Ocean Alliance Reporting Guidelines

Towards plastic-free oceans

Packaged goods companies

OCEAN ALLIANCE

KEEP SWEDEN TIDY

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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** 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.

3. **Gather or compile** information and data

2. **Go through each question** in the survey

1. Read the guidelines applicable to **your organization category**
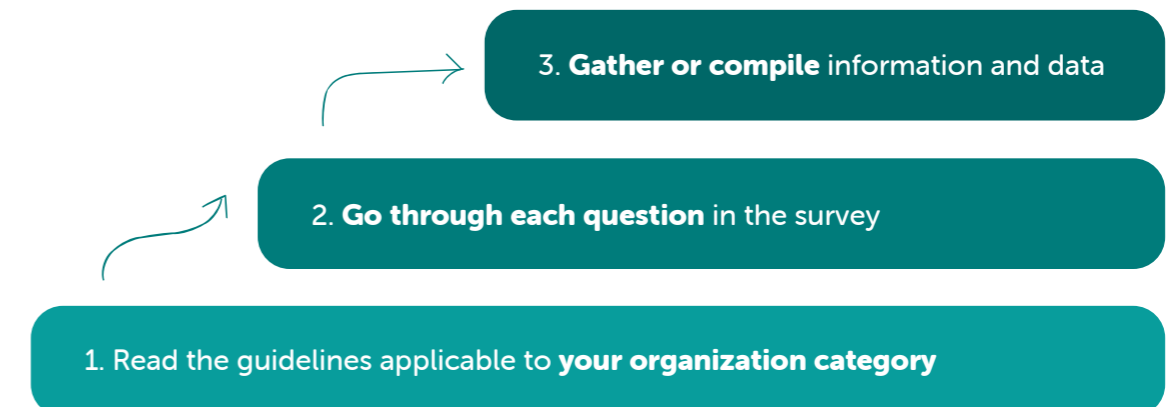
Part 1
General reporting guidelines

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 organizaion'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.
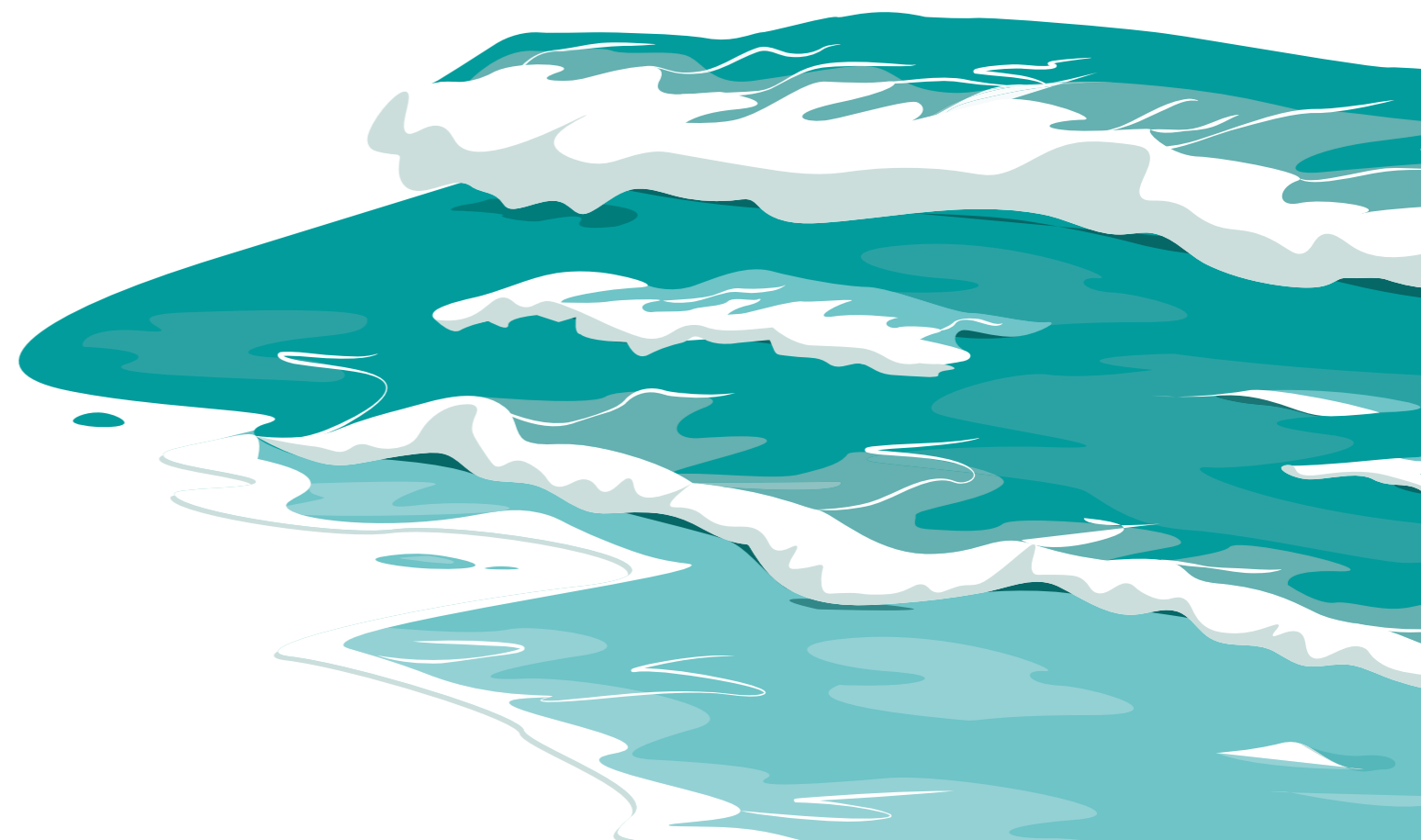
Part 2
Initial questions for all responding organizations

