

IMPACT REPORT 2021

ocean
bottle

FROM WILL & NICK OUR CO-FOUNDERS

2021 brought us another bizarre year.

Many of us experienced loss, disruption and volatility, yet along with these came resilience, determination and a change of narrative.

‘NEVER BEFORE HAVE WE SEEN SUCH WIDESPREAD GLOBAL RESOLVE TO PROTECT OUR HOME’

Our startup ship navigated the turbulent waters and we somehow managed to **grow our team, our community and our plastic collection.**

‘THANKS TO YOU, WE EXCEEDED OUR COLLECTION GOAL FOR THE SECOND YEAR RUNNING’

Collecting **2,421,952kgs** of ocean-bound plastic in **2021**, up from **632,413kgs in 2020.**

Two years into reporting on our impact; we stand a little taller, reviewing where we met our goals and how our strategy aligned with our impact pillars.

This year will also see us launch collection sites with some brand new partners.

It's thanks to **you** that this is possible, so thank you to all who have supported us in 2021, and here's to seeing you out and about in 2022.

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AN OCEAN IMPACT COMPANY **FIRST**,
REUSABLE BOTTLE BRAND **SECOND**.

OUR IMPACT PILLARS & STRATEGY 1 YEAR IN...

A year in, our impact pillars have held their ground.

WE PRIDE OURSELVES ON BEING AN OCEAN IMPACT COMPANY FIRST, REUSABLE BOTTLE BRAND SECOND.

Centred around our mission to **bring people together to solve the ocean plastic crisis.**

We came up against challenges that threatened to rock the boat – the pandemic, Brexit and remote working being the main culprits – but the business case for **purpose before profit is stronger than ever.**

Alongside our commitment to keep plastic out of the ocean and support livelihoods, we have also vowed that our products and company footprint will do as little harm as possible to the world.

Our **impact strategy** falls under **four pillars:**

OCEAN HEALTH

SOCIAL GOOD

CLIMATE ACTION

CLOSING THE LOOP

BUT FIRST, NO BS.

Underpinning all of these is our policy of **No BS Transparency.**

**WE'LL ALWAYS SHARE OUR NUMBERS
SO THERE ARE NO GREY AREAS AROUND
WHERE OUR COMMUNITY'S MONEY GOES
OR THE IMPACT WE'RE MAKING.**

We'll be specific about plastic collection, carbon emitted and offset, and the percentage of recycled materials we use.

The concept of sustainability is becoming more nebulous and many companies will capitalise on this, using marketing wizardry and greenwashing for their own ends instead of prioritising our planet. In contrast, we'll always stay transparent about the **good, the bad and the ugly.**

