

Dopper impact report

A review of 2022

dopper

Just refill



Sold nearly
2 million
 bottles in 2022, stopping
380 million
 single-use plastic bottles – and
9,5 million kg
 of plastic waste – from entering our
 world's waters.

Published an open letter to
 B Lab, asking them to rethink their
 certification of bottled water
 companies such as Evian and
 Spadel was signed by

523
 concerned parties.



Launched the
Doppertap
Water Tap,
 selling 37 units and stopping the sale
 of nearly 15,000 single-use plastic
 water bottles (± 410 kg of plastic and
 1,000kg of CO2).

Mapped
2.315
 public water taps in Google Maps
 across the Netherlands increasing
 their findability and resulting in over
 12,000 direction requests.



Grew the Doppertap Wave
 community to

1 million
 drops, with key signees
 including :

- ABN AMRO**
- Deutscher Hockey-Bund**
- Onefit**
- Paradise City Festival**
- PATTA**
- sc Heerenveen**
- Dr. Sylvia Earle**

Doppertap Highlights



Concluded our most
 recent projects in
 Nepal, helping nearly
50.000
 Nepalis gain access to safe
 drinking water.
 New projects will
 begin in 2023.

Achieved **total
 carbon neutrality**
 throughout
 our production
 processes.

Achieved **Cradle to Cradle
 Certified® Gold for the Doppertap
 Original**, meeting the highest
 standards when it comes to
 circular manufacturing, and
 making it the most sustainable
 reusable bottle in the world.

Achieved **Cradle to Cradle
 Certified® Silver** for our
 Doppertap accessories.





A note from our CEO, Virginia Yanquilevich

“Never doubt that a small group of thoughtful committed people can change the world.” Margaret Mead

In 2017, Merijn asked me to spearhead Dopper’s mission of ending packaged water by getting people to drink tap water, and while we’ve made progress towards this goal, we are not there yet. The global packaged water industry still poses a colossal threat to our planet, and there is lots of work to be done to reverse the damage caused by single-use plastics.

According to the United Nations University, “global bottled water sales are estimated at [...] 270 billion US\$ [annually]” with the associated plastic pollution coming from an estimated 600 billion plastic bottles, and 25 million tonnes of waste. The same report suggests that the bottled water industry is directly inhibiting Earth’s ability to successfully reach the United Nations Sustainable Development Goal 6.1st arguing that “bottled water can hardly be considered a sustainable or affordable solution,” given that it takes between 2 to 4 litres of water to produce 1 litre of bottled water.

We know that we won’t end packaged water overnight, nor will we achieve our mission within the next few years. But we do know that every bottle we sell, Dopper Water Tap we install, and Wave signature we gain brings us one step closer to achieving our vision of “a planet with clean water for all, where plastic pollution is a thing of the past.”

From seeing our Dopper Original receive the Cradle to Cradle Certified® Gold label and launching the Dopper Water Tap to successfully concluding our most recent projects in Nepal, our small team enjoyed a year of truly meaningful impact, and this brings to mind a quote from the American anthropologist, Margaret Mead: “Never doubt that a small group of thoughtful committed people can change the world. Indeed, it is the only thing that ever has”. Just Refill.

Virginia Yanquilevich
CEO, Dopper B.V.



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An introduction to the problem, and our vision

We envisage “a planet with clean water for all, where plastic pollution is a thing of the past,” because let’s face it: it’s something we all ~~want~~ need. After all, water is quite literally the lifeblood of our planet.

Water is a human right not all of us enjoy

In 2022, the World Health Organisationⁱⁱⁱ reported that “2 billion people live in water-stressed countries,” and expect this to be “exacerbated in some regions as [a] result of climate change and population growth.” And that’s just those without access to clean water; a 2019 article^{iv} reported that “water pollution was [directly] responsible for 1,4 million premature deaths.”

A crisis amplified by single-use pollution

The other side of the coin is the overwhelming amount of plastic that ends up in our oceans every year, where it joins the 170 trillion microplastic particles already clogging the waves*.

**170.000.000.000.000.
Fifteen figures.**

A number too big to comprehend that is growing larger every year, with some estimates suggesting that 29 million tonnes of plastic will enter our oceans annually by 2040^v. And that’s just our oceans, excluding bodies of water such as lakes and rivers.

Millions of premature deaths, billions of people living with water scarcity, and trillions of plastic pieces polluting our oceans are simply unacceptable figures in this day and age. In fact, plastic pollution is so pervasive that it directly threatens the quality and security of life on earth^{vi}.

Consequences of convenience

Perhaps the scariest part of all is the fact that we still don’t know enough about the effects of our plastic obsession, especially when it comes to microplastics. In fact, trace amounts of plastic have been found in our water, air, and food supplies, as well as human blood samples, and even placentas^{viii}. Additionally, a 2019 study from Australia has suggested that humans already consume up to a credit card worth of plastic each week^{ix}.