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 adress (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**

Size

Indicate if your organization is micro, small, medium or large

Note: Choose the size of your organization based on the number of employees or balance sheet total as presented below.

Your organization is

- Micro if you have a balance sheet total of less than € 2 million or fewer than 10 employees.
- Small if you have a balance sheet total of less than € 10 million, or between 10 and 50 employees.
- Medium if you have a balance sheet total of less than € 43 million, or between 50 and 250 employees
- Large if you have a balance sheet total of more than € 43 million, or 250 employees.

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

We will use the information you provide to understand your company, build our records and share with the Ocean Alliance. This information will also be used publicly on a per company basis and in aggregate to demonstrate the business size coverage of the Ocean Alliance.

Location

Provide the location (country) of your headquarters

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

We will use the information you provide to understand your company, build our records and share with the Ocean Alliance. This information will also be used publicly on a per company basis and in aggregate to demonstrate the geographical coverage of the Ocean Alliance.

Active regions

Indicate which regions your company is active in globally

Please see the following definitions of 'active regions' for packaging producers: the places where you (or your customers) put your packaging on the market, to the best of your knowledge.

Q: Which regions can you select and what countries are included in each of these regions?

The regions are outlined according to the United Nations geoscheme. For information on countries in each region please see: https://unstats.un.org/unsd/methodology/m49/

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

We will use the information you provide to understand your company, build our records and share with the Ocean Alliance. This information will also be used publicly on a per company basis and in aggregate to demonstrate the geographical coverage of the Ocean Alliance.

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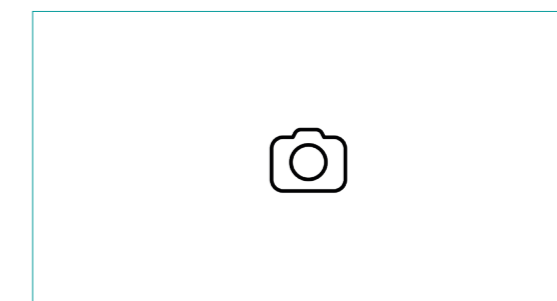
Q: Why have you asked for this data, and how will you use it?

