as in the year 2022.

## PINE TREES

Along the coast, pine trees offer shade, making beaches more accessible for local recreation and enhancing the natural landscape for community enjoyment. We planted 100 pine trees at a beach in Bantul which will offer natural sources of shadow at the beach.





164

**CORALS  
PLANTED**

Since 2022, GOT BAG has proudly partnered with Coral Gardeners, an organization committed to the restoration and preservation of coral reefs. For every backpack sold featuring the Coral Gardeners' logo, we contribute to their remarkable efforts. Each purchase leads to the

planting of a coral, directly linking our customers to the tangible impact of reef restoration.

Coral Gardeners operate vital projects on Moorea and Fiji, where they cultivate coral gardens. These efforts are becoming increasingly important as

many coral reefs around the world are under threat, primarily due to climate change and rising sea temperatures. Coral reefs are essential for the health and balance of the oceans, serving as habitats for diverse marine life and helping maintain ecological equilibrium.



# 20,553 €

## AMOUNT OF SEA SHEPHERD DONATIONS

**G**OT BAG is proud to collaborate with Sea Shepherd, a renowned marine conservation organization, as part of our ongoing commitment to protecting our oceans. This partnership reflects our shared vision of a healthier marine environment and the proactive steps required to achieve it.

For every collaboration backpack with Sea Shepherd's logo sold, 10 % of the sales price goes to them. This initiative has enabled us, along with our GOT BAG community, to support Sea Shepherd's crucial work. Sea Shepherd is known for its active and direct approach to conserving marine wildlife and habitats. Our contribution helps

their efforts in combating illegal fishing, protecting endangered species, and preserving delicate marine ecosystems. Through this partnership, we not only provide financial support but also help raise awareness about the conditions our oceans are facing today.



# JOINING FORCES WITH RIC O'BARRY'S DOLPHIN PROJECT

In May 2023, we embarked on a new and exciting collaboration with Ric O'Barry's Dolphin Project, reinforcing our dedication to marine conservation. Ric O'Barry's Dolphin Project plays a crucial role in the protection of dolphins across the globe. They are committed to ending the capture and exploitation

of dolphins, promoting their conservation, and ensuring their freedom and natural habitat.

With every GOT BAG product sold as part of this collaboration, 10 % of the proceeds support the Dolphin Project's mission. In 2023, the amount of

our donations was 652 €. This initiative helps in providing much-needed resources for their conservation activities. More than just financial support, this partnership is about uniting our voices to raise awareness of the human-made challenges dolphins face, e.g. through our shared social media activities.



# EMBARKING ON THE NEXT CHAPTER OF OUR JOURNEY

**A**s we turn the last page of 2023, we're filled with a sense of excitement for what 2024 holds. The achievements of the past year have not only showcased our capabilities but also charted a course for mindful and strategic growth.

In the upcoming year, we are committed to evolving our collection activities, focusing on enhancing the efficiency of our operation and the reach of our efforts, like optimizing our recycling rate. The establishment of new recycling

partnerships will be a key priority, broadening our network and amplifying our impact. These collaborations will be instrumental in transforming more collected plastics into valuable resources. We also look forward to expanding our educational initiatives. Building on our success from 2023, these projects will continue to engage, inform, and inspire action.

Let's keep on creating an Impact!