OCEAN HEALTH

SOCIAL GOOD

CLIMATE ACTION

CLOSING THE LOOP

OCEAN HEALTH

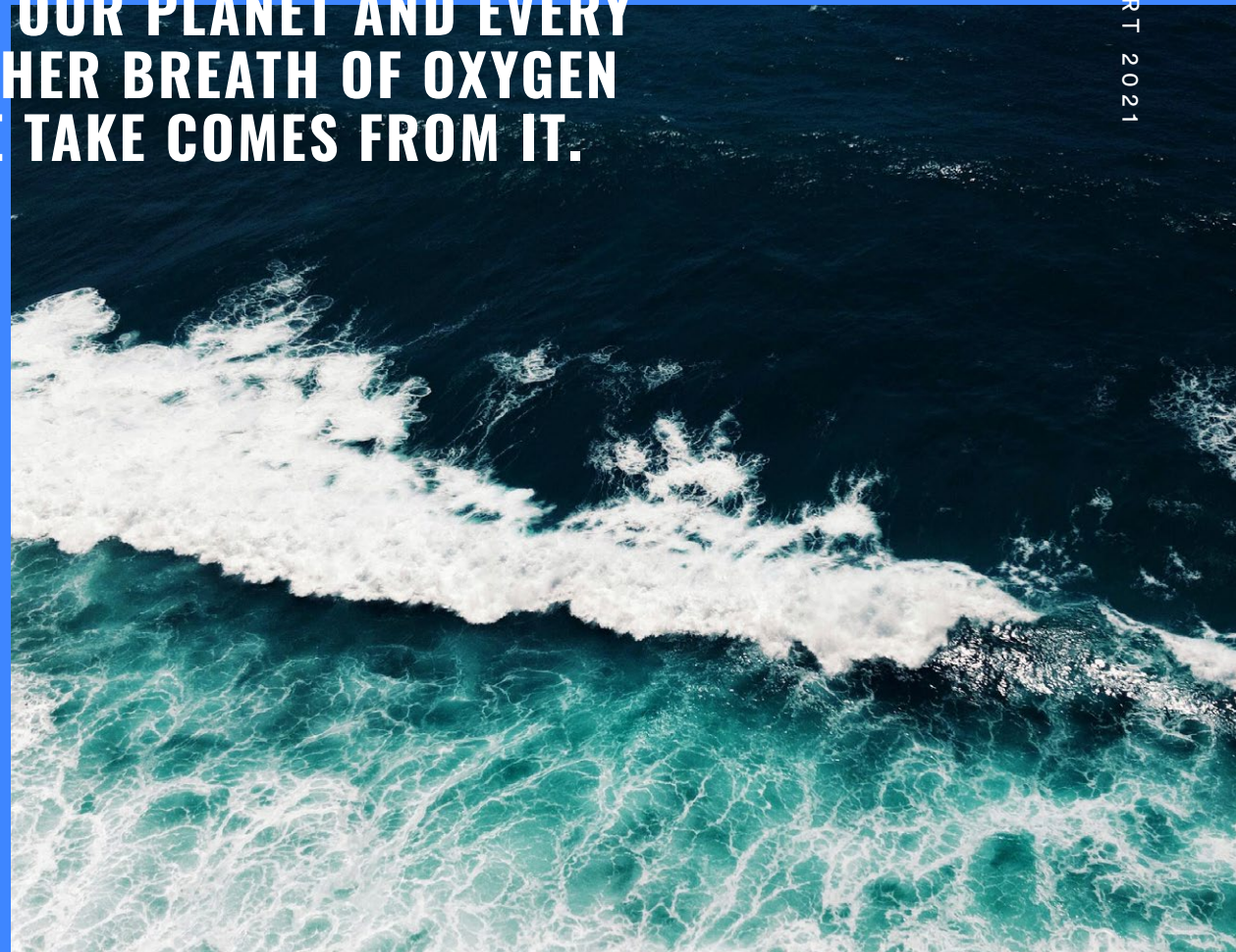
A healthy ocean is essential to our existence.

The ocean covers more than **70% of our planet** and **every other breath of oxygen we take comes from it.**

We rely on the ocean to regulate our climate and provide food, energy and water, while plankton, kelp forests and coastal mangroves sequester vast amounts of carbon more effectively than land-based forests.

Plastic pollution is causing huge damage to the marine ecosystem, the food chain and, consequently, to our own health. Whether we're **preventing plastic** from entering the ocean or investing in **mangrove restoration in coastal communities**, this is where we focus most of our efforts.

**THE OCEAN COVERS OVER 70%
OF OUR PLANET AND EVERY
OTHER BREATH OF OXYGEN
WE TAKE COMES FROM IT.**



OUR IMPACT PILLARS

Millions of people suffer social injustice every day, and we believe environmental injustices are social injustices. This year has seen the divide between rich and poor increase even more, and the effects of **climate change** and **plastic pollution** will be hardest felt by our poorest communities.

ENVIRONMENTAL JUSTICE IS ONE FORM OF SOCIAL JUSTICE, BUT WE CAN ACTIVELY SEEK TO GO BEYOND THIS AND CREATE SOCIAL GOOD.

At Ocean Bottle we support those who are **most affected by environmental issues** – and who are often the **most socially marginalised**.

We do this by ensuring plastic collectors are paid a **better-than-average wage**, that their families are supported and can access more opportunities, that our workforce is diverse, and that people are paid **equally for equal work**.

SOCIAL GOOD



CLIMATE ACTION



BUSINESS AS USUAL IS NO LONGER AN OPTION.

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

Business as usual is no longer an option; we must completely change the way we interact with the planet, and this needs to happen within our lifetime.

On the business side, **sustainable growth is profitable growth**, and we need to scale in a way that works for people and planet.