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.

Portfolio

*Volumes and categories - Total volume
Provide the total volume of your plastic
packaging*

**Q: What makes up plastic packaging
(primary, secondary, and tertiary)?**

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

Primary packaging is what you see
when you look at a product in a store.
Secondary packaging (also known as
"shipping containers") is what contains
your primary package and keeps it safe
during transport. Tertiary packaging is
what protects your secondary container
during shipping and storage.

**Q: Are there any types of plastic
packaging that you would like to
exclude from this calculation?**

Yes, reusable plastic packaging should
only be counted once regardless of the
frequency reused over the reporting peri-
od. Otherwise, this should cover all plastic
packaging used by your company, includ-
ing B2B plastic packaging.

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

We're gathering this information to un-
derstand how the plastics industry is
changing over time. We'll use it with other
metrics—such as recycled content in
metric tonnage—to better understand the
market.

Volumes and categories –
Plastic packaging types

*Indicate which of the following categories
of plastic packaging (Polymers & Formats)
are in your organization's portfolio*

**Q: What is the content of this list
'Categories´, and how was it created?**

The list includes: PET bottles (e.g. bottles
for drinks, cooking oils, detergents), PET
thermoforms (e.g. trays and cups), oth-
er PET rigid (e.g. jars), HDPE bottles (e.g.
bottles for yoghurt), HDPE other rigid (e.g.
pots, trays, jars), PP bottles (e.g. feeding
bottles), PP flexibles (e.g. film), PP other
rigid (e.g. pots, trays, jars), LDPE tubes (e.g.
tubing, pipes), PS rigid (e.g. pots, trays),
EPS rigid (e.g. insulation), >A4 mono-ma-
terial LDPE flexibles in B2B context (e.g.
pallet wraps), >A4 mono-material LDPE
flexibles in B2C context (e.g. wrap around
bottles, or toilet paper), other >A4 flex-
ibles, <A4 LDPE flexibles (e.g. sachets,
wrappers), <A4 PP flexibles (e.g. sachets,
wrappers), <A4 multi-material flexibles
(e.g. sachets, wrappers), and other. We
compiled this list based on input from
Ocean Alliances signatories, along with
data from the National Roadmap for the
Sustainable Use of Plastics. We make no
claims or assertions regarding the accu-
racy, completeness or appropriateness of
this list.

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

We're gathering this information to un-
derstand how the plastics industry is
changing over time. We'll use it with other
metrics—such as elimination of plastic
packaging types—to better understand
the market.

Target 1 **Refuse problematic and unnecessary plastics**

Elimination products

*Provide information about where you
have wholly or partially eliminated
problematic or unnecessary material,
formats, components.*

**Q: What makes up unnecessary or
problematic plastic packaging?**

You can identify problematic or unneces-
sary plastic packaging by asking yourself if
the item in question meets the following
criteria:

1. Does it contain hazardous chemicals?
   (Is it leaking?)

2. Is it made of a material that cannot be
   recycled?

3. Can you avoid buying this item
   altogether?

4. Is there another product that performs
   the same function but is made of
   recyclable or compostable materials?

5. Will this item likely end up in the
   natural environment?

**Q: What is the content of this list
'Material, Formats & Components', and
how was it created?**

The list includes: balloons and sticks for
balloons, cotton bud sticks, cups for bev-
erages, cutlery, plates, straws and stirrers,
food containers, beverage containers,
cigarette butts, plastic bags, packets
and wrappers, wet wipes and sanitary
items, and other. We compiled this list

based on input from Ocean Alliances
signatories, along with data from the
National Roadmap for the Sustainable
Use of Plastics and the Single-Use Plastics
Directive. We make no claims or asser-
tions regarding the accuracy, complete-
ness or appropriateness of this list.

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

We're requesting this data to help us bet-
ter understand elimination trends across
the Ocean Alliance community and make
it easier to communicate these trends.

