



Emissions Reduction Strategy

Our approach to properly achieve climate change mitigation goals.

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TLDR

Ocean Bottle aims to move away from using individual carbon neutrality terminology, as the use of its terminology cannot be simplified by just equating carbon emissions to offset purchases. We instead contribute to global carbon neutrality by implementing emission reductions through our supply chain first, avoiding emissions in our value chain second, and when necessary developing carbon sinks by protecting natural ecosystems outside of our value chain.

Introduction

Recognising, alongside scientific consensus¹, that any human activity requiring the burning of fossil fuels accelerates climate change to deadly levels, Ocean Bottle has taken necessary steps to measure, analyze, reduce and mitigate the environmental impact resulting from its operations.

Reorganizing these priorities has been advocated by leading environmental think tanks and agencies. The suggested approach drafted by Carbone 4 sets a timely path forward to drastically reducing most companies emissions². Their proposed framework is detailed below:

¹ [IPCC](#)

² [Carbone 4 Net Zero Initiative - Guidelines.pdf](#)

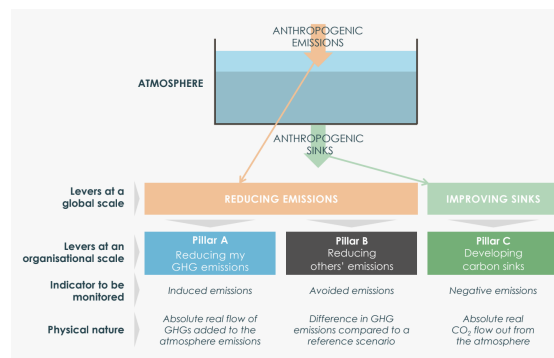
The framework is based on the idea that an organization must, at its level, act in three complementary ways in order to contribute to global neutrality:

In order to contribute to the global reduction in emissions, it must:

1. Reduce its direct and indirect emissions
2. Reduce the emissions of others:
 - o By marketing low-carbon solutions, under certain conditions
 - o By financing low-carbon projects outside of its value chain

In order to contribute to the increase in global removals, it must:

3. Improve carbon sinks:
 - o By developing carbon removals within its operations and in its value chain
 - o By financing carbon sequestration projects outside its value chain



Carbone 4 - DECLINING GLOBAL ACTION AT A COMPANY LEVEL

Each company-level pillar is separate, and accounting for them should also be segregated in order to limit misleading calculations and claims. Pillar C in particular, focusing on addressing residual emissions by improving carbon sinks, must be dealt with as much diligence as the first two to avoid repeating the behaviors listed earlier.

1. Measuring and reducing emissions within our value chain

We measure our CO₂e emissions with two mutually beneficial tools, one looks at the life cycle footprint of the products we sell, and the other one focuses on our operational footprint; the emissions related to running our business.

We conduct a Life Cycle Assessment of our entire product line at least every other year or within the year of either of the following events taking place:

1. A new product is launched
2. A meaningful improvement (new material, new supplier) is introduced into our value chain

Life cycle assessments give a complete picture of a product footprint, from material sourcing and production all the way to shipping, usage and end of life, i.e. disposal / recycling. We work with specialist consultants to deep dive into every step of the Ocean

Bottle value chain. From the results of an LCA, we can locate which areas of the product need the most attention.

The second tool is real time environmental analysis of our financial transactions. CO₂e emissions are generated through the consumption of goods and services, so an accurate way to determine one's footprint is to look at how one spends their money. Using the GHG protocol framework and emission factors, we equate our cash flows transactions directly from our accounting software to their CO₂e equivalence, and are thus able to paint a 360-degree picture of our operational emissions by emission scope and business departments.

From the combined metric output of these tools, we derive a monthly emission profile with hotspots which we compare to emissions projections. Emission hotspot areas are clearly identified and an improvement plan is communicated to each business department. These value chain emission improvements require financial investments; they represent our insetting spend.

By multiplying monthly CO₂e emissions to the price of high quality certified blue carbon credits, we set a baseline insetting spending target, which we compare with actual insetting spent. Any difference between target and actual represents funding for carbon sinks improvement outside out of our value chain.

2. Improving carbon sinks outside our value chain

Ocean Bottle actively focuses on funding blue carbon projects in order to develop carbon sinks. We follow the preliminary guidelines laid out by the Meridian Institute in collaboration with leading stakeholders of the blue carbon sector³ to select carbon sink projects:

1. Set science-based net zero targets and meet commitments to reduce scope 1, 2, and 3 emissions (Pillar A and B)
2. Provide seed funding for emerging projects and scientific innovation
3. Contribute to filling critical science gaps
4. Encourage and promote enabling policies for the development of blue carbon projects
5. Partner with project developers who invest in community engagement and development as a fundamental criterion
6. Purchase credits or design contracts that equitably share benefits with the community

³ [High Quality Blue Carbon Draft Principles Guidance.pdf](#)

7. Prioritize fair priced over lowest priced credits
8. Recognize the long-term nature of blue carbon investments

While not final and not perfect, these steps represent a real change from the status quo offsetting approach and we aim to interact with relevant stakeholders to keep refining them. Moving away from a credit for credit approach actually opens up the range of funding opportunities, for every budget possible. More resources on how to support blue carbon research and projects can be found on [Fair Carbon](#).