On the marketing side, we believe actions speak louder than words. **We will never compromise on our positive impact per product – 1000 plastic bottles for 1 Ocean Bottle – nor our commitment to keep every Ocean Bottle climate positive.** But climate action is about going further than this and inspiring others and actively seeking to protect the planet. We use our campaigns to champion environmental campaigns, petitions, people and organisations.

CLOSING THE LOOP

THE LINEAR ECONOMY OF TAKE-MAKE-WASTE HAS TO END.

Manufacturers can **no longer ignore** the **impact of production, materials and supply chain on the environment.**

The linear economy of take-make-waste has to end. Instead, we need products and materials that are designed to increase use and reuse, replicating the balance of the natural world, where **nothing is waste** and **everything has value.**

By ensuring our products last a **lifetime**, can be **repaired** or **recycled**, and contain as much **recycled content** as possible, and by helping people make the change from single-use to reusables, we try to **close the loop** in our supply chain and encourage our customers to do the same.





SO WHERE ARE WE NOW?



#TOGETHERBAND

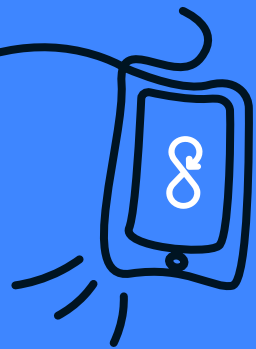
100%
RECYCLED
MATERIALS

IT'S BEEN A HELL OF A YEAR

Loads of good stuff happened last year but here are some of the things we're most proud of...

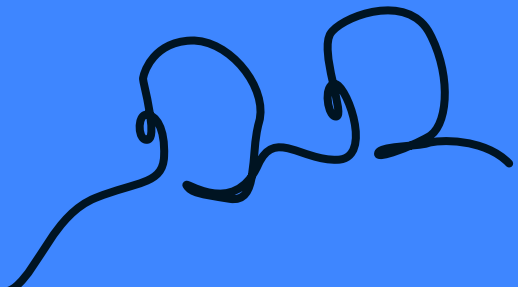
OCEAN BOTTLE APP

We launched the Ocean Bottle App to change behaviour, turning every refill into a moment of positive, collaborative, ocean-saving action



DIVERSITY POLICY

We created and activated our diversity policy, because environmental justice is social justice.



NEW RECRUITS

We brought on 11 fantastic new folk who choose to use their skills as a force for good

WE LEVELLED UP TO 90% RECYCLED STAINLESS STEEL!

NEW PLASTIC COLLECTION PARTNERS

We launched with two new plastic collection partners to extend our reach and increase our impact on the ocean plastic problem



3.8 x
COLLECTION

We collected 3.8 times as much ocean-bound plastic as we did in 2020

COP26

We hydrated the volunteers behind COP26, the most important climate change summit since Paris





A DEEP DIVE INTO OUR IMPACT

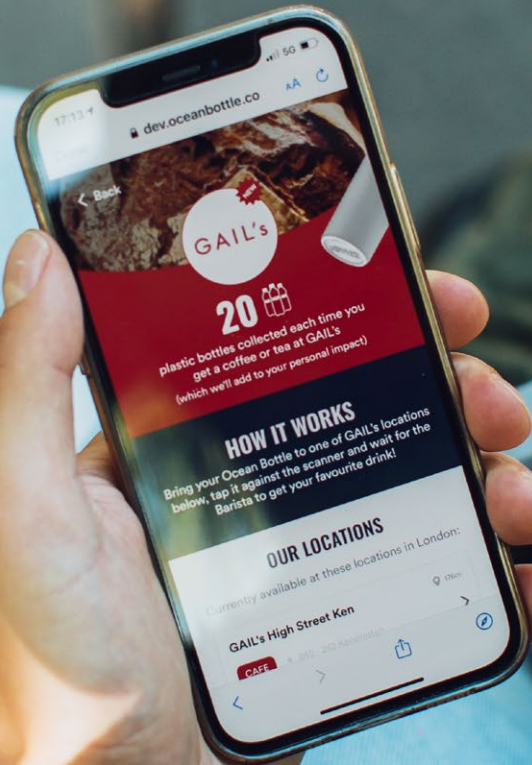
WE'RE MAKING OUR SUPPLY CHAIN EVEN MORE GREEN

Brexit and Covid-19 threw some curveballs for our logistics team, who worked tirelessly to keep us on track and ensured most bottles were sent to customers by **sea** or **rail freight**.

