



OCEAN BOTTLE IMPACT REPORT 2022

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'IT'S A QUESTION OF CAN WE DO IT FAST ENOUGH?'

Founders' note.

Since Ocean Bottle's inception, we've always said we are an **impact company first** and a reusable bottle brand second. Never has this been more true than in 2022, when we were able to fund more plastic collection in one year than in our whole history combined.

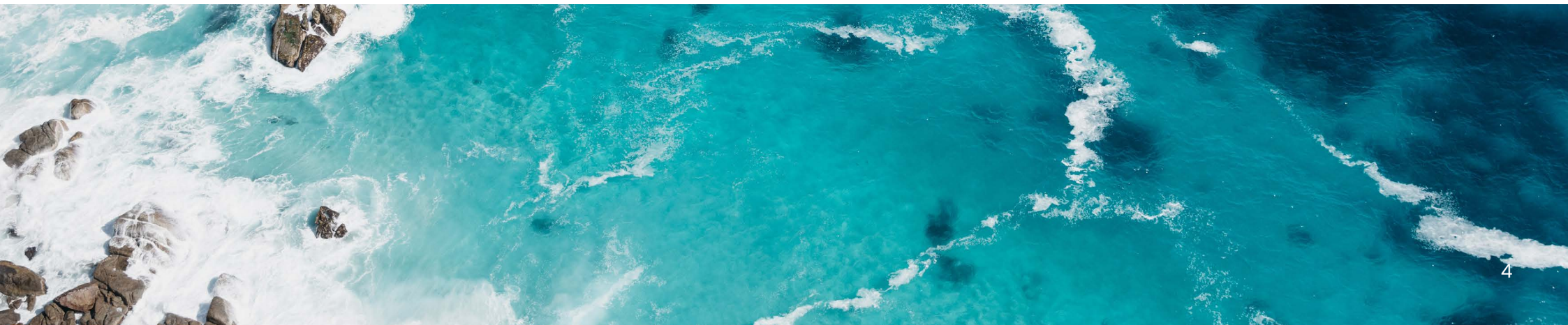
Over the past 12 months, we have been working towards making our impact fully transparent – and supported by robust data – so our community can understand through our Impact Engine the tangible difference they are making with us. Doing this work opened up new avenues for the company and we are excited to share these with you in 2023, **bringing more people together** to protect our ocean.

What has become clear is that with the global supply chain as it stands, there is no such thing as a truly 'sustainable' product – and we at Ocean Bottle are not perfect. Companies must not only support their suppliers but demand more from them, implementing the innovations needed at scale to decarbonise our planet and protect nature for all.

This is now a mainstream conversation and more individuals than ever are determined to play a part in ensuring we have a habitable world for current and future generations. It is no longer a question of can we do it; it's a question of **can we do it fast enough?**

Nick Doman & Will Pearson, Ocean Bottle Co-Founders

We are a company of ocean lovers and innovators determined to end the flow of plastic into the ocean.



OUR PURPOSE

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 together to prevent **7 billion plastic bottles** from entering the ocean by 2025.

#DoGood over **#DoLessHarm**

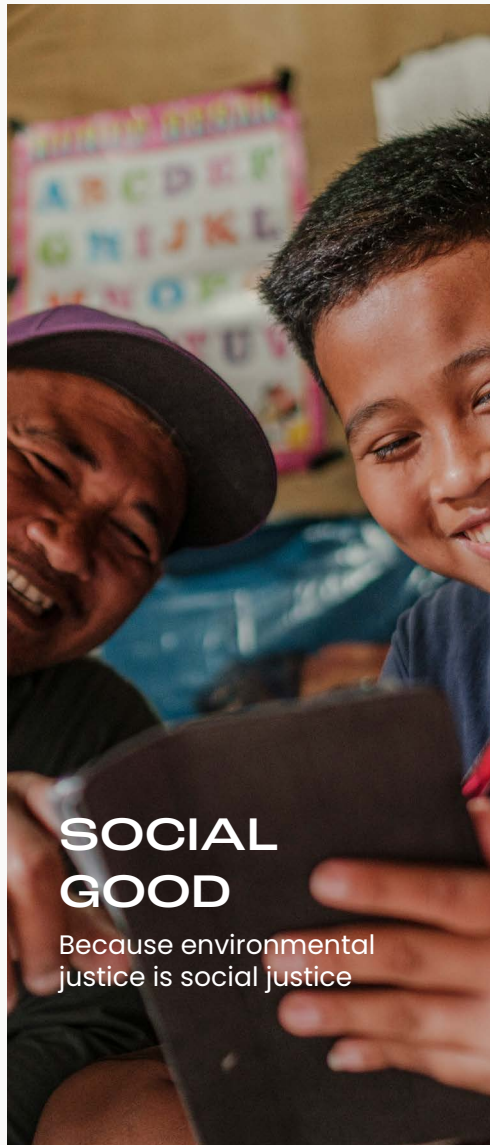
OUR IMPACT PILLARS

Set the direction for how we infuse impact into our business model.



