



2024 OCEAN BOTTLE IMPACT REPORT

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A MESSAGE FROM OUR FOUNDERS

2024 has been a defining year for Ocean Bottle - a mix of growth, learning, and plenty of opportunity for deep reflection. If there's one thing we've taken to heart, it's that humility, responsibility, and creativity are key to doing good for both people and the planet.

We need to face up to the rapidly deteriorating state of the ocean and understand that the plastic crisis is one of the biggest challenges faced by our society. The harsh reality is that our oceans are on course to be decimated, with marine life at risk of collapse and ecosystems on the brink of widespread destruction.

However, at Ocean Bottle, we don't let the scale of the problem discourage us - we stay focused on doing our part to solve it. We refuse to sit back and accept this fate. We need millions of people, and hundreds of impact organisations tackling every aspect of this crisis, because there is no silver bullet, and the issues are vast and complex.

This past year, we've embraced a bolder approach, staying true to our impact goals while evolving and learning along the way. In 2024, we funded the collection of over 8 million kilograms of ocean bound plastic waste. That's double what we funded in 2023. We're steadily advancing toward our ambitious goal of preventing the equivalent of 7 billion plastic bottles from reaching the ocean.

The reality remains daunting - every year, 400 million tonnes of plastic are produced, and by 2040, plastic pollution in the ocean could triple or even quadruple if we don't act now.

That's why we're committed to action - funding plastic collection on the ground in India, Kenya, Egypt, Brazil, the Philippines, and Indonesia, while also pushing for reduced plastic use closer to home. From the Blue Earth Summit, to parliamentary discussions with our partner City to Sea, and driving behaviour change with our refill partner Aqua Libra, we're tackling this crisis from multiple angles.

It's not always easy, but we've grounded ourselves in our impact as well as our values: doing good, driving innovation, taking ownership, and fostering open communication. These values keep us aligned as we navigate a changing future together. There will be challenges, but now, revisiting what's truly important has become essential. It's this focus on our mission that gets us out of bed.

In 2025, we're more determined than ever. With your support, we'll continue to create impact, challenge the status quo, and inspire others to join the fight against plastic pollution. Together, we can make a difference. Thanks for being part of this journey - it means the world to us, and to the ocean.

WP *Nick Donnan*

PILLARS
PILLARS
PILLARS



OCEAN HEALTH

Safeguarding ocean health is crucial for sustaining marine biodiversity and the countless ways it sustains life on Earth.

Why is this important?

The Ocean regulates the Earth's climate, supports diverse ecosystems, and provides livelihoods for millions. Maintaining its health is crucial for ecological balance and human prosperity.

"A healthy ocean sustainably delivers a range of benefits to people now and in the future."



CLIMATE ACTION

Taking decisive climate action is essential to mitigate the adverse effects of climate change on our planet and future generations.

Why is this important?

Climate change poses significant risks to environmental stability, and human health.

"We are in a battle for our lives. But it is a battle we can win."



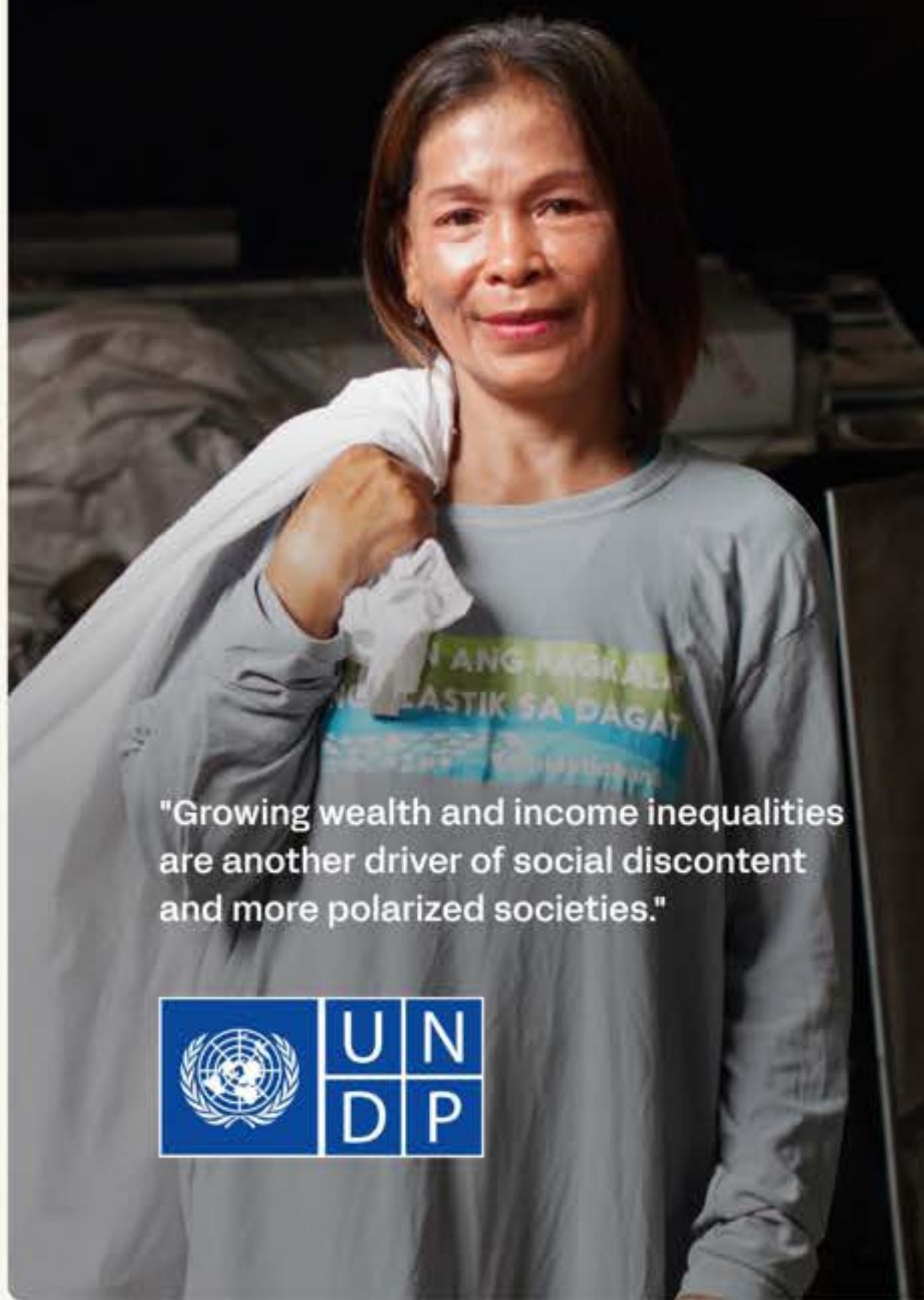
United Nations
Framework Convention on
Climate Change

SOCIAL GOOD

Advancing social good involves fostering equitable opportunities and improving the well-being of communities worldwide.

Why is this important?

Addressing social inequalities and enhancing human development are vital for creating inclusive and resilient societies.



"Growing wealth and income inequalities are another driver of social discontent and more polarized societies."



CLOSING THE LOOP

Closing the loop focuses on creating sustainable systems where resources are reused, and waste is minimised.

Why is this important?

Establishing closed-loop systems reduces environmental impact and conserves resources, contributing to long-term sustainability.



"The circular economy is not just an option; it's an imperative for both business and planetary survival."



