

OCEANЯ®

IMPACT CAMPAIGN



Anything we do, should have a positive impact:
On our team, our brand partners and above all,
our environment.

- Actions: Partnership with ENALEIA
- Communication: Advertising campaign.
- Channels: Social media, website, newsletter.

Message:

Our promise:
1 product = 1 kilo of ocean waste removed.



A KILO FOR THE PLANET.

Every product purchase removes 1 kilogram of ocean waste.

What is it?

A kilo for the planet was created to work towards a sustainable marine ecosystem. We wanted to take responsibility for taking care of our oceans, and we wanted you to be part of the journey as well. It means that for every product you purchase, 1 kilogram of ocean waste is removed.

WHY?

There is a huge need for cleaning our waters. About 13 million tonnes of plastic enter the oceans each year, and it is estimated that if we continue this way, by 2050 there will be more plastic than fish in the sea.

It is high time we acted together.

HOW:

Plastic pollution is too big and complex a problem to solve alone.

We have partnered with a non-profit social enterprise who works with fishing boats in Greece and Italy, to clean plastic from the sea. This plastic then enters the circular economy, either through recycling or upcycling

Post - GIF



Chaption:

WHEN HOPE MEETS ACTION.

From January onwards, every product you buy from OceanR will remove 1 kilogram of ocean waste.

For our oceans
For our wildlife
For our natural resources
A kilo for the planet.

We know we're not alone in this battle, and our brand partners care about our planet as much as we do. Let's remain together in what matters. Because together we're stronger.

More in bio

More about why we do this in our stories.

We are passionate about the oceans,
and we know you are as well.

If there's one thing that we won't give up, it's our planet.
More than two-thirds of our surface is ocean. Yet, little is done to
preserve it.

As we love spending time in the water we could see this with our
own eyes. Plastic pollution is everywhere.
We wish there were more regulations around this, but in the
meantime, we decided not to look away and we would play our own
part.

From this January, every single product purchase from OceanR will
remove one kilogram of ocean waste.

We know we're not alone in this battle, and our brand partners care
about our planet as much as we do. Let's remain together in what
matters. Because together we're stronger.



OCEAN'S®
**MARINE
ACTION**

IN PARTNERSHIP WITH

επαναπροσδιορίζοντας την αλιεία

A KILO FOR THE PLANET.

Every product purchase removes
1 kilogram of ocean waste.

* Excluding accessories

Stories

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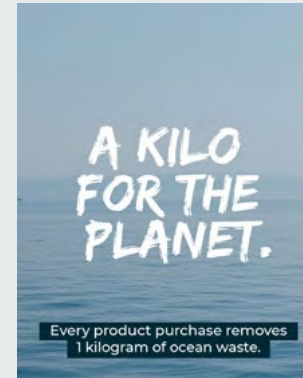
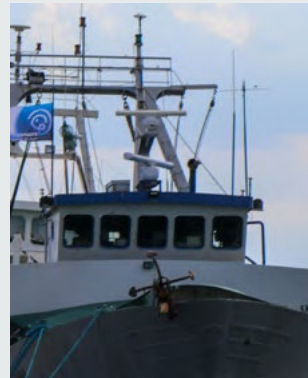
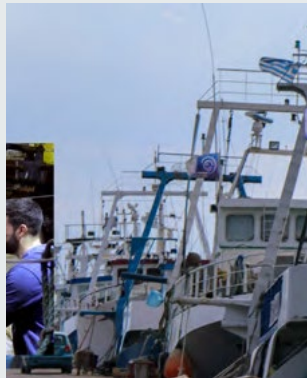
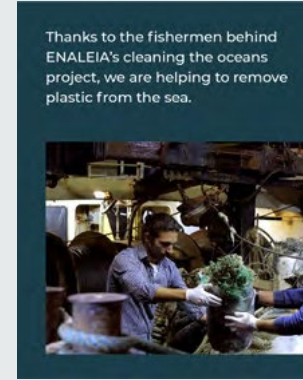
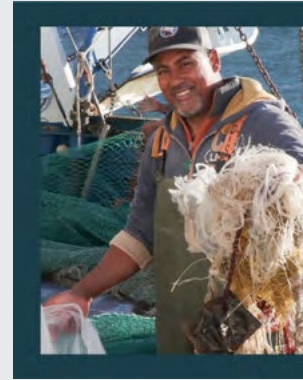
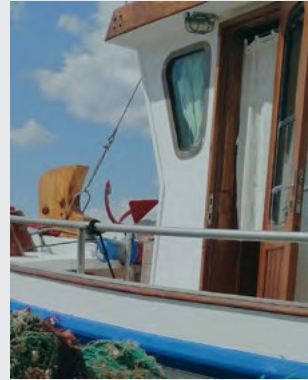
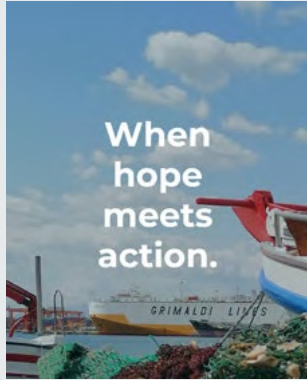
HOW DO WE DO IT?