Our reason for being

If we bring the problem back to water and single-use plastic bottles, we come to the crux of the problem. A study in 2021 found that single-use bottles are the second most common plastic objects in the oceans today, surpassed only by plastic bags*. Given that 1.000.000 plastic bottles are sold every minute^{xi} globally (600 billion a year), this isn’t hard to believe.

While we understand that, in many countries, packaged water is the safest option available, it is a frustrating reality in countries where safe tap water is readily accessible and available. In Europe alone, more than 9 out of 10 people can safely drink from the tap, yet 58 billion litres of packaged water were sold in 2021 alone^{xii}.

To date, no European countries have signed legislation to ban the production or sale of single-use packaged water.

Ultimately, Dopper is a problem, not product, driven business, which means that we’re constantly evolving, striving to create a planet

with clean water for all, where plastic pollution is a thing of the past.

Our Solutions: Bottle. Tap. Map. Community. Company.

By encouraging people to drink from the tap and choose reusable over single-use packaged water, stopping companies from selling it, and lobbying for governments to enact laws that ban the sale of it in the first place, we can change the world. But we can’t do it alone.

The reality is that in order to change everything, we need everyone.



- Don’t want to buy another single-use bottle? We launched a reusable one.
- Don’t have water on hand? We built accessible taps.
- Don’t know where to find tap water? We created searchable maps.
- Don’t have access to clean water? We built taps with our NGO partners.
- Don’t feel that you, on your own, can make a difference? We started a movement. (Join it!)
- Don’t believe production chains are sustainable? We raised the production standard.
- Want to know what kind of business we’ll be tomorrow? Then identify an obstacle stopping people from drinking tap water.

We’ll see you there.

dopper.
Just refill

The Dopper Bottle

The Dopper bottle was created for a very simple reason: to empower people to drink from the tap and choose reusable over single-use packaged water.

The idea started in 2010, when our founder, Merijn Everaarts, was walking along the North Sea. Frustrated at the amount of single-use plastic bottles he found littering the beach, Merijn felt compelled to act, launching a competition to find the most sustainable reusable bottle design possible.

What started as a sustainable solution to combat single-use plastic bottles has grown into four unique collections that combine to remove all excuses to not bring your own water bottle.



Dopper Steel

Need a lightweight, rugged, and trail-ready bottle that you can take hiking in the Alps? Meet the **Dopper Steel**.



Dopper Glass

Looking for a timeless and elegant water bottle that is ideal for at home or in the office? Meet the **Dopper Glass**.



Dopper Insulated

Need a bottle that can keep your water hot for up to 9 hours, or cold for 24 hours? Meet the **Dopper Insulated**.



Dopper Original

Need something lightweight and easy to carry, store, and wash? Meet the **Dopper Original**.

Dopper Bottles by the numbers:

Sold

1.912.598

bottles sold globally

Stopped

382.519.200

single-use plastic bottles from being purchased^{xiii}

Stopped

9.562.980 kg

of plastic from entering our world's waters^{xiii}



Cradle to Cradle Certified® Gold

While all Dopper bottles and accessories are Cradle to Cradle^{xiv} Certified®, the Dopper Original broke the mould on October 12 when it achieved Gold level certification after a two-year process.

Cradle to Cradle certifications are awarded based on a “product’s lowest category achievement level, [which determines] its overall certification level”. This means that, if the lowest score a product receives across the five criteria is Gold, then its overall score is Gold, which was the case for the Dopper Original.



World's #1 sustainable bottle*

Certifying the Dopper Original

To meet the standards for Cradle to Cradle Certified® Gold, new materials were introduced to our production chain.

For the cup, we introduced Tritan Renew, by Eastman, a Cradle to Cradle Certified® material that is durable, offers a high gloss finish, is made with 50% recycled content, and is temperature, odour, and taste resistant. Tritan Renew ensures virgin quality in the final product, saving the equivalent of 1 PET bottle for every Dopper cup we produce.

We introduced Circulen, by LyondellBasell, for the body and cap. Made with 100% biobased materials, Circulen also ensures virgin quality in the final product, and reduces our CO2 footprint by 50%.

Our production partner for the Dopper Original, VDL Wientjes, supports our goal of a fully circular production chain and uses 100% green energy to power their facility, more than 50% of which is generated by their on-site solar park.

Silver certification on all Dopper accessories

All Dopper accessories achieved Cradle to Cradle Certified® Silver on April 14, 2022, meaning all Dopper bottles and accessories are Cradle to Cradle Certified® and made for the circular economy.



Size matters: Introducing the Dopper Steel in 350 ml and 1.1 L

In 2020 and 2021 we began work on new designs for the Dopper Steel, which were validated in Q1 2022 via a survey with our network. Fifty per cent of respondents said they wanted a bottle that was either one litre or bigger, or small enough to fit in their pocket or purse. Armed with these insights we introduced our biggest and smallest Dopper bottles to date in July, 2022.