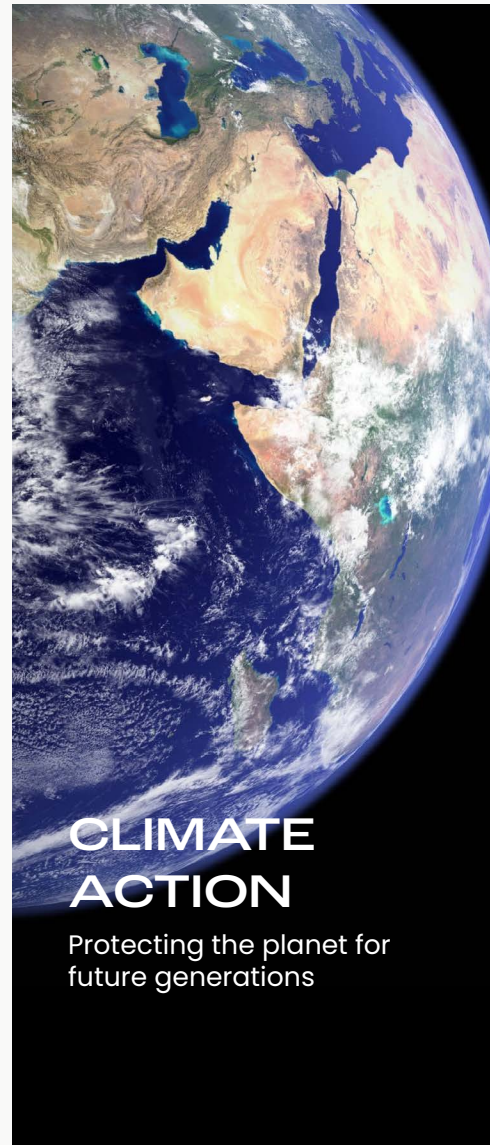
OCEAN HEALTH

Helping to restore Earth's most important resource



SOCIAL GOOD

Because environmental justice is social justice



CLIMATE ACTION

Protecting the planet for future generations



CLOSING THE LOOP

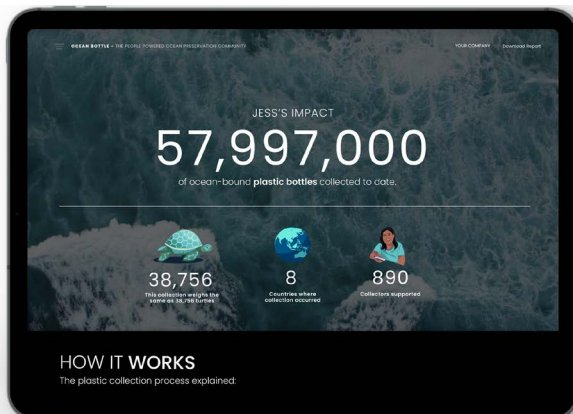
Breaking the linear model of single-use products

THE BEST BITS OF 2022

In a year of big change, here are some of our highlights...

Impact Dashboard

We released our **Impact Engine** and the beta phase of our **Impact Dashboard**, taking another step towards full transparency and traceability.



New Products

We welcomed two new products into the Ocean Bottle family. Say hello to the BOB aka The Big Ocean Bottle, and our Brew hot drink flask.



Our Footprint

We conducted our first ever full **Life Cycle Assessment** to make sure we know our environmental footprint and can take steps to reduce it.



8,137,391 kg

of ocean-bound plastic collected to date,
in **345** communities worldwide, supporting
at least **6,488** waste collectors



2022 HIGHLIGHTS

4,645,556 kg

We funded the collection of **4,645,556 kg** plastic waste in **2022** and supported three new foundational plastic collection projects.



3

new plastic collection locations in Accra, Ghana; Mombasa, Kenya; and Vizag, India

77,601

community members - up **47.6%** year-on-year

20

new hires, growing our team to **39** in total

2

new physical products, alongside **3** special editions to raise awareness of important issues in line with our impact pillars

14.26%*

of our 2022 revenue spent on collection impact

*Whilst we are proud to have given this much to impact, we remain committed to our target of 15%, and will not settle for less in 2023



DID WE HIT LAST YEAR'S GOALS?

Here's what we said we'd do – and whether we met our targets.
Drum roll please...



WE'LL INTRODUCE NEW PRODUCTS AND GET OCEAN BOTTLES INTO MORE HANDS

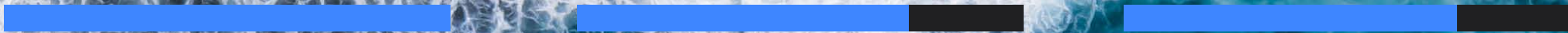
And we did – proudly launching our **Brew, BOB, Lids and Loops**.

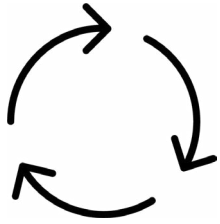
WE'LL BOOST OUR B CORP SCORE EVEN HIGHER

We proudly celebrated being one of the first **UK 1000 B Corps in 2022**, and continue to drive our business as a force for good, for both people and planet. We've taken steps for our community, employees, products and the planet that we are confident will increase our score when it's time to re-certify at the end of 2023.

WE'LL INCREASE THE AMOUNT OF RECYCLED CONTENT IN OUR PRODUCTS

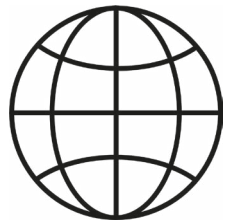
We continue to drive for more recycled material in our products – but this was harder than we thought. 2023 will see us move from **69% recycled content in our products to 75%**.





WE'LL LAUNCH OUR CLOSED LOOP RETURN PROGRAMME

We found that our return programme is not yet needed, and we see this as a win. Our products can be predominantly recycled through household recycling systems, and we offer free replacement parts for **10 years**. We will revisit our closed loop return programme should demand increase.



WE'LL EXCEED THE 1.5C SCIENCE-BASED TARGET INITIATIVE

We've technically exceeded this target as our business model means **we have no Scope 1 & 2 emissions**. But we're taking accountability for Scope 3. See how in Our Emissions Strategy In Action on pages 26 -30.



57%

57% FEMALE REPRESENTATION

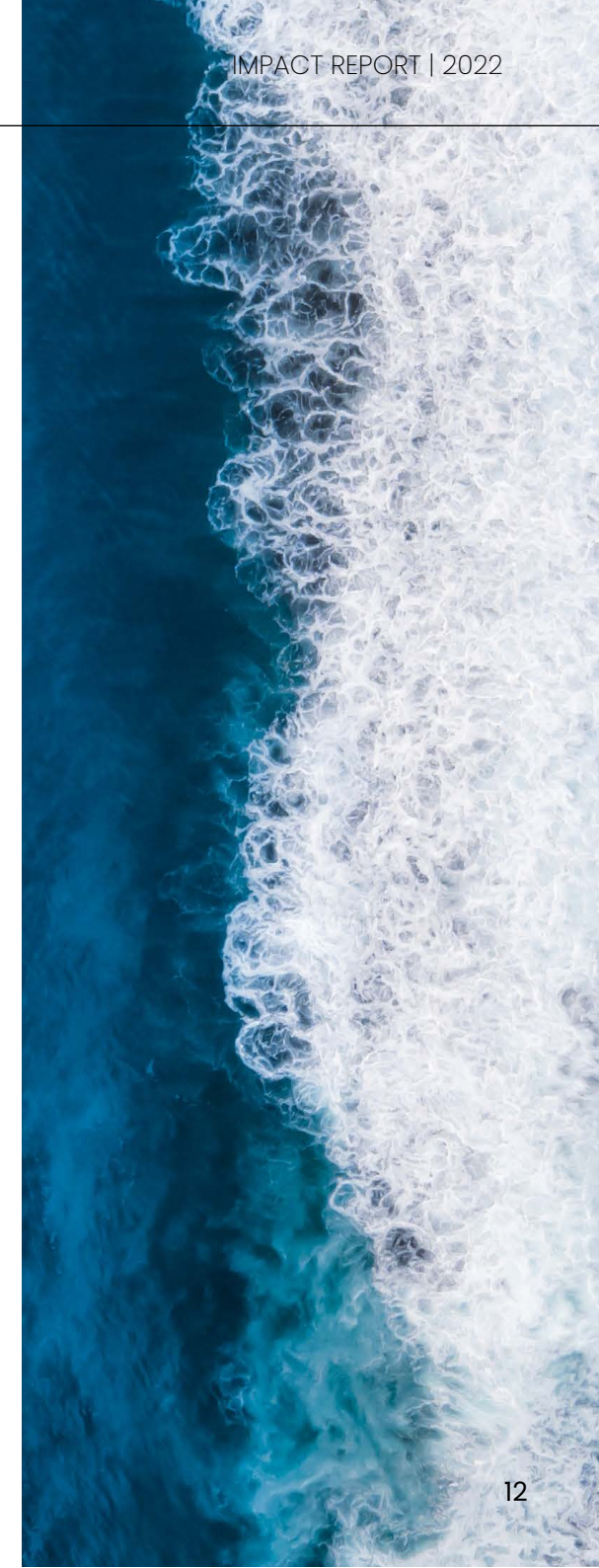
We kept our promise of never under **40%** female representation. At the end of **2022** our team was **57%** female and **43%** male, and our management team had a **50%** gender split.

