



[®]dopper.
Impact Report 2023

dopper.

Just refill

Just refill.



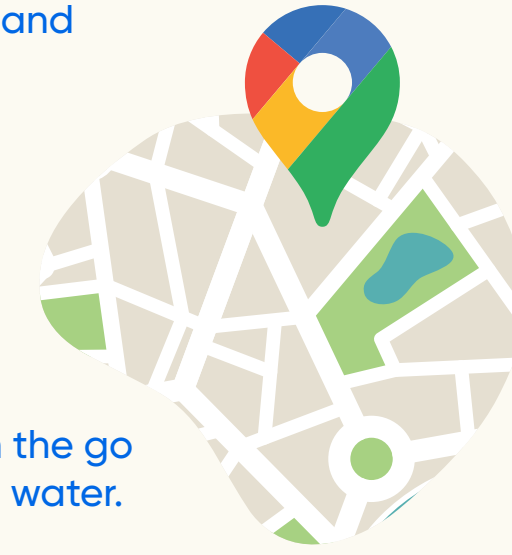
We sold nearly **2 million** bottles in 2023, stopping **570 million** single-use plastic bottles – and **14 million kg** of plastic waste – from entering our world's waters.



We expanded into Europe with our **Dopper Water Tap,**

selling 73 units and stopping the sale of 180.000 single-use plastic water bottles (± 5.000 kg of plastic and 13.000 kg of CO2).

We mapped **134.458** public water taps across Europe, for you to hydrate on the go without relying on packaged water.



We boldly challenged the convenience of bottled water, with the world's biggest **billboard at Amsterdam Central Station**. From extraction to pollution, we tackled the complexity of the issue head-on.

We revamped our brand with a clear, powerful and refreshing personality and tagline: **Just refill.**

Dopper Highlights



We launched the most sustainable reusable bottle in the world, the **Dopper Original Cradle to Cradle Certified® Gold**.



We kicked off the 3-year Sarwacha project that will give

60.000

residents of Changunarayan, Nepal, access to the thing we take for granted: **safe drinking water**.

We travelled to **COP28 UAE** to advocate for systemic change and claim our seat at the table. As a result, we're talking to policy makers about measures against packaged water.

COP28 UAE



A note from our CEO, Virginia Yanquilevich

What a year it has been. In 2023, we were in constant motion, challenging the status quo and pushing boundaries as we pursued our mission to end packaged water.

In a world inundated with greenwashing and superficial sustainability efforts, we felt it crucial to validate our actions. That's why we prioritised consumer behaviour research and asked ourselves the difficult questions. Are we truly breaking down barriers preventing people from choosing tap water? Are our products providing genuine, sustainable alternatives to packaged water? And are we effectively driving system change?

And the answer is a clear "Yes!" Take our bottles, for example. Each one empowers individuals to save 104 single-use plastic bottles per year. It works.

But our impact doesn't stop there. We placed the world's biggest billboard at Amsterdam Central Station, boldly challenging people to rethink their reliance on packaged water. And we opened our first Dopper Water Tap in France, witnessing first-hand the transformative power of accessibility. It works.

Through strategic partnerships and collaborations, we try to scale up our impact. Schiphol Airport Retail committed to stop selling single-use packaged water and prevented the sale of 750.000 single-use bottles in 2023. Together with Albert Heijn, the largest supermarket chain in the Netherlands, we make refilling easy and accessible at 350+ locations across the Netherlands and Belgium. We travelled to COP28 in the United Arab Emirates to advocate for systemic change and we now have a seat at the table. It works.

Yet, progress often demands tough decisions. We recognised that our setup for international expansion wasn't scalable and we had to adapt our approach. So, we reshaped our organisation, refreshed our story and simplified our structure to keep focus on the mission. Today, we're poised and ready to tackle the challenges of 2024 head-on.

As we reflect on this year of movement and progress, I'd like to thank you for joining us on this journey. Your support means everything as we continue our mission to end packaged water.

Virginia Yanquilevich
CEO, Dopper B.V.



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We're here to end packaged water.

With bottled water we created one of the biggest, most complex problems in the world. But the solution to this problem is not complex. Or new. Just refill your water bottle. And drink from the tap.

Our mission is crystal clear: we're here to end packaged water by getting people to drink tap water. Because it's absurd that a human right, safe drinking water, is packaged and sold for profit.

Here in Europe, where 95% of the population has access to safe tap water¹, allowing the sale of packaged water is simply nonsensical. When we continue to rely on packaged water, instead of improving access to drinking water, we actively contribute to the destruction of our planet, to resource depletion, plastic pollution, and unnecessary CO2 emissions.



¹ See appendix

How are we doing this?

We focus on driving system change.

We do this by encouraging people to drink tap water and refill, by stopping companies from distributing packaged water, and by lobbying governments to ban packaged water and make drinking water more accessible.