The Dopper Water Tap



We were immensely proud to launch our newest innovation, the Dopper Water Tap, in 2022. With its introduction, Dopper took a huge step forward towards our mission of ending packaged water by getting people to drink tap water. The Dopper Water Tap was designed to stimulate behaviour change by giving people another way to refill their reusable bottles when they're out of home, further removing their reliance on single-use packaged water.

In 2021, we commissioned Tabula Rasa, an agency specialising in behaviour change research, to discover the barriers that stopped people from using public water taps. Through their research, they found that the two key drivers were convenience, and the inability to find a public tap to refill from.

To overcome this, we created a carefully designed and highly recognisable water tap proposition that nudges behaviour change through positive messaging and a differentiated experience. In partnership with Roorda, a communications agency, we developed over 200 positive emotional messages for the custom droplet interface.

The messages are randomly displayed whenever the tap is used, giving people a different experience with every refill. To further encourage a behaviour change, we also made the tap contactless to overcome hygiene concerns.

Measuring your impact and insights

The finished product is a contactless, IOT-enabled smart water tap that reinforces behaviour change while also measuring its impact. Through the built-in technology, the tap can accurately track the number of litres that are dispensed annually, as well as the number of single-use bottles and kilos of plastic that are averted, and CO2 that is cancelled out as a result. These insights are then displayed in a dashboard, allowing the tap's owner to track their impact against sustainability goals, and report on their progress with their teams and network.

It's all in the details

The Dopper Water Tap was designed to change behaviour and encourage people to refill their reusable bottles rather than rely on single-use packaged water, while also making a statement and meeting the needs of the end user. To achieve this, we gave it a beautiful, powder-coated matte finish in eight unique colours, and designed it for a specific installation height to ensure proper product proportions, and to maximise accessibility. Finally, we added the unique Droplet interface. Made of poplar wood and recycled acrylic glass with a matte finish, the Droplet is the 'digital' aspect of the tap, displaying the 200+ positive messages as well as the Dopper logo, and the logo of the business that purchased it.

Bringing the Dopper Water Tap to market

The Dopper Water Tap was launched during a special event at the Naturalis Biodiversity Centre in Leiden, on the 28th of September, 2022. The event was attended by over 500 people and included a unique narrative experience and guest presentation from renowned Oceanographer, Dr. Sylvia Earle.

The Dopper Water Tap was a major milestone for our brand, helping us to evolve our business and bringing us one step closer to achieving our mission. However, the launch wouldn't have been half as exciting or impactful without the support and enthusiasm of our launch partners.

While we're incredibly grateful to all of the businesses that purchased a Dopper Water Tap in 2022, we want to thank the following companies, in particular. Each of them showed their commitment to our mission and vision by ordering a Dopper Water Tap well before it was commercially available.

So, on behalf of all of us at Dopper, thank you to:



The Dopper Water Tap by the numbers

1.024 kg
of CO₂ averted

37 Taps
sold in the Netherlands

500+ attendees

at our launch at the
Naturalis Museum in Leiden

14.639
single-use
bottles averted

410 kg
of plastic averted

26.688
individual tapping moments

7.320 L
tapped in three months



See appendix, xv

Maps

We found, during our research with Tabula Rasa, that simply finding a water tap in public was a barrier for people. Even before we started work on the Dopper Water Tap, we began searching for a solution to the problem, ultimately finding it in Google Maps, a tool most people already had on their smartphones. We chose Google Maps for the simple reason that it's easier to change behaviour with tools people already use, rather than trying to introduce something new. Working with Localyse^{xvii} we added 2.315 public water taps to the platform, across the Netherlands. Simply by typing 'water tap' into Google Maps, users were able to

find a public tap near their location, making it easy to refill their reusable bottles on the go. Between April and September, 12.510 direction requests were made on Google Maps. Unfortunately, due to technical reasons, the project was removed from Google Maps at the end of 2022. Since then, we have been working to bring it back online, as well as exploring expansion opportunities in Belgium, France, Germany, and Spain.



Diving into the numbers:

2.315
public water
taps added
to Google Maps

348.365
direct searches
for 'water tap'

12.510
direction requests
made to the
nearest tap

PR activation

Mijn Kraan, Jouw Kraan.

For World Water Day and World Refill Day 2022, we wanted to leverage our network to maximise both our reach and our impact. To achieve this, we ran the Mijn Kraan, Jouw Kraan (*My Tap, Your Tap*) campaign across the Netherlands, Flanders, Wallonia, and Germany, inviting local businesses, cafés, and bars to hang specially designed posters in their windows. The goal of the project was to let passers-by know that they could refill their reusable bottles inside, rather than buying a single-use bottle.