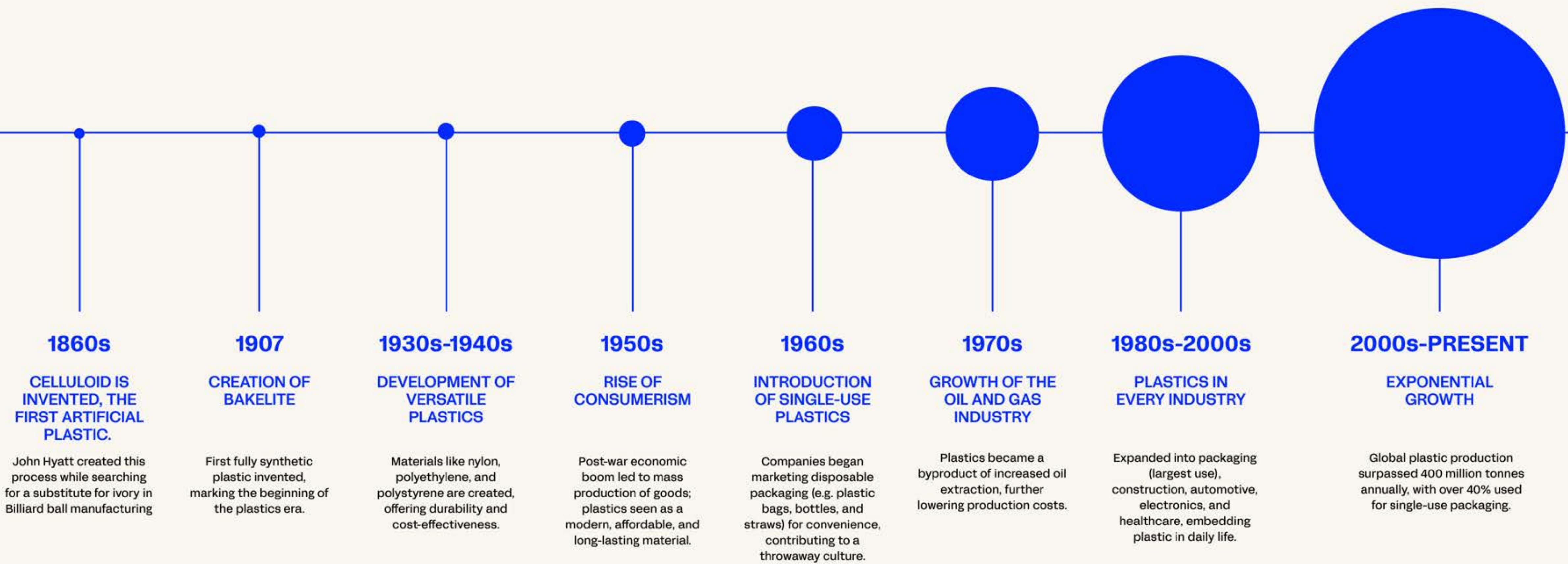
“

**ONLY WE HUMANS MAKE WASTE
THAT NATURE CAN'T DIGEST.”**

Captain Charles J. Moore, discoverer of the Great Pacific Garbage Patch

THE PLASTIC CRISIS

SEQUENCE OF EVENTS LEADING TO PLASTIC POLLUTION



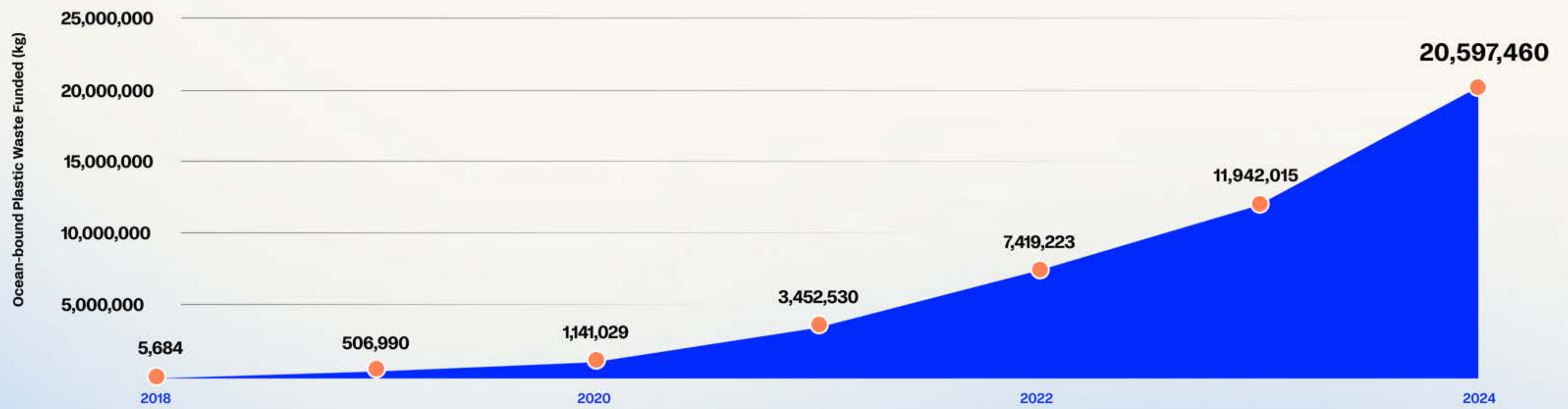


THE FULL STORY

The exponential growth of plastic and the resultant pollution crisis is one of the greatest environmental challenges of our time, and single-use plastic bottles are a major contributor. We are tackling this issue at its source, by reducing the demand for single-use bottles and investing in the cleanup of existing plastic waste. We achieve this by combining innovative product design with a funding model that directly supports plastic collection and environmental impact initiatives.

As a purpose-led business, this year, we allocated over 15% of our revenue to funding plastic collection. Since our inception, this has equated to 20,597,460 kg of ocean-bound plastic waste funded through our certified collection partners. Our partners, including those certified by Verra, WFTO, EcoVadis, GRS, and OBP, ensure that waste collection follows best-in-class ethical and environmental standards.

By combining product innovation, financial investment, and global advocacy, we can demonstrate that purpose-led businesses can be a force for environmental good. How? We forge strategic partnerships and bold collaborations to deliver measurable impact, while challenging all companies to harness their influence and take responsibility for driving positive environmental change through their business.



