

GSTC Emerging Destinations Workshop



travel forever

Refill MyBottle



BookGreener

- **55 members: Travel agents, Resorts, Yoga centers, Shops, Suppliers, NGOs, etc**
- **Monthly meet-up**
- **Committees (water, waste, food, education)**
- **Networking, cross-promo, support**





De Klumpu Bali

De Klumpu Bali will let you experience the luxury of Bali's natural resources through the equibleness of amenities, food and breathtaking scenery. Discovering Indonesian native culture and environment while relaxing is definitely the most rewarding treat that you can give to yourself and your loved ones. There are a lot of benefits that you can derive from nature that technology and city life cannot provide, especially with regard to your weary body.

If you are looking for a perfect place that can give you extreme rejuvenation, it's got to be a place where divine tranquility resides. A place where the green fields grow. A place where a lot of excitement and adventure awaits you. De Klumpu Bali has a lot to offer and the palate is not restricted to mere physical and intellectual values, but also comprises treats for your eyes and tummy.

You will be introduced to the very refined Balinese architecture and interior designs; you will be served the most scrumptious and unique meals you have ever been craving for, but foremost and above all you will be led to experience the humble and healthy country life.

The pleasure starts from the moment you step into the parking lot and ends the moment you decide to let go of the beautiful memories that this place has brought to your life!



+62 81 2381
1161



Terribuku, Bali

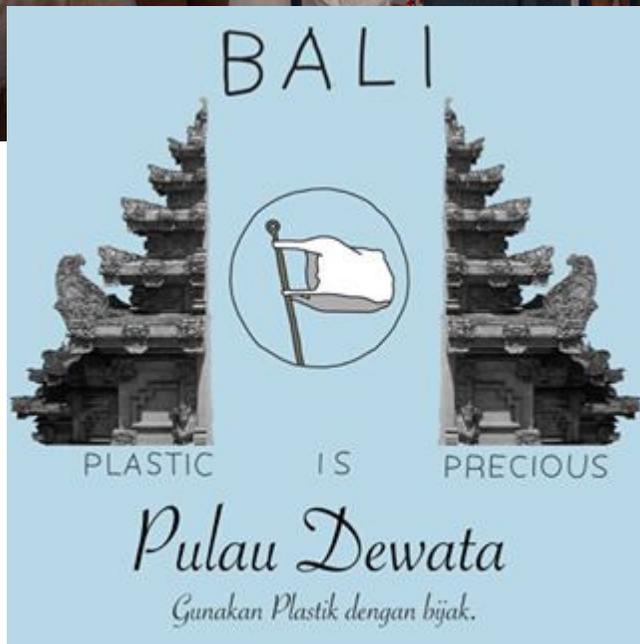
BookGreener



- Fun times
- Problem solving
- Common issues tackled
- Support group
- Networking
- Ideas sharing
- Making friends always



- Funded by resort
- Local entrepreneur empowered
- Purchase clean & dry plastic from locals
- Sort it, shred it
- Sell flakes to the industry
- Repeat



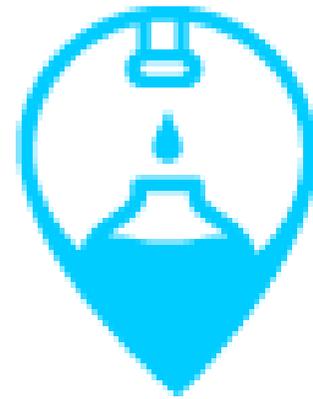


#IAMINBALINOW

- Inspire people to come to Bali
- Get visibility for our community
- Show natural beauty of Bali
- Get community to come together