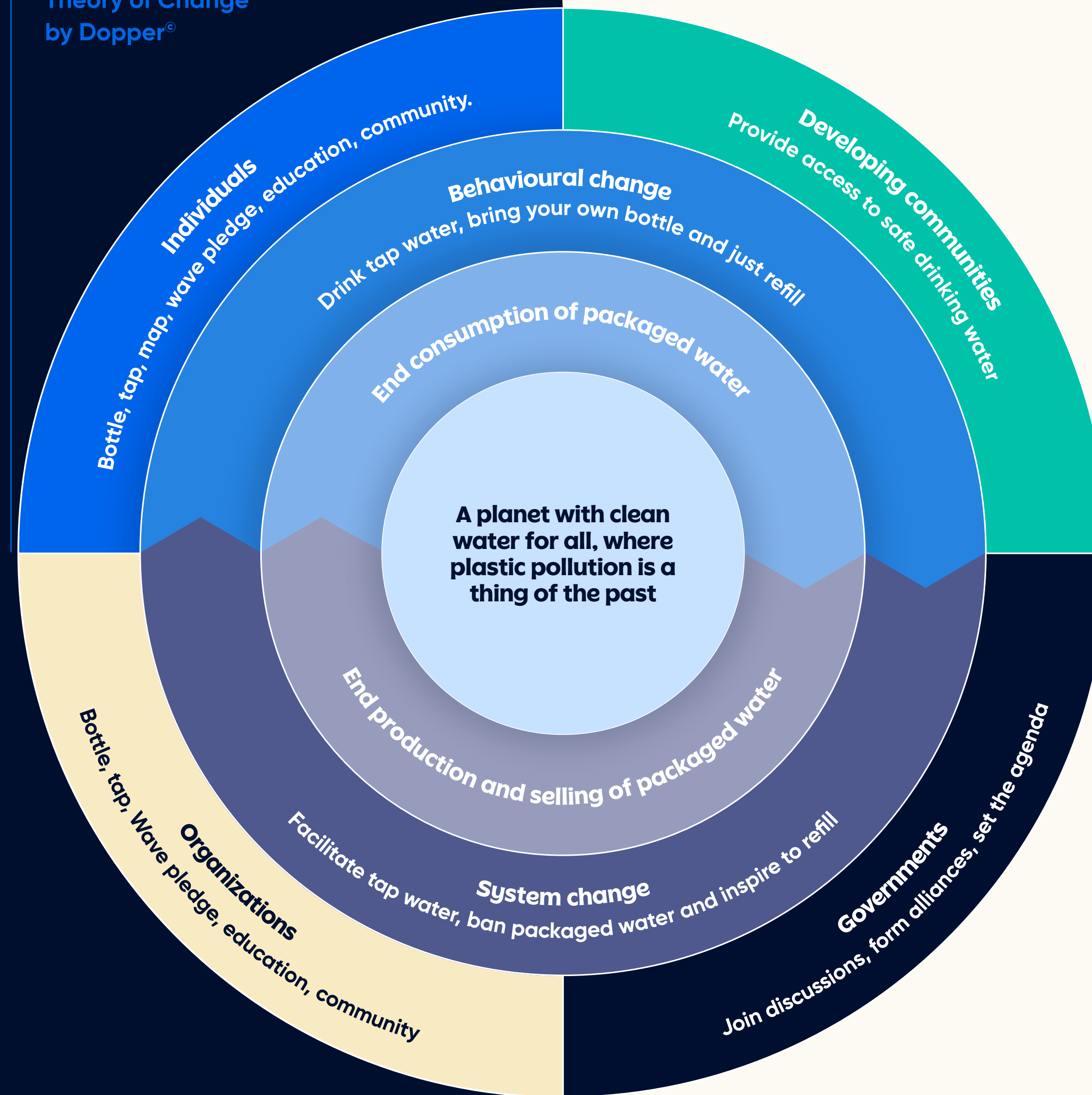
Raising the bar in sustainable standards while we're at it.



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

Our innovations are grounded in behavioural research; removing barriers that stop people from embracing tap water. Making drinking tap water the easy, fun and obvious choice. Because we don't exist to sell something, we are here to solve something. We want to solve the problems caused by packaged water.

Theory of Change by Dopper®



Just refill.

Brand refresh

We revamped our brand story with a clear, powerful, and refreshing tone of voice. We changed up our tagline into Just refill, to emphasize the ridiculously easy solution to the complex problem.



You're gonna need a bigger billboard

Bottled water is a problem. A problem so complex, you can't even fit it on a billboard. We know. Because we did it anyway. Our OOH campaign outside Amsterdam Central Station boldly challenged the problem, from water extraction to permanent pollution. So, you could decide for yourself: We drink bottled water because it's easy. But is it?

2023
Bottle.

The goal was simple: Give people an alternative to single-use packaged water.

So, in 2023, we asked the difficult question: are our products providing genuine, sustainable alternatives to packaged water? Impact House assessed our bottle's impact in the Netherlands, and this is what they found:



A positive shift in consumer awareness, attitudes, and behaviour directly attributed to the adoption of Dopper bottles.

