



# IMPACT REPORT

2020 IMPACT REPORT

More than any year in recent memory, 2020 has been marked by disruption, sadness and loss. But from the depths of this year has risen a swell of gratitude, innovation, and determination.

Like many businesses, we at Ocean Bottle sought to keep costs down whilst keeping creativity high. What we have achieved as a community and as a team, alongside our global community of customers, plastic collectors, and business partners, is nothing short of astonishing.

We are grateful for so much, for not only have we managed to stay afloat, we have thrived. Together, we have grown.

This impact report highlights the fruits of our work and outlines our goals for 2021 under our company pillars. Thank you to all who have supported us in 2020.

Here's to 2021, and to making even bigger waves.



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IT'S PREDICTED THAT BY 2030 OCEAN PLASTIC IS SET TO DOUBLE. Source: [WE Forum](#)



WHAT WE'RE UP AGAINST



# SHIFTING TIDES

Call it the challenge, call it the bad news, but here's the lowdown: 22 million kilograms of plastic continues to flow into the ocean each day. Infrastructure simply has not kept pace with production and consumption. By 2030, the weight of plastic in the ocean is set to double. Source: [WE Forum](#).

We as a species must drastically reduce plastic production, whilst improving collection and reuse. The great news is that more and more people are taking notice. And we're not just talking about dedicated activists (although you guys are amazing). We're talking the rest of us, from all walks of life, from all over the world.

We've seen everything from the invention of plastic-eating microbes, more biodegradable packaging solutions, supply chains forgoing single-use plastic, and citizen science sailing projects to better map plastic pollution into the ocean.

This tidal wave of support is heartening. People are standing up and saying, *'This is not okay. We need our ocean, and our ocean needs us.'*



# THE IMPACT PILLARS OF OUR COMPANY

Ocean Bottle exists to help stop the flow of plastic into our ocean, and to empower people around the world to be part of that mission. We are an ocean impact company first, and a reusable bottle brand second.

The reality, though, is that our business makes an impact on society and on the environment. Alongside our commitment to removing and reducing plastic waste, and supporting livelihoods, we're committed to doing as little harm as possible with the products we make — and that includes minimising our carbon footprint.

We consult with experts and customers on all stages of the value chain, to help focus our impact in the right way, and in the right places. There are four pillars to this impact, and it's against these that we set goals and measure our progress. Our pillars are outlined below and explained in detail in this report.

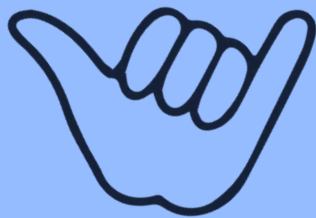
## NO B.S. TRANSPARENCY

Underpinning each pillar is our No B.S. Transparency policy. We promise to always quantify impact numbers, banishing grey areas when it comes to saying where our community's money goes.

We promise to be specific about collectors, plastic collection, carbon produced offset, and the percentage of recycled materials in our products. Why? Because culturally we're entering a nebulous world of sustainability, where brands siphon off a vague percentage of profits to even vaguer causes, in the name of so-called social corporate responsibility. We believe that this kind of behaviour is nonsense, and that real change can only come when we get specific.

Good, bad, or ugly, we're committed to transparency. For the good of the ocean.

**Ocean  
health**



**Social  
good**



**Climate  
action**



**Closing  
the loop**



# OCEAN HEALTH



A HEALTHY OCEAN IS ESSENTIAL TO OUR EXISTENCE. THE OCEAN COVERS 70 PERCENT OF OUR PLANET AND HALF THE OXYGEN WE BREATHE IS FROM IT.

The ocean covers 70 percent of our planet, and a healthy ocean is essential to our existence. We rely on the ocean to regulate our climate, to provide food and energy, and of course for leisure! Small changes here quickly lead to a chain reaction which affects all of us.

Alongside stopping plastic from entering our ocean and reducing initial plastic usage, we also invest in the restoration of mangroves. Why? Because mangroves sequester more carbon than land-based forests.

It is those in the most marginalised communities who often bear the brunt of the world's excess. If we are to seriously contribute to helping the climate and the United Nations' Sustainable Development Goals, then we must address poverty, and other forms of social imbalance and injustice, at a local level.

We do this with the help of our global community of customers and collaborators. Every Ocean Bottle sold sends funds to collectors who are paid above the market rate. Collectors may also exchange plastic for other things they and their families need, from education, to healthcare, or even micro-finance.