We also added functionality to the baseplate of our bottles to make **home recycling** even easier, and developed a **modular product system** (launching this year) that will reduce the need to buy several products. And we introduced a **warranty program**, offering customers a **10-year warranty and free spare parts** – now all our products really are for life.

But the biggest drum roll is reserved for the recycled content in our bottles, which is now up to **69%**. It's all thanks to the **90% recycled stainless steel** that makes up most of each bottle. We're proud to be one of the only reusable bottle producers on the planet made from recycled materials.

WE DON'T NEED A HANDFUL OF PEOPLE
DOING SUSTAINABILITY PERFECTLY, WE
NEED MILLIONS DOING IT **IMPERFECTLY.**



WE CREATED AN APP

Selling the world's best reusable bottles is a great gig but what gets us really excited is the **opportunity to change behaviour**. We don't need a handful of people doing sustainability perfectly; we need millions doing it imperfectly – and **technology** is one way to get there.

Enter the **Ocean Bottle App**, all made possible with the help of a few new recruits. Still in pilot mode, the **Ocean Bottle App** brings people together to **turn the tide on ocean plastic** and rewards them with **more plastic collection** each time they **refill their bottle at partner locations like coffee shops and refill stations**.

You can join **6000** other early members by getting the app [here](#).

IT STARTED WITH GAIL'S...

In 2021 we launched a pilot with **GAIL's bakery**. Together we turned every refill into a moment of celebration and **positive impact**. For each refill, we collected **20 plastic bottles** via the **Ocean Bottle App**.

We helped people track their own behaviour, find places to refill, and get inspired by the progress of others around them.

We're so excited about this success that we've extended our pilot into **2022** and are adding more locations across London.



THE BROADER THE REACH, THE BROADER THE IMPACT.

We're so grateful to all the folk who have helped us along the way by involving their communities in our **ocean-saving mission**.

A huge shoutout to **Mercedes-Benz**, who have collected **170,000kgs** of **ocean-bound plastic** with us and introduced thousands to the Ocean Bottle way of life.

Ocean Bottle even made it to the **2021 Tokyo Olympics**, hydrating **Team GB** athletes - a huge highlight for us.



WE REFRESHED COP26

Back in **November 2021** we proudly hydrated volunteers working behind the scenes at the world's most important climate summit, with bespoke **COP26 Ocean Bottles**.

The event also gave us a chance to pilot the **Ocean Bottle App**, so people were **rewarded with more plastic collection** every time they **refilled their bottles**. The volunteers loved their bottles so much they coined the phrase "**Cup26**".

UN CLIMATE
CHANGE
CONFERENCE
UK 2021

IN PARTNERSHIP WITH ITALY

Ocean
Bottle

CREATIVITY CAN MOVE PEOPLE TO ACTION

We're big believers in film being a key driver to climate action and were super excited to sponsor the **UK's first climate action film festival** that took place at **COP26**. Film can connect us to people on the front lines of the crisis through emotive ways other mediums can't match.

Congratulations to **Āina Paikai** and **Hawaiian Soul** who took home the first-ever Ocean Bottle Film Award. Follow **George Helm**, a young Hawaiian activist and musician who fought to protect the precious neighbouring island of Kaho'olawe from military bombing.

Watch it [here](#).

Based on the life of George Jarrett Helm Jr.

HAWAIIAN SOUL

OCEAN BOTTLE IN PACIFIC ISLANDERS REPORT 2021



PACIFIC ISLANDERS IN COMMUNICATIONS PRESENTS
IN ASSOCIATION WITH KAMAATINA CREATIONS A FILM BY AINA PAIKAI "HAWAIIAN SOUL" KOLEA FUKUMITSU
SCREENPLAY BY JOHN SIGNOR COSTUME DESIGNER CHARLEY KAEO EDITOR BRADLEY CRAWFORD PRODUCTION DESIGNER JESS T. JOHNSTON
CO-PRODUCED BY JUSTYN AH CHONG MALIA HULLEMAN ASSOCIATE PRODUCER ANE BAKUTIS UI LIMA MIKIALA PESCAJA
DIRECTOR OF PHOTOGRAPHY MICHAEL TANJI EXECUTIVE PRODUCERS KEKAMAIIKAIKAMAIIKALANI HELM AND LAIANA KANO-WONG PRODUCED BY KALIKO MAII
STORY BY KALIKO MAII AINA PAIKAI JUSTYN AH CHONG AND MATT YAMASHITA WRITTEN AND DIRECTED BY AINA PAIKAI

MANGROVES ARE STILL THE FUTURE

MANGROVES

MANGROVE FORESTS ARE THE SUPERHEROES OF OUR PLANET.

