Packaging 101
By the 5 Planeteers
Agenda

• Consumption
• Material Differences
• Educating Customers on Sustainability
• Packaging – What to choose?
• Household Single-use Items
• Household Alternatives
• Online Shopping Sustainability Tips
• Online Order Packaging
• Recycling Do’s and Don’ts
• Repurposing and DIY
## Consumption

- Consumption of products remains the number 1 source of US GDP (2020)
- Fast-shipping and single-use packaging are not compatible with the climate balance we need to achieve

<table>
<thead>
<tr>
<th>One of the problems: Plastic</th>
<th>Other problems: Processing and Disposal (lifecycle)</th>
<th>We can (and should) consume less but we can also, consume better</th>
</tr>
</thead>
<tbody>
<tr>
<td>• World’s oceans will be filled with 250 million tons of plastic by 2050</td>
<td>• 60% of all packaging is thrown away and land-filled (not re-used nor recycled)</td>
<td>• Reduce packing overall</td>
</tr>
<tr>
<td>• High carbon footprint (derived from fossil fuel petroleum)</td>
<td></td>
<td>• Post-consumer recycled plastic (PCR)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Plant-based, compostable and biodegradable packaging</td>
</tr>
</tbody>
</table>
# Material Differences: *no perfect solution*

<table>
<thead>
<tr>
<th></th>
<th>Glass</th>
<th>Rigid Plastic</th>
<th>Flexible Plastic</th>
<th>Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Used For</strong></td>
<td>All our jars</td>
<td>Squeeze bottles and caps</td>
<td>Packets, shrink and stretch films for shipping, squeeze labels, tamper evidence seals</td>
<td>Glass jar labels, boxes and logistics packaging</td>
</tr>
<tr>
<td><strong>Pros</strong></td>
<td>Natural material</td>
<td>Lightweight, flexible, and inexpensive</td>
<td>Convenience</td>
<td>Made from renewable material</td>
</tr>
<tr>
<td></td>
<td>Protects product well</td>
<td>Many shapes possible</td>
<td>Product protection</td>
<td>Easy to recycle</td>
</tr>
<tr>
<td></td>
<td>Endlessly recyclable</td>
<td>Low environmental footprint vs. glass*</td>
<td>Versatility</td>
<td></td>
</tr>
<tr>
<td><strong>Cons</strong></td>
<td>Glass has higher CO₂ emissions due to its weight when shipped</td>
<td>Made from oil and natural gas</td>
<td>Made from oil and natural gas</td>
<td>Sourcing brand new paper fibers can lead to deforestation</td>
</tr>
<tr>
<td></td>
<td>Rarely recycled into new glass packaging</td>
<td>Currently low recycling rates in the US</td>
<td>Not currently recyclable</td>
<td></td>
</tr>
<tr>
<td><strong>Goal</strong></td>
<td>Continue using it responsibly</td>
<td>100% recyclable and 100% recycled content for all our rigid plastics by 2022</td>
<td>Explore bio-based and PCR materials for packets</td>
<td>100% recyclable and recycled paper fibers (by the end of 2020)</td>
</tr>
</tbody>
</table>
Educating Customers on Sustainability

- Many companies are trying to innovate to improve the sustainability of their packaging
- Regulations, laws and standards are and will continue pushing packaging in a more sustainable direction

- **But… a recyclable product is only more sustainable if it actually gets recycled.** Most recyclables still end up in landfills.
- Customer education and messaging is incredibly important. Particularly true for newer categories of compostable and biodegradable products
- Most people know we are supposed to recycle but most people don’t how
- Read the label – there are a couple of initiatives trying to create a smarter label system.
Assumption: recyclable and biodegradable packaging are the most sustainable, it is possible for reusable containers to be sustainable too. This is because, through reuse, they can minimize the number of materials / emissions generated.

