

Ocean Alliance Reporting Guidelines

# Towards plastic-free oceans

Academia



**OCEAN  
ALLIANCE**



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# Introduction to the Ocean Alliance annual reporting

Thank you for being part of the Ocean Alliance. This initiative has a growing community of a wide variety of businesses, governments, cities and other organizations that take action to stop the leakage of plastics entirely. To help you get started with the reporting process, we've developed this guidance document. It aims to anticipate frequently asked questions and provide the necessary information to enable you to complete the reporting independently.

We know that transparency will help us learn as we go—and ensure credibility. To that end, we strive to align our reporting process and use metrics that are of national and international standard in similar commitments. The majority of data reported will therefore be publicly disclosed on a per organization basis and aggregated by category (for example: cities or

retailers), published as part of our annual progress report. We also want you to know how we'll use and store your information: '**Part 1**' outlines how we'll handle data submitted; **Appendix III** includes information on companies the Keep Sweden Tidy Foundation uses to process and store the reporting data.

This third part of the document, '**Part 3**,' is divided into sections according to types of organization. Organizations that have signed up to commitments in multiple categories will need to report for each relevant category. **The reporting cycle begins on June 1st, with reporting due by December 31st.** While we hope this document will give you all the guidance you need.

Feel free to email [oceanalliance@hsr.se](mailto:oceanalliance@hsr.se) if you have additional questions.

Please note the final deadline for data to be submitted is **31st December** each reporting year. We will need to be strict on this deadline and any data submitted after this date will have no guarantee of inclusion in the annual progress report.

# Tips and tricks on the reporting process

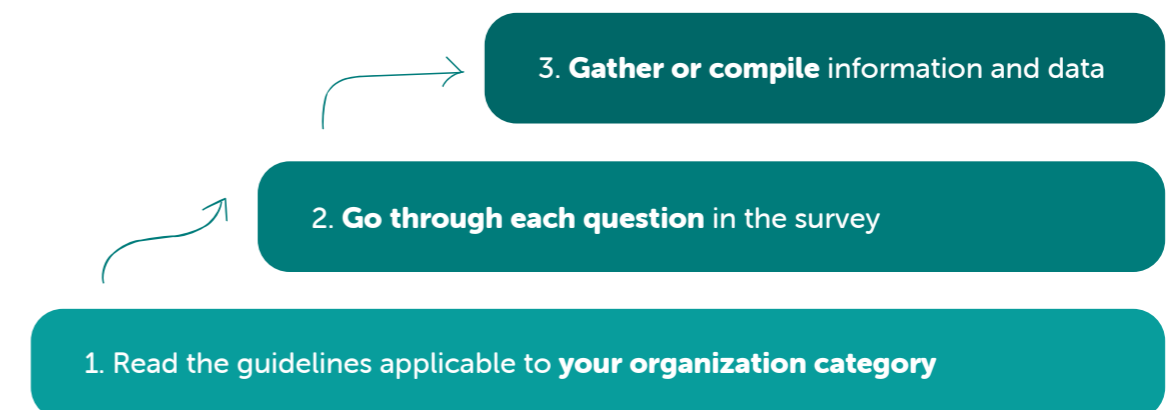
Reporting is the most important part of the Ocean Alliance, because it provides us with the information we need to know if our efforts are successful.

We've created a series of PDFs that will help you understand what information we need from your organization.

First, you'll want to read the guidelines applicable to your organization category, so you can make sure you're providing all the relevant data. Then, as a team, go through

each question and make sure everyone understands what's being asked for. We've provided links on our [website](#) where you can access these PDFs, which show only the questions that apply to your organization category. They also give definitions of key terms and metrics.

Once you've got all that in place, we recommend gathering or compiling any information or data you will need to answer these questions so when it comes time to submit your response in the survey.



# Part 1

## General reporting guidelines

### Timelines

Please submit your data via the online platform by **31st December** each reporting year. We cannot guarantee inclusion in any report published by the Keep Sweden Tidy Foundation if you do not respond by this date.