Find us on Instagram, Facebook, Twitter

Refill MyBottle



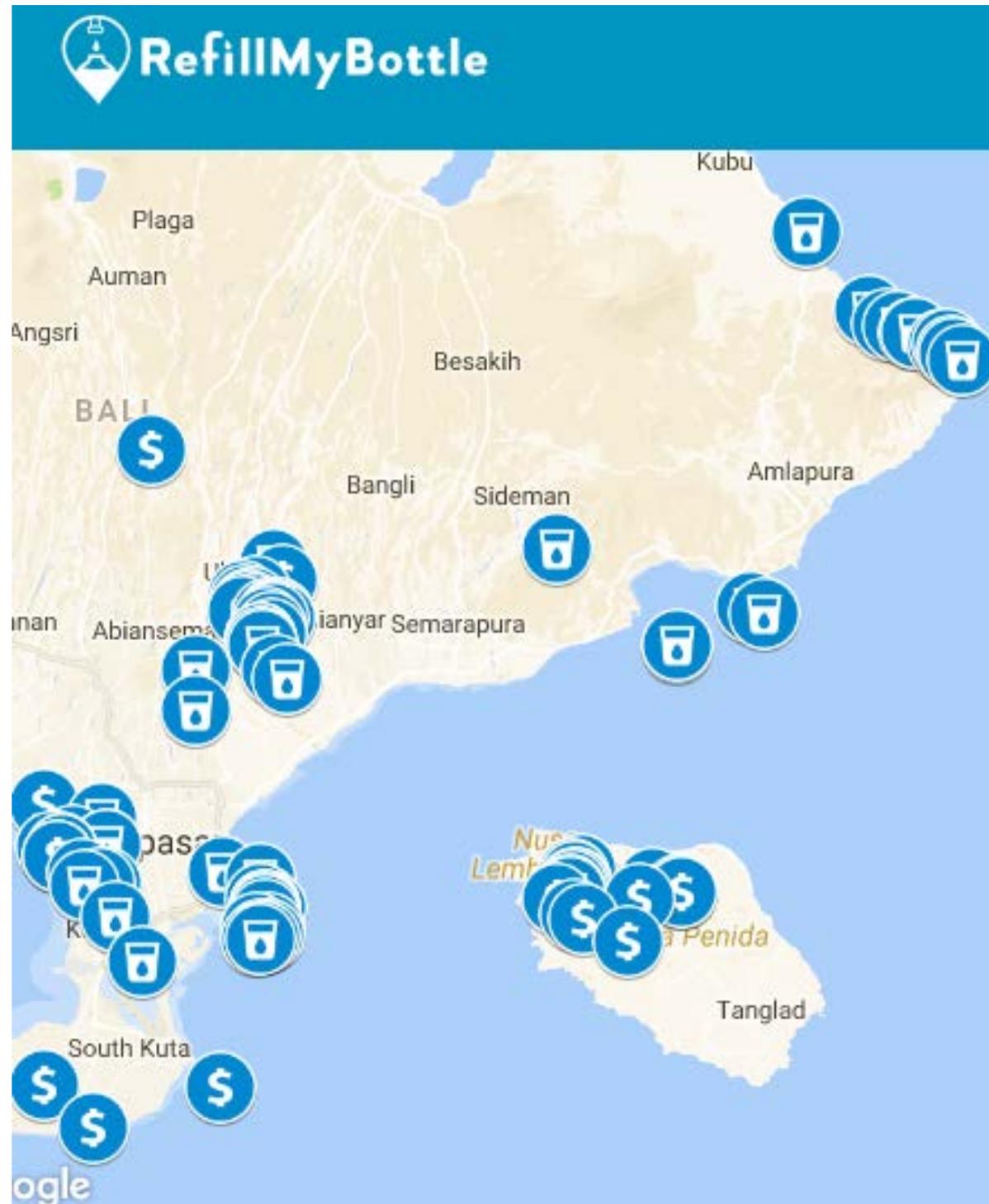
A large pile of discarded plastic water bottles is shown in the foreground, filling most of the lower half of the image. Above the pile, a white sign with a blue border and a scalloped edge contains the text "THE PROBLEM!". The background is a light blue sky with a single white bird flying in the upper right. The overall style is a simple, illustrative graphic.

THE PROBLEM!

- Travellers looking for a convenient source of drinking water buy plastic bottles
- Estimated 6+ million water bottles each month in Bali alone.
- Lack of waste management systems = most plastic bottles end up burned, dumped in landfill or the ocean

Our Solution

- Encourage travellers to refill and give them the tools to easily do so
- Get businesses to give out water and register them as RefillStations
- Display RefillStations on our interactive online map found on our website & app



How does RefillMyBottle fit in with GSTC Criteria?