Whilst this is a good statistic, we understand that diversity doesn't just include gender. This is why we've set some clear objectives for 2023 regarding improving diversity at Ocean Bottle which you can see in What's Next on page 41.



WE'LL LAUNCH IMPACT TRACKING

And we did – we created a collection data repository, combining historic and committed collection funding to create our **Impact Engine**, which will be publicly released in 2023. See more in Transparency and reporting pages 24 - 25.





Maricá, Rio, Brazil
Photo Credit: Plastic Bank

HOW WE CREATE IMPACT

Our partners

We've chosen **three partners to work with**, based on their scale and attention to improving collectors' livelihoods. These organisations actively improve collectors' lives by making sure wages are regulated, different types of plastic are collected, and workers can access social support. Working with a diverse group of partners gives us the flexibility to allocate funds wherever we can create the most significant impact.



Plastic Bank

Since 2019, our partnership with Plastic Bank has enabled us to fund impact across projects in Indonesia, Brazil, Egypt and the Philippines. Plastic Bank's Alchemy blockchain platform provides a secure income for collectors without the need for a traditional bank account, while creating social benefits focused on collector welfare, healthcare and education. This year we reached the milestone of over 6,000 plastic collectors and entrepreneurs supported.



Plastics For Change

Plastics For Change takes a grassroots approach to waste management, leveraging community actions to drive systemic change and formalise processes that benefit local workers. Plastics For Change created the first Fairtrade certificate for plastic waste management. In 2022, in partnership with Plastics For Change, we co-opened a new collection centre in Vizag, India.



rePurpose

In 2022, rePurpose Global opened collection sites in Ghana and Kenya, allowing us to extend the reach of our impact in areas that need it most. rePurpose Global is also committed to incentivising collection of low-value plastics, which otherwise have very little recycling value.

2022 PROJECTS

NEW FACILITIES

Expanding plastic collection infrastructure in Ghana, Kenya and India.



Project Fann Eppo,
Accra, Ghana
Photo credit: rePurpose Global

Creating value from PET waste

Each year **73,000 tonnes of PET plastic waste** is leaked into the environment in Ghana. Due to a critical lack of infrastructure, **only 2% of PET waste generated in Ghana is recycled.**

Most of this plastic ends up in landfill, susceptible to combusting under the heat. Burning waste can cause airborne pollution and toxic land infiltration, **while the remaining rubbish goes on to clog up drainage systems or ends up in the ocean.**

In Accra, rePurpose Global offers the local community an opportunity to salvage plastic waste for income and social benefits, such as proper safety equipment, clean drinking water and sanitary facilities.

INITIALLY FOCUSING ON PET, REPURPOSE AIMS TO JUMPSTART A CULTURAL SHIFT, ATTRIBUTING VALUE TO THE MOST WIDESPREAD PLASTIC WASTE IN THE COUNTRY.

Project Fann Eppo began in May 2022, in the midst of a regional energy crisis that saw the price of oil plunge. In turn, the cost of recycled PET increased, causing slower-than-expected traction to jumpstart the project.

In 2022, our partnership funded the **collection of 10 tonnes of PET in 2022**, equivalent to 880,000 plastic bottles in weight. This supported more than 20 waste collectors and 24 material processing staff in Accra.

This project faced logistical issues and we have so far only been able to recover a drop in the ocean compared to total emissions – but we hope to scale this up.

Tackling plastic packaging

Project Ekonomia ya Bluu, Mombasa, Kenya

Kenya's second-largest city, Mombasa, generates more than **43,800 tonnes of plastic waste** each year, a large proportion of which is polypropylene (PP), a type of plastic commonly used in packaging.

Due to a lack of recycling infrastructure, single-use PP is not commonly collected in Kenya, making it financially and logistically challenging to collect, separate, and process responsibly. As a result, PP is leaked into coastal areas polluting the ocean or burnt in landfills spreading dangerous toxins in the air.

Project Ekonomia ya Bluu in Mombasa is a collaboration between our partner rePurpose Global and Vintz Plastics – one of Kenya's leading recycling companies. Vintz Plastics works closely with local community stakeholders to find innovative ways to collect and recycle previously neglected materials.

The plastic is collected from coastal areas and recycled into pellets, which are repurposed for product manufacturing.

THE NEXT PHASE WILL FOCUS ON RAMPING UP COLLECTORS' BENEFITS IN LINE WITH COMMUNITY NEEDS AND DOUBLING OUR COLLECTION COMMITMENT IN THE AREA.

The project launched in Q2 2022, with more than **660 tonnes of ocean-bound plastic collected** by the community and processed at the centre to date. This has supported **81 collectors** and **158 material processing staff**.



Project Ekonomia ya Bluu,
Mombasa, Kenya
Photo credit: rePurpose

Building a community-centred collection hub

Vizag, India



Vizag, India
Photo credits: Plastics For Change

Vizag, or Visakhapatnam, is one of the main ports of the Bay of Bengal in Eastern India. It is the second largest city on the East coast of India, and is home to 1 million people. The city creates more than 1,000 tonnes of waste every single day.