They sequester up to **10 times** the amount of carbon that land forests do, while also protecting the coast and its people from erosion and storms, boosting biodiversity and supporting life-sustaining fisheries.

That's why our offsetting with the **Mikoko Pamoja** and **Vanga Blue Forest** projects in **Kenya** are about so much more than carbon. We joined the initiatives, run by the **Association for Coastal Ecosystem Services (ACES)**, in **2020** and are proud to continue this work through **2021** and **2022**. **ACES** is committed to building **more resilient coastal communities** that can adapt to the challenges of the climate crisis, and alleviating poverty in the project areas.

Our offsetting funds community development projects in **water, sanitation, education** and other areas prioritised by the communities to support those most in need. By supporting the protection and restoration of mangrove forests, we're also securing their many benefits for **future generations**.

Despite all our work to alleviate emissions from manufacturing and operations, we do still have a footprint. That's why we've invested **1.2m kgs** in carbon credits to offset our emissions from production (**1.04m kgs**), and staff and transportations (**0.16m kgs**).



WE COLLABORATE FOR A COMMON PURPOSE

We continued to redefine how consumerism can be the change we want to see in the world. We found ways to keep people involved, like handing activists the reins of our social channels so they can share their stories.

As an alternative to discounts for followers, we **rewarded** members of our community with **plastic collection**.



PLASTIC COLLECTION

Our essential duty to **collectors, customers, shareholders and partners** is to make the **most relevant impact** with the funding we have. Collecting **1000 plastic bottles in weight** with every Ocean Bottle sold will always be a **non-negotiable**. But there's a lot more that can be done today. When choosing partners, we base our decisions on how much ocean-bound plastic can be collected, how **transparent** and **traceable** that collection is, and the amount of **social and environmental impact** we can make with them.

Since we started Ocean Bottle more than two years ago, the global ripples of the plastic crisis have become clearer, and the plastic collection space has evolved massively in response. **Environmental** and **social certifications** specifically for plastic collection and collectors have been established, and recyclers are now able to collect more types of plastic and put them back into a circular material chain. Finally, collection centres are being developed in **critically polluted locations**, and grass-root waste management is being formalised all over the planet.

**IT HAS BECOME CLEAR THAT
NO SINGLE ORGANISATION CAN
SOLVE THIS ALONE.**

GOING TO THE SOURCE: PLASTIC COLLECTION PARTNERS

This year we continue our great relationship with **Plastic Bank**, furthering the groundbreaking work they do in **vulnerable coastal communities around the world**. Collectors receive bonuses for the materials they collect, which helps them provide basic family necessities such as **school tuition** and **health insurance**. The transaction process is transparently tracked via Plastic Bank's **Alchemy™ blockchain** platform.

We're also excited to have two **new partners for 2022** – **rePurpose** and **Plastics for Change** – each offering **uncompromising collection impact** and **added social benefits** for their workers and collectors.

rePurpose is the first recycling social enterprise to work with collectors on a **salary basis**, guaranteeing pay security for their families.

Plastics for Change was founded in **2015** in **India** to develop informal collection and recycling in one of the fastest-growing countries, which is riddled with waste. With **Fairtrade International**, it has developed the first Fairtrade certification for plastic waste workers, **protecting their wellbeing** and **offering financial guarantees**.



Vignesh, Centre Worker.

WE OPENED A DEDICATED COLLECTION CENTRE IN INDIA

In exciting news, we've created our first dedicated Ocean Bottle collection centre, in **Pondicherry, India**, with **Plastics for Change**. Their proprietary technology platform tracks the journey of plastics from collection to refurbishment and into new products, matching our goal for total transparency. We chose to launch this project based on the potential impact we can make in Pondicherry.