### Using the reporting platform

#### Q: How do I submit my organization's data?

To submit your organization's data, you must use the Ocean Alliance online survey. This survey platform is supported by Qualtrics.

#### Q: How do I access the reporting platform?

You will receive an email with a personal link to the reporting platform. The link is specific to your organization and will be sent to your primary contact.

#### Q: Can I save and review progress in the platform?

Yes, you can save and review your progress in the platform as you move through the survey. You should ensure that you review all responses prior to submission because it's not possible to change them afterwards. Once you have submitted your response, you will be able to review and download a summary of your response for your records.

### Use and storage of reported data

We rely on the accuracy of the data provided by our members. Here are a few points to keep in mind as you submit your data:

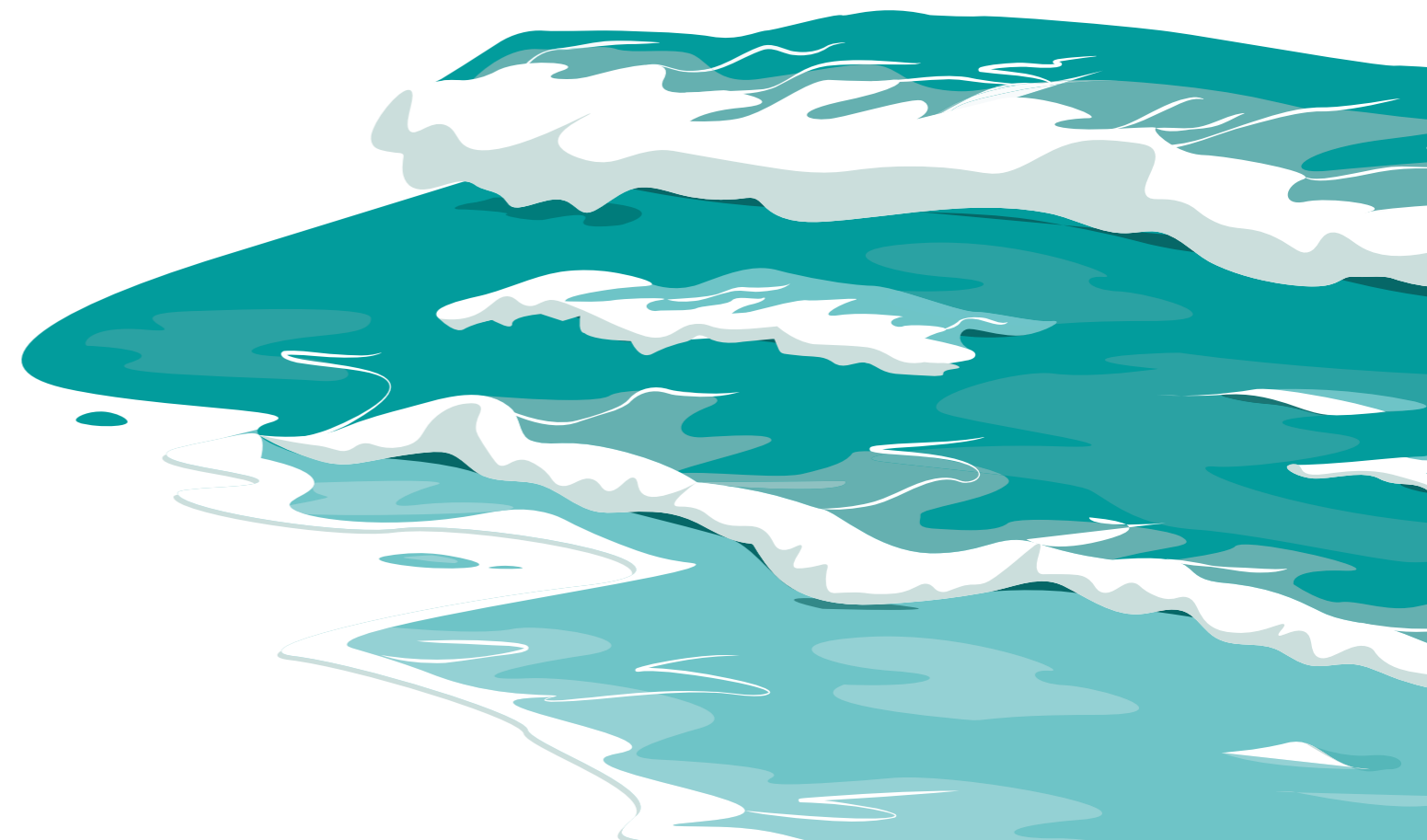
- All reasonable efforts will be made to ensure that the data you provide us is reproduced accurately in Keep Sweden Tidy's reports and communications, and we will correct any errors that are pointed out to us. However, we're not liable for the publication of any inaccurate or incomplete information.
- The majority of data submitted will be publicly reported via the Keep Sweden Tidy Foundation website from the date of publication of the 2022 progress report.
- We use industry-standard encryption to protect your information while it is in transit and at rest. Qualtrics, the company providing the questionnaire platform, will not have access to reporting data submitted via the online questionnaire.

