**Let’s talk about Dopper**

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**Dopper in 2 minutes**  
*To use in presentations, written explanations, brand and mission page input*

Dopper wants to make sure no more single-use water bottles enter the oceans.

Why? Every minute, a truckload of plastic waste enters our oceans.[[1]](#footnote-1) In that exact same minute, one million single-use plastic bottles are purchased.[[2]](#footnote-2) Coincidence? We don’t think so. This plastic waste never disappears. It just breaks down into smaller pieces. Threatening our oceans for millennia to come. We can do better.   
  
Dopper’s founder Merijn decided to take action. He launched a design competition to find the most sustainable alternative to single-use water bottles. The result? The Dopper bottle. A sustainable water bottle empowering people to choose reusable over single-use.

How?  
First of all, Dopper **raises awareness about plastic pollution** with kick-ass campaigns**.** So people see the need for change.

Secondly, **they offer educational programmes and fund research**. To encourage the next generation of changemakers to come up with solutions to our world's water problems.   
  
Last but not least, **they are creating a wave of change,** because individuals and companies alike are joining our movement. Spreading their message to stop plastic pollution and drink from the tap.

Dopper believes in its message. But also realises there are places where drinking tap water isn’t an option. Where access to water - a basic need - is a luxury. That’s why the proceeds of Dopper bottles don’t only go towards battling plastic pollution. Each bottle sold also helps kick-start clean drinking water projects in Nepal.

There you have it. A bottle on a mission. Will you join them?

Choose Dopper. Our oceans will thank you.

*LOGO & TAG THE BOTTLE IS THE MESSAGE*

**Wording**  
*Sharing the Dopper story with others*

**Mission statement**   
*Explain what Dopper does in 60 seconds, 800 characters*

Dopper is on a mission. Empowering people to choose reusable over single-use water bottles, to protect our world’s waters.

Every minute a truckload of plastic waste enters our oceans. And in that same minute 1 million single-use plastic bottles are purchased. Coincidence? We don’t think so.

Dopper decided to take action by creating a reusable water bottle that is putting single-use ones out of business.

Are you ready to start making Impact with a capital I? Each bottle sold contributes to this mission. From raising awareness and helping educate others, to kick-starting clean drinking water projects in Nepal. Good karma? You bet.

Choose Dopper. Our oceans will thank you.

**Shortened mission statement**  
*Explain what Dopper does in 30 seconds, 370 characters*

Dopper is on a mission. Empowering people to choose reusable over single-use water bottles, to protect our world’s waters.

Are you ready to start making Impact with a capital I? With Dopper you raise awareness, help educate others and kick-start clean drinking water projects in Nepal. Good Karma? You bet.

Choose Dopper. Our oceans will thank you.

**Shorter mission statement**  
*Explain what Dopper does in 10 seconds, 180 characters*

Dopper is on a mission. Empowering people to choose reusable over single-use water bottles, to protect our world’s waters.

Choose Dopper. Our oceans will thank you.

**Shortest mission statement**  
*Explain what Dopper does in 5 seconds, 75 characters*  
Dopper empowers people to choose reusable over single-use water bottles.

**Pitch**  
*What’s great about Dopper in 15-20 seconds, 233 characters*

* Go-to pitch:  
  Each bottle sold empowers people to choose reusable water bottles over single-use ones. Through education programmes, research and awareness campaigns about plastic-free oceans. It also kick-starts clean drinking water projects in Nepal. Good karma? You bet.
* Emphasis-on-impact pitch:  
  With a Dopper bottle you make impact. From raising awareness and education, to kick-starting clean drinking water projects in Nepal. Empowering everyone to choose reusable over single-use water bottles, to protect our world’s oceans. Good karma? You bet.

**Shorter pitch**  
*What’s great about Dopper in under 10 seconds, 120 characters*

* Intended audience knows Dopper:

With Dopper you make impact. From raising awareness and education about plastic-free oceans, to providing access to clean drinking water.