Progress

*Describe the activities and progress you
have made over the reporting period 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.

Elimination packaging

Indicate whether you have plans to wholly or partially eliminate any of the following categories of plastic packaging prior to the end of 2026

Q: What is the content of this list 'Categories', and how was it created?

The list includes: PET bottles (e.g. bottles for drinks, cooking oils, detergents), PET thermoforms (e.g. trays and cups), other PET rigid (e.g. jars), HDPE bottles (e.g. bottles for yoghurt), HDPE other rigid (e.g. pots, trays, jars), PP bottles (e.g. feeding bottles), PP flexibles (e.g. film), PP other rigid (e.g. pots, trays, jars), LDPE tubes (e.g. tubing, pipes), PS rigid (e.g. pots, trays), EPS rigid (e.g. insulation), >A4 mono-material LDPE flexibles in B2B context (e.g. pallet wraps), >A4 mono-material LDPE flexibles in B2C context (e.g. wrap around bottles, or toilet paper), other >A4 flexibles, <A4 LDPE flexibles (e.g. sachets, wrappers), <A4 PP flexibles (e.g. sachets, wrappers), <A4 multi-material flexibles (e.g. sachets, wrappers), and other. We compiled this list based on input from Ocean Alliances signatories, along with data from the National Roadmap for the Sustainable Use of Plastics. We make no claims or assertions regarding the accuracy, completeness or appropriateness of this list.

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

We're gathering this information to understand how the plastics industry is changing over time. We'll use it with other metrics—such as volumes of plastic packaging types—to better understand the market.
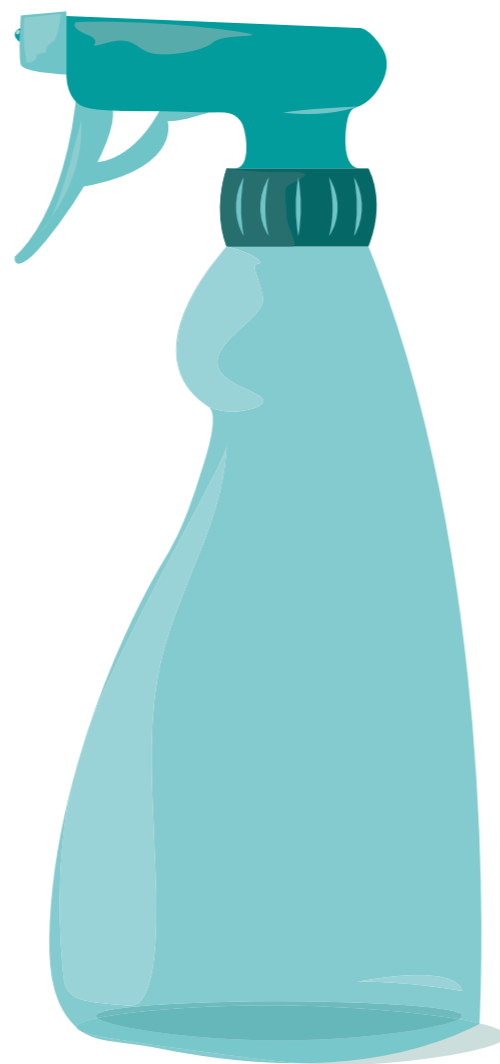
Target 2 **Reduce new fossil-based virgin plastics**

Source

Provide details of the source of the plastic in your packaging or products and components

Q: What is 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).

Q: What is 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.

Q: What is virgin renewable content?

New 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.

Q: What is virgin fossil-based content?

New material that is made from oil or gas.

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

We're requesting this data to help us better understand recycled content trends across the Ocean Alliance community and make it easier to communicate these trends.

Progress

Describe the activities and progress you have made over the reporting period to increase your percentage of post-consumer recycled content across all plastic packaging and products 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

Provide an overview of your planned future actions to increase your percentage of post-consumer recycled content across all plastic packaging and 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

Provide details on progress made to your new fossil-based virgin plastics reduction target.

