



# NOT SODA

**IMPACT REPORT**

**NO 3    APRIL-JUNE 2023**

**Plastic bottle clean-up target:**

**5 MILLION  
BY THE END  
OF 2025**

**Ambitious... but we have faith in your love  
of soda and our seas.**

# OUR PROGRESS

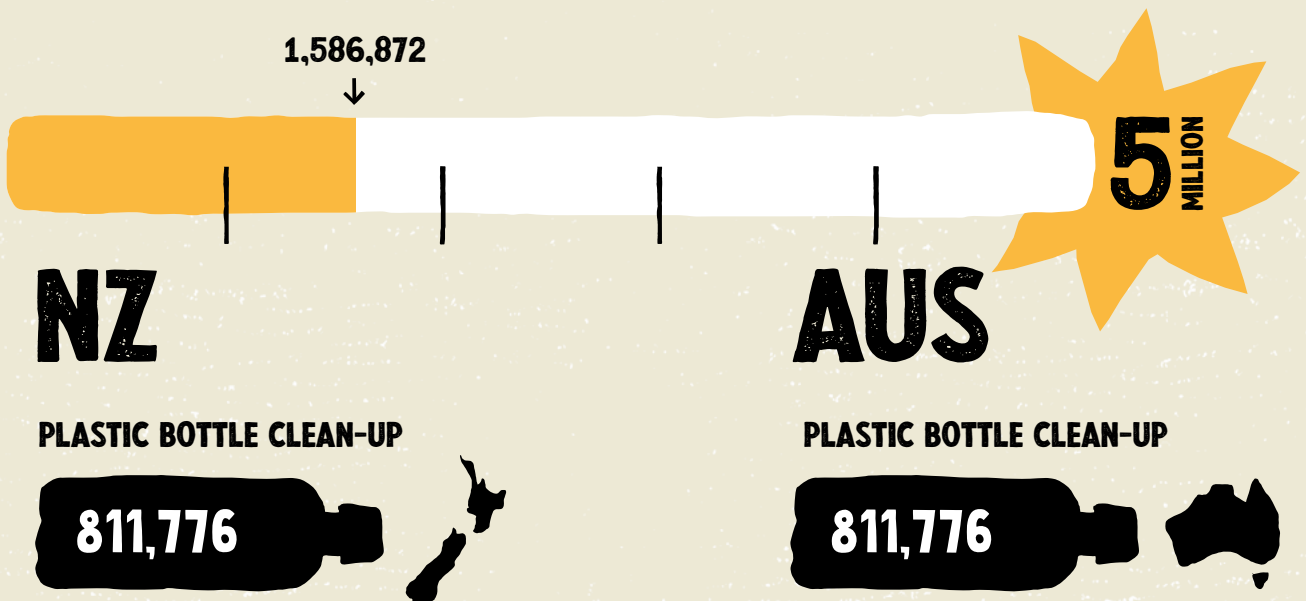
Last time we checked in, Lo Bros Not Soda had removed the equivalent of 1,256,248 plastic bottles or 20,005kgs of plastic....

We are proud to share that as of the 30th June 2023, the plastic bottle clean-up is up to 1,586,872 which equates to the clean-up of 25,644kg of plastic from our ocean and waterways.

**1.5M BOTTLES**



We hit the 1.5 million bottle mark - whoo-hoo!! High fives all round.



This equates to the clean-up of 12,668kgs of plastic.

This equates to the clean-up of 12,975kgs of plastic.



Date; 6th September 2023

Lo Bros  
C/o Soulfresh Pty Ltd  
4/28-50 Cyanamid St,  
Laverton North  
Melbourne VIC 3026

Dear Lo Bros,

We are writing to confirm that Seven Clean Seas has received funding from Soulfresh Pty Ltd for sales of Not Soda during the period 1st April 2023 – 30th June 2023. This has allowed us to collect the weight of 5,639 KG worth of plastic pollution from across our Bintan and Batam project locations in Indonesia.

These projects currently support 32 people in Bintan and 34 people in Batam formalised employment for the required clean-up work, helping to support the local economies.

The partnership with Lo Bros Not Soda highlights the importance of the work Lo Bros are undertaking to help stem the pollution caused by the global soft drink industry.

On behalf of the entire team at Seven Clean Seas, thank you for this contribution and commitment to improving the health our oceans, waterways and people.

