



a project of



*Commit. Act. Impact.*

# **OSC's *Packaging Collaborative*:** Building the Next Generation of Packaging Solutions

**September 16, 2020**

# How many companies have committed?

Justin's



gaia  
HERBS

660+

Companies  
Committing to Action

2450+

Commitments



Community  
FOOD CO OP



seventh  
generation



MegaFood  
Fresh From Farm To Tablet™

nutiva  
NURTURE VITALITY™



# THANK YOU TO OUR DONORS!

## THANK YOU TO OUR DONORS

### CLIMATE COLLABORATIVE CATALYST



### CLIMATE COLLABORATIVE CHAMPIONS



### CLIMATE COLLABORATIVE LEADERS



### CLIMATE COLLABORATIVE ALLIES



# THANK YOU TO OUR DONORS!

Alter Eco	GoMacro	Natreve	Roplast Industries Inc
American Licorice Company	Good Earth Natural Foods	Natural Habitats/ Palm Done	Safe Sterilization USA
Annie's	The Green Engineer, Inc.	Right	West
Associated Labels and Packaging	Griffith Foods	Nature's Path Foods	Sambazon
Aurora Organic Dairy	Grove Collaborative	New Hope Network	Stonyfield
Banyan Botanicals	Guayaki	New Morning Market	Strategic Rise Partners
Beneficial Results	Happy Family Organics	Numi Organic Tea	Straus Family Creamery
Cheer Pack N.A.	Harvest Market	Nutiva	Studio Fab
Clif Bar & Company	Hummingbird Wholesale	Organic India	Sweet Additions
Clover Sonoma	INFRA	Organic Valley	Tiger Cool Express
Danone North America	Jimbo's Naturally!	Outpost Natural Foods	Traditional Medicinals
Decker and Jessica Rolph	Justin's	Perfect Supplements	UNFI
Dr. Bronner's	KeHE	Planet FWD	Vanguard Renewables
Eatsie.us	Kimberton Whole Foods	Plastic Pollution Solutions	White Leaf Provisions
Elk Packaging	Lotus Foods	Plum Organics	Whole Foods Market
Flatbush Food Co-op	Lundberg Family Farms	Presence Marketing	WishGarden Herbs
Gaia Herbs	MegaFood	Pure Strategies	Yellow Emperor
General Mills	Metis Consulting Group	REBBL	
gimMe Snacks	MOM's Organic Market	The Republic of Tea	
		Rogue Creamery	





# Packaging Resources

Case Studies developed as part of a special project with a packaging partner

### IMPACTS OF INCREASED RECYCLED CONTENT IN SECONDARY PACKAGING

Guayaki's vision holds that yerba mate culture will power their Market Driven Regeneration™ business model to regenerate ecosystems and create vibrant communities. Yerba mate is a holly plant native to South America with the caffeine strength of coffee, the health benefits of tea, and the euphoria of chocolate.

Guayaki sells a wide range of products from loose leaf yerba mate and mate bags, mate gourds and bombillas (drinking apparatus) to ready-to-drink beverages made from yerba mate in a wide variety of flavors.

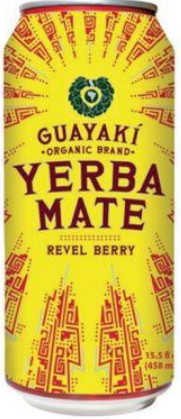
Guayaki focuses on the whole product life cycle and incorporates regeneration in each step, including their packaging. 95% of their packaging is recyclable or compostable including a home-compostable bag.


#### Improving Guayaki's Packaging Impact

For this study, Guayaki wanted to evaluate the environmental impact of adding more recycled content into their aluminum can secondary packaging. Specifically, they were considering increasing the post-consumer recycled (PCR) content of the corrugated tray holding 12 cans during shipping and the surrounding plastic wrap.

To quantify the environmental benefits, Gretchen Grani, Regeneration and Sustainability Cebadora, initially approached the Climate Collaborative (CC). The Climate Collaborative represents a cohort of natural products industry companies working to reverse climate change through climate action commitments in nine areas, including packaging. The Climate Collaborative has partnered with Trayak to aid companies in developing sustainable packaging choices by quickly benchmarking existing packaging and developing alternatives. The project? Conduct a Life Cycle Assessment (LCA) that compares the impacts of the original 40% recycled corrugated tray and 0% recycled polypropylene wrap versus the proposed 100% recycled corrugated tray and 50% recycled polypropylene wrap.