Information on companies the Keep Sweden Tidy Foundation uses to process and store the reporting data can be found in **Appendix III**. This includes security, privacy, compliance information, policy and certification. For more information on use and storage of information by the Keep Sweden Tidy Foundation please see the privacy notice on our [website](#).

### Further support with the questionnaire

#### Q: Who can I contact for support with the survey?

If you have any questions about the survey, data relating to your company or changes to the contacts listed for your company please email [oceanalliance@hsr.se](mailto:oceanalliance@hsr.se).



## Part 2

# Initial questions for all responding organizations

### Name

What is the name of your organization?

#### Q: Why have you asked for this data, and how will you use it?

This data has been requested to help readers understand your organization. It may be published alongside your reported data.

### Website

Provide your organization's website address (URL).

#### Q: Why have you asked for this data, and how will you use it?

This data has been requested to allow readers to find out more information about your organization. It may be published alongside your reported data.

### Certification

Is your organization certified by any of the following certifications?

- B corp
- Cradle2Cradle
- Other

#### Q: Why have you asked for this data, and how will you use it?

We are requesting this data in order to learn more about your organization. This will be used internally at the Keep Sweden Tidy Foundation to build our understanding of your organization.

### Category

Which of the following categories does your organization belong to?

- Academia
- Associations
- Banks & Investors
- Cities
- Durable goods producers
- Food service providers
- Government
- Packaged goods companies
- Packaging producers
- Raw material producers
- Recyclers & other after-use companies
- Retailers & Hospitality

#### Q: Why have you asked for this data, and how will you use it?

By selecting your category, you can see only the relevant questions for your organization. This information will be used internally at the Keep Sweden Tidy Foundation for our records and to build our understanding of your organization and its category, as well as publicly on a per organization basis and in aggregate to demonstrate the category coverage of the Ocean Alliance.

#### Q: What if my organization cover multiple categories?

If your organization is signed up to commitments in multiple categories, you'll need to report for each relevant category.

## Part 3 Questions by organization category

### Highlights

Provide any "highlights" that you would like the Ocean Alliance to be aware of (max 1500 characters)

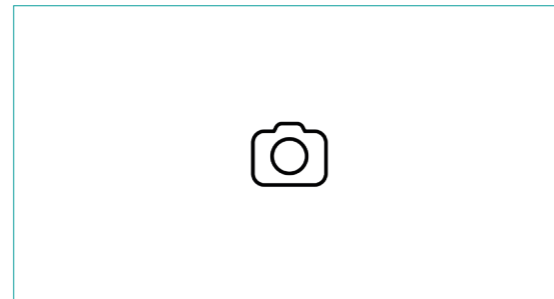
#### Q: What sort of information would you like to see here?