SINCE OUR LAST
B CORP ASSESSMENT IN
2020, WE'VE
INCREASED OUR
SCORE BY
24% OVERALL

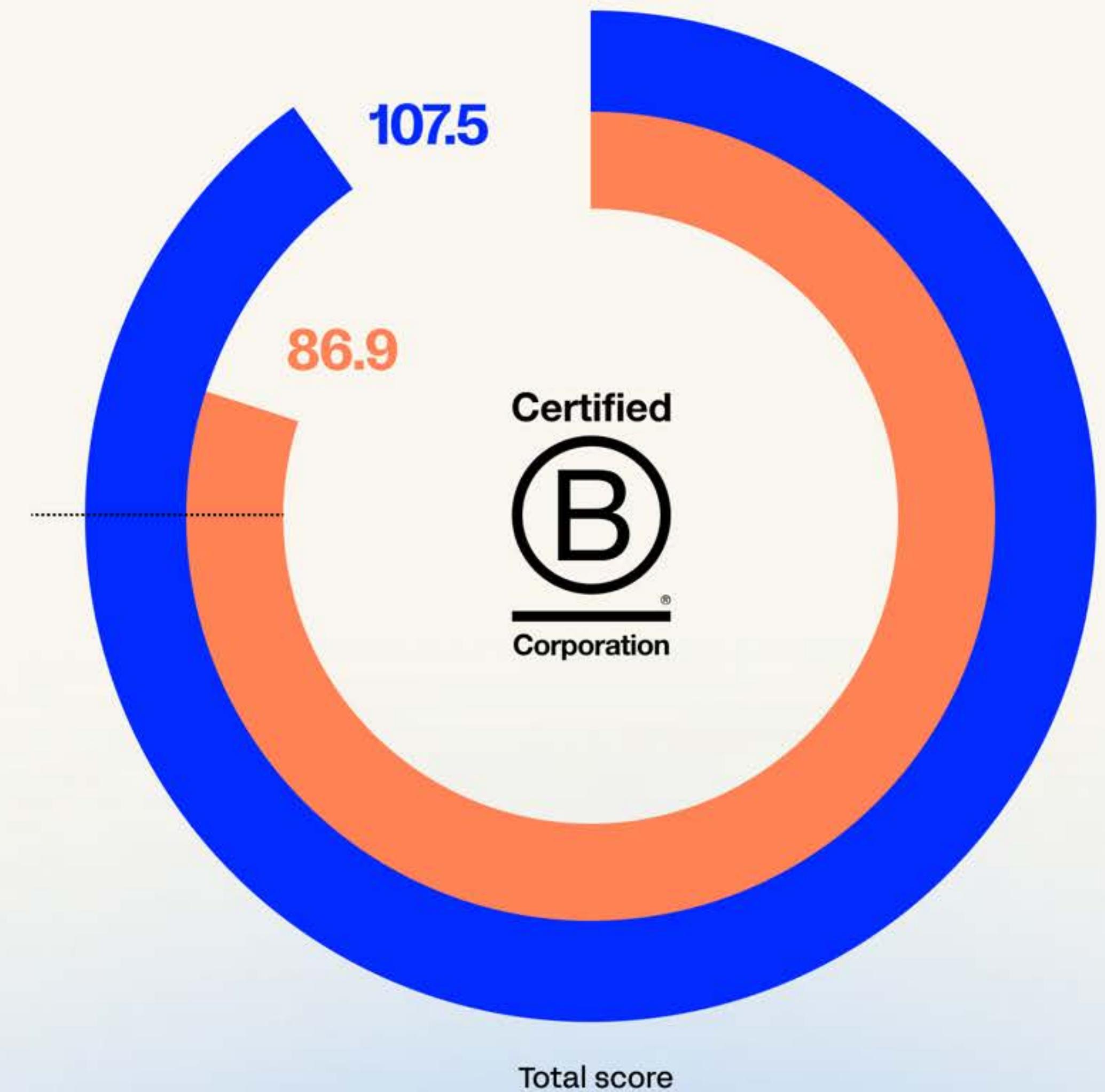
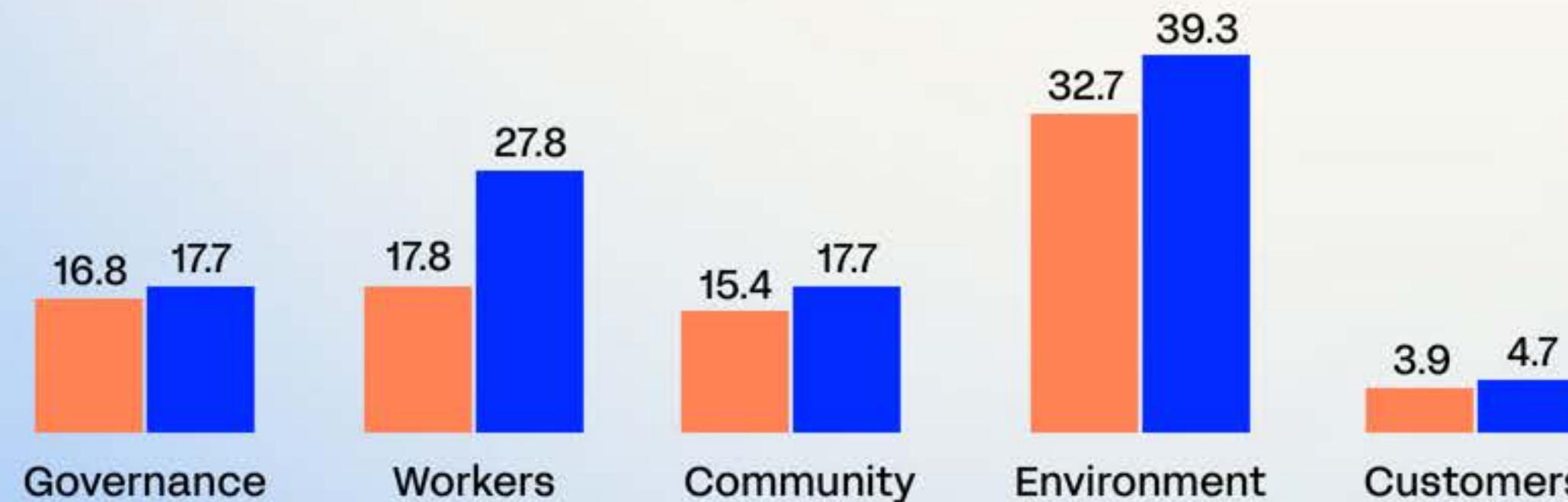


BCorp holds us to account. Whilst our business is focused on creating environmental and social impact, we want to ensure that for our employees, customers, and suppliers, we are simply operating as a good business too.

B IMPACT SCORE BREAKDOWN

Our biggest improvements came from the Workers and Environment sections. We have drastically changed as a company in the three years that passed since our first certification. Our workforce has quadrupled, our reporting systems have improved, and our collection impact has increased 28 fold. As such, we've put a lot of work into developing our workplace culture, evolving our employee benefits and implementing stronger environmental performance strategies in line with our mission.

2020 SCORE 2023 SCORE



(The median score for businesses completing the B Impact Assessment globally is approximately 50.9. To achieve B Corp certification, a company must score at least 80 points. [Reference](#))

“

WE DON'T HAVE TO ENGAGE IN GRAND, HEROIC
ACTIONS TO PARTICIPATE IN CHANGE. SMALL ACTS,
WHEN MULTIPLIED BY MILLIONS OF PEOPLE, CAN
TRANSFORM THE WORLD.”

Howard Zinn, Social Activist

MEET OUR PARTNERS





We know that solving the ocean plastic crisis starts on the ground. That's why partnerships are at the heart of our plastic collection efforts and it's why we work hand in hand with some of the most impactful collection organisations in the world: Plastics for Change, Plastic Bank and rePurpose Global. They not only prevent waste from entering the oceans, but also create vital opportunities for coastal communities. Based in the regions most affected by plastic waste pollution, they witness the crisis firsthand, understand its deep-rooted challenges, and drive the solutions needed for lasting change.

Waste pickers are responsible for collecting around 60% of recycled post-consumer plastic waste globally, yet they often work with little recognition. The International Plastics Treaty negotiations have acknowledged their essential role in tackling plastic pollution, with UN member states emphasising the need to support workers in informal waste sectors. This is why our partnerships matter - we're directly supporting the people making it happen.



60%

Waste pickers are responsible for collecting around 60% of recycled post-consumer plastic waste globally, yet they often work with little recognition.



PLASTICS FOR
CHANGE



Plastic for Change is a grassroots approach leveraging community actions to create systemic change.

KEY TERRITORIES: India

1,889

PEOPLE

Received financial literacy, healthcare, or educational support.

5,850

PEOPLE SUPPORTED

Through community programmes and improved livelihoods.