Q: What sort of information should be included here?

Please indicate the volume of new fossil-based virgin plastics for your baseline and reporting year.

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

We're requesting this data to help us better understand reduction trends across the Ocean Alliance community and make it easier to communicate these trends.

Describe the activities and progress you have made to reduce the use of fossil-based virgin 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

Provide an overview of your planned future actions to reduce the use of fossil-based virgin plastic 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 3
Reuse, recycle, rot plastic packaging and products

Volume

Provide the percentage of plastic packaging and products volume which was reusable, recyclable or compostable

Q: What kind of data do you need?

You will be asked to provide the overall percentage of your plastics that were reusable, recyclable or compostable for the period, as well as the individual percentages for each - percentage recyclable, percentage reusable and percentage compostable.

Q: How should I calculate the overall percentage?

The overall percentage should be the total proportion of all your plastic packaging, by weight, that can be classified as one or more of the following: reusable, recyclable or compostable. This is not necessarily the sum of the individual percentages of recyclable, reusable and compostable plastic packaging. In other words, the sum of the individual percentages can be higher than the overall percentage.

Q: What is reusable plastic packaging?

Reusable plastic packaging is defined as plastic packaging that has been designed to achieve a minimum number of cycles in a distribution and use system for reuse.

Q: What is a recyclable plastic packaging?

In order to be considered recyclable, packaging or a packaging component must be able to be collected, sorted and recycled in practice and at scale. A package is considered recyclable if the main components (representing more than 95% of the total weight) can be recycled according to this definition, and if the remaining minor components are compatible with the recycling process and do not hinder the recyclability of the main components. Otherwise, only the recyclable components of a package can be counted towards achieving this commitment, and only when other components do not hinder or contaminate their recyclability.

Q: What is a compostable plastic packaging?

Your packaging or packing component is compostable if it meets international standards, is collected and composted at scale in practice, and has been proven to work.

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

We're requesting this data to help us better understand your company's progress toward increasing the percentage of your plastic packaging and products that is reusable, recyclable or compostable. We

will use this information to show progress on your commitment.

Progress

Provide an overview of actions taken and progress made over the reporting period to make 100% of your packaging and products reusable, recyclable or compostable 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 make 100% of your packaging and products reusable, recyclable, or compostable 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.

Actions taken to move from single-use to reuse models, where relevant

Q: What are reuse models?

Reusing packaging (and its models) is a way to reuse packaging for the same purpose for which it was conceived. The different stages to report on are:

- Pilot projects done or underway
  - Recent, or in-progress pilots of reuse models for new products and packaging
- Completed pilot projects
  - Reuse models in place for non-consumer-facing packaging
  - Reuse models in place for consumer-facing products or packaging
- None of the above

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

We're requesting this data to help us better understand reuse trends across the Ocean Alliance community and make it easier to communicate these trends.

Progress

Provide any other information about activities and progress to take action to move from single-use towards reuse models where relevant 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

Provide an overview of your planned future actions against your commitment to move from single-use towards reuse models

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.

Indicate which of the following future actions and targets you plan to take up (before the end of 2026) to move from single-use to reuse where relevant

Q: What is reusable plastic packaging and reuse models?

Reusing packaging (and its models) is a way to reuse packaging for the same purpose for which it was conceived. Reusable packaging is a type of packaging that has been designed to be reused a minimum number of times or rotations in a system.

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

We're requesting this data to help us better understand reuse trends across the Ocean Alliance community and make it easier to communicate these trends.

Progress

Describe the activities and progress you have made to grow the volume and quantity of recycled/composted plastic, and accordingly, increase the ratio of recycled/composted plastic to the landfill and incinerated plastic volumes

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

Provide an overview of your planned future actions to grow the volume and quality of recycled or composted plastic, and accordingly increase the ration of recycled/composted over the landfill and incinerated plastic volumes

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.