All three organizations worked together to collect packaging system information (materials, masses, conversion processes, etc.) and perform the analysis with Trayak's LCA tool, EcoImpact-COMPASS (Comparative Packaging Assessment).






### QUICK GUIDE: CLIMATE-SMART PACKAGING

In a recent Climate Collaborative survey, companies overwhelmingly identified packaging as their most challenging commitment area. This guide seeks to help companies understand both 1) climate-smart packaging strategies and tactics that companies can implement, and 2) a sustainable packaging design process that can help companies adapt their packaging to improve its environmental impacts.

#### BEFORE YOU BEGIN: CONSIDER THE SYSTEMS PERSPECTIVE



- ✓ Include all packaging (secondary, tertiary/pallets) involved in delivery of product to consumer, not just primary package
- ✓ Consider overall impact at every phase of the life cycle of package: raw material, converting/production, transportation, and end of life
- ✓ *Remember:* Final packaging design with a reduced climate impact profile must balance right-sizing of packaging with product protection.


#### CLIMATE-SMART PACKAGING DESIGN STRATEGIES

The amount of strategies to improve climate signatures of packaging are nearly as plentiful as food products on the market. For a fuller analysis of options, consider reading the Sustainable Packaging Coalition's [Definition of Sustainable Packaging](#) or the Packaging Covenant's [Sustainable Packaging Guidelines](#). In the meantime, here are three key principles—and associated tactics—that can help you get started:

## Webinars


- [Yin and Yang: Understanding and Conveying Advantages of your Sustainability Product Packaging](#)
- [A Delicate Balance: The Science, Art, and Business of Sustainable Plastic Packaging Design](#)

## Packaging Quick Guides



### CLIMATE ACTION RETAILER QUICK GUIDE ON PACKAGING

This month the Climate Collaborative's ReCAP Community welcomed the [Center for EcoTechnology](#)'s Ashley Muspratt who shared climate smart packaging considerations for retailers. The Center for EcoTechnology is an environmental nonprofit based in Western MA that works with people and businesses to save energy and reduce waste. To learn more visit their [website](#).



We wanted to share some of her takeaways below. You can watch the recording [here](#).

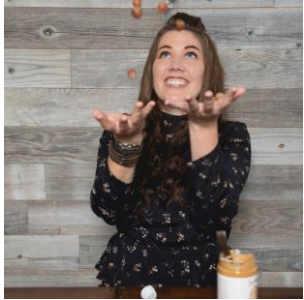
#### Packaging Considerations for Retailers

**Overarching Message:** There is no quick, universal fix for retailers seeking to reduce the carbon footprint of their packaging, other than simply *using less packaging* and *switching to reusables*.

Beyond that, to assess the most climate-friendly packaging materials, retailers need to look at their own packaging waste profiles, and the waste infrastructure where they operate. It will be helpful for retailers to assess one or more of the following questions:

1. What do recycling markets look like around you?
  - Note: There is less uniformity here than there once was (i.e. In some places, plastic cups are recyclable, some places they are not, and black plastic isn't recyclable almost anywhere). If the commercial and recycling program is strong, this may be a good option.

# Our Speakers



**Moderator: Alyssa Harding**  
Operations and Packaging  
Collaborative Director,  
OSC2



**Lara Dickinson**  
Executive Director,  
OSC2



**Jon Silverman**  
GM, SVP of Product  
Development & Merchandising,  
Grove Collaborative



**Katy Radtke**  
Product Development  
Manager,  
Theo Chocolate



**Jake Hebert**  
Sr. Manager of Sales and  
Marketing,  
Futamura



Who? A **COMMUNITY** of mission driven product **FOUNDERS & CEOs** committed to making a positive **IMPACT** on our industry, people, and environment

Mission: Address the **TOUGHEST ENVIRONMENTAL & SOCIAL CHALLENGES** facing our industry and our planet by building new **REGENERATIVE BUSINESS MODELS** in our food system.





# OUR PROGRAMS

## Leadership Chapters

Core CEO Chapter

Rising Star Chapter

Cannabis Chapter

## Member Programs

Member Committees

OSC University

Department Forums

## Industry Collaboratives

**J.E.D.I.**  
COLLABORATIVE™  
justice · equity · diversity · inclusion

**PACKAGING**  
COLLABORATIVE







# PACKAGING COLLABORATIVE

OSC<sup>2</sup> formed the Packaging Collaborative to remove petroleum-based plastic from landfills, oceans, and our planet by securing compostable and renewable flexible film structures with appropriate barrier qualities.