Provide an overview of any key success stories from progress on your commitments that you would like to share. This could include major quantified impacts, significant investments or particularly innovative projects.

#### Q: Why have you asked for this data, and how will you use it?

This information will be used internally at the Keep Sweden Tidy Foundation and may be used in communications externally about the Ocean Alliance, with prior agreement from your organization.

### Upload any inspirational images of your highlights



#### Q: Why have you asked for this data, and how will you use it?

We will use this information internally at the Keep Sweden Tidy Foundation and may use it in communications externally about the Ocean Alliance, with prior agreement from your organization.

### Timeframe

Confirm the 12-month timeframe your quantitative reported data covers

#### Q: What time period are you looking for?

Provide the latest full year of data available (based on your existing annual reporting timelines) and indicate the start and end date.

### Investment

Indicate whether you have made/committed investments towards any of the Ocean Alliance's main target areas (refuse, reduce, reuse, recycle, restore)

#### Q: What sort of information should be included here?

Please describe any investments you have made or committed to. Include specific and quantifiable examples. Provide financial information in US dollars.

#### Q: Why have you asked for this data, and how will you use it?

We will use this information internally at the Keep Sweden Tidy Foundation and may use it in communications externally about the Ocean Alliance, with prior agreement from your organization.



## Target 1 Refuse problematic and unnecessary plastics

### Progress

Describe the activities and progress you have made to eliminate problematic and unnecessary plastic packaging by 2026

#### Q: What sort of information should be included here?

Give examples of your achievements. Make sure that the measures and activities you refer to are concrete, specific, and quantifiable whenever possible.

### Planned action

Provide an overview of your planned future actions to take action to eliminate problematic or unnecessary plastic packaging by 2026

#### Q: What sort of information would you like to see here?

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.



## Target 2 Reduce new fossil-based virgin plastics

### Progress

Describe action taken to reduce new fossil-based virgin plastics by 2026

#### Q: What sort of information should be included here?

Describe achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative.

### Planned action

Describe planned future actions and expected progress to reduce new fossil-based virgin plastics by 2026

#### Q: What sort of information should be included here?

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.

#### Q: What sort of information should be included here?

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.



# Target 3

## Reuse, recycle, rot plastic packaging and products

### Progress

*Describe action taken to encourage the use of reusable, recyclable, or compostable plastic packaging by 2026*

#### **Q: What sort of information should be included here?**

Give examples of your achievements. Make sure that the measures and activities you refer to are concrete, specific, and quantifiable whenever possible.

### Planned action

*Describe planned future actions and expected progress to encourage the use of reusable, recyclable, or compostable plastic packaging by 2026*

#### **Q: What sort of information should be included here?**

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.

### Progress

*Describe action taken to encourage reuse models where relevant to reduce the need for single-use plastic packaging and/or products by 2026*

#### **Q: What sort of information should be included here?**

Give examples of your achievements. Make sure that the measures and activities you refer to are concrete, specific, and quantifiable whenever possible.

### Planned action

*Describe planned future actions and expected progress to encourage reuse models where relevant to reduce the need for single-use plastic packaging and/or products by 2026*

#### **Q: What sort of information should be included here?**

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.

### Progress

*Describe action taken to increase collection, sorting, reuse, and recycling rates and facilitate the establishment of the necessary infrastructure and related funding mechanisms by 2026*

#### **Q: What sort of information should be included here?**

Give examples of your achievements. Make sure that the measures and activities you refer to are concrete, specific, and quantifiable whenever possible.

### Planned action

*Describe planned future actions and expected progress to increase collection, sorting, reuse, and recycling rates and facilitating the establishment of the necessary infrastructure and related funding mechanisms by 2026*

#### **Q: What sort of information should be included here?**

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.

### Progress

*Describe action taken to stimulate the demand for recycled plastics by 2026*

#### **Q: What sort of information should be included here?**

Give examples of your achievements. Make sure that the measures and activities you refer to are concrete, specific, and quantifiable whenever possible.