With a budget of €3.000, we saw a total reach of 330.971. This was divided across ad reach (324.156), emails (4.578) and organic social reach (2.237). Within the Netherlands we also posted the ad on the back page of the NRC Handelsblad (newspaper) so it could be directly cut-out and used by individuals and stores alike across the country. Many retailers responded excitedly to the campaign, either downloading or ordering the poster for their store windows including the EYE shop and Stayokay Maastricht.

Community



Dopper wouldn't exist without our community. From those who purchased our bottles and use them on a daily basis to the individuals and organisations that have signed our Wave pledge and banned single-use packaged water from their lives.

**You are,
without
mincing
our words,
saving the
planet.**

Understanding our customers

Eighty per cent of our customers indicated that they take their Dopper bottle with them most or all of the time when they leave the house. With nearly two million bottles sold in 2022 alone, that's roughly 1,5 million people choosing reuse over single-use every day. And that's before we count those who already own Dopper bottles.

On top of this, a further 90% indicated that they would happily refill their bottles while out and about if they could find and access a clean, hygienic tap that was within walking distance, validating the need for the Dopper Water Tap (page 12) and our Maps proposition (page 15).

Furthermore, 93% of our customers indicated high levels of concern for our oceans, with 89% indicating that they would support us if we were to go up against legislators or industry leaders and demand systemic change in the use of plastic(s).



Dopper Wave Pledge

In total, 1,593 individuals and 227 organisations signed the Dopper Wave Pledge in 2022, bringing the total to 1,098,748, up from 600,142 drops at the start of the year^{xviii}

Both Siem de Jong, a football player for sc Heerenveen, and Cecile Pieper, a German National Hockey Player, opened conversations within their clubs about the number of single-use water bottles that were being used during trainings and games. Through these conversations, both teams signed the Dopper Wave pledge, banning single-use packaged water from their clubs and spreading our mission even further.

The Dopper Wave also offers businesses a platform where they can discuss and actively progress their sustainability goals. We saw this when ABN AMRO opened discussions around prioritising tap water in their offices, rather than packaged water. After meeting several times, to discuss the topic, and to think along with them, ABN signed the Dopper Wave Pledge in June, 2022. Today they use the pledge as a precondition for new food and beverage suppliers, and to support a ban on single-use packaged water in their offices.

Highlight signups

- ABN AMRO (Banking)
- Paradise City Festival (Music and arts)
- Deutscher Hockey-Bund (Sports)
- Onefit (Health and fitness)
- PATTA (Fashion)
- sc Heerenveen (Sports)
- Dr. Sylvia Earle (Oceanographer)



In the case of sc Heerenveen, the decision to ban single-use plastic water bottles from the club has directly stopped the use of roughly 7.500 bottles annually.

Dopper Activations through 2022

In 2022, Utrecht played host to one of Spain's largest cycling races, La Vuelta, acting as the starting point for the event. With this came the world's first Groene Karavaan (Green Parade). Traditionally the event starts with a parade which, in 2022, was an entirely green affair. Dopper was invited to help make this a reality, installing several Dopper Water Taps at points along the parade path that were accessible for contestants and the audience.

We also worked with River Cleanup in Belgium to help clean the Schelde River on World Clean Up Day, 2022. River Cleanup shares our concerns about plastic pollution in our water systems, and it was an easy decision to work together to raise awareness of the issue and help clean the river. In total, 200 people volunteered to help, collecting 985 kgs of plastic in a single day.



Challenging the system

On May 24th, 2022, we received our highest ever B Corp^{xxx} score – 132.8 – putting us in the top 10% of all B Corps globally. However, the achievement was somewhat marred by the certification of businesses that we feel do not fit the mould of a B Corp.

The certification of Evian and Spadel, two giants of the packaged-water industry, came as a particular surprise to us when B Lab^{xx} informed us just days before the news was made public in 2021. Over the past year, we've shared our concerns with B Lab on four separate occasions – including an official complaint asking them not to welcome companies producing single-use packaged water into our network of purpose-driven

businesses that benefit people, communities, and the planet.

So far, B Lab has decided differently. As a result, we wrote an open letter to B Lab in May of 2022, inviting like-minded people to join our cause and urge B Lab to re-evaluate their certification criteria and disqualify single-use water bottle producers from being able to obtain the B Corp certification.

At the point of submission, 523 individuals and organisations had signed the letter, putting further pressure on B Lab to better vocalise their certification criteria and be more critical of the companies they certify. While we are still waiting on the outcome of the reassessment, we remain cautiously optimistic about the result, and are still in close contact with B Lab.

“Our pride in reaching the top 10% of this global community is overshadowed by somewhat of a (single-use plastic) elephant. During the last year, we learned that first Evian and later Spadel applied for and received the B Corp certification from B Lab. This means that their single-use plastic water bottles can display the same Certified B Corporation logo as reusable water bottles – suggesting both equally contribute to a sustainable economy.”