52%

48%

52% of individuals who previously bought packaged water, stopped doing so after owning a Dopper bottle.

Each Dopper bottle
owner prevents the
consumption of

104

single-use plastic
water bottles

And each Dopper bottle owner prevents the consumption of 104 single-use packaged water bottles (per person, per year).

While it may sound like a drop in the figurative ocean, collectively, our Dopper bottles prevented the sale of 570 million disposable bottles.²

²See appendix



Dopper Bottles by the numbers:

Sold

1.984.977

bottles globally

Stopped an estimated

569.036.360

single-use bottles from being purchased

Prevented

14.225.909 kg

of plastic waste



The most sustainable bottle in the world.



The Dopper Original became the world's first and only bottle collection to achieve Cradle to Cradle Certified® Gold. Officially making it the most sustainable reusable water bottle collection. On. The. Planet. You'd think we're exaggerating, but we're not. Achieving Cradle to Cradle Certified® Gold means our Dopper Original bottles were assessed on many (many) points across five categories. And passed every single one.³

³ Since launch. See appendix B

Sometimes bigger is better: Meet the 1L Dopper Insulated

In September 2023, we launched the 1 L Dopper Insulated thermos bottle, the largest bottle in the Insulated collection. The introduction was based on a 2022 survey within our network, where fifty per cent of respondents said they wanted a bottle that could hold one litre or more.



Big impact needs big voices



For the launch of the new 1 L Dopper Insulated, we partnered its outsized impact with outsized people. We joined forces with Melati and Tijmen, two young changemakers from Bali and the Netherlands who've done more than most to protect our world's waters from single-use plastics.

Melati's excitement about our partnership stemmed from the Dopper Bottle working as both a driver of change and as a solution.

"We often ask people to create change and be part of the solution, but people don't know where to start. Solutions like the Dopper bottle provide a trendy and tangible solution for people to just take action and start today."

Melati, Bye Bye Plastic Bags and Youthtopia



"Dopper and Trashpackers are the same in that they are both using clean-ups and inspiring campaigns to inspire the behaviour change that is needed for a clean and sustainable world."

Tijmen, founder of Trashpackers and Cruise to Reduce

2023
Tap.

We believe the real heroes are the ones who lead by example, by remaining solution focused.



Our research showed that you find refilling your bottle at public water taps a hassle. It's easier to buy single-use packaged water instead.

So, in 2022, we launched the Dopper Water Tap, designed to change this behaviour by making refilling fun, easy and hassle-free. Its innovative design was awarded the 2023 IF Design Awards and the Red Dot Design Award.

2023 marked the expansion of our Dopper Water Tap into Europe, with 73 installations sold in the Netherlands, Belgium and France.



The Dopper Water Tap by the numbers:

73 Taps

sold in The Netherlands,
Belgium and France

91.260 litres tapped

12.776 kg

of CO₂ averted⁴

182.520

single-use bottles averted

5.111 kg

of plastic averted

26.688

individual tapping moments



⁴ See appendix B

Partnerships with high-impact locations such as Schiphol Airport Retail and Petit Palais museum, demonstrate not only the viability, but also the scalability of our approach.



Petit Palais museum

We installed our first French Dopper Water Tap at the Petit Palais museum in Paris. Visitors tapped 1.565 litres in 2023, averting 3.131 single-use plastic water bottles (± 90 kg of plastic and 220 kg of CO2).



Albert Heijn (AH)

Together with AH, the largest supermarket chain in the Netherlands, we intend to make refilling easy and accessible at 250+ locations across the Netherlands and Belgium. As part of this initiative, we successfully installed 13 Dopper Water Taps in 2023.

Schiphol Airport Retail (SAR)

SAR committed to stop selling single-use packaged water at Amsterdam Airport Schiphol, Europe's third-largest airport, and encouraged travellers to come and refill their bottles for free at their Dopper Water Tap. This partnership prevented the sale of 750.000 single-use bottles in 2023.



2023
Map.

Fresh drinking water. You can't live without it. And from now on it's super easy to find.

Through our research with Tabula Rasa, an agency specialised in behavioural change, we found that you're willing to refill your bottle when you're out and about (instead of buying single-use) but struggle to find a public water tap nearby.

So, in 2022, we mapped 2.315 public water taps across the Netherlands in Google Maps. Simply type 'water tap' and find a tap.

This year, we expanded our efforts internationally: we added 294 taps in Belgium and 96 in Germany. We also launched our own Tap-locator with nearly 135.000 public water fountains mapped in Europe, an open map to locate all free, clean, drinkable tap water.



2.315
public water taps
added to Google Maps



Diving into the numbers:

876

Public water taps in the Netherlands made searchable on Google Maps

294

Public water taps added in Belgium, 96 in Germany and 8 in France

134.458

Water taps mapped in our own Tap-locator across Europe.



Just refill, near you.