In 2021, our partner Plastics For Change surveyed the local community in Vizag and discovered that local waste collectors struggled to access government schemes. This led to a lack of financial security, nutrition, medical care, and proper education for their children.

IN RESPONSE TO THESE FINDINGS, PLASTICS FOR CHANGE DEVELOPED THE SECOND DEDICATED OCEAN BOTTLE COLLECTION SITE IN VIZAG. CONSTRUCTION BEGAN IN Q3 2022 AND THREE NEIGHBOURING COMMUNITIES HAVE ALREADY BEEN ONBOARDED.

Two groups of children in these communities have now been identified as at risk of early employment and are following an alternative education programme focusing on languages, science and mathematics to help steer them back into academic education.

Many collectors in the local community are also in need of identification cards, which represent their first step into a more formalised life, with better access to financial security, healthcare and other benefits. Plastics For Change is working with local authorities to facilitate paperwork supply and application processes.

When operating at scale we expect to work with more than **200 collection points** and over **1,000 collectors** in the area. The centre will act as a support hub for local communities.

2022 PROJECTS

**BIGGER
AND
BETTER.**

Expanding and improving existing operations.

A man with a beard and short dark hair, wearing a grey t-shirt, is smiling and looking towards the camera. He is holding a large blue bucket filled with various plastic bottles, including clear and colored ones. The background is a recycling facility with a large pile of plastic waste and a white fan mounted on the wall. The text "Reviewing our first project with Plastics For Change" is overlaid in large white font on the left side of the image.

Reviewing our first project with Plastics For Change

Puducherry, India

In September 2021 we opened the first **Ocean Bottle collection centre** in Puducherry, India, in partnership with Plastics For Change. In the opening year, we assessed the local community's reaction to the new waste collection system, and validated local adoption of the centre and its benefits. We're now able to report that the project has made a measurable impact.

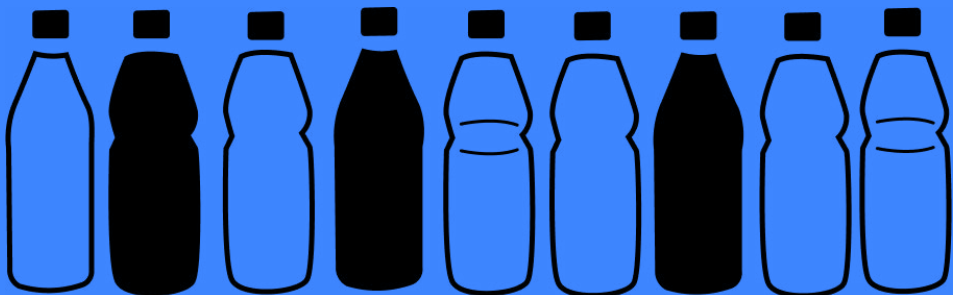
Photo credit: Plastics For Change

FIRST YEAR PUDUCHERRY HIGHLIGHTS

Our focus now will be on continuing our tight connection with the local community and addressing social needs in more depth.

766.23 TONNES

of ocean-bound plastic collected and processed by the Puducherry centre so far



16

community-powered collection points were established, adhering to the World Fair Trade Organisation financial and compliance standards

69

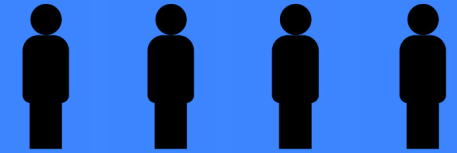
waste collectors were provided with protective clothing

67

individuals – 60% of whom were women – attended a hygiene and health camp, covering topics such as early breastfeeding, nutritional health and good hygiene practices

108

waste collectors are working with these collection points and benefitting from the World Fair Trade Organisation standards, which tracks collection receipts and offers collection bonuses



20

waste collectors' children were provided with an alternative learning programme, teaching them maths, science and English

82

members of the community engaged in a financial literacy course, providing education around saving, bookkeeping, cash flow management and banking

Building bridges and new loops

In 2022 we focused not only on launching new collection sites, but also on more diverse recycling processes, allowing us to fund the collection of a wider array of plastics.

As well as mechanically recycling **PET, PP, LDPE and HDPE** into flakes and pellets for use as recycled plastic, we began exciting pilots to find a purpose for Low Value Plastics (LVPs). These hard-to-recycle materials, including plastic bags and severely degraded plastics, have little or no financial value in the traditional recycling process, so they are rarely collected and they easily leak into our ocean..

Our projects with rePurpose Global in **Kerala, India** and **Bekasi, Indonesia** have turned **1.1m kg** of LVPs into energy subsidy through co-processing. In this process, LVP is used as a substitute for virgin fossil fuels in cement kilns. Non-combusted LVP is also used directly as a mineral substitute in the cement material itself. This is conducted in a controlled environment at a specific temperature, leaving behind no waste residue or airborne toxins.

Some of the PET waste collected in India is severely degraded, meaning it can't easily be recycled into high-grade material. Our partner Plastics For Change takes this challenge as an opportunity to serve collectors who wouldn't usually receive income from low grade PET, and their communities, who suffer from a lack of public infrastructure. Through its own processing centres, Plastics For Change turns low grade PET into desks and public benches for the local community. **15 desks** have been built from this neglected material to date, supporting the education of **75 students** in Chennai, Mangalore, Puducherry and Visakhapatnam, where most classrooms would normally be empty of furniture.



Project Hara Kal, Kerala, India
Photo credit: rePurpose Global

2022 PROJECTS
**TRANSPARENCY
AND REPORTING.**

Driving impact through data.

AS WE CONTINUE TO INVEST IN PLASTIC COLLECTION PROJECTS, ONLY BY REACHING FULL TRANSPARENCY WILL WE BE ABLE TO GROW OUR IMPACT.

OUR IMPACT ENGINE

This year we created an Impact Engine that connects community activity such as product sales and refills with the global plastic collection powered by that activity. The Impact Engine is designed to take the legwork out of matching these events, with no risk of repetition or double-attribution.

Early in 2023 we plan to start making the data from the Impact Engine publicly accessible. This means we'll be able to share the tangible impact each community member is making in real time, and showcase our collective achievements to the world with certainty and transparency.

