

BottLess

Refill rather than landfill

BottLess is a purpose driven social enterprise committed to reduce the consumption of disposable plastic by offering innovative and convenient *BottLess* solutions.



Social Impact (as of September 2016)



3

BottLess Experience events



27,000+

Plastic bottles saved



840+

Liters refilled

Quick Facts

- Year established: 2015
- Founder : Mr. Francis Ngai
- SVhk role:
 - Incubator



www.bottless.org.hk

BottLessHK

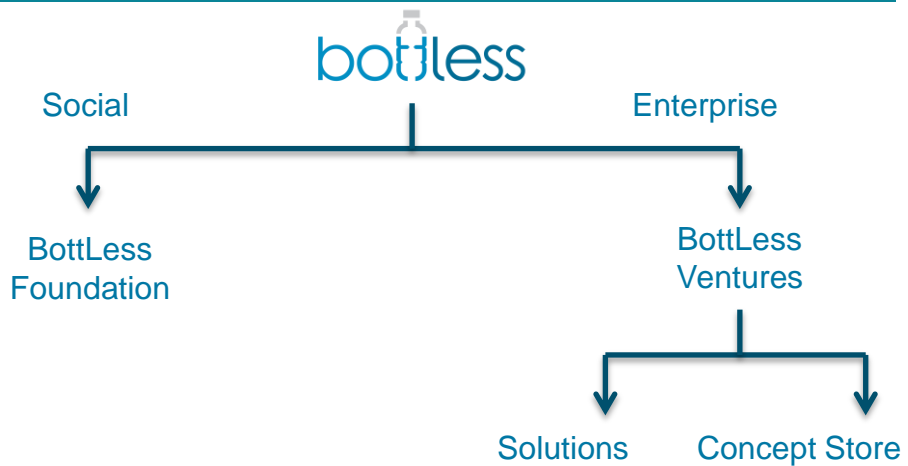
? Social Issue

- 2,015 tonnes of plastic waste are generated daily in Hong Kong. PET bottles account for 132 tonnes of waste daily (~4.4m bottles)
- Hong Kong's landfills, where most plastic waste are dumped, will be full by 2019
- Inefficient use of water in bottled water production: 3L water needed to produce 1L of bottled water

! Social Innovation

- Provide innovative and convenient *BottLess* drinking solutions to encourage behavioural change in Hong Kong to reduce usage of disposable plastic bottles and *Bring Your Own Bottle (BYOB)*
- Create alternatives for easy and convenient refill of water and drinks with reusable bottles

Structure



Tentative Activities and Business Idea



BottLess Foundation

Advocacy and awareness building

- *Test the BottLess Limit Challenge (approach F&B outlets to join BottLess movement to become refilling point)*
- *BottLess x Run Our City (Water ATM@ April 10 KE Streetathon)*



BottLess Solutions

Identify convenient and innovative solutions for public and corporates

- *Vending machines*
- *Water ATM station*
- *Bio-degradable containers*
- *BottLess Map*



BottLess Concept Store

Promote Consumerism 2.0

Prevent over-consumption (refill what you need)

- *A lifestyle store to provide range of refillable products and BottLess options (e.g. condiments, wine, beverage, oil, household products)*
- *Eliminates wasteful packaging, more cost-efficient at the same time*



歡迎自攜樽