During the Berlin Marathon in September 2023, we asked runners and spectators to ban packaged water from their routine, by refilling at one of the 300 taps across the city, searchable on Google Maps.

And in October 2023, during the Amsterdam Dance Event, we encouraged Amsterdam visitors to simply type 'Water Tap' in Google Maps to find the nearest tap to refill their bottles.

300
public water
taps across
Berlin

community.

Let's pause and state the obvious:

Ending the packaged water industry is not accomplished by changing one individual, it's accomplished by changing the entire system. This is impossible to do alone, it requires a community beyond ourselves.

It requires individuals, companies and governments.

It requires YOU.



Individuals

Change starts at the tap.

We're 100% committed to achieving our mission, and you are helping us take it further.

In our continuous efforts to validate our actions, we conducted new consumer behaviour research in 2023. We wanted to understand if our products are providing genuine, sustainable alternatives to packaged water.

And our findings were pretty amazing, no correction: YOU are pretty amazing.

Turns out, each one of you saves 104 single-use plastic bottles per year. Plus, the longer you own a Doppet bottle, the greater your impact becomes annually! 74% of individuals who have owned a Doppet bottle for 5 years or more, never buy SUP bottles.

Statement	>5 years	2-5 years	About 1 year	<3 months
If possible, I drink tap water	80%	70%	50%	30%
Tap water just as tasty as packaged	70%	50%	40%	35%
Tap water just as healthy	85%	71%	68%	58%
Never buy packaged water	74%	61%	40%	36%
Wave signing	57%	62%	52%	25%
Take Doppet with me more often	60%	45%	40%	35%
Forget Doppet less often	13%	20%	21%	25%

So, thank you. Thank you for creating such meaningful impact, for making the world a little bit greener, and for joining us on this journey.

Companies

It's time to talk about the plastic in the office.

We're actively seeking partners within the private sector to maximise our impact. A selection of our collaborations and activations:



Chamber of Commerce

The Chamber of Commerce hubs in the Netherlands, Belgium, France, Germany, and UK, joined us in our efforts and pledged their support by signing the Dopper Wave.



Plogging Club

We organised our first plogging event with Urban Sports Club - a combination of jogging and picking up litter. We collected 4,5 kilos of trash from along the Canal Saint Martin in Paris, France.

Zéro Plastique

We attended #TableRondeZéroPlastique in Paris, France, organised by Eau de Paris and Paris Musées, to talk about ending plastic pollution.

River Cleanup

Together with River Cleanup, we cleaned up Antwerp, Belgium during World Clean Up Day. Founder Thomas de Groote mentioned that "avoiding single-use plastic is crucial in the fight for clean rivers and riverbanks". So, they promised not to use single-use plastics anymore, by signing the Dopper Wave.



Melkweg

Dutch music venue Melkweg reduced 41 kilos of plastic waste and prevented 1.471 single-use plastic bottles using the Dopper Water Tap during Amsterdam Dance Event in Amsterdam, the Netherlands.

The time for change is now. Big, bold, systemic kind of change.

We're challenging the system and are not afraid to speak up.

We joined the Innovation Alliance for a Global Plastics Treaty by rePurpose Global & The Ocean Cleanup. Together with 110 other innovator voices we're pushing for improvements to the Global Plastics Treaty.

COP28UAE

And in December 2023, we travelled to the COP28 UAE to advocate for systemic change and claim our seat at the table. As a result, we're in discussions with the Dutch Minister for the Environment about measures against packaged water and the facilitation of water taps in public and private spaces.



Company.

Increasing access to clean drinking water in Nepal.

We're acutely aware that our approach needs to be different for regions where people already have access to safe drinking water, and those areas where they have not.

For example, in Nepal, the Himalayas offer one of the largest freshwater reservoirs in the world. Yet due to a lack of infrastructure and maintenance, 81% of Nepalis don't have access to safely managed water sources.⁵

That's why every Dopper bottle sold contributes to the work of our two main partners in Nepal: Dutch NGO Simavi and Kathmandu-based social enterprise SmartPaani.⁶ Together, we offer education, raise awareness and kick-start (drinking) water projects in different areas of the country.

Working together with SmartPaani, we helped 3.899 Nepali students gain access to safely managed water in their schools, by installing Biosand Water Filters. SmartPaani also provided WASH behavioural change education on better Water, Hygiene and Sanitation Habits.