D10 Solid waste reduction

The destination has a system to encourage enterprises to reduce, reuse, and recycle solid waste. Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.

IN-D10.c. Program to assist enterprises to reduce, reuse, and recycle waste

IN-D10.d. Program to reduce the use of bottled water by enterprises and visitors



RefillMyBottle today



RefillStations

● Bali 107 ● Gili 81 ● Other 37

5000+

Liters of water
given out by our
RefillStations every
month

10,000+

10,000+ Plastic bottles
saved every month

1325+

App Downloads

650 ^{/Month}

Website page views

350 ^{/Month}

Unique users

1300+

followers on social
media

THE COMMUNITY



REFILL STATIONS

Mindful businesses who take action, providing drinkable water to anyone who asks for it.



REFILLERS

Responsible travellers and conscious locals - anyone can be a Refiller by refilling instead of using disposable plastic bottles.



AMBASSADORS

Volunteers coordinating RefillMyBottle at the local level.



WATERIORS

Small team leading and developing RefillMyBottle, building and maintaining tools to facilitate connections among community members and measuring impact.

How does it work for RefillStations?

- Publicly accessible places (restaurants, hotels, tour offices, dive shops, yoga studios etc)
- Give drinking water for free or a minimal fee
- Fill in the simple form on our website
- Display a sticker
- Post a photo on social media

What's in it for them?

- Visibility & increased traffic
- Positive brand impact



How does it work for Refillers?

- Find a nearby RefillStation on the map on our website or the app
- Go there and refill
- Gallon or filter



What do the Wateriors do?

- Build and maintain tools and materials that make the project work
- Recruit RefillStations and register them on the map
- Promote our community and solutions to the plastic problem
- Measure our impact on communities and the eco system





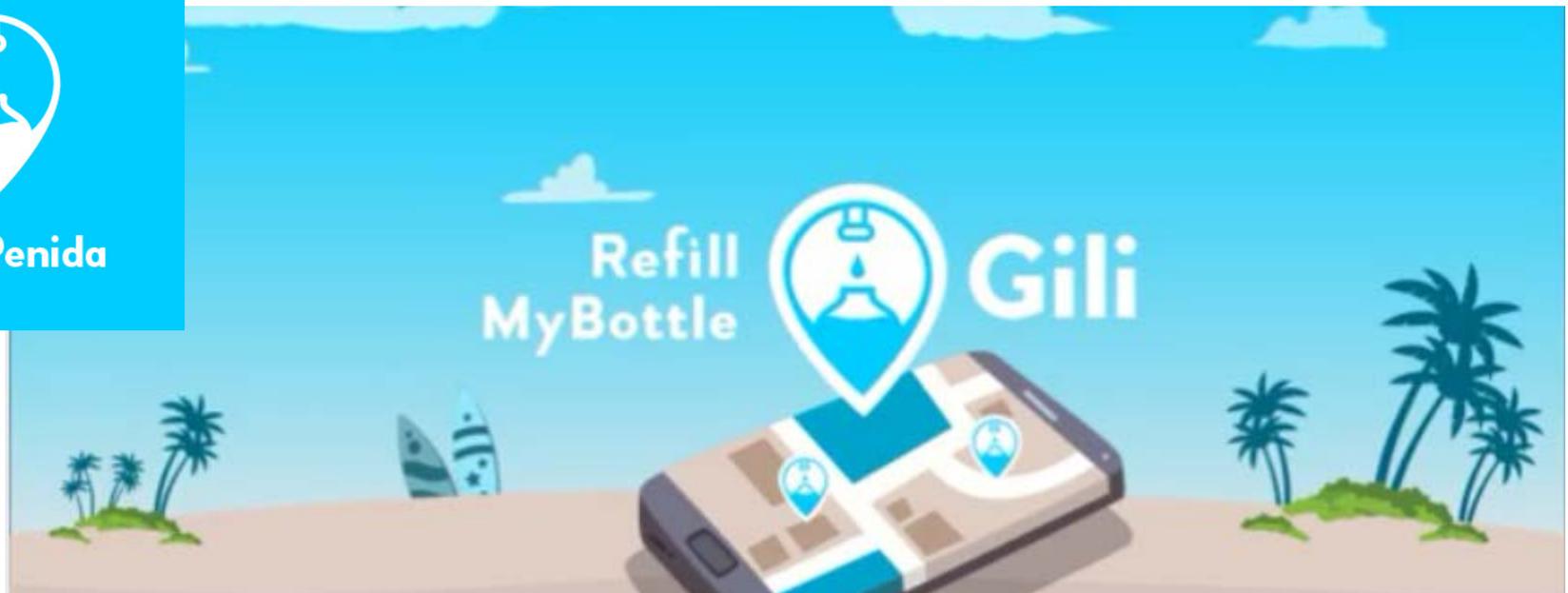
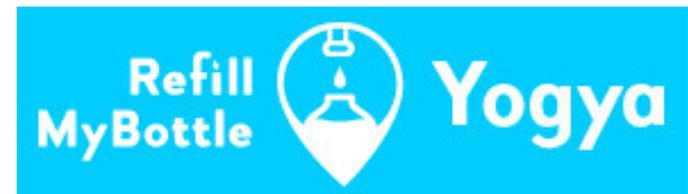
Recognition