### Planned action

*Describe planned future actions and expected progress to stimulate the demand for recycled plastics by 2026*

#### **Q: What sort of information should be included here?**

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.



# Target 4 Help restore the oceans from plastic pollution

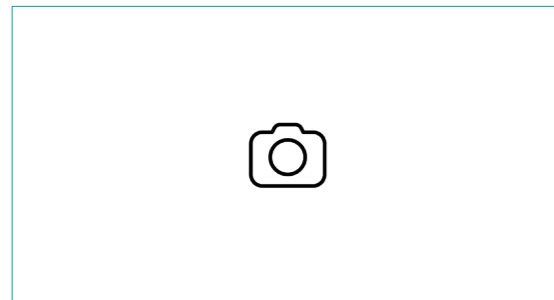
## Progress

Describe action taken to help restore the oceans

### Q: What sort of information should be included here?

Describe achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative.

### Upload any inspirational images of the action taken



### Q: Why have you asked for this data, and how will you use it?

This information will be used internally at the Keep Sweden Tidy Foundation and may be used in communications externally about the Ocean Alliance, with prior agreement from your organization.

## Planned action

Describe planned future action to help restore the oceans

### Q: What sort of information should be included here?

Please tell us about your future plans. We would like to hear about specific and concrete measures that you intend to take, and when possible, numbers to show the scale of these activities.

# Conclusion

## Learnings

What has been your main insight during this reporting period

### Q: What sort of information should be included here?

Describe learnings and insights. Ensure that the descriptions are related to the progress of this reporting period.

### Q: Why have you asked for this data, and how will you use it?

This information will be used internally at the Keep Sweden Tidy Foundation and may be used in communications externally about the Ocean Alliance, with prior agreement from your organization.

## Limitations

Provide information about any limitations of the scope of your reported data, e.g. specify if a part of the portfolio or operations is excluded and if so, why

**Note:** If the data you report does not cover all the plastic or plastic packaging activities that are under your organization's control, please explain.

## Verification

Indicate the verification/assurance status that applied to your reported data

### Q: Why have you asked for this data, and how will you use it?

We're always working to make data more accessible. But we don't verify the individual sources of that data. You can talk to a third party to audit the accuracy of your data. We'll include it in your dataset if you get confirmation from them.



# Appendix I

## Definition of key terms

### **Composting**

Composting is a process that uses aeration to produce a soil conditioner consisting mainly of decomposed organic material.

### **Compostable packaging**

A compostable packaging is one that can be decomposed by microorganisms and returned to the natural cycle.

### **Material recycling**

Material recycling is a process by which used packaging materials are reprocessed into new products or components

### **Packaging**

Packaging is the product used for the packaging of goods from raw materials to processed goods. It includes the containment, protection, handling, delivery, storage and transport of goods from the producer or wholesaler to the user or consumer.

### **Recyclable packaging**

A package can be considered recyclable if its main packaging components are recyclable (see 'Material recycling above') and if other minor components do not hinder or contaminate their recyclability.

### **Reuse of packaging**

Reuse of packaging refers to when a product's packaging is refilled or used for the same purpose for which it was conceived.

### **Post-consumer recycled content**

Post-consumer recycled content is material generated by households or by commercial, industrial and institutional facilities in their role as end users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain, and excludes pre-consumer material (e.g., production scrap).

### **Pre-consumer recycled content**

Materials used to make new products that were taken from the waste stream during a manufacturing process are called pre-consumer recycled content.

### **Renewable content**

Material that is composed of biomass, which is a term used to describe material made from living organisms and sources that can be replenished at a rate equal to or greater than the rate of depletion.