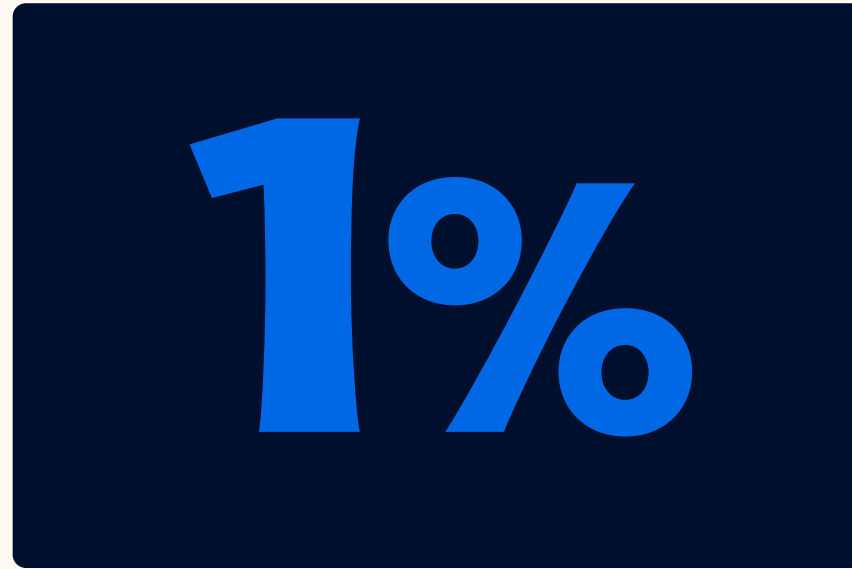
And with Simavi, we kicked off the 3-year Sarwacha project, which will give 60,000 residents of Changunarayan, Nepal, access to safe drinking water.

2023 Milestones:

- We secured the mayor's commitment to allocate 20% of the WASH budget to the Sarwacha project.
- The drinking water contamination within the municipality has been tested, analysed and mapped. We now have our foundation to decide on next steps.



^{5 & 6} See Appendix



Dopper donation strategy

//
The more we earn, the more we give back, in a sustainable way
 //

We put 1% of our turnover aside to give back and donate to projects that are in line with our vision: a planet with clean water for all, where plastic pollution is a thing of the past. All with the ambition to help as many people get access to safe drinking water as possible. In 2023 we decided to put this strategy on paper and make it an official policy within the company.



Carbon neutrality & NetZero

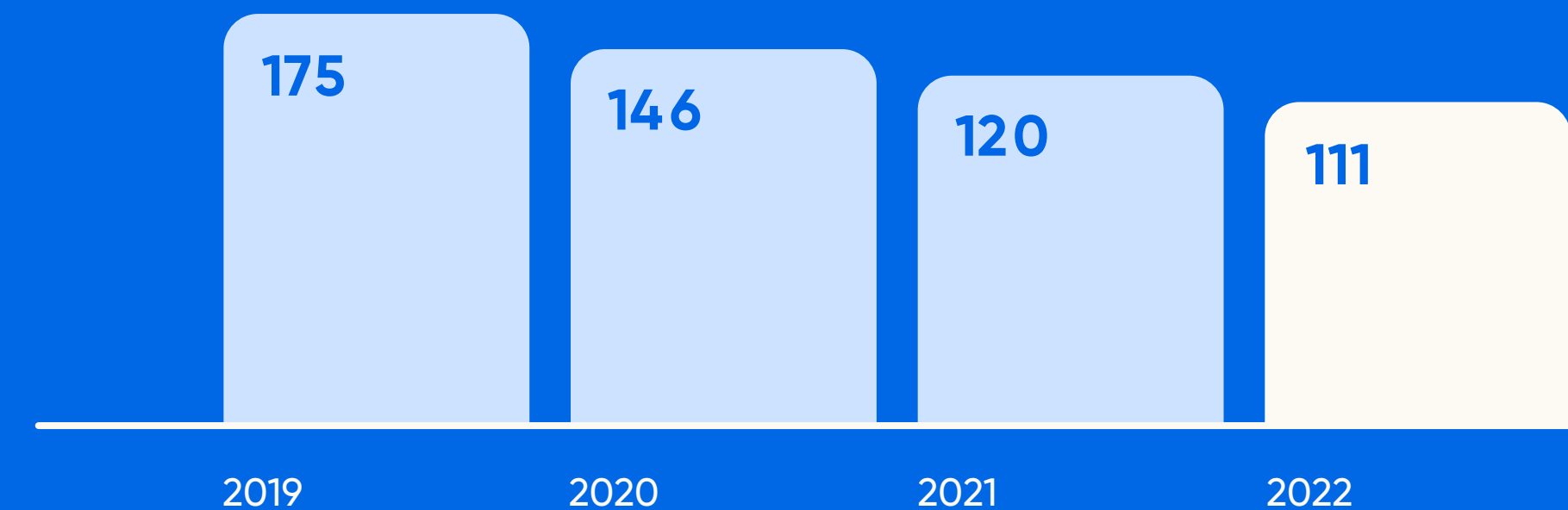
Dopper is a Certified CarbonNeutral Company. This means we have reduced our carbon emissions as much as we currently can and that we compensate what we still emit, so the earth is able to absorb it. We do this through afforestation projects in China, where our Steel, Glass and Insulated bottles are produced and via renewable energy projects.

Furthermore, we are committed to become NetZero in 2030. NetZero continues where carbon neutral stops. We report and compensate not only our direct emissions, but also the emissions of companies that supply products and services to us. Our reduction targets are in line with the so-called Science Based Targets, the pathway that limits global warming to 1.5°C. Currently, we are still on track!