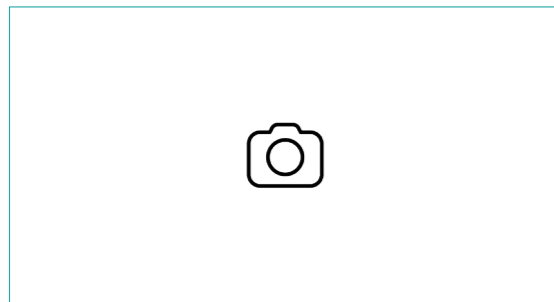# Target 4 **Help restore the oceans from plastic pollution**

Conclusion

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.

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.
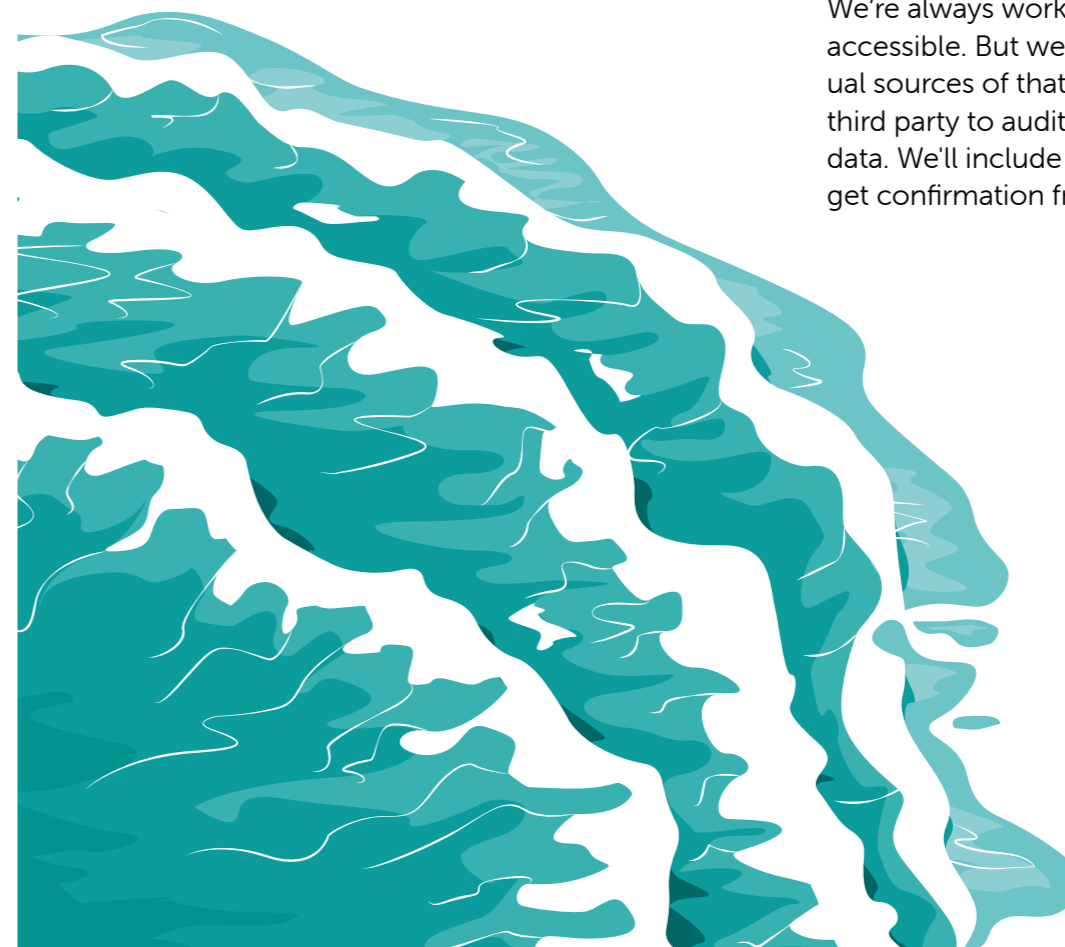
Appendix I
Definition of key terms

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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