



PAYING OUR DUE WITH THE GUARDIANS OF THE OCEAN

We believe passionately that we can make a difference - Neptune is a brand with a responsibility to protect the waters and shores from modern day harm and pollution. We want to preserve the natural beauty of the waters and celebrate the adventure and joy they bring us. Join us on this adventure.

The Guardians of the Ocean Foundation has created a fund that supports charities and initiatives that meet our mission; to protect the ocean and waterways from pollution, particularly plastic, and to clean up the shores and coastline of litter.

The Guardians of the Ocean Foundation is focused on advancing the development of Ocean centric environmental action around the world.

We are partnering with local volunteer community groups, conservationists and ecologists to help them realize and achieve their goals.

To get the job done we live by the precepts of Educate, Equip, Evolve.

EDUCATE, EQUIP, EVOLVE.

EDUCATE to develop programs that aim tackle problems on a grass roots level. We aim to help deliver inspiring and well-crafted information to local business, communities and schools to help raise the awareness of our impact on the environment and how we can alter our habits and lifestyle to produce lasting change.

EQUIP to provide much needed resources and materials to volunteer groups enabling them to succeed in their mission to keep our planet and our oceans clean.

EVOLVE to foment continuing change in how we all perceive the effects of our existence on the environment, developing new ideas and technologies that prevent or eliminate plastic pollution in our Oceans.

Let's do our bit.

CASE STUDY

PARTNER: Our Only World

PROJECT: Water Refill Station Project

BACKGROUND: Whilst beach clean ups are commendable, Our Only World have been researching the causes of beach pollution and how we might prevent the problem continually re-occurring. This came down to helping families stay hydrated without needing to bring plastic bottle after plastic bottle to the beach with them. Once the drivers were understood the solution became clear. Provide safe, reliable and well publicized water refill points so that individuals can have access to unlimited supplies of drinking water without the temptation to discard the container.

This concept was trailed in the summer of 2018 at Polzeath beach and Rock in Cornwall, UK. The results are convincing;

- Rock and Polzeath have had over 30,000 litres drawn off in two summers.
- It is estimated this reduced plastic bottle usage by some 60,000 bottles.
- The cost to the local authority of providing the 30,000 litres is approximately £60.

OTHER INFORMATION TO CONSIDER

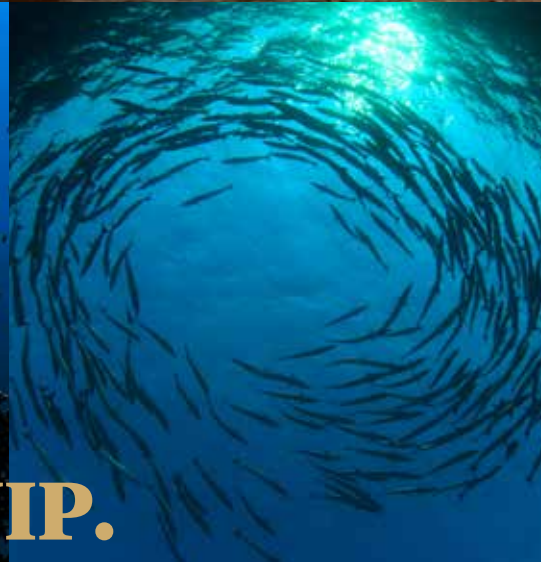
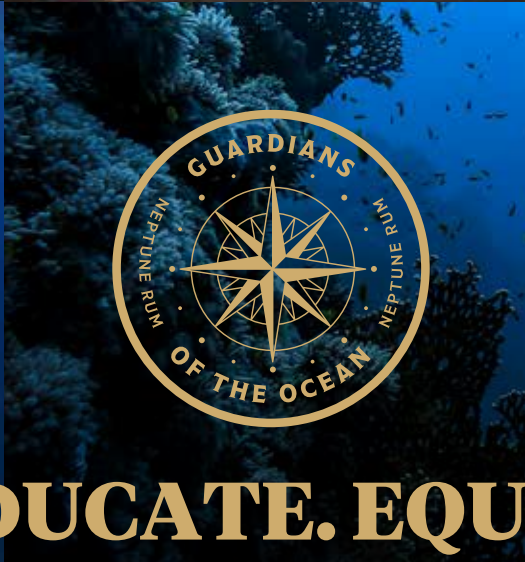
- It is estimated over 6million tourists visit Cornwall each peak season.
- 'Visit Cornwall' estimate that Newquay receives at least 1 million each summer and that's not counting events such as Boardmasters (capacity now 52,000 people).

GoTO ACTION PLAN:

Our Only World, in conjunction with SWMAS and Exeter University launched a competition to design the best Water Refill Station, with the intention that this will be manufactured in the UK (Cornwall). 100% of any subsequent profits from the sale of said stations will be ploughed back into the Charity. We aim to fund

- the development of these stations to the point of manufacture – a total development cost of approximately £8.5k.
- the first installation at Fistral beach, Newquay – costs to be finalised.

There are 15 beaches around the coast of Cornwall that have expressed a desire to install one or more Water Refill Stations. Our Only World forecast a reduction of 3 million plastic bottles in the first 10 years.



**EDUCATE. EQUIP.
EVOLVE.**