Plastic pollution is too big and complex a problem to solve alone.

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This plastic then enters **the circular economy**, either through recycling or upcycling.

Post - Gallery



An aerial photograph of a boat moving across clear, turquoise water. The boat is leaving a white wake. In the bottom right corner, a sandy beach is visible with a few people walking. The overall scene is bright and clear, emphasizing the beauty of the ocean.

ARE YOU READY TO HEAR THE NEWS?
BECAUSE THERE IS **GOOD NEWS**.

Since the beginning we decided to be a transparent brand. We will share honestly about our progress, and also our challenges. And no matter what the cost is, our promise has always been to put the planet first. We have been thinking over and over about how we can actually make a positive impact from our role as a manufacturer. It is hard, we won't lie. We have always worked with recycled polyester for our core products, and minimise the use of any natural resource as much as we can. Yet, we realised that this didn't make a big enough difference. After all, every product created comes with a footprint, it is just part and parcel of it. As we wanted to take responsibility for our actions, we partnered with Plant for the Planet to offset our carbon emissions and as such we became a neutral company.

It was a great start, but that didn't mean it was enough. We wanted to have a positive impact on our planet - to do something meaningful - especially when it comes to what we are most passionate about: our oceans. And above all, we wanted to make YOU part of it. That's why from 2022 onwards, we introduce you to: A kilo for the planet. What does this mean? Thanks to our partnership with Enaleia, every product you purchase will remove 1 kilogram of ocean waste. *

*We know there is always room for improvement. So don't worry, this is by no means the end. We will keep you updated for the next thing we come up with. Do you have any suggestions?

A KILO FOR THE PLANET

A KILO
FOR THE
PLANET.





Hang Tags



We support Enaleia, a non-profit social enterprise that works with fishermen to create a sustainable marine ecosystem for all.

They do this by tackling overfishing and plastic pollution. Every OceanR order you make supports the removal of 1kg of ocean waste by Enaleia trained fishermen in Greece, Italy and Africa.

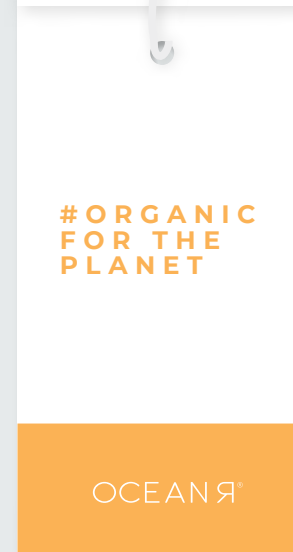
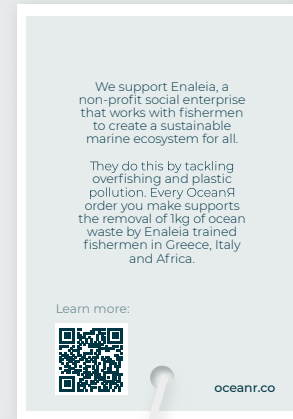
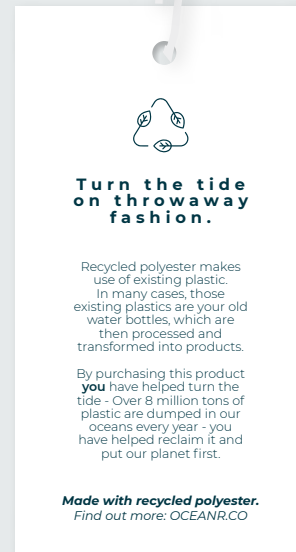
Learn more:



oceanr.co



Recycled Polyester



Organic Cotton





#AKILOFOR THEPLANET