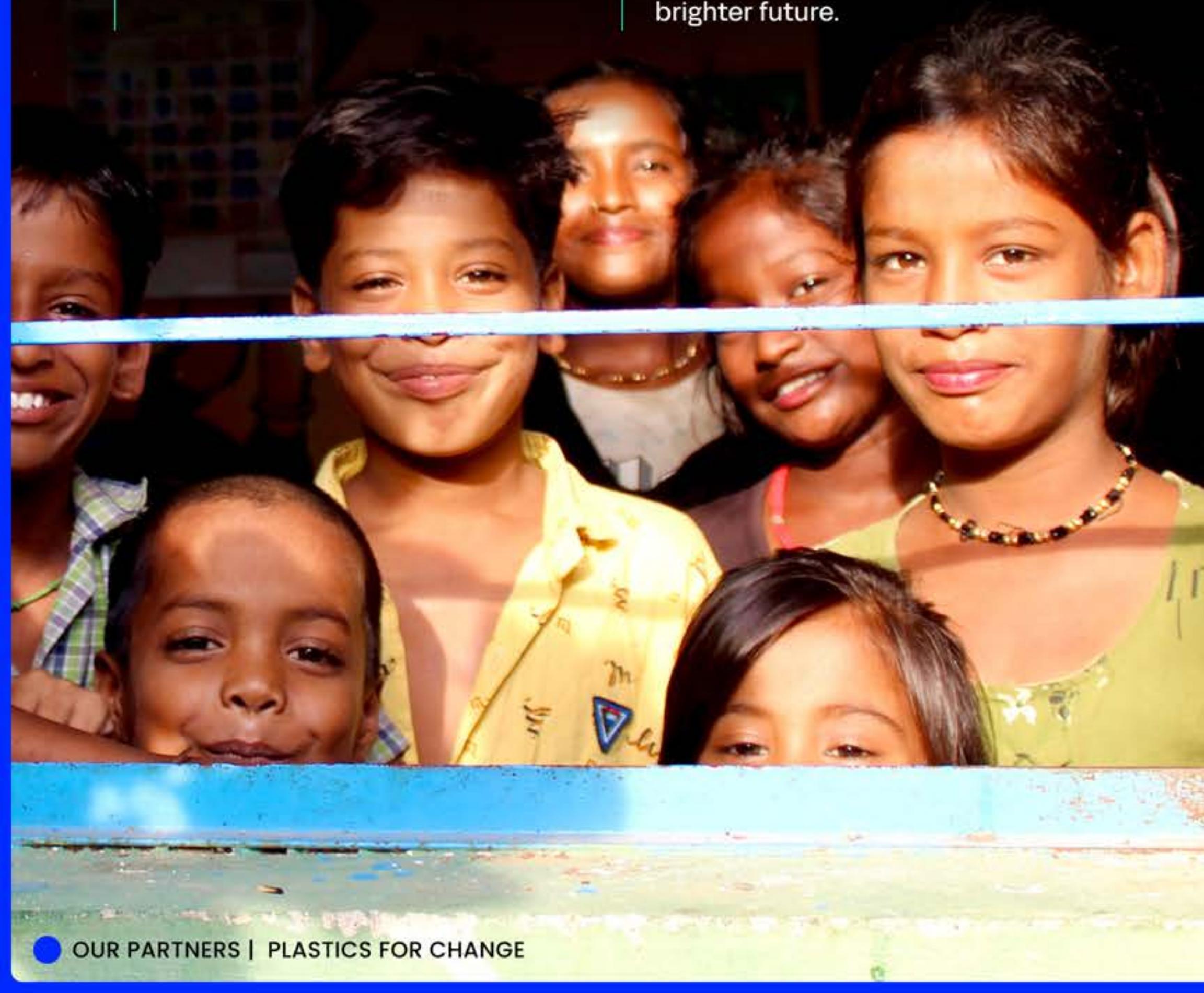
SPOTLIGHT



Academic support for children

Learning centres were established in poor communities like, Ottiyambakkam, enrolling 100% of children in need, providing nutrition and academic support.

Sivakarthikeyen, an 8-year-old, overcame ill health and educational issues once enrolled in the learning centre and with support of the programme is now building a brighter future.



KEY PROJECTS AND THEIR IMPACT

Social inclusion

Enabled 1,889 waste collectors to gain identity documentation, linking them to social security and formal systems.

Community advocacy through Fair Trade kiosks

Funded a plastic collection kiosk in Mangalore, creating jobs, diverting waste, and educating locals and tourists about circular economies and marine conservation.

Healthcare

Delivered comprehensive healthcare services, including curative, preventive, promotive, and referral care, alongside health and hygiene awareness initiatives to enhance the well-being of waste collector communities

Financial literacy

Provided education on digital banking, saving habits, and access to government financial schemes.

Leadership development among children

Leadership development among children: Launched the Child Leadership Programme in Mangalore, transforming 8 children into confident advocates for their communities.

Supporting scrap shop owners

Upgraded 58 scrap shops with infrastructure like PPE and fire safety kits.

...This partnership demonstrates the power of putting people and the planet first, creating a ripple effect of hope and transformation."

Shifrah Jacobs, Co-founder & Chief Impact Officer of Plastics For Change



rePurpose



rePurpose is a holistic and scalable approach to plastic collection and hard to recycle plastics, with a focus on collectors' welfare.

KEY TERRITORIES: India, Indonesia, Ghana, Kenya

150

INDIVIDUALS DIRECTLY SUPPORTED

Our partnership directly supported 150 individuals in 2024, with a further 403 people reached through broader community initiatives. One key milestone was Project Hara Kal receiving Verra certification in August 2024, validating its environmental and social impact. The project also launched a new recycling facility focused on low-value flexible plastic films - one of the most difficult materials to process.

In Indonesia, new infrastructure was established at Segara Kerthi, including flaking capabilities at the Bekasi Material Recovery Facility. This upgrade allows for the production of higher-quality recyclate, strengthening the circular economy and improving material value.



SPOTLIGHT



PROJECT HARA KAL

In Kerala, where only 21% of women are employed and the gender pay gap is the highest in India, Project Hara Kal is setting a powerful example. Over 98% of its workforce is made up of women, each earning salaries at least 30% above the state's minimum wage. This income has enabled many to access home improvement loans, invest in their children's education, and purchase personal transport - strengthening their independence and financial stability. In 2024, the project also led more than 15 community awareness initiatives, reinforcing its role as a hub for social impact. These included skills-based training for workers, such as digital literacy and communication, as well as community engagement activities like clean-up drives and waste management education.



KEY PROJECTS AND THEIR IMPACT

Laut Yang Tenang

- Protects Indonesia's biodiverse ocean reef ecosystems
- Created partnerships with informal waste pickers, providing new income and job opportunities
- The project supports almost 200 workers who receive fair payments and better working conditions

Segara Kerthi

- Intercepting and recycling plastic protects Bali's precious ocean reef ecosystems
- More than 130 waste workers benefit from improved income opportunities and working conditions
- Specific training and formal opportunities for local waste entrepreneurs

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Since 2022, over 5.2 million kg of plastic waste has been collected through our partnership, helping bring dependable waste management to thousands of people across the world. In the many years that we've partnered with Ocean Bottle, there is no doubt that they are committed not just to audacious ambition but also highly impactful action."

Svanika Balasubramanian
Co-Founder & CEO, rePurpose Global



Plastic Bank identifies vulnerable areas at the intersection of plastic pollution and poverty that would benefit from traceable plastic collection.

KEY Territories: Indonesia, Brazil, Egypt and the Philippines

1,162

PEOPLE IMPACTED

Collection community members benefited from secure income and social support, including access to financial aid, healthcare access, and educational resources.

SPOTLIGHT



ARSENIA'S STORY

Arsenia, 58, from Santa Rosa, The Philippines, has spent the past year collecting plastic in her community, turning waste into a steady source of income. Each day, she delivers her collection to a local branch, where it's weighed and exchanged for cash and social benefits. Through this work, she's gained financial independence. A mother of four and grandmother of two, she recently completed a financial literacy course and opened a savings account, determined to build a more secure future for her family.



KEY PROJECTS AND THEIR IMPACT

Fair pay & benefits

Our funding has provided collection members with payment – above market-rate – for plastic, while providing access to essential social benefits such as:

- Health and life insurance for increased security and well-being
- Digital connectivity to help bridge the technology gap
- Monthly grocery vouchers to support food security for families
- School supplies ensuring children have access to education
- Zero-interest loans and fintech services enabling financial inclusion and stability

Addressing systemic challenges

Many communities at the intersection of plastic pollution and poverty lack proper waste management infrastructure and face a heavy reliance on single-use plastics for sanitary goods. Our partnership ensures these communities receive the necessary support to improve their livelihoods while tackling environmental degradation.



Ocean Bottle empowers consumers with choices that make a difference. In a world where millions of tons of plastic waste ends up in the ocean every day, every step to stop plastic pollution counts. It is time for businesses to let their actions speak louder than words. We look forward to Ocean Bottle creating an even greater impact for people and the planet."

David Katz
Founder and CEO of Plastic Bank

“

NO ONE WILL PROTECT WHAT
THEY DON'T CARE ABOUT, AND NO
ONE WILL CARE ABOUT WHAT
THEY HAVE NEVER EXPERIENCED.”

Sir David Attenborough, Writer, Broadcaster and Naturalist

DID WE DELIVER?

2024 GOALS & OUTCOMES



OCEAN HEALTH & ADVOCACY

In 2024, we strengthened our voice in ocean health through targeted marketing and impactful partnerships. A key highlight was our collaboration with City to Sea, which elevated refill and reuse nationally. We proudly sponsored World Refill Day, generating over 130 media stories, 8 million social impressions, and a 33% spike in Refill app downloads.

We co-hosted a Parliamentary Reception, bringing together 40 MPs and securing 11 pledges. We also supported clean-up events and launched purpose-led bottles that fuelled grassroots action. Across 12 environmental days - including Plastic Free July and World Oceans Day - we mobilised our community and raised awareness.

Update on our Impact Advisory Board: After a number of valuable meetings, we recognised we needed to tailor our approach to better align with our needs and ambitions. Moving forward, we will transition from a formal structure to a flexible network of expert advisors.

