



NATURE UNITE
LET'S KEEP OUR OCEANS BLUE

Regent Street Management - Quarterly breakfast
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Founder

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The Mission

Solve the plastic pollution crisis



We aim to do this by
empowering individuals and
corporates with information and
tools that have a direct positive
effect on sustainable living,
consumption and waste
management.



What are we doing?

First reusable water bottle made with OceanBound recycled plastic



Reduce **single use plastic**



Drive **demand** for the 8bn tons of plastic waste already in circulation leading to **increased recycling rates** and help **fund the clean-up** of plastics which is at the highest risk of ending up in our oceans



Changing consumer mindset for plastic consumption and waste and highlighting the importance of recycling in order to solve the plastic pollution crisis



Inspire and empower corporates and individual to get involved in our mission which in turn will give them differentiation to thrive



Bottle ready for **launch** in November for individuals and corporates

The Facts

8.3 Billion

tons of plastic has been produced to date, only

9%

has been recycled

1 Million

plastic bottles are bought around the world every minute

>8 Million

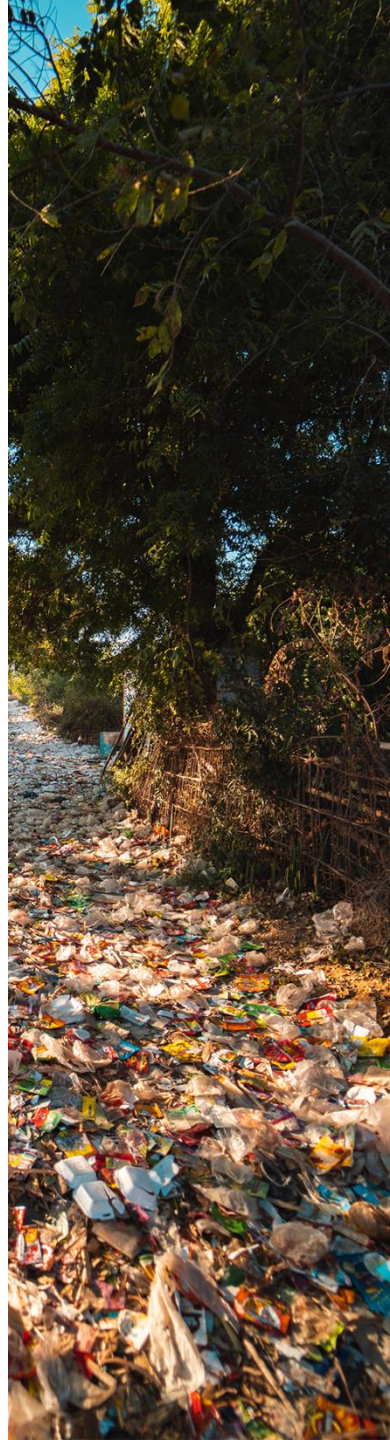
tons of plastic ends up in the oceans every year, equalling one garbage truck every minute

50%

of all plastic manufactured becomes waste in less than one year, and

40%

of it is used just once.





... leading to

2/3

of plastics ends up in **landfills** with toxins polluting groundwater reservoirs, **harming wildlife and people**

By 2050

the ocean will contain **more plastic than fish** by weight

4.1%

is the annual **growth rate** of plastic production which **threatens** the ability to meet the Paris Climate Accord's goal of keeping **global warming** increase **<1.5 degrees Celsius** the **current** annual growth rate is

4.0%

1/3

species of marine mammals have been found **entangled** in marine litter



The Solution

A sustainable solution to the plastic pollution crisis must include ALL 4 pillars



Engage & Inspire

The initial KEY to solving the plastic pollution crisis. It is the engagement from individuals and corporates which drives demand for prevention, recycle/upcycle and clean up efforts.



Prevention

The running tap to an overflowing kitchen sink MUST be dealt with. With 40% of plastic being produced for single-use we must both refuse and re-use plastic.



Recycle & Upcycle

It is VITAL to increase recycling rates to sustainably solve the plastic pollution crisis. Improved waste management schemes will only happen with increased consumer expectations.



Clean-up

With majority of plastic produced to date having already been discarded into nature, we rely on increased clean-up efforts to save nature, wildlife and humanity as a whole

Millennials will make up 75% of the global workforce by 2025



"By failing to
prepare, you are
preparing to fail."

- Benjamin Franklin

64%

of millennials **won't take a job** if a potential employer doesn't have strong corporate responsibility practices.

75%

of millennials would take a **pay cut** to work for a socially responsible company

76%

of millennials consider a company's social and environmental commitments before **deciding where to work**

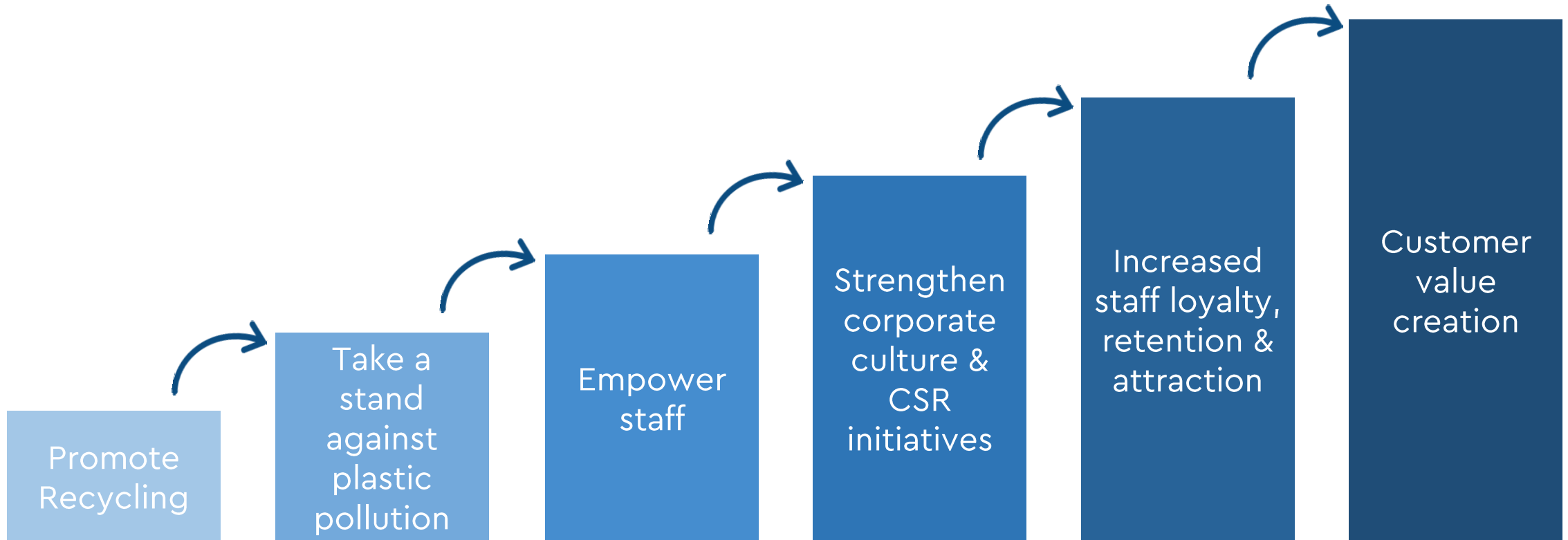
Duty?



Opportunity!



Duty?



SCAN ME



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