Virginia Yanquilevich

Increasing access to clean drinking water in Nepal

In 2019 we began our most recent round of projects in Nepal, working with Smart Paani^{xxi} and Simavi^{xxii} towards a shared goal of increasing access to safe drinking water for 38,000 Nepalis by the end of 2022.

We chose Nepal because, while it has an abundance of fresh water, access is extremely limited. Data from UNICEF shows that 81% of the population lived without access to safely managed drinking water in 2019, causing 40% of Nepalis to spend 30+ minutes a day walking to collect it. And, even then, 75% of water sources designated for household consumption are contaminated with e.coli^{xxiii}

At the conclusion of the projects at the end of 2022, an additional 47,921 Nepalis had gained access to safe drinking water, exceeding our original goal by 26%. Through our work with Simavi and Smart Paani we removed their

reliance on packaged water, and drastically reduced the time Nepali women and girls^{xxiv} spent collecting and purifying water every day^{xxv}.

While we are tremendously proud of the changes we've helped to bring about in Nepal, there is still so much work to be done and we have started conversations with new and existing partners to scope future projects.

In 2022 alone additional 7.027 people gained access to clean tap water.



Company

Throughout 2022 we made several investments and improvements to the way Dopper operates, pushing ourselves to continuously improve on the year before. Ultimately, we want to see our best be considered the industry worst.



Carbon neutrality

Via the SME Climate Commitment, we renewed our Net Zero 2030 goal, mapping out a pathway that stated our carbon neutrality, and our commitment to annual reductions in actual emissions. Despite being a Certified Carbon Neutral Company, and offsetting our residual CO2e emissions, we were unable to reduce our 2021 CO2 emissions. This was because, while our emissions remained low per product, we produced more products overall in 2022. Despite this, we are still on track for Net Zero 2030.

Bike delivery within the Netherlands

With roughly 1,3 bikes to every 1 person in the Netherlands, it makes sense for us to utilise our favourite mode of transport to deliver our Dopper bottles. In February 2022 we announced our partnership with Cyclone, implementing their network of fietskoeriers (bike couriers) to deliver Dopper bottles across 60 Dutch cities including Amsterdam, Den Haag, and Haarlem. In the future, we hope to launch similar programs in new markets.

BSCI standards

Dopper is part of the Amfori BSCI Network, whose standards, audit possibilities, and platform we use to improve and ensure the social performance of our partners in China. Amfori's Code of Conduct acts as a baseline for Chinese manufacturing standards, and we are proud to report that both of our suppliers consistently perform well on the yearly audits. In 2022, they added an A-level status for protection of the environment to their audit.

Goodshipping results

We worked with GoodShipping^{xxvi} to reduce our carbon emissions when transporting products by ship. As a result, we reduced our CO2e emissions by 16,57 tonnes.



Through our work with GoodShipping, we reduced our CO2e emissions by 16,57 tonnes in 2022.

Dopper Team Statistics



Our core values

Our core values sit at the heart of every decision we make and everything we do, and are key drivers behind who we are, who we work with, and the people who join our team.

- Joyful**
 Spreading joy in everything we do.
- Future Shapers**
 We are a movement with the courage and vision necessary to shape a better future.
- Ambassadors of Change**
 We are proud to be problem solvers that advocate for a meaningful change in consumer behaviour
- Team Players**
 We put teamwork first and, together with our partners, we makwe waves.

Our People & Culture team continued improving our Salary House by working with an external third party to benchmark salaries against national averages to ensure we are paying fairly and competitively. This Salary House is published internally for all employees to see.

Since 2022, Dopper has allocated a portion of its profits to the impact bonus scheme based on the financial statement of the previous year, which is shared with employees, because Dopper acknowledges that all roles and efforts are valuable to the company and the impact we make. Employees become eligible for the impact bonus after three years of working at Dopper.

We also further expanded our secondary benefits, integrating services such as Open Up, a mental health service available to all Dopper staff, and adding an additional five holiday days per year for FTEs. This is in addition to the education budget of €1000,- per employee that was also available in 2022 and our Dopper school sessions in which knowledge is shared that is relevant to all.