We also endeavour to give communities and voices that are fighting social injustice every day a platform to be heard.

MILLIONS OF PEOPLE SUFFER SOCIAL INJUSTICE EVERYDAY, THE DIVIDE BETWEEN RICH AND POOR IS GETTING BIGGER AND CLIMATE CHANGE WILL AFFECT THOSE IN THE MOST MARGINALISED COMMUNITIES BEFORE OTHER GROUPS.



**SOCIAL  
GOOD**



# CLIMATE ACTION

As a responsible business, we aim to develop business and marketing strategies which actively protect our planet, whilst encouraging sustainable growth. We believe that actions speak louder than words, which is why we'll never grumble or preach about an issue, but instead support the actions needed for change.

WE WILL WORK TO MAXIMISE THE POSITIVE IMPACT OF EACH OF OUR PRODUCTS, AND WE WILL USE OUR PLATFORM TO CHAMPION ENVIRONMENTAL CAMPAIGNS, PETITIONS AND ORGANISATIONS.



THE MANUFACTURERS OF THIS WORLD CANNOT CONTINUE TO IGNORE THE IMPACT OF PRODUCTION, MATERIALS, SUPPLY CHAIN AND END PRODUCT ON THE ENVIRONMENT. THE LINEAR ECONOMY OF TAKE-MAKE-WASTE HAS TO END.



# CLOSING THE LOOP

Our goal is to create beautiful, durable, sustainable products, using as much recycled material as possible. The natural world is cyclical; there, everything has value, and nothing is waste. We think that's a pretty cool business model.

# 2020

## A YEAR IN REVIEW

We've set some ambitious goals for 2021 and beyond, but 2020 was filled with achievements. Here are ten things we're most proud of.





1

## COLLECTION

Together in 2020 we collected **1,139,949 kgs** of ocean-bound plastic, that's **2,506,925 lbs.**

Since our inception we have collected equivalent to **100,277,000** plastic bottles in weight, that's **1.57** times the diameter of the planet.

2

## COLLECTION POINTS

The Ocean Bottle community funded **144** community collection points, **2835** collectors. Wages for full time collectors can be **60%** higher than the market rate.

3

## OB RECYCLING PROGRAMME

We introduced a spare parts and recycling program, and are proud that **43%** of our product is made from recycled materials. We'll keep pushing this number higher and give our co-founder, Will, more sleepless nights.

4

## CARBON OFFSET

Some emissions are unavoidable, and while we do everything within our power to limit emissions, for those we are responsible for, we offset them with mangrove restoration.

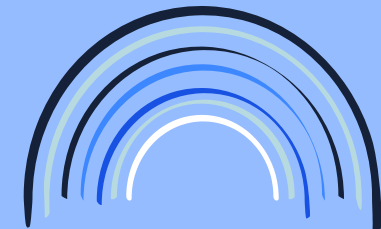
We've offset **481.53** tonnes of carbon in our atmosphere to cover our production, travel and team annual emissions by partnering with CHOOOSE and investing **90%** of offset credits in the Mangrove restoration project known as Mikoko Pamoja in Kenya. In 2020, **10%** of our offsets went to the Bac Lieu wind farm in Vietnam.



5

## NHS YES

We sent **75** Ocean Bottles to NHS heroes at hospitals in Poole, and Chelsea and Westminster Hospital.



10

## AWARDS

Finally, we scooped up some pretty cool awards:

Red Dot  
Green Product  
London Business Awards  
Forbes 30 under 30  
Solar Impulse  
One of the first 30 UN sustainable ocean principles signatories



9

## B CORP STATUS

We made it as a B Corp which for a small company of 9 is a big deal!

8

## OCEAN AVENGERS ASSEMBLE

We brought **Danni Washington**, the first female African TV science host and ocean communicator, National Geographic photographer and activist **Cristina Mittermeier**, and UN Special Envoy for the Ocean, **Peter Thomson**, together with **500** online participants to imagine what the ocean of **2030** could look like.



7

## BLUE FRIDAY

During the busiest shopping period of the year, Black Friday, we shunned advertising and sales promotions and instead donated all profits to The Wave Project, which supports young people with mental health issues by putting them in contact with the ocean. We donated a total of **£1800**.