70%

avg. recycled content

SUSTAINABLE PRODUCTS & MATERIALS

Our 2024 goal was to increase the average recycled content in products by 15% and reduce per-unit air freight emissions by 9%. We adopted new design principles centred on modularity, circularity, and recycled content - without sacrificing quality.

We ultimately achieved a 4% increase in recycled content, bringing our average to 70%. While short of our goal, it reflected some progress amid material sourcing and durability trade-offs. In 2025, we'll expand our approach by reassessing full product life cycles to identify the most impactful areas for reducing environmental footprint - from design to end-of-life.

Our recycled content target remains in place as we continue to build a more sustainable product pipeline.

16

new hires

DIVERSITY, EQUITY & INCLUSION

In 2024, we aimed to increase ethnic diversity in our team by 5% and embed stronger DE&I practices across the business. Although we didn't reach that numerical goal - due to internal shifts and changing team structures - we used this moment to deepen our commitment and broaden our definition of diversity.

DE&I is about more than ethnicity; it includes gender, age, neurodiversity, socio-economic background, disability, and more. We focused on embedding inclusive hiring processes: refining our job listings, strengthening our Equal Employment Opportunity language, and ensuring reasonable adjustments are considered throughout recruitment.

Beyond hiring, we prioritised conversation, hosting regular "Snacks & Facts" sessions on topics such as LGBTQ+ inclusion, neurodiversity, mental health, and intersectionality. Most notably, we launched our DE&I Committee - a cross-functional group committed to driving progress. This committee will continue its work into 2025 as we strive to create a more inclusive and representative culture.

8.16M kg

ocean-bound plastic removal funded

PLASTIC COLLECTION & COMMUNITY IMPACT

In 2024, we made significant strides in plastic waste collection, nearly doubling our 2023 total by funding the recovery of 8.16 million kg of ocean-bound plastic. This work supported a growing community of almost 8,000 waste collectors working on the frontlines of the plastic crisis.

Alongside this, we delivered over 4,000 social benefit packages - including nutrition kits, vaccinations, and training - helping to improve livelihoods in the communities we serve. Midway through the year, we launched a new project in Bali in partnership with rePurpose Global and Waste4Change. This initiative focuses on protecting local coral ecosystems - home to over 2,000 species - while expanding recycling access and awareness in the region.



REFILL
REFILL
REFILL



OCEAN BOTTLE AND CITY TO SEA
FORGED A POWERFUL PARTNERSHIP
TO COMBAT PLASTIC POLLUTION AND
ADVANCE THE REUSE MOVEMENT.



**ocean
bottle**

We are united by a shared mission to stop plastic at its source, through collaborative advocacy, campaigning, and community action to drive global impact.

In 2024, with City to Sea's award-winning Refill campaign leading the charge and Ocean Bottle funding plastic collection through every bottle sold, we accelerated the shift from single-use to reuse. A standout moment was World Refill Day 2024, where Ocean Bottle served as the official bottle partner, mobilising individuals, businesses, and policymakers to take refill mainstream.

At Ocean Bottle, we fight plastic pollution in two ways that align closely with City to Sea's mission: reducing single-use plastics through durable, reusable drinkware and wider refill access; and by funding plastic collection in polluted coastal regions through every bottle purchased.

Since its inception, City to Sea has championed the reuse movement through its pioneering Refill campaign. They've pushed for legislative change, raised awareness of plastic pollution, and delivered scalable, practical solutions. By partnering with businesses, councils, and NGOs, they've made reuse more accessible - while inspiring communities to take meaningful, lasting action.

Partnering with like-minded, purpose-led organisations like City to Sea helps us extend our global impact. This collaboration allowed us to unite our efforts and amplify change far beyond plastic collection alone.

WHAT DID WE DO?

WORLD REFILL DAY 2024

World Refill Day 2024 - As the official bottle partner for City to Sea, we were able to support the World Refill event. The campaign focused on strong policy issues, an open letter to political parties advocating for reuse targets, and engaging ambassador-led content.

The results:

7.5M

Over 130 media stories with a reach of 7.5 million people

8M

25 celebrities amplifying the message to more than 8 million people on social media

33% ↑

33% surge in Refill app downloads, reinforcing public action



PARLIAMENTARY EVENT

We played a pivotal role in shaping policy, co-hosting a Parliamentary Reception to champion a bold call for 30% reusable packaging by 2030 in the UK. The event engaged 40 Members of Parliament, secured 11 pledges of support, and brought together 45+ business leaders, NGOs, and academics to amplify the Reuse Manifesto.



BEACH CLEAN

Our partnership extended to community-led initiatives. In September, we joined forces with City to Sea for a Brighton beach clean-up as part of Beach Clean Week. Volunteers removed litter from Brighton's shores, tackling pollution at its source while raising awareness of single-use plastics' impact.



BOTTLE

With £5 from each sale donated to City to Sea, this initiative combined purpose-driven marketing with real-world impact and enabled supporters of City to Sea to get their hands on a bottle driving a movement.

MATERIAL BREAKDOWN



WHY DESIGN WITH THE ENVIRONMENT IN MIND?

All materials are finite. By choosing sustainable alternatives and designing for durability and longevity, we can minimise the demand for continuous resource extraction.

Thoughtful design reduces waste and prevents environmental contamination, playing a crucial role in tackling the global waste management crisis.

Responsible material sourcing ensures that natural habitats are protected across the supply chain, with the aim of preserving biodiversity and ecological balance.

Reducing pollutants and toxins in our products safeguards the health of communities worldwide.

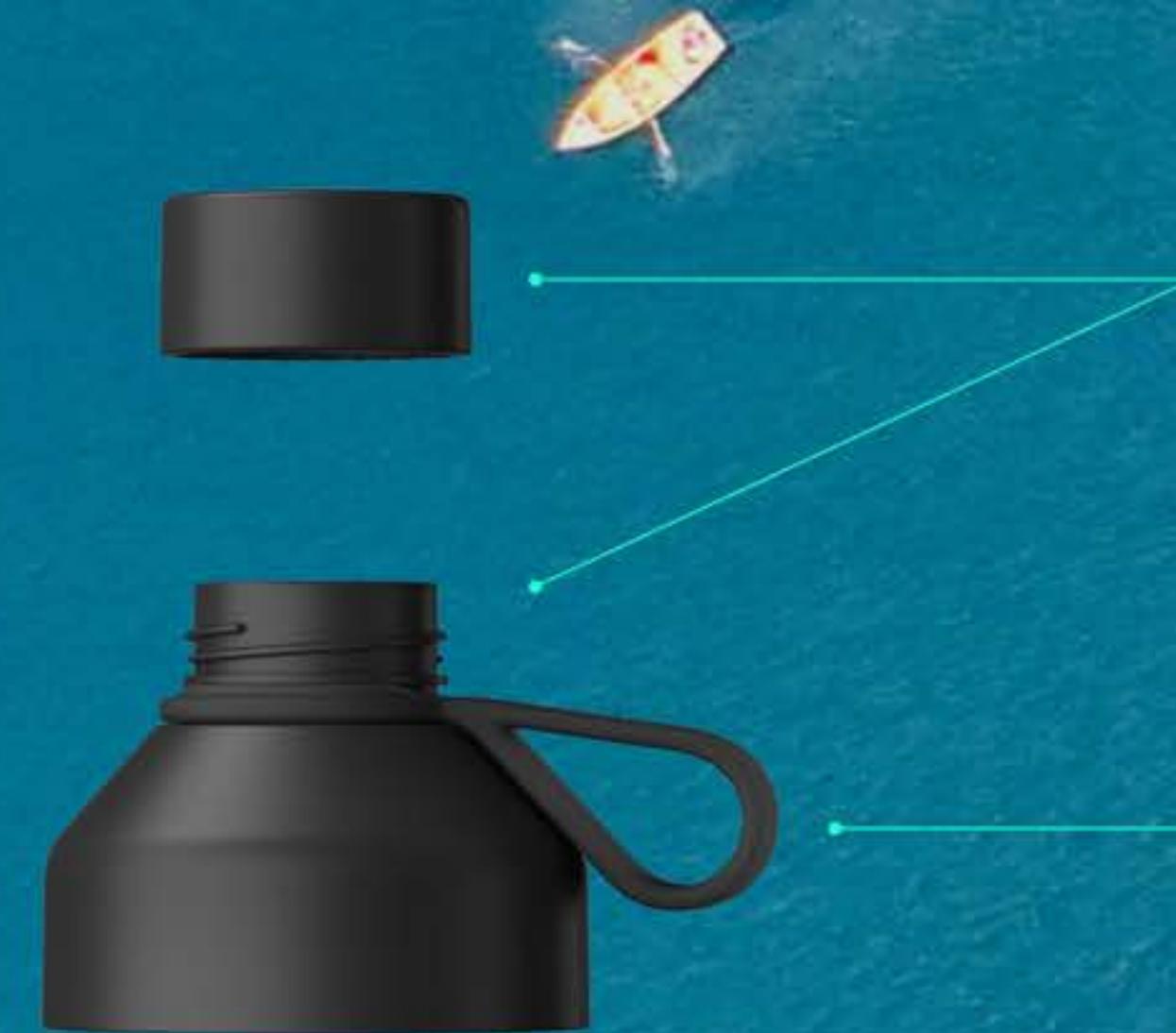
CONSTRUCTION

Environmental impact:

All Ocean Bottle products are built for durability and long-term use, considering serviceability from the outset. By avoiding overmoulds, glues, and captive parts, each component can be separated down to a mono-material component.

Lifecycle consideration:

Designed for full disassembly allows maintenance, repair, or upgrade of components over time through the "parts for life" scheme, supporting a circular system and responsible end-of-life management.



OCEAN-BOUND PLASTIC

Environmental impact:

Incorporating ocean-bound plastic into our baseplates directly contributes to reducing plastic pollution in marine environments, physically connecting people to the impact they've made.

Lifecycle consideration:

By giving new life to collected plastic, we can prevent waste and promote the recycling loop.



POLYPROPYLENE (PP) PLASTIC

Environmental impact:

Polypropylene is a recyclable plastic that helps minimize landfill waste when properly disposed of. Its wide recyclability supports a more circular material lifecycle and reduces the need for virgin plastic production.

Lifecycle consideration:

Chosen for its food-safe certification and high resistance to heat and chemicals, polypropylene is ideal for repeated use, maintaining performance and safety over time without degrading.

FOOD-GRADE SILICONE LOOP

Environmental impact:

Silicone is durable and maintains integrity over time, reducing the need for frequent replacements.

Lifecycle consideration:

While not recyclable in standard municipal systems, silicone's longevity means less frequent disposal. Designing silicone components to be separable extends a product's usable life through serviceability.

91%

Recycled Stainless Steel

Environmental impact:

Using recycled stainless steel significantly reduces the demand for virgin materials and lowers greenhouse gas emissions linked to production.

Lifecycle consideration:

Stainless steel is durable and fully recyclable, aligning with the principle of circulating materials at their highest value.

HOW CAN WE IMPROVE?

Sustainability by design is a journey. Our New Product Development team is continuously exploring how to incorporate design innovation, circularity, as well as environmental considerations to improve our existing and future products, and we are excited to embed new life-cycle analyses into our product roadmap on a more continuous basis moving forward.

2024 CARBON

The nature of our business, and the broader systems we operate within, means that everything we make and do carries a footprint. While we wish we could have made more meaningful reductions in our emissions this year, the reality is more complex.

We emitted 2.51k tonnes of CO₂e in 2024 - a 15% increase from 2023. Breaking this number down, we observed a few key trends. We sold more products in 2024 compared to the previous year. Although we made some incremental improvements in product design and materials, many of the larger footprint reductions had already been implemented. This meant that the rise in product volume naturally led to an increase in our total emissions. Therefore, emissions associated with our products grew by 24% from 2023. Given the significant share our products represent in our overall footprint, this largely explains the total increase. As a company with strong sustainability foundations, we know that growing while keeping emissions flat is a tough challenge, but it's one we're committed to taking on.

In 2025, we'll be focusing even more closely on each stage of our products' lifecycle to find new ways to meaningfully cut emissions where it matters most, even if that means making small steps reassess our baseline, and challenge the status quo of our product development, manufacturing processes, and transport & delivery practices.

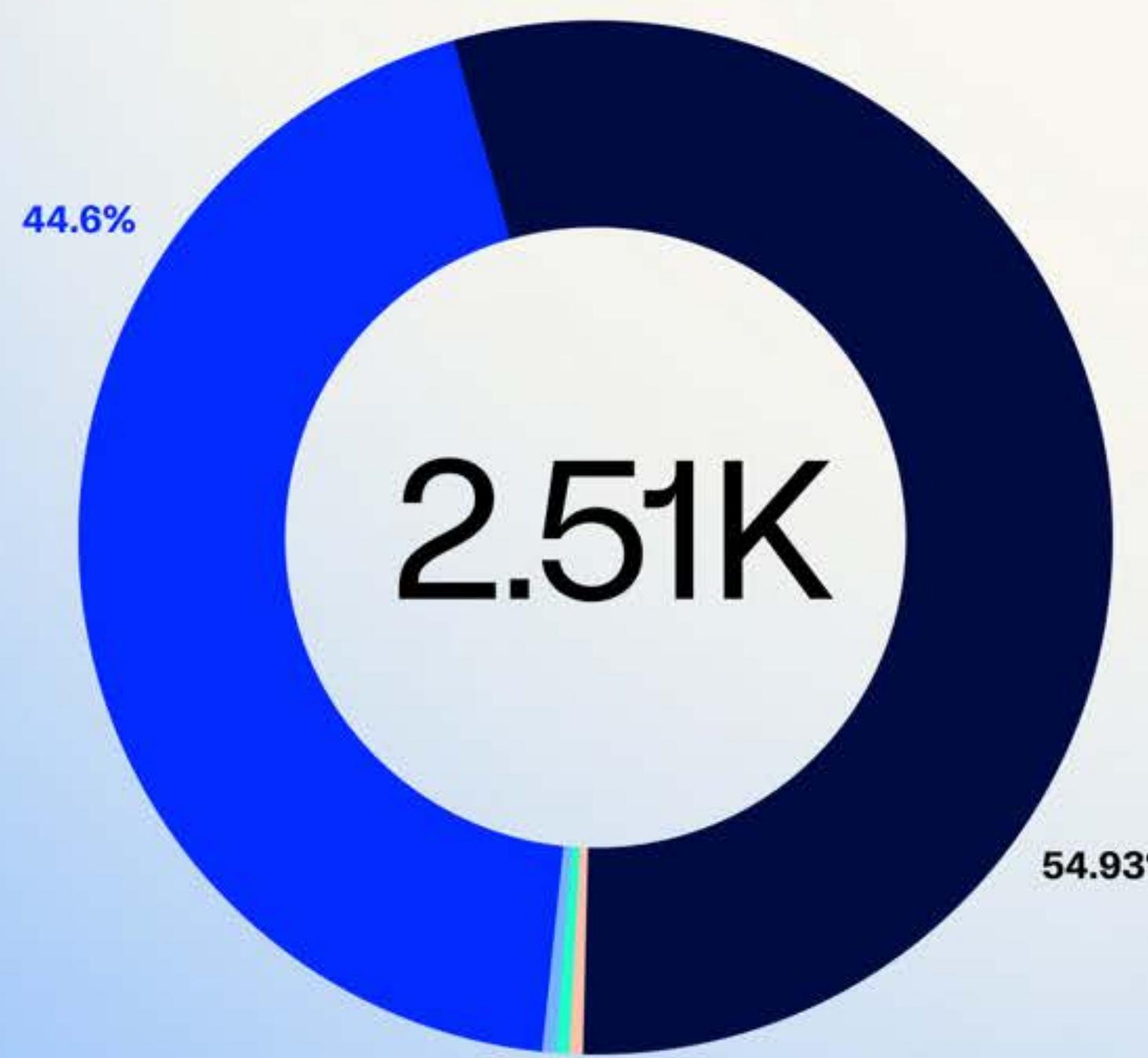
FOOTPRINT

BY CAREFULLY ASSESSING EVERY STAGE OF OUR PRODUCTS' LIFECYCLE, WE AIM TO IMPLEMENT FURTHER PRODUCT-SPECIFIC EMISSION REDUCTIONS.