Our Impact Dashboard

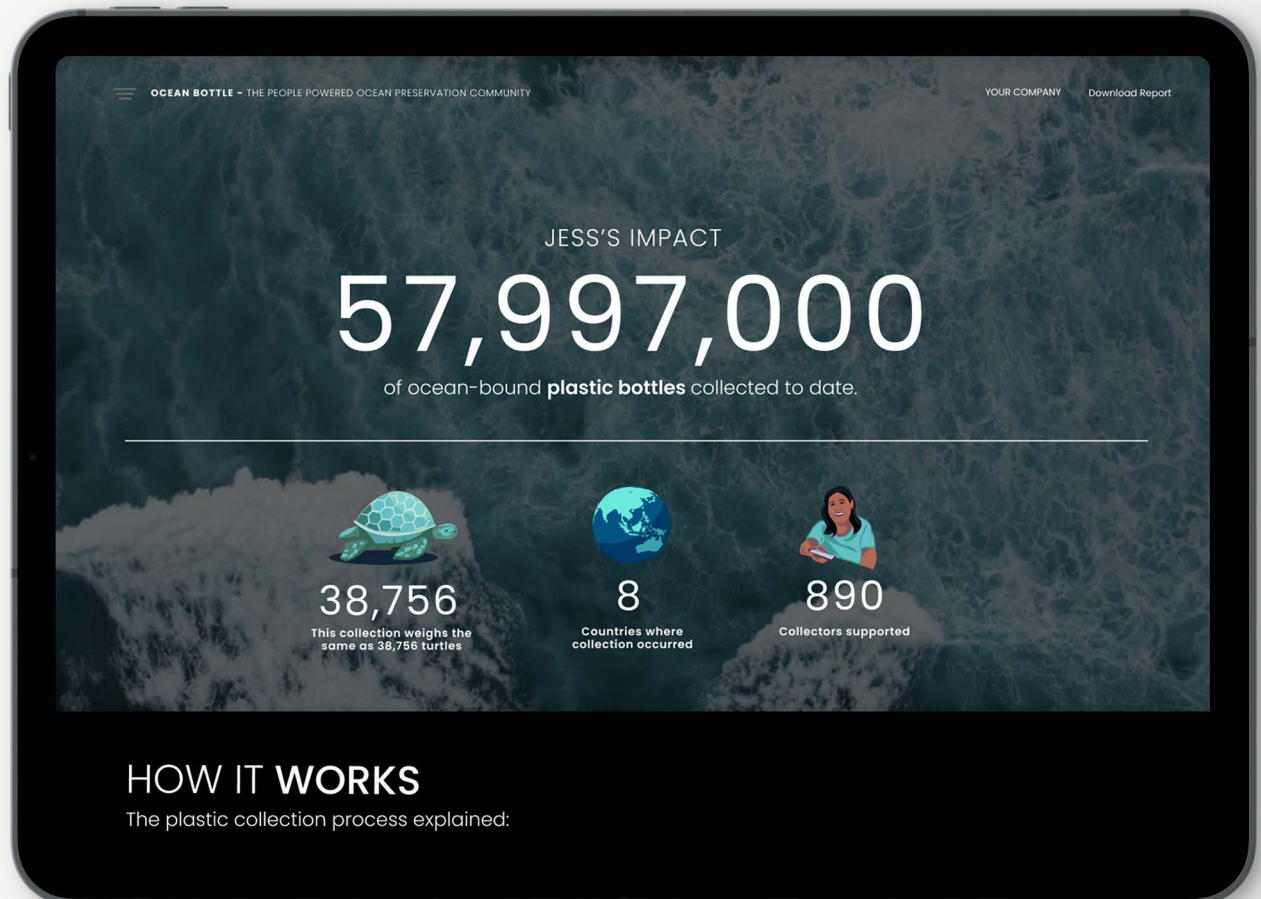


The Impact Engine allows us to bring compliance and transparency to new heights, showing exactly where and in what proportions our collection is deployed globally, at a glance. However, the real power of our Impact Engine is in its output.

WE BRING THIS DATA TO LIFE IN OUR IMPACT DASHBOARD, WHICH TRANSFORMS PLASTIC WEIGHTS, TYPES, LOCATIONS AND STAKEHOLDERS INTO A TANGIBLE IMPACT STORY, AVAILABLE TO EVERYONE IN THE OCEAN BOTTLE COMMUNITY.

Our Impact Dashboard is unique to each person or organisation who has funded plastic collection with Ocean Bottle. It shows a summary of collections to date, their locations, and how many collectors and communities were supported in the process, as well as a deeper dive into each project and the on-the-ground impact the collection created.

Now our Impact Engine has been built, **our focus is on rolling out the Impact Dashboard to the entire Ocean Bottle community in the first half of 2023.**



OUR EMISSIONS REDUCTION STRATEGY.



Our take on carbon emissions

We have now moved away from using individual carbon neutrality terminology. Earlier this year we published our approach to offsetting and have changed how we mitigate our environmental emissions.

Carbon offsetting can be seen as a way to buy your way out of a problem without focusing on its true cause. While positive results can sometimes be achieved, relying on offsets is an unreliable, expensive and risky way to get there. Plus, because enforcing climate mitigation is internationally unregulated, so are its mechanisms.

Until now, most companies have followed this pattern:

1. MEASURE CARBON EMISSIONS FOLLOWING THE GREENHOUSE GAS PROTOCOL

2. OFFSET THE MEASURED EMISSIONS

2. CLAIM CARBON NEUTRALITY

4. REPEAT

While this might seem like a good start to reach global net neutrality, allowing businesses to claim they are carbon neutral actually encourages bad behaviour by removing any guilt associated with negative outcomes from a product or service. It also completely misses the goal of carbon emission measurement in the first place: reduction.

This loophole to claim carbon neutrality is extremely appealing, with the world pouring about **\$3bn into carbon offsets in 2020 (and some estimates even predict a factor 15 increase in its market value by 2030)**, while successful reduction strategies have failed to make any headlines.

RECENT NEWS ABOUT THE QUALITY OF CARBON OFFSETS ONLY REINFORCES THIS IDEA. RELYING ON THESE GET OUT OF JAIL FREE CARDS WILL ONLY DELAY MEANINGFUL ACTION.

