

OCEAN BOTTLE

DEVELOPING A ROBUST GREENHOUSE GAS REDUCTION STRATEGY THROUGH THE LIFE CYCLE ANALYSIS OF ITS PRODUCTS AND SUPPLY CHAIN



Ocean Bottle exists to bring people together to turn the tide on ocean plastic. Ocean Bottle makes reusables work even harder through design-led products that fund the collection of ocean-bound plastic with every sale and refill. Ocean Bottle's goal is to prevent 7 billion plastic bottles from entering the ocean by 2025.



Client Objectives



Calculate a Life Cycle Analysis of their core products.



Receive recommendations about how they could reduce their impact throughout the supply chain.

The results of the analysis would feed into developing a Greenhouse Gas reduction strategy.

Client Challenges



Making accurate assumptions to assign GHG emissions to products not in production at the time.



Global consumer base meant that the final products were delivered using freight methods and routings that complicated the supply chain.

Green Element Approach

With data collected by the Ocean Bottle team, the Green Element team were able to map Ocean Bottle's supply chain and apply GHG emissions to each stage of the life cycle.



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Green Element delivered a full life cycle inventory for 8 individual products sold by Ocean Bottle, with a detailed analysis of each and clear recommendations for GHG emissions reductions. We also modelled potential GHG emissions under different scenarios of transportation, recycled material content, and manufacturing energy sources to help The Ocean Bottle in its decision-making processes.

Client Benefits



Ocean Bottle has achieved a thorough life cycle analysis of each of its main products which allows them to plan a robust GHG emissions reduction strategy for future supply chain decisions.



They identified the most impactful areas of its supply chain and is now actioning changes with the confidence of knowing they are making an informed decision.



Ocean Bottle could clearly extract and prioritise all the action points to frame its emissions reduction strategy and was given the proper tools to enact changes with its stakeholders.



Ocean Bottle can use the results of its life cycle analyses to push others in the industry to do the same and collaborate on decarbonisation towards the ultimate goal of reaching global net-zero GHG emissions.



I was extremely impressed by the suite of tools and support Green Element gave us to successfully conduct our first LCA. They were present at every step from measurement to analysis and beyond, and gave us all the necessary learnings to lead our ambitious reduction strategy going forward.

Emilien Henrotte, Impact Manager



Let us help you become a sustainable and future-fit business



[Book a Consultation Call](#)

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