6

## OBSIDIAN BLACK LAUNCH

We launched our Obsidian Black bottle, specifically to raise funds for collectors who couldn't go out and work, or who didn't have support from municipalities during lockdown. As a result, providing **£3000** for the Plastic Bank Community relief fund.

# BCORP CERTIFIED

In 2020 we became officially B Corp certified. B(enefit) Corporations are recognised as putting the planet and its inhabitants ahead of profit. It's not an easy certification to attain, especially for a small company such as Ocean Bottle.

We decided to apply for B Corp status as soon as it became available to us, back in March 2020. After thoroughly assessing our material sourcing, manufacturing process, entire supply chain, workforce and customer relations, Ocean Bottle was awarded B Corp status with a score of 86.9.

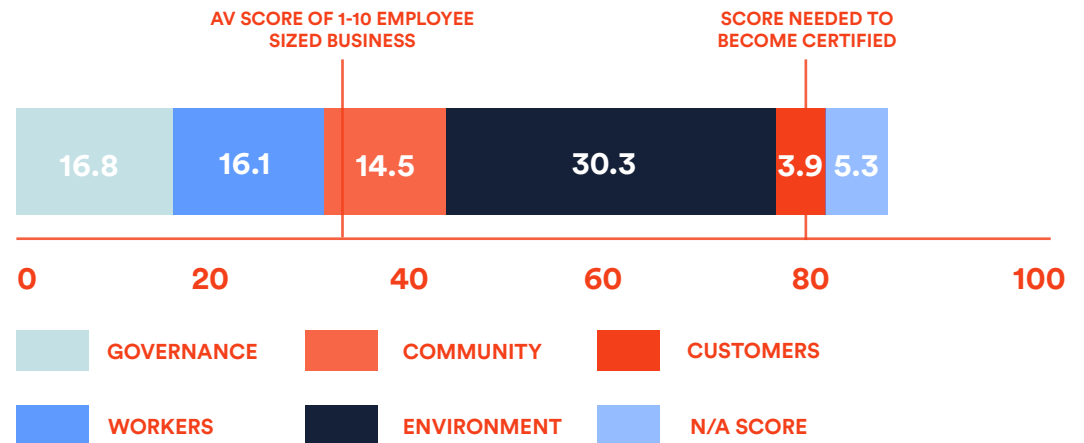
## B CORP & BEYOND

Becoming B Corp certified was great, but no certification can solve the world's problems. Sustainability is about creating a positive impact, to ensure that future generations have the resources they need. 'Simply doing less damage' as a company is not enough.

This is about doing more for the planet and its inhabitants. The argument for mitigating action through offsetting is the same, it shouldn't be an excuse to carry on as usual. We intend to push the principles of B Corp even further, inspiring our community to set the bar even higher, demanding more of positive impact companies

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.

## OUR SCORE BREAKDOWN



**16.8**  
GOVERNANCE



**14.5**  
COMMUNITY



**16.1**  
WORKERS



**3.9**  
CUSTOMERS



**30.3**  
ENVIRONMENT



**86.9**  
TOTAL



# OCEAN IMPACT

DEEP  
DIVE



# PLASTIC BANK

Thanks to partners Plastic Bank we're able to ensure plastic pollution is collected and recycled in as efficient and socially beneficial way as possible.

With the help of every single owner of an Ocean Bottle we have prevented **1,139,949 kgs** of ocean-bound plastic from entering the ocean, equivalent to **2,506,925 lbs.** That's **100,277,000** plastic bottles in weight, **1.57** times the diameter of the planet. We've also supported over **2,835** collectors and their families.

We chose Plastic Bank because of the scale at which they can operate but more importantly because of the significant attention and care paid to improving the livelihoods of collectors. Going beyond the transactional element of waste for money Plastic Bank facilitates the ability for collectors to get access to things which enable social mobility all via block chain technology. Things like tuition, healthcare, tech goods and micro-finance but they're also testing out other services with partners such as with Gojek, Indonesia's Uber equivalent. This makes the world of waste management more accessible, more aspirational and most importantly more regulated.

Individuals all over the world enabled this impact but we are also hugely grateful to the companies and brands who bought bottles for employees, clients and VIPs - we'll continue to share their stories on our channels. But we also hope to share more stories of the incredible collectors on the front lines of the ocean plastic crisis and to connect them with people at home.







## PLASTIC BANK

Plastic Bank now have infrastructure in Haiti, The Philippines, Indonesia, Brazil and soon to be Egypt, last year alone they prevented ocean-bound plastic equivalent to **850 million** plastic bottles from entering the ocean.

