

## Transcript

Title: Jesse Leeworthy (Alumni Impact Awards 2023)

Creator: Swinburne University of Technology

Year: 2023

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### **Jesse Leeworthy (Alumni Impact Awards 2023). Innovative Planet Impact Award Winner.**

NARRATOR: Fed up with the number of single use bottles being used and discarded each day and the devastating environmental impact this was creating product design engineering alum, Jesse Leeworthy set out to find a design solution. He knew the only way to make a real positive change was to provide a more convenient option.

Together with his friend Jonathan Byrt, Jesse created memobottle, a slim reusable water bottle that can be transported easily, fit seamlessly into bags, and provides a stylish alternative to single use bottles. In August 2014, they launched memobottle on crowdfunding platform Kickstarter with a target goal of \$15,000 they received support from more than 6,000 backers and \$260,000 in funding.

Today, memobottle ships to over 100 countries a month and is stocked in design stores worldwide. Since its launch, more than 220 million single use bottles have been diverted from landfill. memobottle has also provided over 34 million days of clean drinking water through their partnership with water.org.

Jesse's passion for sustainability and his expertise in design is changing public perceptions of single use water bottle consumption and truly creating a better future for our planet.

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