Today, the Packaging Collaborative is comprised of over 40 leading companies in the natural products industry. We believe that the best way to address packaging is to share our learnings and steer the industry towards leading-edge solutions.





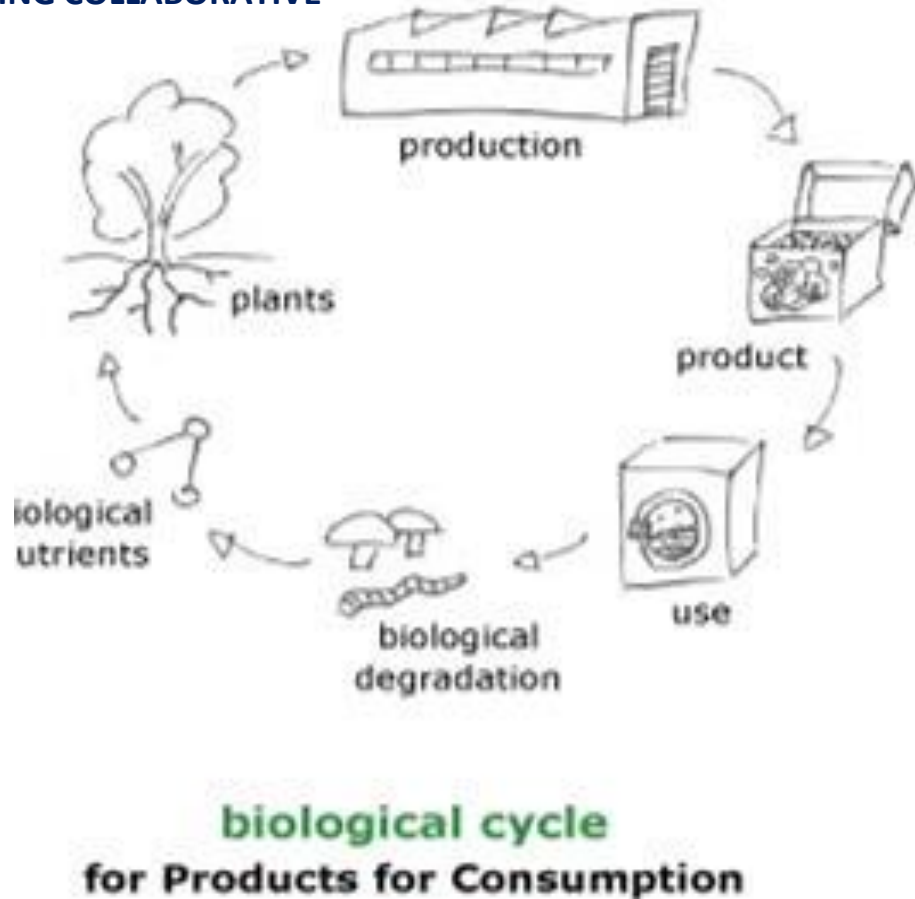


LANDFILL  
& OCEAN  
PLASTIC  
GROWTH IS  
EXPONENTIAL



# WHY COMPOSTABLE?

## PACKAGING COLLABORATIVE



- Plastic/PET pouches are laminated with different plastic layers that cannot separate, making them impossible to recycle
- Recycling facilities aren't set up to accept recyclable flexible plastic
- Industrial composting is harder for consumers to access; yard waste programs and company take back programs can support home compost
- Backyard composting can promote a virtuous cycle replenishing biological nutrients