OUR COMPANY'S MAIN HOTSPOTS

Our company's total emissions are categorised by the GHG Protocol in tCO2e.

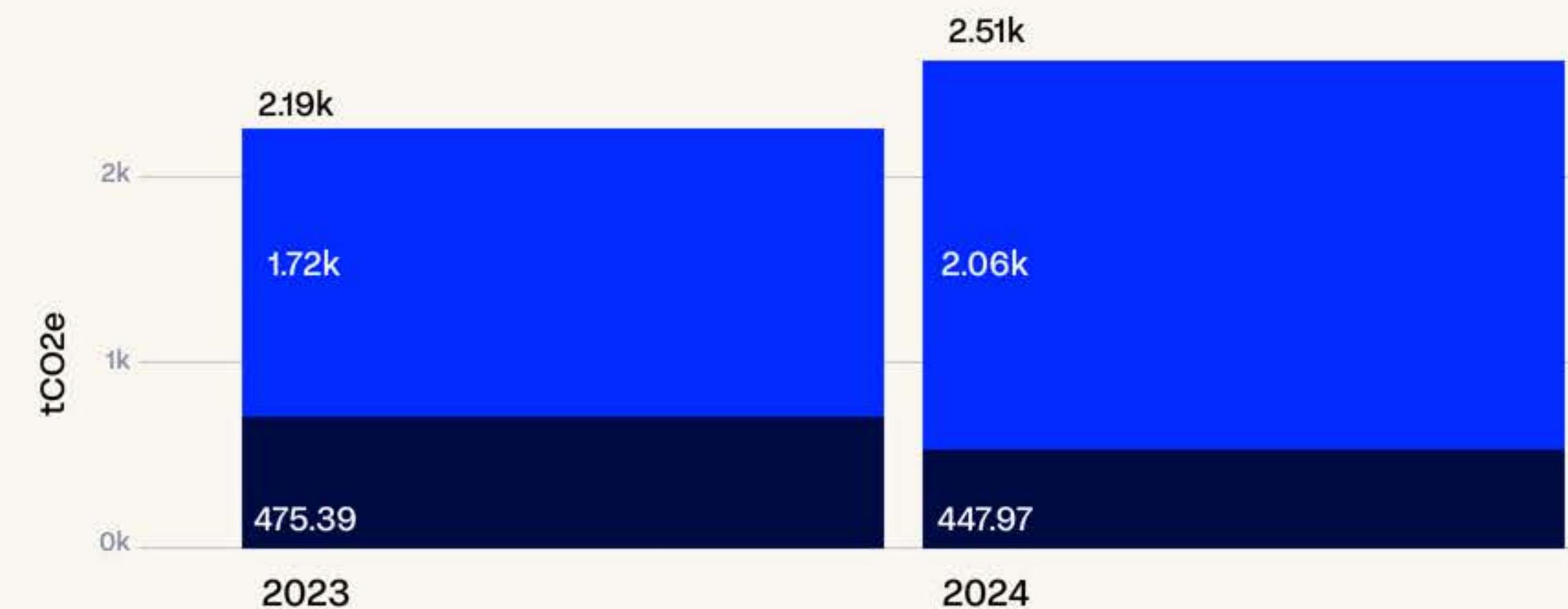
- Purchased goods
- Upstream transportation & distribution
- Business travel
- Upstream leased assets
- End-of-life treatment of sold products



COMPARISON OVER TIME

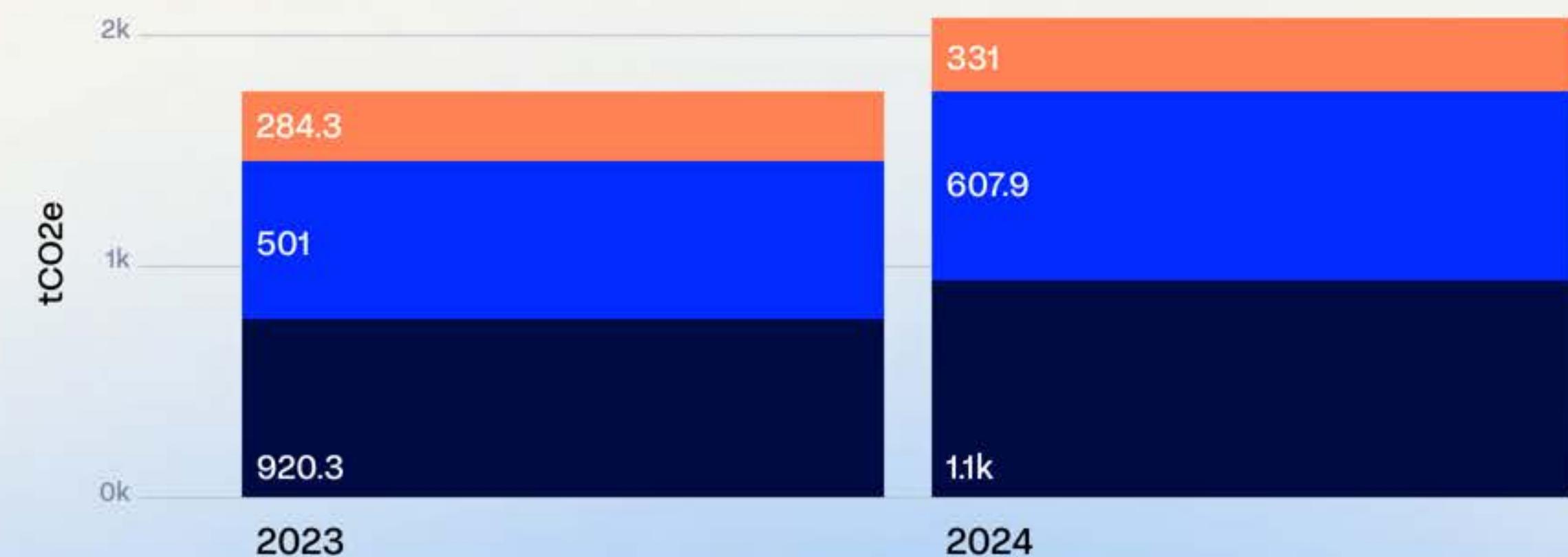
Comparison of our company's total emissions over the years in tCO2e