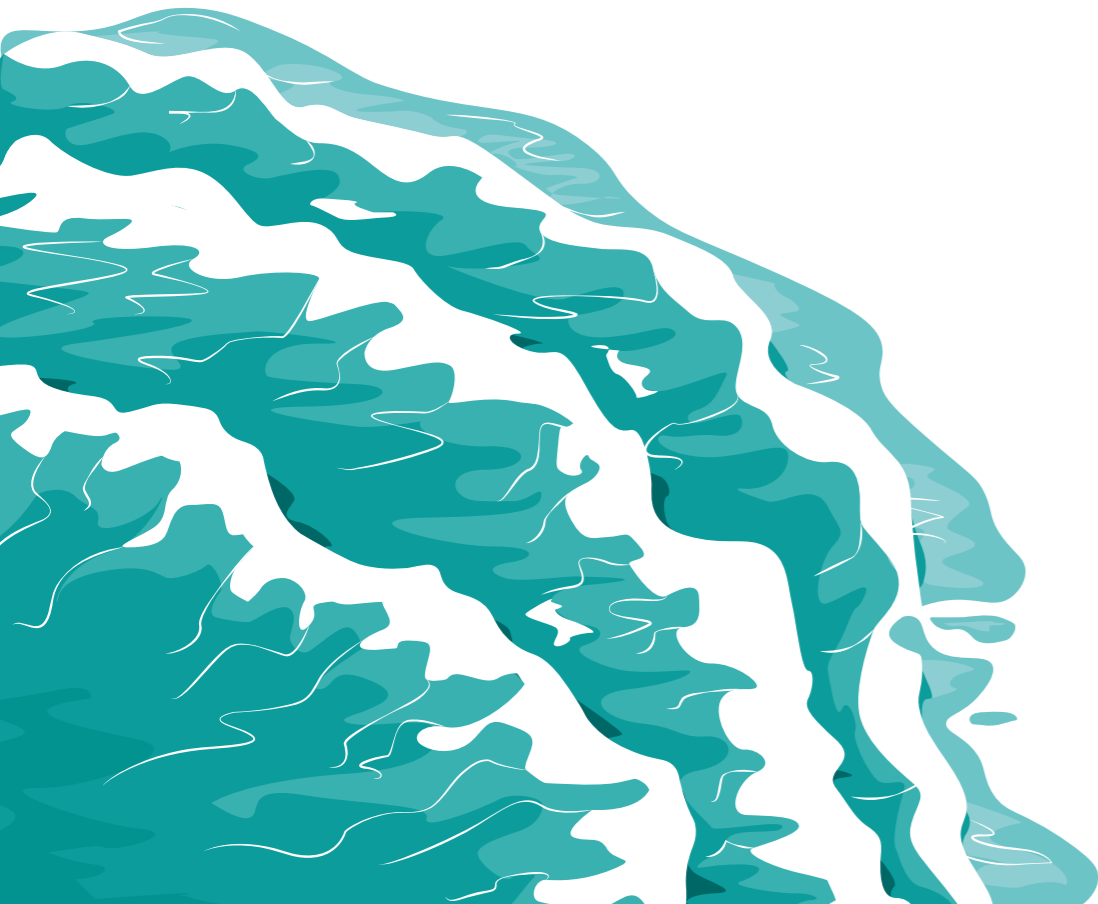
### **Fossil-based content**

Material that is made from oil or gas.

## Appendix II

# Definition of key metrics

We ask you to report data in tonnes, volumes, and percentages. For any three-digit measurements, please use a comma as (,) instead of a period.



## Appendix III

# Data

Keep Sweden Tidy Foundation uses third-party companies to help us collect, analyze and store data. Links to statements from these companies about security, privacy, compliance information and certification are below.

### **Qualtrics**

<https://www.qualtrics.com/uk/>

### **Security Statement**

<https://www.qualtrics.com/security-statement/>

### **Privacy Statement**

<https://www.qualtrics.com/privacy-statement/>

### **GDPR**

<https://www.qualtrics.com/uk/platform/gdpr/>

### **Subprocessors**

<https://www.qualtrics.com/subprocessor-list/>

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