Dopper on a page

Age distribution

The average age of a Dopper employee in 2022 was **36**



31%
Identify Male

69%
Identify Female

00%
Identify as trans or non-binary

80%

Female in leadership positions

20%

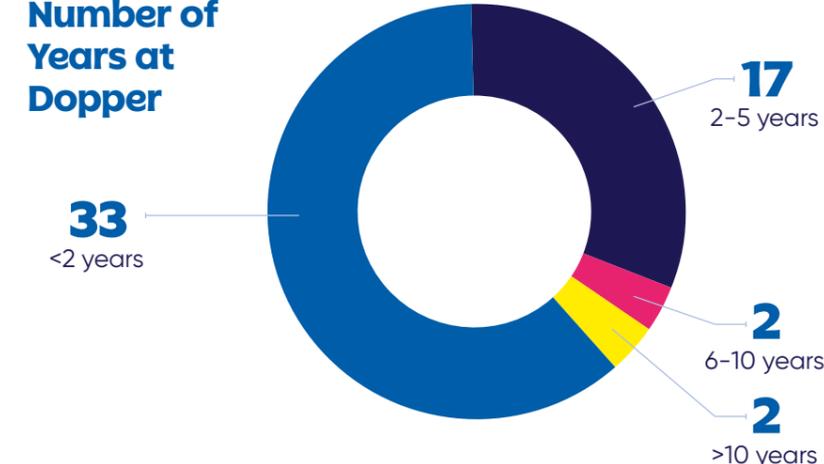
Male in leadership positions

97 People worked at Dopper in total, in 2022

51%
Permanent employment

49%
Fixed-term employment

Number of Years at Dopper



19 Different nationalities represented

American, Argentinian, Austrian, British, Dutch, Brazillian, Egyptian, French, German, Japanese, Hungarian, Iranian, Italian, Mexican, South Korean, Spanish, Syrian, Ukrainian, Romanian.

Financial Statements

Gross revenue increased by 8,8% in 2021, growing from €14,8 million to €16,1 million. This was attributed to the introduction of new products (€0,5 million) and organic growth

in our existing product lines (€0,7 million). Our gross margin increased by 4,5% from €8,8 million to €9,2 million, with the decrease largely caused by increased

costs of raw materials, and transportation. We saw an increase in all costs in 2022 compared to previous years due to increased investments into personnel, and a 65% increase in sales costs, growing from €5,4 million in 2021, to €8,9 million in 2022. As a result, we saw a total profit decrease, after taxes, from €2,5 million to €0,1 million.

2.1 Balance 31 December 2022

	31-12-2022		31-12-2021	
	€	€	€	€
Assets				
Fixed Assets				
Intangible assets		82.113		151.995
Fixed Assets		56.869		52.942
Financial Assets		50.040		50.040
Current Assets				
Stock		3.121.150		1.909.296
Accounts receivable		1.120.857		742.101
Liquid assets		4.252.567		6.456.095
		8.683.596		9.362.469

	31-12-2022		31-12-2021	
	€	€	€	€
Liabilities				
Equity				
Share capital		100		100
General reserves		6.257.507		7.121.571
		6.257.607		7.121.671
Current Liabilities		2.425.989		2.240.798
		8.683.596		9.362.469

2.2 Profit and loss account 2022

	2022		2021	
	€	€	€	€
Turnover		16.071.414		14.846.693
Cost of good sold	6.909.319		6.027.731	
Personell Cost	3.930.767		2.492.580	
Depreciation	64.922		57.222	
Other expenses	4.985.449		2.893.407	
Total expenses		15.890.457		11.470.940
Total operating income		180.957		3.375.753
Interest and other	2.213		1.254	
Interest and other expenses	(1.951)		(22.147)	
Financial income and expenses		262		(20.893)
Net income before taxes		181.219		3.354.860
Taxes		(33.239)		(824.749)
Net profit		147.980		2.530.111

Dopper 2023, the story continues

After the successes of 2022, we entered 2023 feeling excited and energised. However, we've never been a company to rest on our laurels or spend time looking backwards. So, we wanted to leave you with a sneak peek into the year ahead.

Launch of our first OOH campaign at Amsterdam Central Station.



Bottle-to-bottle recycling

Our Holy Grail. This has been a major challenge for us ever since we first considered the idea due to the strict regulations on post-consumer food and beverage products. However, in 2022 we explored the possibility of grinding old Dopper Originals into tiny pieces of plastic and were happily surprised with the results. In 2023 we will keep exploring all options to make this a reality.

Cradle to Cradle

While we received our Cradle to Cradle Certified® Gold Label for the Dopper Original collection in 2022 (page 10), it wasn't until February 2023 that we were able to celebrate, and share the news with our network.

New markets

The Dopper Water Tap and Maps are entering new markets. While launching both propositions in the Netherlands was a major milestone, 2023 will see them enter new European markets.

Packaging innovation

Dopper innovation doesn't stop at the product itself. We're always looking for ways to further reduce our negative impact and will be diving into our packaging in 2023.



The Dopper team celebrating the installation of our first French Dopper Water Tap at the Petit Palais museum in Paris.

Thank you

Congratulations, you made it to the end. After 6,930 words, 6 diagrams, and 32 images you are now a Dopper expert, for 2022 at least.

We've made sure to save the best till last in this report, and that's a thank you. We never take the impact we make for granted, and 2022 was no exception. Without people to believe in our mission, share our vision, and drink from the tap, Dopper simply wouldn't exist. With your support, we are able to have a positive impact in the world, and push for systemic change and a plastic-free world.