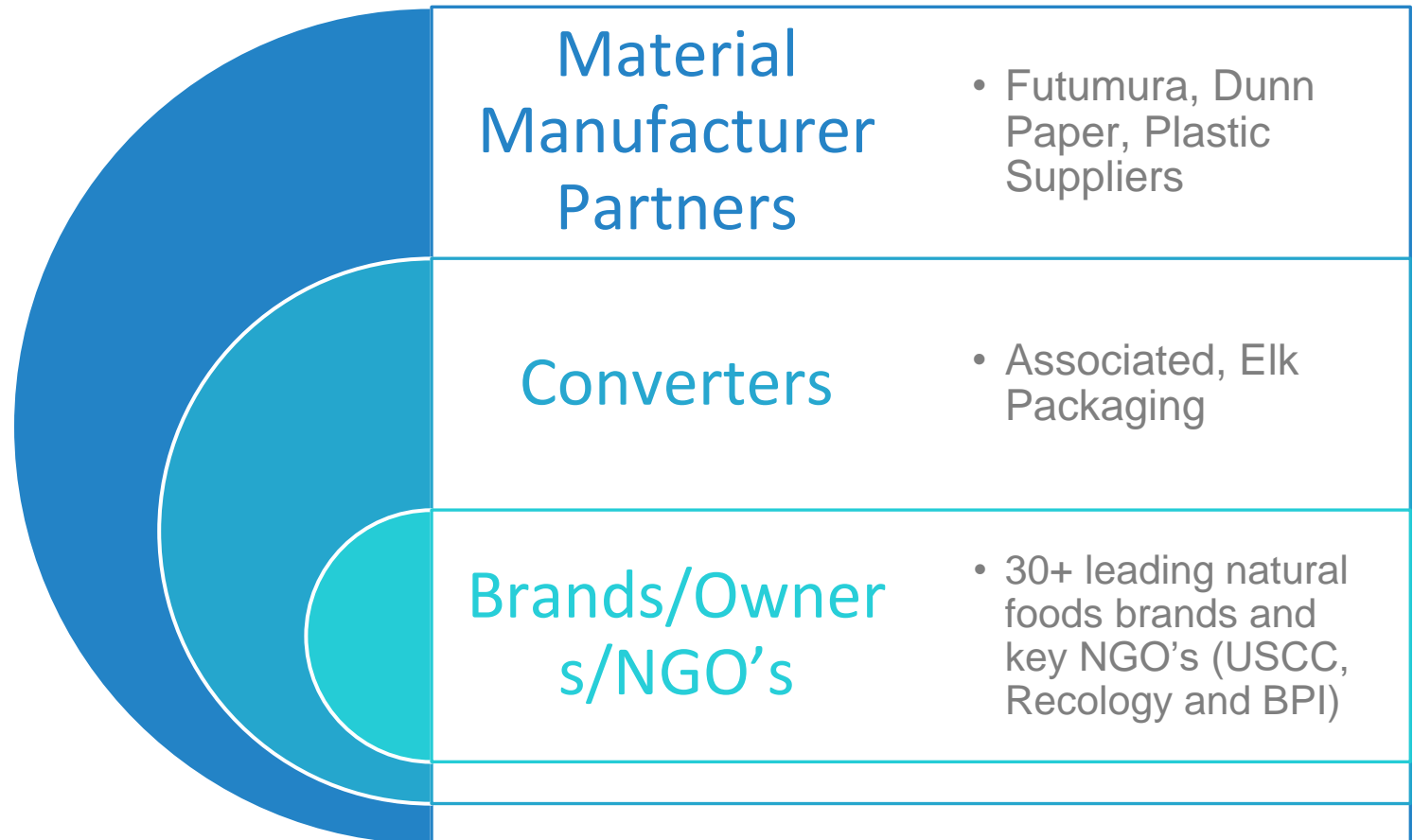
# COLLABORATION IS THE KEY TO SUCCESS

## PACKAGING COLLABORATIVE

*"I come from an environmentally conscious background and my contribution to the packaging problem contradicted my beliefs to a point where I was ready to leave the industry. But then I met Jeanne/Alter Eco and it clicked. Developing compostable solutions activated my purpose and calling and is why I'm still in the business today."*

Brett Shaffer, Elk Design

## Sustainable Packaging R&D Partners





# 2 PRIMARY PACKAGING WORKSTREAMS:

## PACKAGING COLLABORATIVE

### Stand Up Pouch:

5 versions and 18 ingredients tested



### Overwrap for Tea & Bars:

25 + ingredients tested, 2020: *Numi Plant Based Wrapper Launch*



# PACKAGING COLLABORATIVE ACCOMPLISHMENTS

## PACKAGING COLLABORATIVE



Created Industry movement of leading brands toward advancing compostable packaging



Fostered key partnerships across the compostable package supply chain: Associated Labels, Elk Packaging, Futumura, Novamont, etc.