Sincerely,

**Thomas Peacock-Nazil**  
Founder and CEO  
Seven Clean Seas

	<b>Seven Clean Seas</b>	<b>Plastic Credit Certificate</b>
<b>5,639 kg</b>		Issue Date: <b>29/08/2023</b>
		Transaction ID: <b>O-SCS01-COL-143</b>
<p>This is to certify that <b>Soulfresh Group Pty Ltd</b> has removed an equivalent of <b>5,639 kg</b> by commissioning Seven Clean Seas to recover plastic from marine environments and coastal areas.</p> <p><i>This credit was generated in the South China Sea.</i></p> Thomas Peacock-Nazil Founder, Seven Clean Seas		  Link to the OBP Registry: <a href="https://www.obpcert.org/registry/">https://www.obpcert.org/registry/</a>
<small>Seven Clean Seas retired 5,639 plastic offsetting credits (POCs). These POCs have been retired from the registry PERMANENTLY, no one else can hold or retire this credit.</small>		

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# Indonesia Trip Report

## Understanding the plastic problem

By Emily Turnbull

A group of Soulmates, retailers and media travelled to a small island off the coast of Indonesia to investigate how impact partners Seven Clean seas are tackling the plastic problem.

## Why Indonesia?

Indonesia is a close neighbour to us here in Aus and NZ and a spiritual home with many visiting the islands for some R&R from our busy lives, to enjoy the beautiful beaches and the relaxed lifestyle. The similarities between the countries runs deep with a love for the outdoors, good food and great people.

## The Trip:

### Day 1 - Intros and welcome

The team flew into Singapore settling into the heat coming from wintery Australia, before heading out to a welcome dinner at Open Farm Community. A selection of local, seasonal dishes were enjoyed with the team ensuring very little food waste.

There was anticipation for the few days ahead as the conversations quickly led into the hot topics including waste recovery, the downfall of REDcycle in Australia and a lack of recycling infrastructure.

## Participants

**Didi Lo:** Founder, Soulfresh

**Rai Bostock:** Head of Marketing, Soulfresh

**Emily Turnbull:** Product and Sustainability Manger, Soulfresh

**Chris Jonker:** Head of Marketing, Ritchies

**Aaron Strauss:** Distribution Centre Manager, Drakes

**David Allegretti:** Native Content Editor, Pedestrian TV

**Brielle Burns:** News Writer, Mamamia



**Day 2** Getting our hands dirty

The team boarded a Ferry in Singapore across to the Indonesian Island of Bintan. Breakfast burritos from Guzman y Gomez, a partner of Seven Clean seas were enjoyed as we set sail.

Bintan is one of the larger islands located in the Ria Archipelago with a population of around 350,000. The area is home to several marine protected areas including plenty of biodiversity such as Dugongs, Dolphins and Sea Turtles. Once on Bintan Island there was a short bus trip to the other side of the Island then a small boat to take us to the beach clean up location.



The beach clean up took place on the island of Air Gelubi. A small village of subsistence fisherman who rely on the oceans around them for their survival.

It didn't take long for us to feel like it made sense why we were here. The 20 minute long boat trip to Air Gelubi had us see plastic waste floating in the open ocean - plastic bottles, chip packets and fishing nets.

Once we arrived on the Island and stepped foot onto the Jetty the problem was clear. In the murky depth of the Jetty colourful bits of plastic bobbed in the water.

We donned our safety gear (a must) before getting stuck into the clean up being given two bags each. One for the plastic bottles and one for all the rest of the waste. This makes for sorting on the other end a much easier task.

**Some of the biggest waste culprits we found were:**

Fishing lines and ghost nets, often wrapped around the stilted houses, these ropes had to be cut to be freed, and lifted from beneath the sand.



Clothing and fabric items: As you pulled these from the ground half covered in sand, the synthetic fibres tore away, partially degraded, forcing you to dig below the tidal sands which had covered the items.



Batteries, leaking their contents into the waters surrounding.



Plenty of plastic bottles and caps including our red friends.



Food and sanitary packaging: things like sachets which are essential for the health and hygiene of the village, but without a formal waste collection contribute to the plastic mass.



The children joined in, excited to have visitors, before retreating to the water to cool off. The plastic problem didn't seem to phase them, wading through the plastic to join their friends in the ocean further out.