The city, on the South-Eastern Coast of India, is home to about **250,000 people**, yet only a few informal waste recovery chains have existed there until now. Our centre has given neighbouring communities a **closed-loop collection centre** handling all their plastic waste. Since opening the centre in the second half of 2021, we've funded the collection of more than **98,280kgs of ocean-bound plastic**, **provided full-time employment** for **8 staff members** at the centre, and supported the income of **26 scrap shops** and **31 collectors' families** – and this is only the beginning.

98,280KGS
Of ocean-bound plastic

8 STAFF MEMBERS
Full-time employed

26 SCRAP SHOPS
Supported income

31 COLLECTOR FAMILIES
Supported income

OUR NEW PLASTIC COLLECTION PARTNERS

WE'RE REACHING NEW PLACES

Our partnership with **rePurpose** extends our global collection reach to new locations in **Ghana** and **Indonesia**.

Equally important, we're funding collection of low-value plastics and multilayer plastics (a fancy name for plastic sachet packaging). Why is this important? Because, according to the most recent **Breaking the Plastic Wave** report **low value plastics** account for **72%** of all plastic leakage. Read the report in full [here](#).

Only by finding a way to finally place these plastics back into a circular system will we create a real change in the communities worst affected by plastic pollution. **rePurpose** also brings a new and exciting dimension for waste collectors. By working with them on a salary basis, **rePurpose** allows collectors to rely on a more **stable income source** and a stronger form of **social security** for themselves and their families.



Unni, Associate Manager and Nadhini, Program Co-ordinator.

COLLECTION SITES



WHERE WE'RE FOCUSED

PARTNERED WITH:



FUTURE CENTRES:



EXISTING CENTRES:



FOR INTERACTIVE MAP
SEE [HERE](#).

FLYING THE B CORP FLAG

B(enefit) Corporations (now you know what the B stands for) are a group of companies of all sizes and revenue models, recognised for their best-in-class environmental, social and working practices. **B Corp is the gold standard certification for companies that put the planet and its inhabitants before profits.**

Last year our score was **86.9** – not bad for a first attempt – and we’ll work to get this number even **higher** by our next assessment at the end of **2023**.

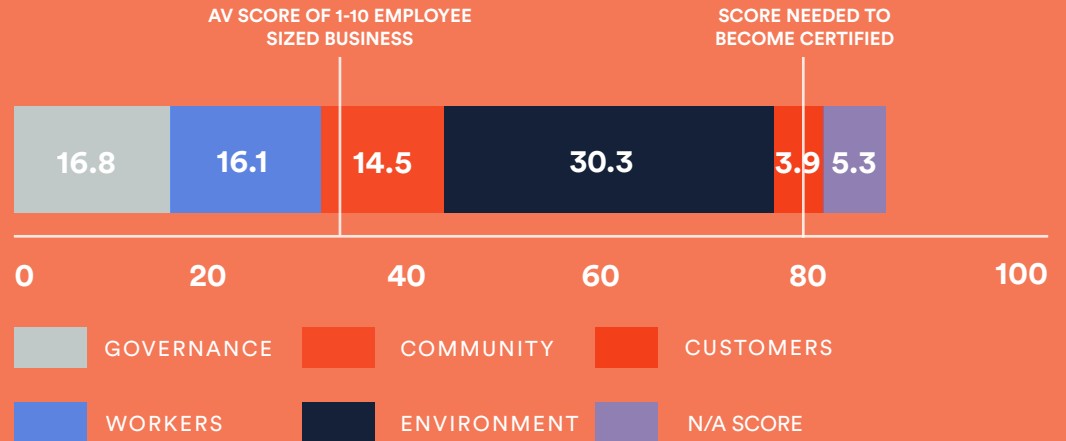
Certified



Corporation

OUR SCORE BREAKDOWN

We’re proud to join the likes of **Patagonia, Allbirds, Ben & Jerry’s, Tony’s Chocolonely** and many others, who have shown that you can still make a profit whilst doing good for people and the planet.



LAST YEAR'S GOALS

DID WE HIT LAST YEAR'S GOALS?

- ✓ *Fund collection of 3m kgs of ocean bound plastic equivalent to over 300,000,000 plastic bottles, and improve the livelihoods of collectors in places where plastic pollution is worst*

As of 31 December 2021, we've funded the collection of **3.6m kgs** of ocean-bound plastic, enough plastic bottles to make **1.56 laps** around Planet Earth. We also opened new collection sites around the globe to tackle the crisis more effectively. Since our inception, our contributions to plastic collection partners benefited **4,308 collectors' families** and provided a formal waste management solution to more than **357 coastal communities**.