Developed & tested 6+ compostable pouch versions with 24+ ingredients



Presented certifications guidelines for compostable structures



Line-tested overwrap applications and optimized structure for triplex teabags and supported launch of plant based



Advanced Compostable Packaging Advisory Board



Assisted Launch of **Gone4Good** (Alter Eco) & **Leaf No Trace** (Numi Tea) campaigns



Flexible Packaging Comparative study for climate and end of Life





# 2020 INITIATIVES

## PACKAGING COLLABORATIVE

**THE RFF INNOVATION WORKSHOP** is an unprecedented approach to bring an industry together and support a collaborative effort towards positive change.

### FEBRUARY - JUNE 2020

We collaborated and co-create on a web-based, interactive innovation platform, with the focus to generate new ideas and solutions for zero-waste in Flexible Film packaging.

### JUNE - DECEMBER 2020

We are working on 8 incubation projects, spanning consumer awareness, R&D, policy, labeling, and more with a goal of publishing all solutions and resources as an open source materials.





# 2020 INITIATIVES



## Incubation Projects



### **CrowdFunding for Research & Development of New Compostable Materials**

Team Lead: Evan White

### **Driving Change through a Consumer Awareness Campaign**

Team Lead: Renaud des Rosiers

### **Developing a Packaging Labeling System**

Team Lead: Myf Bradbury

### **Cross-Stakeholder Field Test for Compostable Packaging**

Team Lead: Dan Kurzrock

### **Policy: Tax & Fee Based Incentives for Compostable Packaging**

Team Leads: Darcy Shiber-Knowles and Alyssa Harding

### **Composting Education in Schools**

Team Lead: Katherine Roop

### **Developing a Compostable Multi-Pack**

Team Lead: Wesley Skjodt

### **Soil-Centric Compostable Packaging**

Team Lead: Lauren Tucker

### **Reducing GHG Emissions with Active Biopackaging**

Team Lead: Viirj Kan

### **Flexible Film Texture & Gradient: "Flexture"**

Team Lead: Anne-Marie Daniels



# 2020 INITIATIVES



## Instantly view the impact of any material as you engineer your packaging

HowGood's Packaging Impact tool provides immediate, comprehensive insights into the sustainability of your packaging decisions in an easy-to-use software solution. Discover the impact of any material across key environmental and social metrics as you build your package, and instantly view eligible on-pack claims.

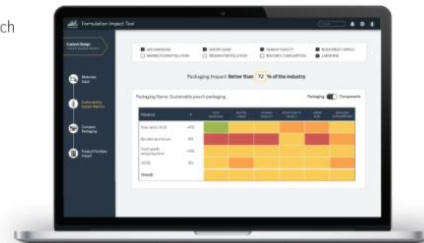
## Gain insights into key sustainability metrics and eligible claims



## Benefit from industry-leading data

Every impact score is determined through extensive research using aggregated LCA and industry data, drawing from HowGood's best-in-class sustainability database of over 33,000 ingredients, chemicals and materials.

The most direct path to improving the sustainability of your packaging and driving triple bottom line growth.



## Packaging Impact Tool

**Purpose:** An easy to use tool that allows you to view the impact of your packaging materials across key environmental and social metrics.

**Partners:** OSC2, Climate Collaborative, SFTA, and HowGood

**Next Steps:** Fundraising through fall, and identifying core advisor group to support project completion during September.

**Timing:** Launch Phase 1 by EOY 2020



appendix



# 2020 INITIATIVES

## PACKAGING COLLABORATIVE



Program Expansion - New brands & new packaging materials



Test & Learn - Explore viability of emergent technologies/materials and their end of life impact



*Redefining Flexible Films Innovation Series*



# Grove Collaborative: *Next Generation Packaging*



**Grove**  
COLLABORATIVE



JULY 2020







# 01 | Vision & Opportunity

*As a company, we have committed to being plastic-free by 2025, including the products we carry from third-party brands.*

We've promised to find packaging alternatives to end the plastic era and bring our partners along with us.

**Why?** Because plastic is a huge problem that's piling up in our oceans and contaminating our natural resources.



## OPPORTUNITY

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*Prove our commitment to our mission to be a force for good in consumer packaged goods by taking a first step into plastic-free packaging, fostering brand love from our sustainability-minded customers and offering a path for our brand partners to follow.*





# 02 | Target Consumer



## TARGET CONSUMER

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*Grove customers and people looking to live more sustainably.*



### **What we know about them:**

- Chooses sustainable options that are good for her family and the planet*
- Won't sacrifice performance for sustainability*

**71%** say...

*the #1 way for Grove to improve its sustainability program is to offer more plastic-free and zero waste products*

