

Ocean's™ x CleanHub

Ocean's

Turning the Tide
on Plastic Waste

Meet Ocean Brands

Canadian-based food company Ocean Brands is making waves in the sustainability world. Committed to working harmoniously with our oceans, one of its seafood brands, Ocean's has become a leader in the sustainable seafood industry, sourcing fish products with broader environmental efforts in mind.

Supporting the environment has always been part of Ocean Brands' core values, having worked closely with suppliers and sustainability partners like the Marine Stewardship Council, Ocean Wise, International Pole & Line Foundation, and Global Ghost Gear Initiative.

But its ambition didn't stop there. Ocean Brands has also partnered with us at CleanHub to reduce its plastic footprint — and we're excited to share the incredible impact they have made over the past few years.

Let's dig in!



PC: @oceansseafood / Instagram

The need for action

Our planet's most precious ecosystem is under increased strain from plastic waste, which makes up almost 80% of marine debris. Not only does this impact wildlife, precious ecosystems, and human health, but it also has huge ramifications in the seafood industry.

Growing global awareness about these challenges prompted Ocean Brands to reduce its plastic consumption, removing 58% of plastic from operations since 2020 — a huge win for the environment!

Although Ocean Brands has cut a large amount of plastic from its production line, removing plastic from other areas of the business is proving more challenging. For example, plastic wrap is used to secure pallets during transport and protect the products.

According to Jackie Mendoza, Marketing Director at Ocean Brands: "There is currently no other option to secure the pallets during transportation. We are also slowly working to shift from using plastic shrinkwrap for our multipacks, but this takes time and alignment from all our retailers."

In a bid to reduce its plastic footprint while finding long-term alternatives, Ocean Brands partnered with CleanHub in 2021 — funding plastic waste collection and raising awareness about plastic pollution.



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Ocean Brands' impact on the environment

Working with CleanHub has also allowed Ocean Brands to emerge as an industry leader, with Ocean's holding the title of the only seafood brand in Canada committed to plastic neutrality.

When it comes to plastic recovery, Ocean Brands' growth has skyrocketed over the years.

PC: @oceansseafood / Instagram



2021

In 2021 — its first year partnering with CleanHub — **Ocean Brands recovered 6,400 kilograms (kg) of plastic waste. That's the equivalent of more than 640,000 plastic bottles.**

These cleanup efforts were focused on a small community in Indonesia. Not only has Ocean Brands helped keep this region clean, but its funding also supports employment opportunities for the local community.



2022

After a successful debut year in the plastic recovery space, Ocean Brands decided to take things up a notch in 2022 — this time funding an even bigger collection project in Bali.

With the help of CleanHub, **Ocean Brands funded the recovery of 43,400 kg in 2022.**

TURNING THE TIDE ON PLASTIC WASTE

OCEAN'S X CLEANHUB



2023

And a further **61,065 kg in 2023!**
That's a huge increase of 900% across
three years of waste recovery.

CleanHub's commitment to
transparency has also helped reassure
Ocean Brands that its efforts are really
making a difference.

"We are able to ensure that we are
working with someone credible
and knows how to properly collect
ocean-bound plastic.

Together, we can both educate
**consumers about the importance
of keeping our oceans clean."**

— Jackie Mendoza, Marketing Director at Ocean Brands

Increasing community engagement

As well as reducing its plastic footprint, Ocean's has raised awareness of the global plastic pollution problem through its social media platforms, while also using this as a unique engagement opportunity.

The key way Ocean's has combined plastic awareness with increased consumer engagement is by releasing creative campaigns that allowed users to contribute to extra plastic collection. According to Jackie, customers were much more likely to engage with this than past incentives.

"In past campaigns, our incentive involved coupons. The call to action was to click to download a coupon for Ocean's tuna. There were very few clicks and even lower coupon redemption, whereas having an incentive like collecting plastic resulted in more clicks."

Let's take a closer look at these campaigns.



PC: @oceansseafood / Instagram

Bringing plastic education to TikTok

Who said plastic collection needs to be boring?

In a bid to increase community engagement, Ocean's brought plastic recovery TikTok in the form of a fun game!

The game was simple but effective: users just had to select the Ocean's filter on the app and catch the bits of plastic waste falling across the screen. The best part? Each time the game was played, Ocean's collected an additional kilogram of plastic waste through CleanHub.

So how did they do? Well, this creative campaign benefitted both the planet and Ocean's social engagement:

- 1 Over **20,000 people** played the game
- 2 This meant a whopping **20,000 kg of ocean-bound plastic was collected!**
- 3 Ocean's received **over 2.6 million video views and 13,000 likes**
- 4 This also translated into website visits, with **over 118,000 landing page visits**



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A long-term commitment to cleaner oceans

"We wanted to have a call-to-action that can enable our consumers to make a positive impact on the environment.

By engaging with our campaign through game plays we are able to collect additional ocean-bound plastic on their behalf."

— Jackie Mendoza, Marketing Director at Ocean Brands

Although Ocean Brands' partnership with CleanHub is just a tiny part of the sustainability puzzle, it has affirmed sustainability targets and helped to inspire goals beyond plastic neutrality.

Over the last two years, Ocean Brands has been recognized as Plastic Neutral+, meaning the company has funded the collection of more ocean-bound plastic than it used in its operations. It aims to continue going above and beyond while working toward even bigger environmental targets.

"Our goal is to go beyond plastic neutrality," Jackie states. "We have been Plastic Neutral+ the past two years and aim to retain this moving forward!"

Join the CleanHub Community

Ocean Brands provides an excellent example of the incredible work we can all do together — for cleaner oceans, cleaner communities, and a cleaner planet.

Roughly one in four people lack access to proper waste management systems, but we're on a mission to change this.

We connect coastal communities to proper waste collection services, meaning locals don't need to dump or burn their trash in open environments — and we couldn't do it without the help and funding from our incredible brand partners.

So far, we've collected and properly processed **over 9,500,000 kg of plastic waste around the world**. And thanks to our AI-powered track-and-trace software, brands can see how much of this is thanks to their funding.

Don't just take it from us though. Here's what Jackie has to say about CleanHub:

"Knowing that CleanHub is trustworthy and transparent makes us confident that we are really accomplishing our plastic off-setting goals. After discussions, the team knew that our values aligned and decided to form a partnership."

Want to get involved and share Ocean's success?

Get in touch with our in-house team and we can find you the perfect plan to suit your business's needs.

Learn more at cleanhub.com