We're not so naive as to think this is an easy thing to achieve, or that we're even close to our goal, but we remain relentlessly optimistic

that we will reach it one day, and that the world will be better for it. So, until the release of our 2023 Impact Report, thank you for helping us to have create such meaningful impact, for making the world a little bit greener, and for joining us on this journey.

Be sure to follow us on social media, sign the Wave pledge, and subscribe to our mailing list, and we'll see you all back here next year.

Team Dopper

Without people to believe in our mission, share our vision, and drink from the tap, Dopper simply wouldn't exist.



Appendix

- i Global Bottled Water Industry: A Review of Impacts and Trends
<https://inweh.unu.edu/global-bottled-water-industry-a-review-of-impacts-and-trends/>
- ii “UNSDG: Achieve universal and equitable access to safe and affordable drinking water for all [by 2030]”
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- ix Plastic ingestion by people could be equating to a credit card a week. The University of New Castle, Australia. 12 June, 2019.
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- xi The world’s population consumes 1 million plastic bottles every minute. Plastic Soup Foundation. Ref: Euromonitor.
- xii UNESDA Soft Drinks Europe
- xiii Impact: Doppet bottles. See next page.
- xiv Cradle to Cradle assesses the safety, circularity and responsibility of materials and products across five categories of sustainability performance: Material Health: ensuring materials are safe for humans and the environment; Product Circularity: enabling a circular economy through regenerative products and process design; Clean Air & Climate Protection: protecting clean air, promoting renewable energy, and reducing harmful emissions; Water & Soil Stewardship: safeguarding clean water and healthy soils; and Social Fairness: respecting human rights and contributing to a fair and equitable society.
- xv Due to connectivity issues this number is larger, and we are unable to accurately calculate this as a result.
- xvi Impact: Doppet Water Tap. See next page.
- xvii A Google premier partner specialising in location-based services
- xviii Please note that organisations are counted based on the number of individuals working there.
- xix B Corp certification is attained by gaining a minimum of 80 points out of a possible 200 across five criteria areas: Community, Customers, Environment, Governance, and Workers.
- xx The organisation behind the B Corp certifications
- xxi As part of Nepal’s water sector, Smart Paani is a local organisation that designs custom solutions for households, schools, businesses, and other institutions. These include rainwater harvesting, water filtration and recycling, and wastewater treatment.
- xxii Simavi focuses on empowering women and girls to claim their rights to water and sanitation. According to Simavi’s homepage, women around the world spend a collective 200 million hours a day fetching water, which can impact their ability to work and gain an education.
- xxiii UNICEF. Drinking Water, Sanitation & Hygiene (WASH). Nepal, 2019.
- xxiv As per the figures shared by Simavi, these jobs for the most part are undertaken by women and girls.
- xxv Tap water in Nepal commonly contains contaminants such as e.coli, meaning that it needs to be purified before it can be safely drunk.
- xxvi GoodShipping works with the mass balance principle, where a fuel switch is facilitated for the shipment of goods. This means that the “volume of sustainable biofuel that reduces your emissions will be fuelled into a vessel that would have normally burned fossil fuel.

xiii **Impact: Dopper Bottles.**

In 2017, we conducted a behavioural study to discover how bottled water consumption would be impacted if people had a Dopper bottle. On average, those who received a Dopper purchased 40 fewer single-use plastic water bottles per year compared to the control group.

We multiplied this by the five-year guaranteed lifespan of a Dopper bottle, and the average weight of a single-use plastic bottle: 15 grams for a 0.5 L bottle; 50 grams for a 1.5 L bottle. This averages out at 0.025 kg per user.

With this information, we can make calculations to measure the annual of our Dopper bottles.

- Saved single-use plastic water bottles: Dopper bottles sold x 40 x 5 years = xyz
- Single-use plastics saved in kg: Dopper bottles sold x 40 x 5 years x 0.025 kg = xyz

xvi **Impact: Dopper Water Tap.**

Currently, we rely on theoretical data for our impact calculations.

To estimate their impact per litre tapped, we make a few assumptions.

1. We only avoid single-use plastic bottles of 0.5 L.
2. We ignore bottles of another volume (e.g. 1 L).
3. We ignore bottles made from other materials (e.g. glass bottles).
4. Every second bottle is refilled 1 time.
5. We assume that 66% is recycled, the rest is incinerated.
6. We assume that the bottle is sold in a store in Utrecht.
7. We assume that all material of the plastic bottle is counted as waste.
8. We assume that the bottle was originally wrapped in a 24 pcs LDPE transportation wrap
9. Avoided GHG emissions do not take into account the carbon footprint of the Dopper Water Tap and the reusable bottle

Based on these assumptions, we calculated that every litre of water dispensed from the Dopper Water Tap avoids 1,333 0.5 L single-use plastic bottles.