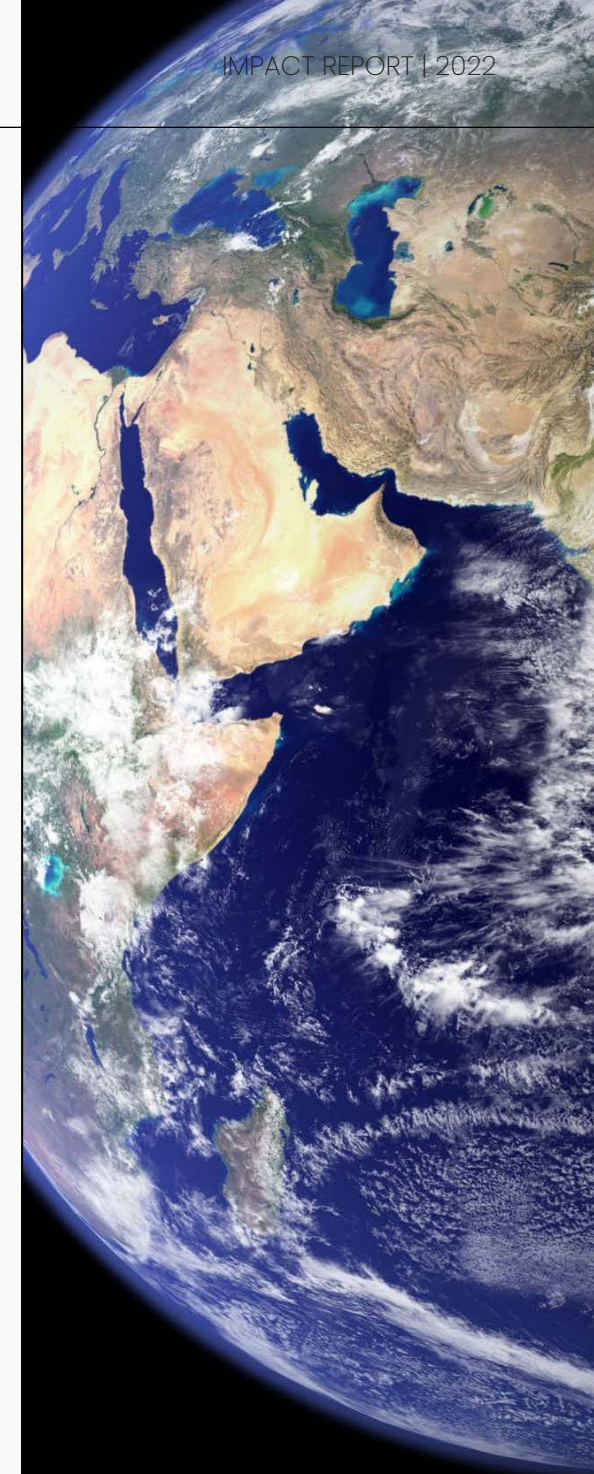
Our carbon strategy therefore takes a two pronged approach:

1. Aim to contribute to global neutrality – the only scale at which emissions can be neutralised – by implementing emission reductions throughout our supply chain

2. Develop carbon sinks by protecting natural ecosystems outside of our value chain

We will achieve this by setting aside our carbon offsetting budget, and investing it directly into our supply chain, as well as into meaningful blue carbon projects outside our value chain. See more on this on in section Why we love seagrass on page 31.

If you want to dive deeper into our take on carbon emissions, you can read our whole framework [here](#).



“IT HAS ALWAYS BEEN CLEAR TO US THAT NO MATTER HOW VIRTUOUS YOUR BUSINESS OPERATIONS, EVERYTHING LEAVES A MARK ON THE PLANET.”

Our Emissions Strategy In Action

For Ocean Bottle, as with any other company, it's impossible to create business growth without also creating environmental emissions. However, because we put so much care and diligence into our value chain from the start, our environmental footprint has been optimised to leave the smallest mark possible on the planet.

We continue to make improvements to our products, processes and operations, for example through investing heavily in recycled material for our bottles' lids in 2022. We also started measuring our emissions more accurately in real time with US-based partner Consequence; its dashboard allows us to see where our emissions are coming from so we can better focus our future optimisation efforts.

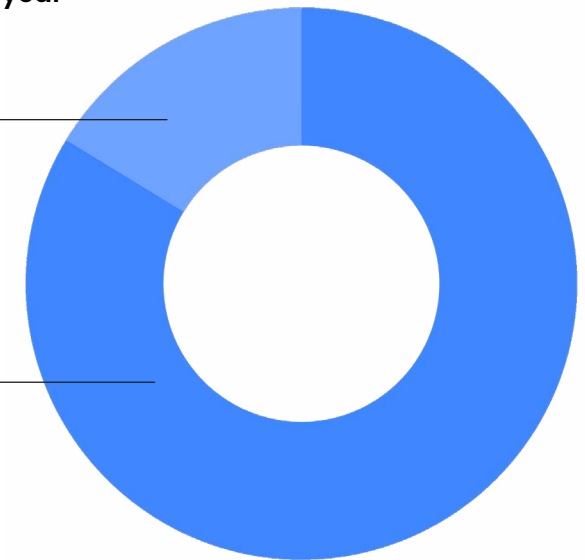
Our scope 1, 2 and 3 for the year 2022 are as follow:

Scope 0 - 553,680 kg CO₂e

Scope 1 - 0 kg CO₂e

Scope 2 - 0 kg CO₂e

Scope 3 - 2,846,443 kg CO₂e



→ **Scope 0:** Not an official scope of the GHG protocol, this scope aggregates the impact of financial transfers such as tax payments and national insurance.

→ **Scope 1:** Direct greenhouse gas emissions from sources that are owned or controlled by the company, for example emissions from combustion in owned or controlled boilers, furnaces, vehicles, etc; emissions from chemical production in owned or controlled process equipment.

→ **Scope 2:** Emissions generated due to the acquisition and consumption of electricity, heat, steam, or cooling from sources that are not owned by the company.

→ **Scope 3:** All other indirect emissions that occur in a company's value chain. These are categorised as upstream (purchased or acquired goods and services) and downstream (related to sold goods and services).

Source: Consequence

What’s the difference between an Ocean Bottle and a bag of rice?

In 2022, we also conducted our first full range Life Cycle Assessment (LCA), with UK-based environmental consultant Green Element. An LCA measures the **total greenhouse gas (GHG) emissions generated** throughout a product’s life cycle, including raw material extraction and recycled material usage, manufacturing, transportation, storage, use and disposal.

An LCA is the most comprehensive tool at a company’s disposal to locate its products’ emission hotspots. Although not required by sustainable accounting standards, it’s the most effective first step in implementing a meaningful emissions optimisation strategy.

We are very proud to say that on average*, an Original Ocean Bottle (our best-selling product) emits an average of **3.046 kg CO₂e** from cradle to grave. That’s roughly the same carbon footprint as a 1kg bag of rice.

