



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

One of the problems: Plastic

- World's oceans will be filled with 250 million tons of plastic by 2050
- High carbon footprint (derived from fossil fuel petroleum)

Other problems: Processing and Disposal (lifecycle)





- 60% of all packaging is thrown away and land-filled (not re-used nor recycled)

We can (and should) consume less but we can also, consume better

- Reduce packing overall
- Post-consumer recycled plastic (PCR)
- Plant-based, compostable and biodegradable packaging



Material Differences: *no perfect solution*

| | GLASS  | RIGID PLASTIC  | FLEXIBLE PLASTIC  | PAPER  |
|-----------------|--|--|---|---|
| USED FOR | All our jars | Squeeze bottles and caps | Packets, shrink and stretch films for shipping, squeeze labels, tamper evidence seals | Glass jar labels, boxes and logistics packaging |
| PROS | <ul style="list-style-type: none"> ✓ Natural material ✓ Protects product well ✓ Endlessly recyclable | <ul style="list-style-type: none"> ✓ Lightweight, flexible, and inexpensive ✓ Many shapes possible ✓ Low environmental footprint vs. glass* | <ul style="list-style-type: none"> ✓ Convenience ✓ Product protection ✓ Versatility | <ul style="list-style-type: none"> ✓ Made from renewable material ✓ Easy to recycle |
| CONS | <ul style="list-style-type: none"> ✗ Glass has higher CO₂ emissions due to its weight when shipped ✗ Rarely recycled into new glass packaging | <ul style="list-style-type: none"> ✗ Made from oil and natural gas ✗ Currently low recycling rates in the US | <ul style="list-style-type: none"> ✗ Made from oil and natural gas ✗ Not currently recyclable | <ul style="list-style-type: none"> ✗ Sourcing brand new paper fibers can lead to deforestation |
| GOAL | Continue using it responsibly | 100% recyclable and 100% recycled content for all our rigid plastics by 2022 | Explore bio-based and PCR materials for packets | 100% recyclable and recycled paper fibers (by the end of 2020) |

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 directions
- **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.



Educating Customers on Sustainability

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



BEE'S WRAP[®]
REUSABLE FOOD STORAGE

- 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



Cardboard

- Recyclable
- Acceptable in your household recycling bin
- Remove tape before recycling

Bubble Wrap

- Recyclable
- Drop off in your local supermarket

Padded Envelopes

- Non-recyclable
- Reuse as much as possible

Polystyrene Foam Beads

- Non-recyclable
- May be acceptable in direct recycling plants

Plastic Polythene Peel

- Non-recyclable
- May be acceptable in direct recycling plants
- Most used as clothes sleeves for online clothing stores

Paper

- Brown Wrapping Paper
- Recyclable
- Colored Wrapping Paper
- Most likely non-recyclable due to synthetic dyes
- Tissue Paper
- Recyclable
- Shredded Paper
- Accepted only in direct recycling plants

Recycling Do's and Don'ts

Do's

- Recycle! Why is it confusing?
 - Every recycler is different and will and will not accept different items
 - Check Local requirements
 - <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
 - Either take to a special disposal facility, or reuse as a raised garden bed
- Repurpose old grocery bags for things like small trashcan liners
 - Reusing non-recyclables will cut down on the need to continue the production of non-recyclables
- Wood
 - Save “raw” wood for things like fire pits, fireplaces or arts and crafts
 - Be careful not to burn finished or painted woods due to toxic gases
- Try to sell it! Or give it away
 - Old furniture or electronics that may be in bad shape don’t always need to be thrown away
 - 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/>