* Intended audience doesn’t know Dopper:

With a Dopper bottle you make impact. From raising awareness and education about plastic-free oceans, to providing access to clean drinking water.

**Bottle-focused pitch**  
  
*In 20 seconds, 330 characters*  
This is not just a water bottle. It’s an ocean-saving device. Each bottle sold reduces plastic pollution and brings clean drinking water to the places people need it the most. And there’s more. When you turn your bottle upside-down, you not only have a cup to drink your tap water from, you’re also putting water on a pedestal.

*In 10 seconds, 180 characters*  
This is not just a water bottle. It’s an ocean-saving device. Each bottle sold reduces plastic pollution and brings clean drinking water to the places people need it the most.

**Human-centered pitch**  
  
*In 20 seconds, 370 characters – with Dopper CTA*  
Every minute, a truckload of plastic waste enters our oceans. In that same minute, one million single-use plastic bottles are purchased. Coincidence? We don’t think so. With a reusable water bottle, you can help turn the tide. What’s more, every Dopper sold contributes to education and clean drinking water projects. Choose Dopper. Our oceans will thank you.

*In 20 seconds, 320 characters – without Dopper CTA*  
Every minute, a truckload of plastic waste enters our oceans. In that same minute, one million single-use plastic bottles are purchased. But not by you. Right? Join a movement of changemakers and help turn the tide on plastic pollution. By choosing reusable over single-use water bottles. You ocean-saving hero.

*In 10 seconds, 210 characters*  
Every minute, a truckload of plastic waste enters our oceans. In that same minute, one million single-use plastic bottles are purchased. Not cool. Choose reusable over single-use and help turn the tide.

**Walking the walk**  
*How Dopper does business*

**B the change**

Dopper is a Certified B Corporation. B Corp for short. That means they are using business as a force for good, balancing purpose and profit. Not only their mission is dripping with sustainability, their production process is too. By being part of the B Corp movement, Dopper is not just asking for change. They are taking action.

Take the climate crisis, for example. Dopper is proudly one of over 500 B Corporations that are publicly committing to cut their carbon emissions to net zero by 2030 to bring global warming to a halt. Good business.

**100% mission-driven**

Dopper is 100% focused on its mission. Making an impact is key in everything they do. Every bottle sold, every campaign launched, every sip taken gets them closer to their vision: a world with crystal clear waters. Where plastic pollution is a thing of the past and everyone near and far has access to safe drinking water.

**One-liners**  
*For backdrops, captions, or going out with a bang.*

**Headlines more specific for brand**  
Choose Dopper. Our oceans will thank you.

Tap water. Save our oceans.

Let’s do our part for the oceans.

**More specific for bottle**  
Bottle(s) on a mission.

Choose a Dopper bottle. Our oceans will thank you.

**Call to actions**

Join a movement of changemakers.

Choose Dopper. Our oceans will thank you.

**Additional language we often use to tell the story**

Crystal clear water. In every ocean, from every tap.

No more excuses. No more single-use water bottles.

Single-use water bottles in our oceans? Not on (y)our watch.

**Tagline with the logo**

*THE BOTTLE IS THE MESSAGE*

1. As estimated by Jenna Jambeck and collegues in 2015. Jambeck is an environmental engineer at the University of Georgia. She’s internationally recognised for her research on plastic waste in the ocean and for the Marine Debris Tracker app she co-created with fellow faculty member Kyle Johnsen.  
   See <https://news.uga.edu/new-science-paper-magnitude-plastic-waste-going-into-ocean-0215/>Full reference: Jambeck JR, Geyer R, Wilcox C, Siegler TR, Perryman M, Andrady A, Narayan R and Law KL (2015) Plastic waste inputs from land into the ocean. Science. 347: 768-771. doi: 10.1126/ science.1260352 [↑](#footnote-ref-1)
2. <https://www.theguardian.com/environment/2017/jun/28/a-million-a-minute-worlds-plastic-bottle-binge-as-dangerous-as-climate-change> [↑](#footnote-ref-2)