Emissions Actuals vs target* tCO₂e



Emission intensity tCO₂e/m€



* For a full report and explanation on our emissions, please read our GHG emissions report [here](#):

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 make waves.

Age distribution

The average age of a Dopper employee in 2023 was **34**

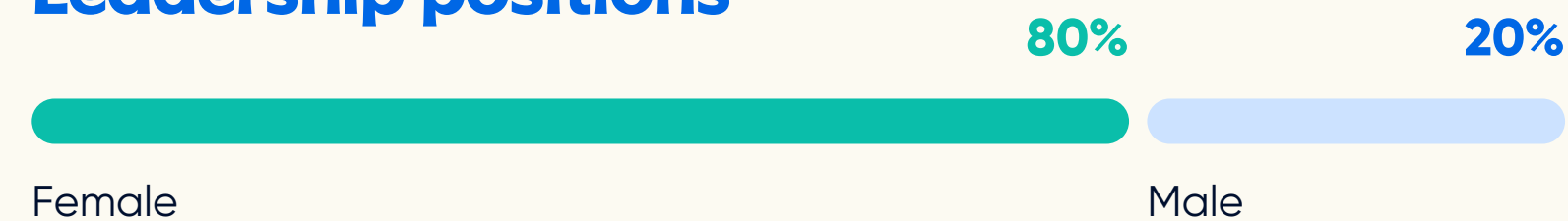


34%
Identify Male

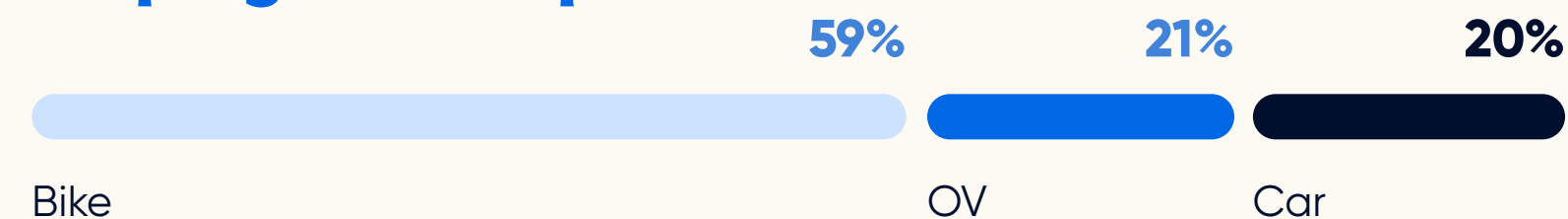
66%
Identify Female

00%
Identify as trans or non-binary

Leadership positions



Employee transport

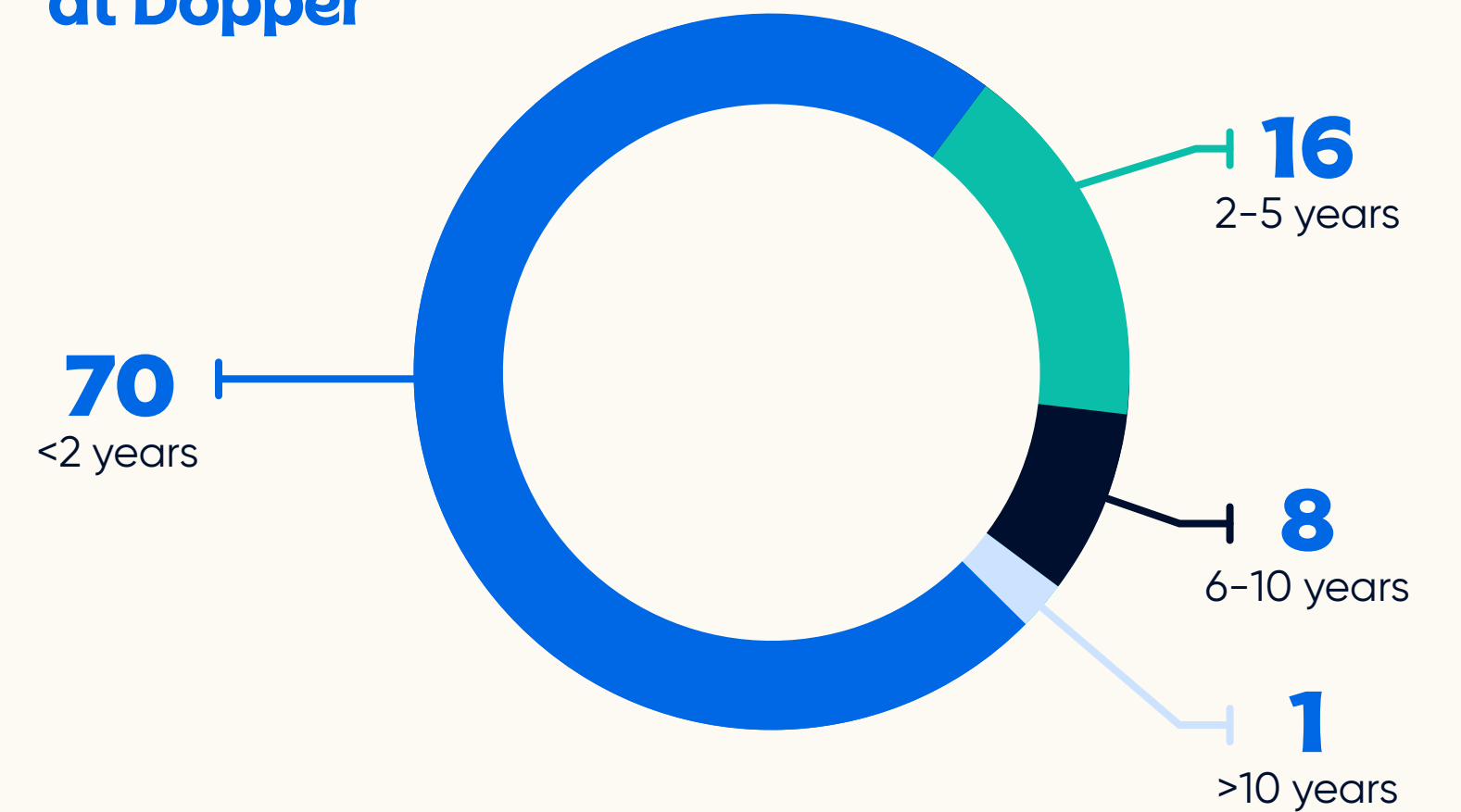


95 People worked at Dopper in total, in 2023

64%
Permanent employment

36%
Fixed-term employment

Number of Years at Dopper



2024 Dopper outlook

We're working towards a big, hairy, audacious goal: the end of the polluting packaged water industry.

And for the first time in history, we're experiencing a decrease in still packaged water sales in the Netherlands, Belgium, France and Germany, a first signal that change is afoot.⁷

So, we push forward. We keep fighting greenwashing, validating our actions, and leading the way into a circular economy.

⁷See Appendix





Setting industry standards.

In April 2024, we'll launch our Digital Product Passport (DPP), an industry-first. The DPP gives consumers full access to product's origins and footprint, helping them to make informed choices about their purchases. With the launch ahead of legislation, we aim to set new standards for transparency, accountability, and integrity in the industry.

We're here to end packaged water.

We're a company that only exists because other companies exist.

We're a company that wants to put ourselves out of business, we're here to solve an incredibly complex problem with a ridiculously simple solution;

Just refill.