ROLE Foundation Award



How do we expand geographically and also keep local engagement?

- Local sub-communities use our technology & branding but also have local marketing and allow flexibility
- Supported and developed by local volunteer Ambassadors



How to start in your destination

- Identify potential Ambassadors
- Talk to Lauren and/or email her iloveto@refillmybottle.com
- We'll set you up with the things you need to get started



We need your help to take over the world!

How RefillStations get on the map

Welcome to RefillMyBottle

Thank you for deciding to keep the ocean clean and welcome. By joining our community you have made a choice to invest in the long term sustainability of your business. You have decided to show your client that you not only care, but also take action. You understand that community building is key to growing your business. To register as a RefillStation please fill in the form below - it only takes 5 minutes!

Your Name *

First Name

Last Name

What's the name of the Refill Station? *

Which kind of business are you? *

For 'other' please describe below.

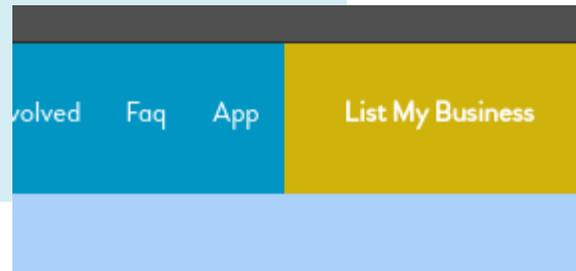
Option 1

1. Sign up using online form
2. Get or print a sticker
3. Post a photo on SM

That's it!

Option 2

1. Data collection by local Ambassadors (spreadsheet) eg with swisscontact
2. Mass upload by Wateriors Team



Recruiting RefillStations

- Ambassadors reach out to their own communities
- Partnerships with pre-existing business networks (PADI/dive shops, responsible businesses networks etc)
- RefillStations recruit within their own networks
- Businesses selling reusable bottles

Promoting to Refillers

- Initial target groups
- Tapping into SM groups & communities
- Digital and traditional press coverage
- Influencer partnerships
- Marketing materials





Challenges

- **Community building & engagement**
- **Measuring our impact**
- **Funding for development**

Looking to the future

Initial fundraising

Project Director dedicated to RefillMyBottle	\$18,000 (\$1500 x 12 months)
Communications Officer. Part - time	\$6,000 (\$500 x 12 months)
Website & app development	\$15,000
Legal registration	\$6,000
<hr/>	
Total	\$45,000 \$USD

- Recruit full team to develop RefillMyBottle
- RefillStations & Refiller growth
- Geographical expansion
- Improve our technology

The long term plan and funding

Some funding already from



Get in touch

www.RefillMyBottle.com

iloveto@refillmybottle.com

[@RefillMyBottle](#)