- ✓ *Switch to 90% recycled stainless steel in our product, which would put us at 69% recycled material*

This is probably one of our biggest wins in 2021. After a long sourcing and quality testing phase, known to be challenging for food-grade recycled materials, we implemented **90% recycled stainless steel** in every production batch since July.

- ✓ *Keep climate positive with CO2 offset: 1.2m kgs of CO2 broken down by 1.04m for production and shipping, and 0.16m for employee offset and transportation (based on current emissions from materials)*

Our material improvement has allowed us to radically reduce our production emissions. By how much? We wanted to put pros on the case, so this question will be answered in the first quarter of 2022 after conducting an updated **lifecycle assessment** of our value chain with environmental consultant **Green Element**.

- ✓ *Keep making donations to campaigns, NGOs and activists*

We focused on a few **NGOs**, including **ACES** and the **Queer Surf Club**. We also started conversations with more ocean protection organisations, such as **Coral Vita**, **SeaTrees**, **Coral Gardeners** and **Project Hiu**

- ✓ *Ensure we always choose sea freight and rail freight for orders of 1,000 Ocean Bottles and higher*

Adding stock holding points in **two new regions** allowed us to solve this issue. However, a portion of our smaller shipments still travels by air. Covid-19, Brexit and global supply chain problems are partly responsible for this, but we are strengthening our distribution chain even further so we can **reduce air shipments strictly to exceptions**.

WORKING PROGRESS

Keep gender ratio as it is, never under 40% female. Ensure our workforce is at least 30% representative of a minority background

2021 was a big hiring year that saw us more than **double our workforce**. We increased female representation in the organisation by **18% overall** and **women** now represent more than **52%** of the Ocean Bottle workforce. We also **increased female representation in the leadership team to 50%**, making it **evenly split** between men and women. We **actively included D&I in our hiring process**, but we're still working on putting certified methods in place to measure it within the workforce. We plan to accomplish this by hiring our first HR manager in the early part of 2022.

Eliminate virgin plastic in our product and secure a food-grade substitute

Nearly there but no tick. Why not?

We made big steps towards this goal in 2021, even hiring a **product development manager** in 2021 to spearhead the project. After hundreds of hours of research and testing, we've received promising **recycled food-grade samples** that are undergoing final testing. We hope to implement them in production during **2022**.

LAST YEAR'S GOALS

SO WHAT'S NEXT?

WHAT'S NEXT

We're proud to have met **nearly all our goals** last year, but we never spend too long looking back. Instead we're busy planning our next goals and setting ourselves even **higher standards to live up to**. If 2021 gave us stormy waters, we're hoping for smoother sailing in 2022 – but come what may, we've got a list of lofty ambitions to turn into reality.

We believe they're possible.

WE'LL BOOST OUR B CORP SCORE EVEN HIGHER

For us, responsible business isn't about doing less harm; it's about doing good in the first place. We'll continue to raise awareness of **net positive companies in the B Corp community** and push our score as **high as possible** across the board.

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

This continues to be a big focus for us, and we're working towards it all the time. The key lies in developing a lid made from **food-grade recycled plastic** that also meets our quality requirements. Watch this space!

WE'LL LAUNCH OUR CLOSED LOOP RETURN PROGRAM

An Ocean Bottle is designed to be used, repaired and loved for life, so we don't expect returns to be a common issue. Nonetheless, we want to make sure we **close the loop** when exceptions arise. Our **new return program** will allow us to accept old and unwanted Ocean Bottles.





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

In 2022 we'll measure our emissions more accurately, monitor them and actively work to exceed the target. We'll **reduce our year-on year carbon emissions** related to production by **15%**, and our **shipping emissions** by **5%**.

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

New products allow us to **multiply our efforts** and make existing products even more useful. Stay tuned by **email** to hear our **top secret news** when it's announced.

WE'LL LAUNCH IMPACT TRACKING

Transparency is fundamental, and we're always looking at easier ways to share our progress and spending. Our new **impact tracking system** will allow individuals and companies to clearly see **where** and **to whom** funds are going.



Ocean
bottle
THANK YOU