### Reuse
- Prefer packaging that you can reuse and *truly reuse* it (i.e., tote bags, glass jars)

### Recycle
- Secondly, prefer recyclable packaging and *truly recycle it*. If not available, prefer recycled content packages.

### Remember
- Choose FSC certified for outer packaging
- **Choose compostable over biodegradable.** Compostable refers to a material’s ability to biodegrade within a sufficiently short amount of time.
- Avoid single-use plastics
Household Alternatives

- Bite
  - Toothpaste Tablets
  - Mouthwash Tablets
  - Bamboo Toothbrush
  - Refillable Deodorant

- LUSH
  - Shampoo Bars
  - Conditioner Bars
  - Reusable Food Wrap

- BLUELAND
  - Hand Soap
  - Toilet Cleaner
  - Laundry Soap
  - Multi-service Cleaner
  - Glass Cleaner
  - Dish Soap
  - Dish Washer
5 Online Shopping Sustainability Tips

1. Choose longest shipment
2. Buy in bulk
   • Order multiple items at the same time
3. Pick up at local stores along your driving route
4. Minimize returns
5. Shop from sustainable/eco-friendly brands
# Online Order Packaging

<table>
<thead>
<tr>
<th>Material</th>
<th>Recycling Status</th>
<th>Drop Off Location</th>
<th>Reuse Options</th>
<th>Additional Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardboard</td>
<td>Recyclable</td>
<td>Drop off in your local supermarket</td>
<td>Reuse as much as possible</td>
<td>Remove tape before recycling</td>
</tr>
<tr>
<td>Bubble Wrap</td>
<td>Recyclable</td>
<td>Drop off in your local supermarket</td>
<td>Reuse as much as possible</td>
<td>Reuse as much as possible</td>
</tr>
<tr>
<td>Padded Envelopes</td>
<td>Non-recyclable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Polystyrene Foam Beads</td>
<td>Non-recyclable</td>
<td></td>
<td></td>
<td>May be acceptable in direct recycling plants</td>
</tr>
<tr>
<td>Plastic Polythene Peel</td>
<td>Non-recyclable</td>
<td></td>
<td></td>
<td>May be acceptable in direct recycling plants</td>
</tr>
<tr>
<td>Paper</td>
<td>Brown Wrapping Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Recyclable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Colored Wrapping Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Most likely non-recyclable due to synthetic dyes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tissue Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Shredded Paper</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Accepted only in direct recycling plants</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Recycling Do’s and Don’ts

**Do’s**
- Recycle! Why is it confusing?
  - Every recycler is different is will and will not accept different items
  - Check Local requirements
    - [https://search.earth911.com/](https://search.earth911.com/)
- If your recycler will take items by stream(type) then separate
  - Paper vs plastic vs glass etc.
- Break down cardboard
- Always recycle metal, but this can be difficult

**Don’ts**
- Do not recycle plastic bags. Instead, reuse
- Do not recycle yard waste or organics
  - Compost or leave out for large pick-up day
- Do not Recycle items with non-recycles inside
  - Electronics, full food containers etc.
- Don’t bag your recyclables
- NEVER:
  - Batteries, foam, clothing or shoes
Repurposing and DIY

• Tires
  o Either take to a special disposal facility, or reuse as a raised garden bed

• Repurpose old grocery bags for things like small trashcan liners
  o Reusing non-recyclables will cut down on the need to continue the production of non-recyclables

• Wood
  o Save “raw” wood for things like fire pits, fireplaces or arts and crafts
    o Be careful not to burn finished or painted woods due to toxic gases

• Try to sell it! Or give it away
  o Old furniture or electronics that may be in bad shape don’t always need to be thrown away
  o Try selling or giving them away via Marketplace, or your neighborhood app
Thoughts? Questions?
Resources

- https://www.goodhousekeeping.com/uk/consumer-advice/a28620898/how-to-recycle-packaging-from-online-shopping/
- https://www.thezebra.com/resources/home/reduce-single-use-plastic/