**27%** say...

*plastic pollution is the most urgent sustainability challenge*

**25%** say...

*the top thing they look for at Grove is products that reduce their impact and help phase out single-use plastic*



# 03 | Beyond Plastic

## PROGRAM OVERVIEW

# BEYOND<sup>®</sup> PLASTIC

Beyond Plastic is Grove's five year plan to solve the single use plastic problem for home and personal care products. Our plan has two phases: 100% plastic neutral today, 100% plastic free tomorrow. Starting in January 2020, Grove instituted a 1 for 1 program: For every ounce of plastic we sell, we collect and recycle the same amount of plastic pollution in partnership with Plastic Bank. We're the first plastic neutral retailer in the world, and we're committed to becoming 100% plastic-free by 2025. Beyond Plastic is a positive, memorable initiative that will allow the public and the media to easily grasp our stance against plastic.



### 100% PLASTIC NEUTRAL

This badge represents the first phase of our Beyond Plastic initiative and will be our customers' day-to-day touchpoint with Beyond Plastic. During this phase it's fine (and preferable) if they identify Beyond Plastic as meaning plastic neutral.



### 100% PLASTIC-FREE

This badge carries Beyond Plastic into its second phase. Once plastic-free packaging is launched, the two visual components of Beyond Plastic will co-exist until all of our products are plastic-free.

# Every Grove order is 100% plastic neutral



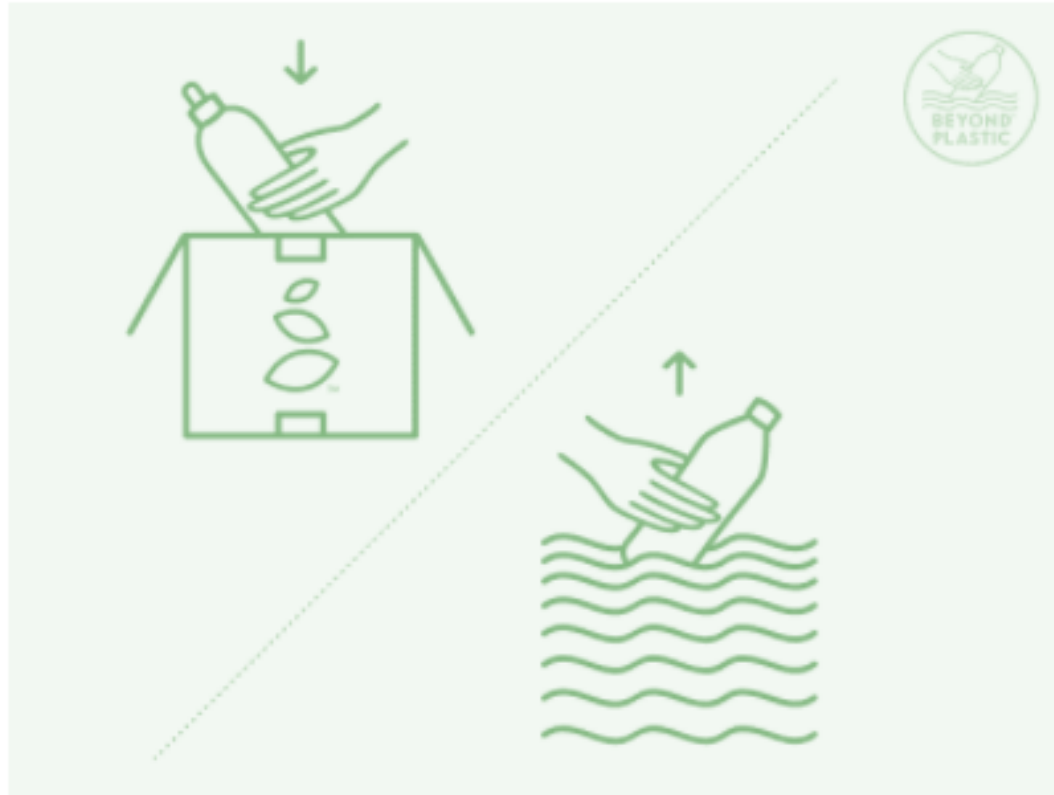
## Reducing the world's plastic pollution

Any time you receive plastic from us, we collect and recycle the exact same amount of ocean-bound plastic pollution. We're the only plastic neutral retailer in the world. When you buy products from Grove — rather than a big box store — you're taking plastic pollution directly out of waterways.

