

# Ocean bottle

HELLO FROM OCEAN BOTTLE

# 22 million kgs

of plastic enters our ocean every day.

By **2030** it's estimated the weight of plastic in our oceans will **double**.



HOW CAN  
WE SOLVE  
THIS?

We have found an opportunity to stop plastic pollution at the source and improve social mobility for millions.

Each Ocean Bottle funds the collection of **11.4kg** plastic, equivalent to **1000** plastic bottles.



**OCEAN  
IMPACT**

Plastic is collected by locals who can exchange it for **money, healthcare, tech products, tuition and micro-finance** all via blockchain technology at their local **Plastic Bank**, creating a long term solution to plastic pollution.

The material is then recycled into new products.

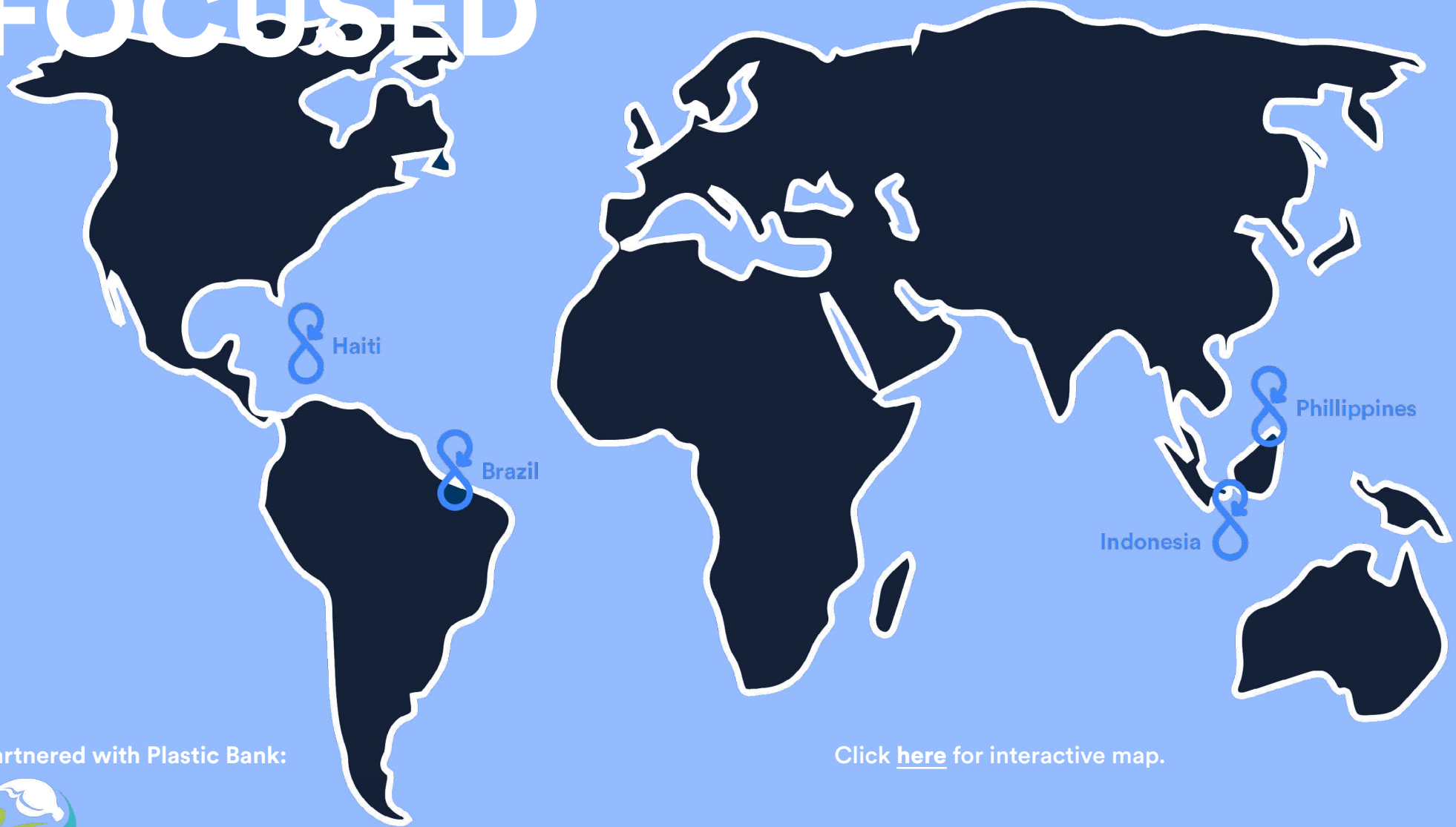
# SOCIAL IMPACT



Take your impact from 1000 to 10,000 bottles a year in the future with the help of an embedded **NFC smart chip** in every bottle.