After 1 hour and 2,319kg of plastic collected, the team had worked up a sweat. Lucky we had planned ahead and an esky (aka Chilly bin) of refreshing Not Soda's helped to cool the team down.

After saying goodbye to the beach clean up crew (who then had to take all the plastic that had been collected back to Bintan for it to be processed) we got back onto our longboat to our accommodation for the night. An eco island where a much needed dip in the pool was the first priority.

There are plans to improve the formal waste management on the Island, until that can happen beach clean ups like the one the Lo Bros team participated in are the only way to stop the plastic from breaking down by the waves and tides to be consumed by the diverse marine life that surrounds the area.

Dinner tonight was hosted by the founders of Seven Clean Seas, Tom and Ben.

Dinner conversations tonight after the insights from the beach clean-up widened to including discussions around the progress of AI, the marine biodiversity of the local area and the impact of sedimentation and waste management, just to name a few.

### Day 3 - The waste journey

The next day it was back to Bintan Island to visit the Seven Clean Seas Material Recovery Facility (MRF) to assist with sorting the plastic that was collected the day before.

Built in 2022 the MRF provides a place for the plastics which are collected on the island to be recovered, sorted and then sent on for secondary processing. It also acts as an education space for community engagement as well as a research and development facility, where the team are trialling upcycling some of the non-recyclable materials into usable items such as bracelets, key chains and more.

The team watched the sorting process including the tedious removal of labels and caps from plastic bottles, untangling of the fishing nets and learnt what's in store for the SCS team in the future as they look at innovative solutions to upcycling the waste that is being collected.



### Recycling facts:

Plastic bottles are graded based on the quality of the plastic. Whilst in theory these PET bottles are recyclable the quality and contamination, especially from items pulled from the ocean, make this difficult and contribute to this material being of a low value.



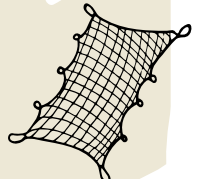
The HDPE Caps are sorted based on colour with innovation being conducted to mold and shape this valuable plastic into new items.



There are countless types of different plastics, particularly with things like plastic bags: high-density polyethylene (HDPE), low-density polyethylene (LDPE), or linear low-density polyethylene (LLDPE). Training is needed to determine the different types helping within the sorting process.



Fishing nets are made from a myriad of different materials. Those which can't be recycled are being used around the MRF to tie up items. The process of separating the tangles is too difficult.



## Day 4

The team headed back to Singapore, reflecting on what they had seen and how this may translate into initiatives we can have back home.

### Our top five hints and tips for reducing your plastic waste at home:

1. The power of the purchase: when buying packaged items, choose less packaging and recyclable options, like the aluminum can used for Not Soda.
2. Clothing: Aus and NZ textiles when donated can sometimes end up overseas. These unwanted materials can sometimes become unwanted waste. By repairing, buying second hand and avoiding fast fashion items the impact of textile waste can be reduced.
3. Carry re-usable items. A water bottle is a great start. Go one step further with coffee cups, containers and reusable cutlery.
4. Make changes one step at a time and be realistic with any changes you do make. You need to ensure that you will be able to sustain these initiatives.
5. Any plastic that you do use, ensure that it ends up in the appropriate waste stream. Be that recycling, landfill or alternate collection streams.



### Beyond the plastic waste – social impact

Beyond the fact that the Seven Clean Seas Team are welcomed by the community, who can see the benefits of dealing with the plastic problem, the impact of the beach clean ups goes beyond the environment.

### A story from the ground:

We listened to Siti as she spoke on her aspirations of building a better life for her family. She's currently paying to put her sister through higher education and is hoping to build a house for her parents, who are currently still renting. A dream she never thought possible without her employment at Seven Clean Seas.

An incredible woman managing a huge team of around 77 individuals. All employed formally, on a living wage. Meaning not only do they have enough money to support themselves but they also have access to things like health care, social security, paid holidays and maternity leave.



### What do we see next?

The plan is to continue on our mission of freeing our oceans of plastic with damn tasty drinks by collecting 5 million bottles from our oceans and water ways by the end of 2025.

The trip has only strengthened the relationship with Seven Clean Seas, an excellent partner who we are proud to be working with.

We're also making plans here in our home country Australia around how we can engage in further clean up activities.