Grove orders have removed 450,000 pounds of plastic from waterways since the beginning of 2020. By choosing Grove, you're making an amazing impact. Thank you for helping to build a brighter future.



# This is how plastic neutral works at Grove



### For every ounce of plastic, an ounce recycled

At Grove, we have a One for One program. Every time you receive plastic from us, we collect and recycle the same amount of ocean-bound plastic pollution. When you choose products from Grove, you're taking plastic out of waterways and sending it to be recycled — right where it belongs.

To do this, we weigh and record the amount of plastic in every product we sell. This allows us to calculate how much plastic we're sending in each order, and then we collect the same amount of plastic pollution in partnership with [Plastic Bank](#).

# PHASE 1 - MESSAGING OPPORTUNITIES



**EVERYTHING IN THIS BOX IS  
100% PLASTIC NEUTRAL.**  
Any time you receive plastic from us, we  
collect and recycle the exact same amount  
of plastic pollution.

Almost there! Complete your order

TOTAL CHARGE  
\$45.23

SHIPPING ADDRESS  
88 East Elm St  
Yarmouth, ME, 04096  
Change

Submit Order



**100% Plastic Neutral**  
For every ounce of plastic  
we sell, we collect & recycle  
the same amount of plastic  
pollution.

A collection of products — *hand & dish soaps and cleaning concentrates* — from Grove's signature refill system, in plastic-free packaging that paves the way to move beyond plastic by 2025.

# PHASE 2 - ASSORTMENT (SOAPS)



*The Aluminum bottles will be launched as an alternative to Refill pouches*



## PHASE 2 - ASSORTMENT (SOAPS)

- Infinitely recyclable aluminum bottles (previously plastic pouches) with prominent placement of Beyond Plastic logo on front.
- Replacing multi-laminate plastic pouches with aluminum bottles will eliminate more than 17 tons\* of plastic from the landfill in the first year.
- Vibrant visuals communicate scent, a key driver of purchasing decision
- Performance message, “Cleans 1000+ dishes,” callout on front of dish soap bottles and “With moisturizing aloe vera” on front of hand soap bottles
- Prominent messaging on performance and natural formulation on back

\*includes Kid's foaming soap numbers



# PHASE 2 - ASSORTMENT (CLEANING CONCENTRATES)



## PHASE 2 - ASSORTMENT (CLEANING CONCENTRATES)

- Glass bottles with aluminum lids.  
Infinitely recyclable. Previously plastic tubes.
- Fully recyclable, FSC-certified paperboard cartons made from 100% post-consumer recycled content.
- Using glass bottles with aluminum caps will eliminate ~12.25 tons of plastic from the landfill (in the first year, September 2020 - September 2021).
- Bolder presence through the use of Grove's navy and more vibrant visuals to communicate performance, getting closer to the category codes and cues.
- New performance language that's COVID-19 relevant:  
**Hygiene/ Germs:** "Help remove germs by lifting dirt and grime"  
**Brand:** "Naturally Powerful for a Healthy Home"





# 04 | Collaborations



# SEVENTH GENERATION EXCLUSIVE LAUNCH



# Theo Chocolate

Building the Next Generation of Packaging Solutions

September 16<sup>th</sup>, 2020



# Theo Chocolate is Committed to Creating a Positive Impact

Theo's business is based on the core idea that chocolate can be made in a way that allows everyone in the bean-to-bar process to thrive

Four key metrics used to measure impact:

1. Ethical Sourcing
2. Workplace
3. Community
4. Environment

Theo's impact is strengthened by forging partnerships across all areas of the business



# Packaging Insights Motivate Search for Bio-Based Packaging & New Collaborations

Insight: Existing (Recyclable #5) flow-wrap packaging ending up in the landfill

Action: Invigorate search for sustainable, flow-wrap options, focusing on bio-based

- New Structure: Bio-based PLA film
- Packaging Climate Optimization Project with Climate Collaborative & Trayak





# Trayak Study Shows Net Positive Impact with Bio-Based Film

## Freshwater Ecotoxicity Reduction

by 14.8%. Making this packaging change for an annual volume of 2.8 million units will reduce freshwater ecotoxicity by **74,419 Comparative Toxic Unit ecosystems**. Freshwater ecotoxicity is the quantity of environmental emissions resulting in aquatic toxic impacts released throughout the lifecycle.