# CONTINUED IMPACT

# WHERE WE'RE FOCUSED



Partnered with Plastic Bank:



Click [here](#) for interactive map.





IF WE CAN INCREASE  
COLLECTION,  
WE CAN HELP TURN  
OFF THE TAP.

# OUR BOTTLE

Made from **stainless steel** and **recycled ocean bound plastic**.

Each Ocean Bottle comes equipped with an **NFC smart chip**.

We are currently building a platform for **continuous impact** where owners can register their bottle and **fund** more plastic collection for **free**.

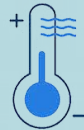
Designed in Norway by award-winning K8 Industridesign, developing the bottle from user insight all the way to our award winning final product.



Anti-leak seal



Dual Opening



Stainless steel vacuum insulation  
18hrs Cold 9hrs Hot



No sweat exterior



Recycled ocean-bound plastic base



180°  
180 twist cap



Easy carry loop



Drinking cup



Dishwasher Safe



BPA free & sustainable materials



NFC activated for future impact

# SIX COLOURS

Inspired by the world around us



OCEAN BOTTLE

# CO-BRANDING & BESPOKE COLOUR WAYS

# OUR AWARDS



**Green  
Product Award**  
Winner 2020



reddot winner 2020



# CUSTOMERS TO DATE INCLUDE



hulu



Mercedes-Benz

Ed Sheeran

L'ORÉAL  
PARIS

BCG

London  
Business  
School

NOBEL  
PEACE  
CENTER



McKinsey  
& Company

Allianz 

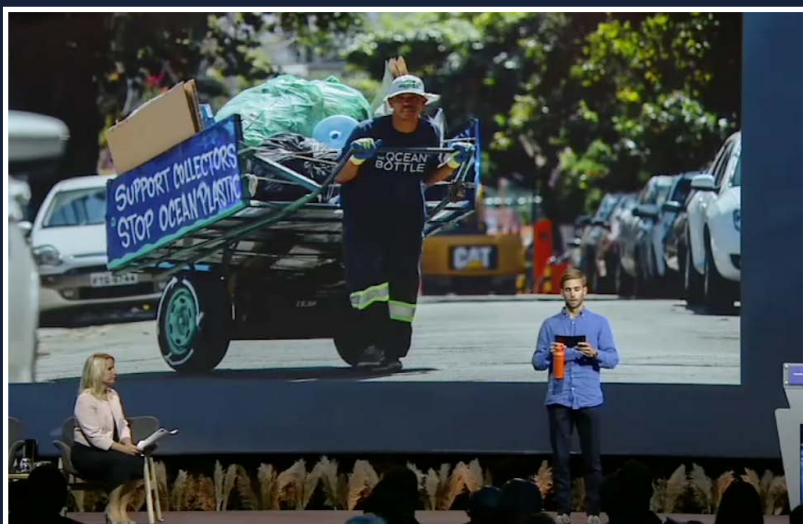
DP WORLD  
TOUR CHAMPIONSHIP  
DUBAI



 PANGAIA



Ā M A N



**Here Will** is making our commitment at the Our Ocean 2019 Conference, after all delegates received their Ocean Bottles.

# WHAT WE'RE SETTING OUR SIGHTS ON

## 2025 COMMITMENT

“Ocean Bottle, commits to fund collection of over 80,000,000 kgs of ocean-bound plastic in areas with high levels of mis-managed plastic waste worldwide, by 2025. As a result, infrastructure to handle and recycle this collection and provide new income opportunities associated with the management of plastic waste will be developed.”

**2025 COMMITMENT TO FUND  
COLLECTION EQUIVALENT TO  
7 BILLION PLASTIC BOTTLES.**

THANK YOU.