We are proud to be working with them and grateful for their support, if you haven't already you should check out the **1 tonne and 100kg limited edition bottles** we launched [here](#).



# A BETTER SUPPLY CHAIN

**DEEP  
DIVE**





# WHY CHINA?

**‘WE ARE PROUD TO SAY THAT OUR FACTORY IS IN CHINA.’**

We’re proud to say that our factory is in China. Why? The reality is that there are very few places around the globe with capability of producing high quality insulated reusable bottles at scale.

China is the world’s leading producer of stainless steel, one of Ocean Bottle’s main components. By producing our bottles in China, we save on CO2 emissions. 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. In order to secure better conditions all round, we pay a 46% premium for our product, over the competition.

Our chosen partner, Everich Group, goes above and beyond what the next best competitor offers in terms of employee conditions and pay, factory safety, and environmental impact. From robotic production to BSCI and SEDEX certification, they have shown their willingness to differentiate themselves for the good of their workforce and the environment.

As part of sealing our agreement, they installed:



**15,000**

square metres of solar panels on their roof which in 2019 generated



**10%**

of their total power.

We continue to push the factory to adopt even more sustainable practices and firmly believe that pressure on suppliers from buyers is one of the major ways in which we can affect change. The point is this: What will resist, will persist, and if no-one’s asking questions, nothing will change.



# SUSTAINABLE DESIGN AND SHIPPING

With our design partners in Norway, K8, we've designed Ocean Bottle with circularity in mind. That means zero composite materials, making our products easier to dismantle, sort and recycle.

Once manufactured just outside of Shanghai, our bottles are shipped via rail or sea, predominantly to the UK or directly to our clients. These transportation methods emit about 25 times less CO2 than air freight, which we only resort to (and fully offset) for emergency shipments, or international direct to consumer orders.

Every piece of Ocean Bottle cardboard packaging, from the bottle 'belt' to its individual box and shipping carton, is 100% recycled and recyclable at home, as certified by the Forest Stewardship Council.

Taking into consideration the CO2 offset at every stage of the supply chain, each Ocean Bottle arrives in the hands of its owner absolutely carbon neutral. This is before we take into consideration our positive contribution to plastic collection and recycling which further offsets CO2 emissions. Pretty good going for a little bottle company, we think.

WE'VE DESIGNED  
OUR BOTTLES WITH  
CIRCULARITY FIRST  
IN MIND.



# LET'S HEAR IT FOR THE MANGROVES

Mangroves are a critical part of most tropical oceanic ecosystems. Not only do they protect the coastline from erosion and provide a perfect nursery habitat for newborn wildlife, they also have the ability to transform CO2 in the atmosphere into organic matter.

From production and materials, to prioritising rail and sea freight, we aim to keep emission to a minimum. We even offer our team members days back in lieu if they take the train on holiday.

But in today's fossil fuel dependent world there will always be emissions, and every product made makes an impact. Our goal is to create the highest net positive impact, by reducing or eliminating harmful practices, whilst promoting better ones.

CHOOOSE is an organisation committed to helping businesses and individuals become carbon neutral, by investing in UN-verified or Gold Standard carbon-reducing projects in developing countries.

DEEP DIVE



## MANGROVES

Mikoko Pamoja, meaning ‘mangroves together’, is a community-led mangrove conservation and restoration project based in Gazi Bay, Southern Kenya. It also happens to be the world’s first blue carbon project. The aim is to provide long-term incentives for mangrove protection and restoration through community involvement and benefit.

The project also supports community development initiatives such as the buying of school books, the construction of school buildings, and access to clean drinking water.

Mikoko Pamoja goes beyond carbon offsetting, supporting communities and contributes to these United Nations’ Sustainable Development Goals:



Additional reports for Mikoko Pamoja found [here](#).  
Additional reports for Bac Lieu Wind Farm found [here](#).



# HIGHLIGHTS FROM THE TEAM 2020



IMPACT REPORT







“BRINGING TOGETHER SUCH A GREAT COMMUNITY OF AMBASSADORS WHO ALL CARE ABOUT OCEAN BOTTLE SO MUCH HAS BEEN THE BIGGEST PERK OF BEING PART OF OCEAN BOTTLE SO FAR!”

“SELLING BOTTLES TO ED SHEERAN IS PRETTY UP THERE!”