## Fossil Fuel Consumption Reduction

by 23.9%. If Theo Chocolate switches to a plant based film to annually deliver 2.8 million units, fossil fuel consumption could be reduced by 148,634MJ—equivalent to **3 average U.S. homes powered for one year!**



## Greenhouse Gas Emissions Reduction

by 1.95% (1 ton of CO<sub>2</sub> eq annually). This is the same amount of carbon that is sequestered by **23 tree seedlings grown for 10 years!**



# Path Towards Implementation

## Shelf-life Studies

1. Climate Collaborative & Clemson University
2. Internal Theo Chocolate Studies

## Implementation Strategy & Timeline

- Business Case
- Material Qualification
- Inventory Management Plan

Ongoing: Identify viable bio-based packaging solutions for new products in 2021 + beyond





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# Top Trends in Compostable Packaging

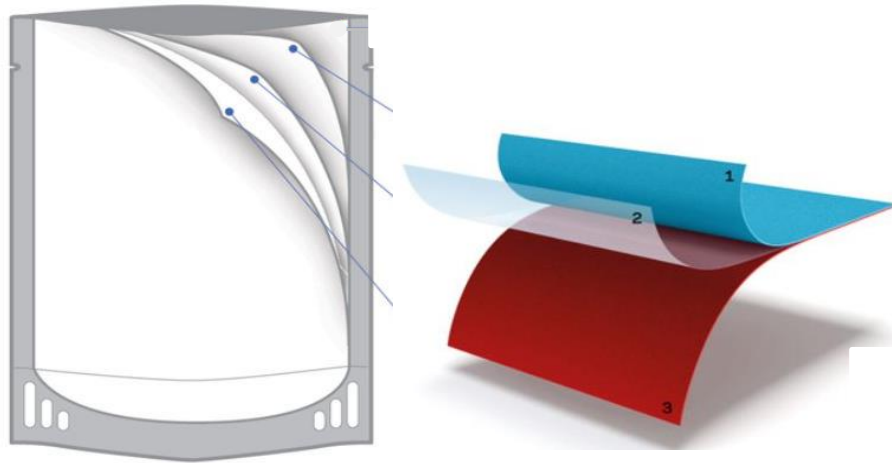
Jake Hebert, Futamura

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- Futamura is a cellulose film manufacturer
- NatureFlex™ film is certified compostable
- We work with converters and brands to transition their packaging from “conventional” to compostable

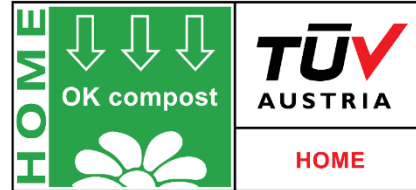






- The “building blocks” for compostable and plant-based packaging have developed rapidly over the past few years
- Novel resins like BioPBS and PHA are being commercialized at large-scale
- Key packaging components including inks, adhesives, and protective varnishes have become more readily available

## 2-The regulatory environment is evolving



-Achieving 3<sup>rd</sup>-party accreditation is becoming more important

-State and local legislation has been introduced in many parts of the US (Ex. WA State labelling law)

### 3-Emphasis on “plant-based” packaging and carbon footprint

-Plant-derived polymers and packaging ingredients can replace petroleum-based with little compromise in performance



-Carbon building blocks are sourced from regenerative sources, rather than currently sequestered carbon in the ground



-The overall carbon footprint of compostable and plant-based packaging has reduced over time, and will continue to do so as economies of scale are realized



- It is critical to determine what sustainable material usage means to your brand: usage of renewable resources, alternate end-of-life, lower carbon footprint, etc.?
- Think about becoming involved in groups that are pushing the envelope of material science, advocacy, and composter acceptance.
- Set realistic goals and beware the “all-or-nothing” trap. A small step in the right direction will start your brand on the path towards sustainable material usage.
- Test, Test, Test!! It is important to understand how a change in packaging will effect your product, shelf-life, and supply chain.



Questions? Contact Us:

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478.318.4943



# Discussion



**Moderator: Alyssa Harding**  
Operations and Packaging  
Collaborative Director,  
OSC2



**Lara Dickinson**  
Executive Director,  
OSC2



**Jon Silverman**  
GM, SVP of Product  
Development & Merchandising,  
Grove Collaborative



**Katy Radtke**  
Product Development  
Manager,  
Theo Chocolate



**Jake Hebert**  
Sr. Manager of Sales and  
Marketing,  
Futamura



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a project of