So, to calculate our total impact: litres tapped water x 1,333 bottles = xyz

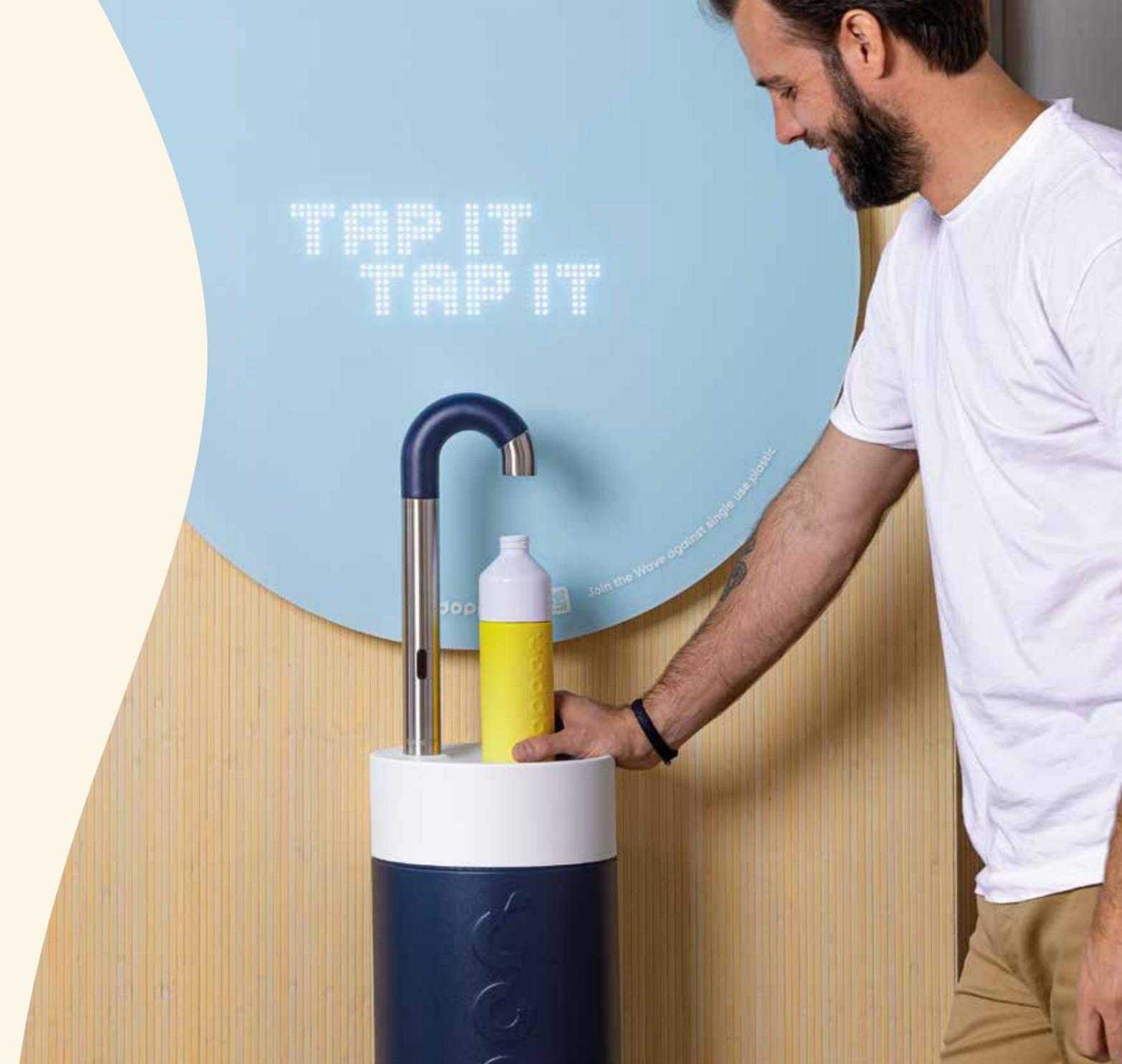
To calculate the plastic waste in kg saved for every litre tapped, we took the weight of a 0.5 L bottle, weighing 15 grams (including a 1% production loss) and added to this the weight of the plastic wrapping for a 24-pack of single-use plastic bottles. Weighing an average of 13 grams/bottle, the average 0.5 L bottle of water weighs 28 grams, or 56 grams per litre.

So: litres of water tapped x 0,056 kg plastic waste = xyz

Based on an internal fast-track Lifecycle Analysis (LCA), we calculated a reduction of 140 grams of CO₂e per litre of water tapped. Please note that this calculation has not yet been reviewed but will be in the near future.

So: litres tapped water x 0,140kg CO₂e = xyz

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**Drink it
from
the tap.**

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