“SINCE JOINING, PURPOSE OVER PROFIT HAS REALLY BEEN THE NAME OF THE GAME AND THE OPPORTUNITY TO BUILD SOMETHING, A NEW TYPE OF BUSINESS, IS WHAT GETS ME UP IN THE MORNING.”

“WE’RE ALWAYS ALL IN IT TOGETHER.”



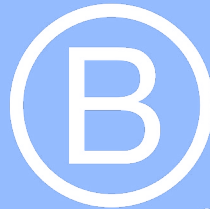


red**dot** winner 2020

Forbes



Certified



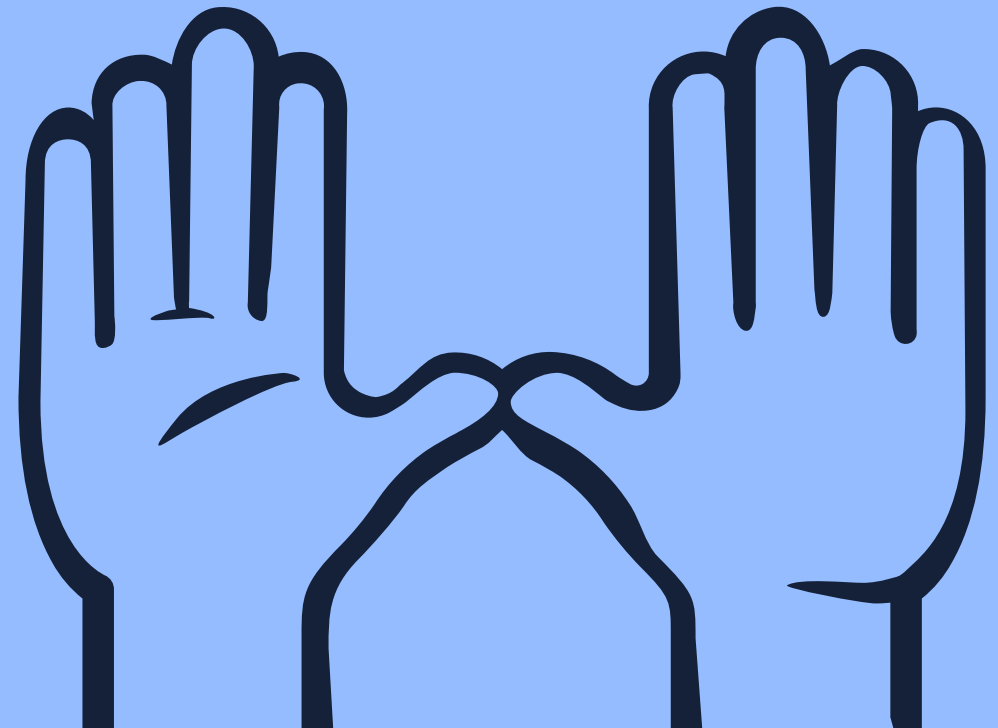
Corporation



**Green  
Product Award**  
Winner 2020

# AWARDS AWARDS

LONDON  
BUSINESS  
AWARDS  
2020





# BIGGER WAVES IN 2021

We achieved a lot of good in 2020, and in  
2021 we'll go even deeper.



## WE AIM TO...

1

Fund the collection of over **300,000,000** plastic bottles, equivalent to **3 MILLION** kgs of plastic, thus supporting the livelihoods of collectors in places where plastic pollution is worst.

2

Remain carbon neutral by reducing our footprint and offsetting in the right ways where we have to. We'd strive for **1.6 Million kg** of CO2 offset broken down by **1.16 Million kgs** for sourcing as well as production and **300,000 kgs** for shipping (based on current emissions from materials), **140,000 kgs** for employee offset and flights.

3

Switch to **90%** recycled stainless steel in our product, bringing the total amount of recycled materials in our products to **69%** and further reduce production emissions.

4

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

5

Make more donations to campaigns, NGOs and activists. We want to **TRIPLE** donations as equal to our revenue predictions.

7

Ensure we **ALWAYS** choose road, rail or sea freight for orders of **1000 Ocean Bottles** and higher.

6

Ensure we have a workforce and leadership team that is at least representative of UK demographics and aim to be over-representative of minority groups by the end of the year.

8

GET ARRESTED AT A CLIMATE PROTEST!

# Ocean bottle