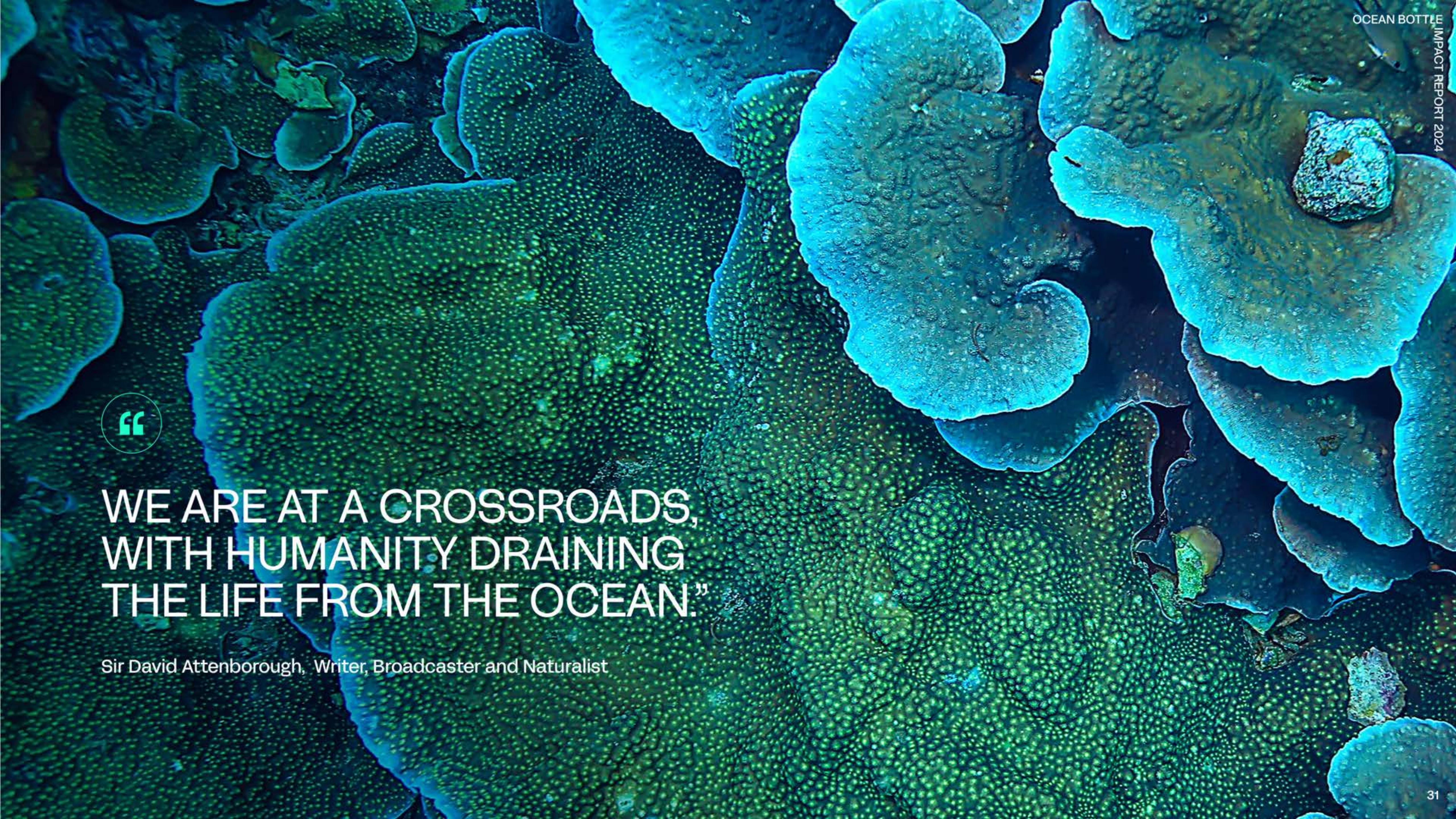
- Monetary
- Physical



EMISSIONS OF PRODUCTS SOLD BY LCA CATEGORY

- Transportation
- End of life
- Materials
- Production
- Sales Admin
- Warehousing



A high-angle aerial photograph of a vibrant coral reef. The corals are a mix of bright green and blue, creating a textured, organic pattern. A single, discarded plastic bottle is visible, partially buried in the sand at the bottom of the reef. The image serves as a powerful metaphor for the impact of human waste on marine ecosystems.

“WE ARE AT A CROSSROADS,
WITH HUMANITY DRAINING
THE LIFE FROM THE OCEAN.”

Sir David Attenborough, Writer, Broadcaster and Naturalist

MARKETING WITH A MISSION

40% ↑

INCREASE OF BRAND
SEARCH AND WEB
TRAFFIC YOY

We use our marketing to connect people to the ocean - its power, and its need for protection. Every campaign is a chance to inspire change and grow a community that cares.

In 2024, we grew brand awareness, and our community size by over 40% YoY. Our focus? Embedding impact into everything we do.

HERE'S HOW WE DID IT



PRODUCTS WITH PURPOSE

Launched new, refill-ready gear including our Coffee Tumbler, Travel Mug, and new earthy pastel shades across the range. Designed to reach more people, with more impact.



IMPACT-DRIVEN CAMPAIGNS

From our 'Hydrate & Help the Ocean' summer campaign to the OB Book Club, we encouraged people to refill, rethink, and reconnect with the ocean. We focused on extending our influence beyond our channels using press and earned media.



PARTNERSHIPS WITH POWER

Collaborated with mission-aligned brands - from corporates cutting single-use to co-branded product drops. Every partnership goes beyond the bottle with custom campaigns that educate and inspire.

MOBILISING CHANGE: CAMPAIGNS AND COLLABORATIONS

Everything we put out into the world brings people closer
to the ocean - and inspires them to protect it.

IMPACT-DRIVEN CAMPAIGN

357M

Reach of 30 pieces of PR coverage

BREAK UP WITH BOTTLED WATER

We encouraged the British public to break up with bottled water on Valentine's Day 2024 through a digital PR stunt that highlighted the amount of microplastics in bottled water. A shock to many of our audience, this was a campaign that drove the conversation, and changed habits around single use plastic, in the newsroom and on social media.

PARTNERSHIP WITH POWER

44M

Prevented 44 million plastic bottles from entering the ocean.

HX CRUISES

In 2024, we launched a long-term partnership with HX Cruises, kicking off on World Oceans Day to spotlight our shared mission to protect the ocean. Every HX guest now receives a complimentary Ocean Bottle, helping reduce single-use plastics and promote refill behaviour at sea. So far, the partnership has funded the collection of over 507,000 kg of plastic waste - preventing the equivalent of 44 million plastic bottles from entering the ocean. With a powerful onboard film and aligned values around sustainability, hybrid-powered ships, and ocean education, this collaboration is driving real impact across every voyage.

2025 GOALS



FOR GOOD

OUR 2025 GOALS

1

Inspire ocean connection and drive behaviour change through deeper community engagement.

In 2025, we're expanding our communications strategy to focus more broadly on ocean health and help more people fall in love with the ocean. Through social media, email, and our app, we'll build meaningful two-way conversations around topics like reuse, plastic reduction, and protecting our blue planet. We'll introduce new community activation campaigns that encourage our audience to participate, share, and take action, creating a sense of collective purpose.

New communications pillars will help us diversify our storytelling and broaden the conversation, ensuring our message resonates with more people in more ways. At the heart of it all is a desire to grow a connected, informed, and inspired community that stands together for the ocean.

2

Use life cycle thinking to identify and prioritise the biggest opportunities to reduce product impact - from material choices to end-of-life solutions.

In 2025, we'll start to embed smarter life-cycle thinking into our product design process to move beyond single metrics like recycled content. By analysing our key product lines, we aim to map out the full environmental impact of our materials, production methods, logistics, and disposal pathways. This data will guide smarter decisions around material substitutions, design-for-disassembly, product longevity, and closed-loop systems - ensuring every product we create moves us closer to a truly circular, low-impact future.

OUR 2025 GOALS

3

Scale plastic recovery, deepen ocean health impact, and lead systemic change.

The foundation of our impact is tackling one of the ocean's greatest threats: plastic pollution. In 2025, we'll expand this mission by partnering with CleanHub, whose innovative, data-led approach will help us grow our global footprint and deliver meaningful impact in high-leakage regions like India.

But our work doesn't stop at plastic. This year, we're broadening our efforts - supporting pioneering ocean health partners, advocating for upstream solutions like refill and reuse, and investing in behaviour change that supports long-term ocean protection. We'll also bring greater focus to our internal sustainability journey, aligning our operations with the values we champion externally. Through collaboration, innovation, and advocacy, we're building momentum for a healthier ocean future.

4

Build a more inclusive, accessible, and engaged Ocean Bottle

In 2025, we're committing to meaningful progress across diversity, equity, inclusion, and accessibility, ensuring Ocean Bottle is a brand and workplace where everyone can thrive. We'll conduct a full review of accessibility, making improvements for both customers and employees to ensure no one is excluded.

Our recruitment processes will continue to evolve, embedding DE&I best practices that create fair, inclusive pathways for talent.

Internally, we'll strengthen our culture of learning with at least six team-wide DE&I-focused sessions and regular knowledge-sharing across key topics. And to ensure we're listening, growing, and creating a positive employee experience, we'll work to improve engagement across the business, aiming to achieve a positive eNPS score that reflects our team's wellbeing and sense of belonging.



THIS YEAR WE
FUNDED THE
COLLECTION OF...

8,162,795 KG

OF OCEAN-BOUND
PLASTIC WASTE

In 2024, we funded the collection of over 8 million kg of ocean-bound plastic, that's over £2 million invested in frontline solutions. These numbers matter. But they're just the start.

The scale of the plastic crisis is overwhelming, but we don't let that stop us.

We refuse to sit back and accept this fate. Because there's no single solution, and no time to waste. We need millions of people, and hundreds of organisations, tackling every part of this challenge.

If you're reading this, you're already part of that movement. In 2025, let's go further. Let's challenge the systems, support the changemakers, and turn the tide - together.

The ocean won't wait. Neither will we.



2024 OCEAN BOTTLE IMPACT REPORT