Emission measurement protocols don’t account for impact products that directly avoid carbon dioxide emissions like Ocean Bottle’s plastic collection. To stay conservative, **we do not take into consideration emissions avoided through the collection, recycling and reconditioning of plastic material enabled with the sale of each Ocean Bottle.**

*The average assumes equal chances of the product being delivered across the globe.

Total GHG emissions per unit (kgCO₂e/unit)

PRODUCT	UK	EU	USA	ROW	AVERAGE
ORIGINAL OCEAN BOTTLE	1.620	2.192	2.909	5.461	3.046
BIG OCEAN BOTTLE	2.304	3.205	4.197	8.514	4.555
OCEAN BOTTLE GO	1.938	2.542	3.285	6.006	3.443
OCEAN BOTTLE BREW	1.445	1.978	2.649	5.007	2.770
ORIGINAL LID	0.401	0.569	0.953	1.344	0.817
GO LID	0.719	0.919	1.330	1.889	1.214
BREW LID	0.426	0.607	1.001	1.457	0.873

OUR PERFORMANCE SO FAR:

- We source **90% recycled stainless steel**, reducing our product emissions by **70% compared to the status quo**
- We transport products from our factory to our warehouses by train and sea, not air, which reduces transportation emissions by **94%**
- In 2022, we eradicated airfreight for **99.71%** of our factory-to-warehouse shipments
- We implemented solar panels in our Chinese factory which power **20%** of their energy needs, reducing production emissions by **5%** compared to the national average



Why we love seagrass

Seagrass meadows have a reputation problem. The general consensus (although we disagree) is that they're less visually appealing than trees or mangroves. This means they attract the least funding from offset investors and thus lack protection and research from conservation groups to better understand seagrass' full role within biodiversity preservation and climate change.

What we do know is that these fragile ecosystems are absolutely key to preserving ocean health and mitigating climate change.

Like corals, they form habitats for numerous fish and marine animals. In fact, their unique features make them ideal grounds for animal nurseries around the world. Their tight-knit network of sediments also provide coastal areas strong protection from wave erosion.

WHILST THEY REPRESENT ONLY 0.1% OF THE OCEAN FLOOR, SEAGRASS MEADOWS ARE RESPONSIBLE FOR THE SEQUESTRATION OF ROUGHLY 15% OF ALL ORGANIC CARBON DIOXIDE IN THE OCEAN

while also generating oxygen in the process, earning them the nickname "the lungs of the sea".

Yet because seagrass is located around coastlines, it is at risk from modern fishing practices using nets or trawling, general boating activities, and human pollution like chemical waste.

Our partnership with the **Association for Coastal Ecosystem Services (ACES)** will now focus on supporting these much-needed ecosystems. Instead of funding through carbon credits, we will provide ACES with financial support to raise awareness for seagrass preservation in Kenya.

Our funding will go to the production of professional imagery for the 200 hectare-seagrass protection area, which ACES needs to leverage fundraising and showcase the social outcomes and human dependencies behind seagrass preservation.

We are also excited to sponsor a project launch event in 2023 that will formally kick off the seagrass **Locally Managed Marine Area (LMMA)** in the Vanga Bay in Southern Kenya. The event will bring together the local community of fishermen, scientists, project staff, public officials and local stakeholder groups to highlight the importance of the project, foster collaboration and approval from the entire community, and raise awareness in the greater area. A successful launch is key to guaranteeing the long-term future of the project. About 300 members of the community and 40 officials are expected to attend.





EVEN BETTER BOTTLES

Improvements to our Original 500ml Bottle

Our NPD team has worked closely with our suppliers to introduce even more recycled plastic into our products.

BY THE END OF Q3 2023, OUR 500ML LIDS WILL BE MADE FROM 50% RECYCLED OCEAN-BOUND PLASTIC, WHICH WILL BRING THE TOTAL RECYCLED CONTENT OF THE ORIGINAL OCEAN BOTTLE FROM 69% TO 75%.

We've collectively worked on this for more than three years now and couldn't be more excited to introduce the improvement to our products.

Why don't we use 100% recycled materials yet?

Our products are designed to achieve market-leading performance standards for insulation, dishwasher safety and leak-proof security, and our 10-year warranty speaks to the durability of the bottle. Our lids also need to meet International Food Standards.

This means that using recycled ocean-bound plastic in our product remains a challenge, as food-grade supply is almost nonexistent, but our commitment to increasing our sustainability credentials is a long-term project, and we will continue to push the limits of our abilities and increase this amount gradually over time.

TO BECOME A FORCE FOR GOOD WITHIN CULTURE, WE HAVE TO OPEN UP THE CONVERSATION AROUND SUSTAINABILITY.

As a leading company in a new era of responsible commerce, our business and marketing strategies must actively seek to protect the planet.

We use our platform to champion environmental campaigns, petitions, people and organisations who are fighting for behavioural change and supporting ocean health.

In 2022, we honoured our No BS Transparency Policy, updating our community on the impact achieved so far across our website, email newsletters and social media channels.

We also launched several content series to champion voices within the environmental space, from a Next Gen campaign to celebrate World Ocean Day, to our 60-second Ocean Minutes episodes, in collaboration with Earth Minutes.

THE OCEAN NEEDS ALL OF US.

As we've scaled, we've had to get comfortable with being uncomfortable; with what we may consider "good" or "bad" companies. We've had countless debates getting to grips with how we can scale and create impact in a way that helps to achieve our mission, and stem the flow of plastic into the ocean. This resulted in producing a partnership framework which incentivises organisations wanting to work with us to Do Good.

We don't need a handful of people doing sustainability perfectly, we need millions doing it **imperfectly**.

We believe that partnerships have the power to create change for good. From global lifestyle brands to multinational organisations, we've been able to increase our impact by providing a solution that is more than just a bottle.

To date, we have worked with over **1,500** organisations and created a community of over **700,000** individuals through our partnership network. We engage with partners across multiple verticals, from multi-year commercial opportunities, to employee engagement, client gifting, or helping to support businesses to scale their CSR initiatives.



Finisterre

Our research has shown that our community are passionate about sports and the outdoors.

In July 2022, we collaborated with Finisterre; a UK-based sustainable clothing brand who "design functional and sustainable product for those that share a love of the sea". Finisterre is B-Corp certified and embodies our mission to protect the ocean. The collaboration has funded **5,729 kg** of ocean-bound plastic collection, through the sale of the bespoke Finisterre Ocean Bottle, available online and across Finisterre retail stores in the UK.