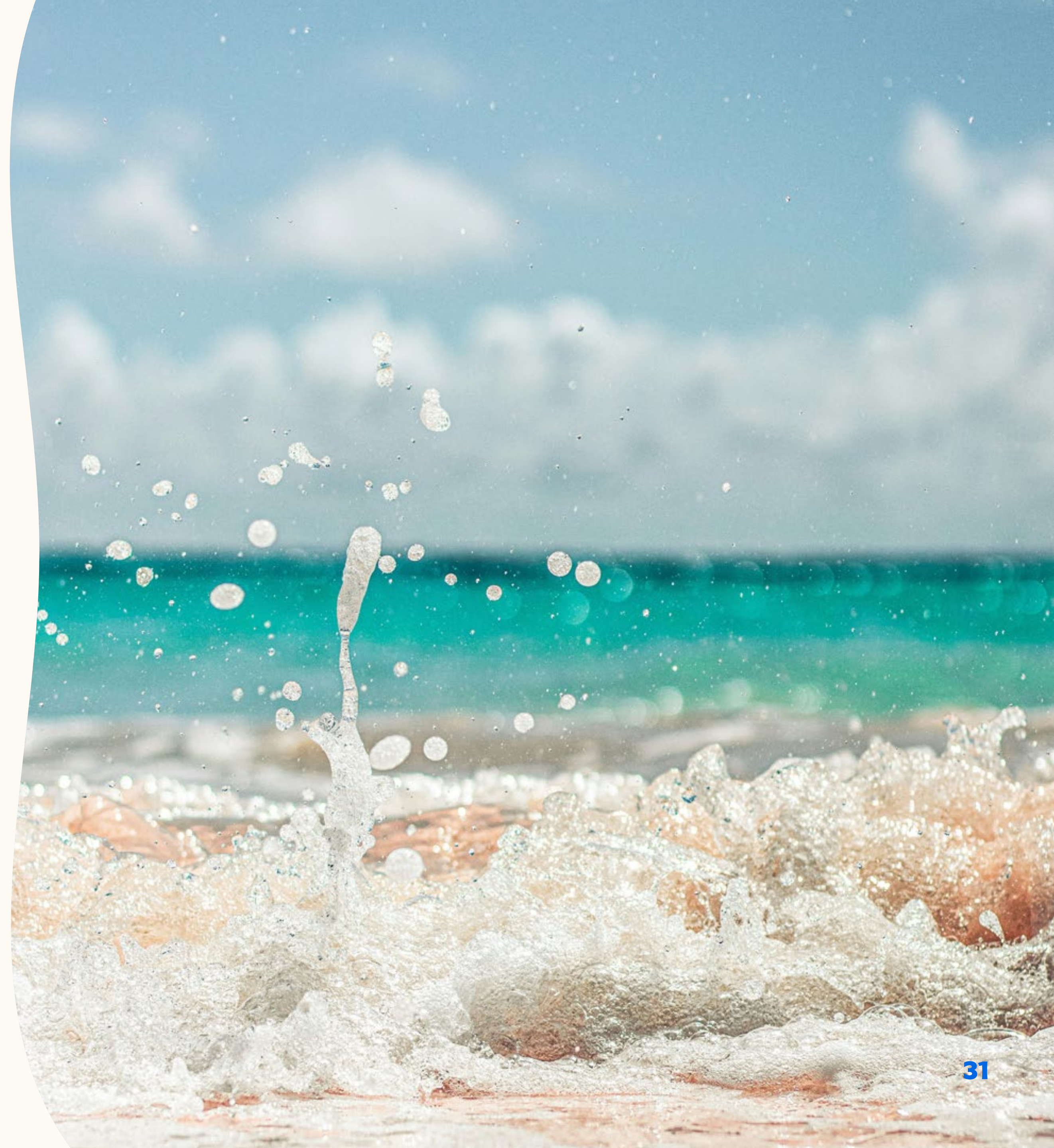


Financial statements

Gross revenue increased by 6,2% in 2023, growing from € 16.1 million to € 17.1 million. This was attributed to the introduction of new products in 2023 and organic growth.

Our gross margin increased from €9.2 million to €9.5 million. The result is a decreased profit margin mostly caused by increased costs of raw material and transportation costs.

The sum of costs compared to the previous year has increased due to further investments into personnel and sales. This means an increase in the sum of costs from € 8.9 million in 2022 to € 10 million in 2023. As a result, we saw a total profit decrease, after taxes, from € 0.1 million to minus € 0.4 million.



2.1 Balance 31 December 2023

	12-31-2023		12-31-2022	
	€	€	€	€
Assets				
Fixed Assets				
Intangible Assets		123,913		82,113
Fixed Assets		62,352		56,869
Financial Assets		115,029		50,040
Current Assets				
Stock		2,609,314		3,121,150
Accounts receivable		1,407,863		1,120,857
Liquid assets		3,407,325		4,252,567
		7,725,796		8,683,596
Liabilities				
Equity				
Share Capital		100		100
General Reserves		5,867,900		6,257,507
Current Liabilities		1,857,796		2,425,989
		7,725,796		8,683,596

2.2 Profit and loss account 2023

	2023		2022	
	€	€	€	€
Turnover		17,060,239		16,071,414
Cost of good sold	7,555,088		6,909,319	
Personnel Cost	4,047,493		3,930,767	
Depreciation	63,475		64,922	
Other expenses	5,916,603		4,985,449	
Total Expenses		17,582,659		15,890,457
Total operating income		-522,420		180,957
Interest and other	13,237		2,213	
Interest and other expenses	-		-1,951	
Financial income and expenses		13,237		262
Net income before taxes		-509,183		181,219
Taxes		126,878		-33,239
Net profit		-382,305		147,980

2023

Appendix

Appendix A:

Impact calculations

In 2017, we conducted a behavioural study to discover how bottled water consumption would be impacted if people owned a Dopper bottle. On average, those who received a Dopper bottle 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 made calculations to measure the annual impact 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

Since Q4 2023, we're basing our calculations on a more recent study done in the Netherlands, Belgium and France, that shows an impact number of 104 fewer single-use plastic water bottles per year, per person.

Full calculation:

The median number of saved small SUP bottles is 1.5 per week (in other words: the median difference between t0 and t1 was 1.5), and therefore 78 per year (1.5*52). For large bottles the weekly savings was 0.5, therefore 26 per year (0.5*52). The total number of saved bottles is 78+26=104.

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 2 0.5 L single-use plastic bottles.

So, to calculate our total impact: litres tapped water x 2 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

Appendix B:

Sources

¹ WHO/UNICEF Joint Monitoring Program for Water Supply, Sanitation and Hygiene (JMP) –Progress on household drinking water, sanitation and hygiene 2000 –2020, <https://washdata.org/data>

² Since launch. See appendix B

³ 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.

⁴ Since launch. See appendix B

⁵ UNICEF. Drinking Water, Sanitation & Hygiene (WASH). Nepal, 2019.

⁶ 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. Simavi focuses on empowering women and girls to claim their rights to water and sanitation.

⁷ Since 2021 we collect/buy Nielsen Packaged Water Category Data. We analyze the trends in sale of packaged still water in our target markets.

Just refill.