PARTNERSHIP IMPACT TO DATE:

5,729 kg

Oracle Red Bull Racing

When we ask people about where they've heard of us, one brand gets mentioned time and again: Red Bull Racing.

Since 2019, we have partnered with Red Bull Racing, and now Oracle Red Bull Racing, on their world-leading CSR programme.

In 2022, the Oracle Red Bull Racing partnership funded collection of **125,048 kg** of plastic.

PARTNERSHIP IMPACT TO DATE:

150,6671 kg



Danni Washington, Activist & Presenter and Will Pearson Ocean Bottle Co-Founder.

The Ocean Race

The Ocean Race is known as the toughest event in team support and sailing's greatest round-the-world challenge.

Sharing a mission so deeply connected to the ocean, we cemented our partnership with The Ocean Race last year, resulting in the creation of our first stakeholder engagement programme.

Aligning with The Ocean Race's existing CSR scheme, the partnership supports their plastic footprint reduction strategy their plastic footprint reduction strategy, which has led to a total of **57,977 kg** of plastic collected to date.

PARTNERSHIP IMPACT TO DATE:

57,977 kg

Polestar

Polestar is an electric performance car brand focused on innovation to drive progress towards a better future.

Our partnership accelerated in 2022, funding 59,138 kg of ocean-bound plastic. We are now the leading retail merchandise for internal stakeholders, key clients, owners and enthusiasts, as part of a multinational network that expands across Sweden, Norway, UK, the US and China.

PARTNERSHIP IMPACT TO DATE:

59,138 kg



Deutsche Bank

In 2022, Deutsche Bank began building an “ocean investment community”, launching at the inaugural Deutsche Bank X ORAA Conference. With an opportunity to speak alongside Sir Ben Ainslie and Lewis Pugh, we were a proud partner at the event which aimed to advance conversations on ocean sustainability.

We have been working with Deutsche Bank since 2021 as part of a multi-year partnership which has extended to their network of partners such as Frieze. In 2022, the partnership with Deutsche Bank funded **13,437 kg** of plastic collection.

PARTNERSHIP IMPACT TO DATE:

44,642 kg



CAMPAIGN HIGHLIGHTS

Hydration Station

Proving that you can save the ocean and have a good time doing it.

This summer we launched our **Save your thirst, save the ocean** campaign, culminating in a three-day activation at Wilderness Festival in the UK.

Harnessing the power of immersive experience to drive impact, we launched the Hydration Station to keep festival-goers hydrated, reduce single-use plastic, and fund collection with each refill.

The activation **prevented 250,000 plastic bottles in weight from entering the ocean**, while driving awareness of our mission. Now that's what we call partying for the greater good.





Dip Dive

Uniting individuals and organisations around a shared love of the ocean.

2022 welcomed the launch of Dip Dive, a series of documentary-style shorts designed to champion inspirational people around the world who are doing good for the ocean.

From learning about coral restoration with a reef technician in the Bahamas, to meeting a community group making surfing more accessible for queer people on the south coast of England, these 60-second stories told first-hand accounts of people's motivation to protect our ocean.

Dip Dive landed on our channels in July and will continue to bring new stories to life throughout 2023 and beyond.

Gifts for Good

Taking plastic by the antlers this Christmas.

For our 2022 Christmas campaign, we encouraged consumers to tell plastic to “elf off” through a series of activations across owned and earned media.

From an out-of-home campaign targeting London’s busiest shopping areas to a tongue-in-cheek “fake news” broadcast from Santa announcing that he was going to quit, we **reached more than 19 million people** and drove our highest brand awareness to date.

Our post-campaign survey showed that 50.3% of people aware of Ocean Bottle associated us with sustainability.

During the campaign period, sales from the Ocean Bottle ecommerce store funded **plastic collection equivalent to 8.2 million plastic bottles** in weight.



Meet
the world's
most needed
bottle.

When you buy an **Ocean Bottle** you fund the collection of **1000 plastic bottles** in weight before they reach the ocean.

*approved by Santa

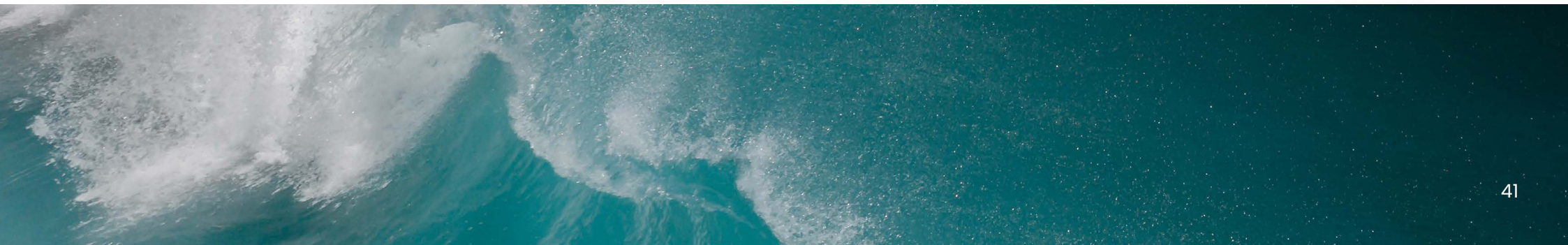
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What's next?

2023 OBJECTIVES

- We'll add ~~rocket~~ bio-fuel to our digital propositions that enable companies to fund plastic collection with complete transparency via our Impact Ledger.
- We'll create, promote and incorporate broader ocean health education and initiatives into our operations and products.
- We'll increase the amount of recycled content in our products (this one remains from last year), aiming for **75%** across our product range, not just one product.
- 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.
- In support of our Diversity, Equality & Inclusion agenda, we'll increase our employee representation in at least 2 demographic categories, including increasing our representation from minority backgrounds from **23%** to **30%**, and ensuring this diverse representation is captured across seniority levels of our organisation.
- 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.

2022 was the first year we completed our DE&I survey. Whilst we've set new targets, we also acknowledge we have some way to go in order to achieve our mission to become a truly diverse, equitable and inclusive organisation. At the end of 2023, we will review our progress and set bigger and bolder targets for 2024 and beyond.



An underwater photograph showing a path of light rays and bubbles rising from the bottom, creating a sense of depth and movement. The water is a deep blue-green color, and the bubbles are bright white and blue.

So much happened in 2022, from big product launches to transparent tech innovation and new collection locations. Our 2023 diary looks just as busy, so we'd better dive right in – we've got seagrass to tend to, after all.

See you next year!

ocean
bottle