



ONE  
STEP  
CLOSER™

# OSC PACKAGING COLLABORATIVE

ONE  
SMALL  
STEP FOR  
BRANDS,  
ONE  
GIANT  
LEAP FOR  
BRAND  
KIND





# THE PACKAGING COLLABORATIVE











## PACKAGING COLLABORATIVE

OSC 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.



In 2013, OSC formed the Packaging Collaborative with a goal to remove petroleum-based plastic from landfills, oceans, and our planet by securing compostable and renewable flexible film structures with appropriate barrier qualities.

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# THE PROBLEM WITH PACKAGING

Nearly every piece of plastic begins as a fossil fuel, and greenhouse gases are emitted at each of each stage of the plastic lifecycle. If plastic production stays on its current trajectory, by 2030, GHG emissions from plastic could reach **1.34 billion tons per year**, equivalent to the emissions produced by 300 new 500MW coal-fired power plants <sup>[i]</sup>



[i] Plastic & Climate: The Hidden Costs of a Plastic Planet - CIEL (2019)





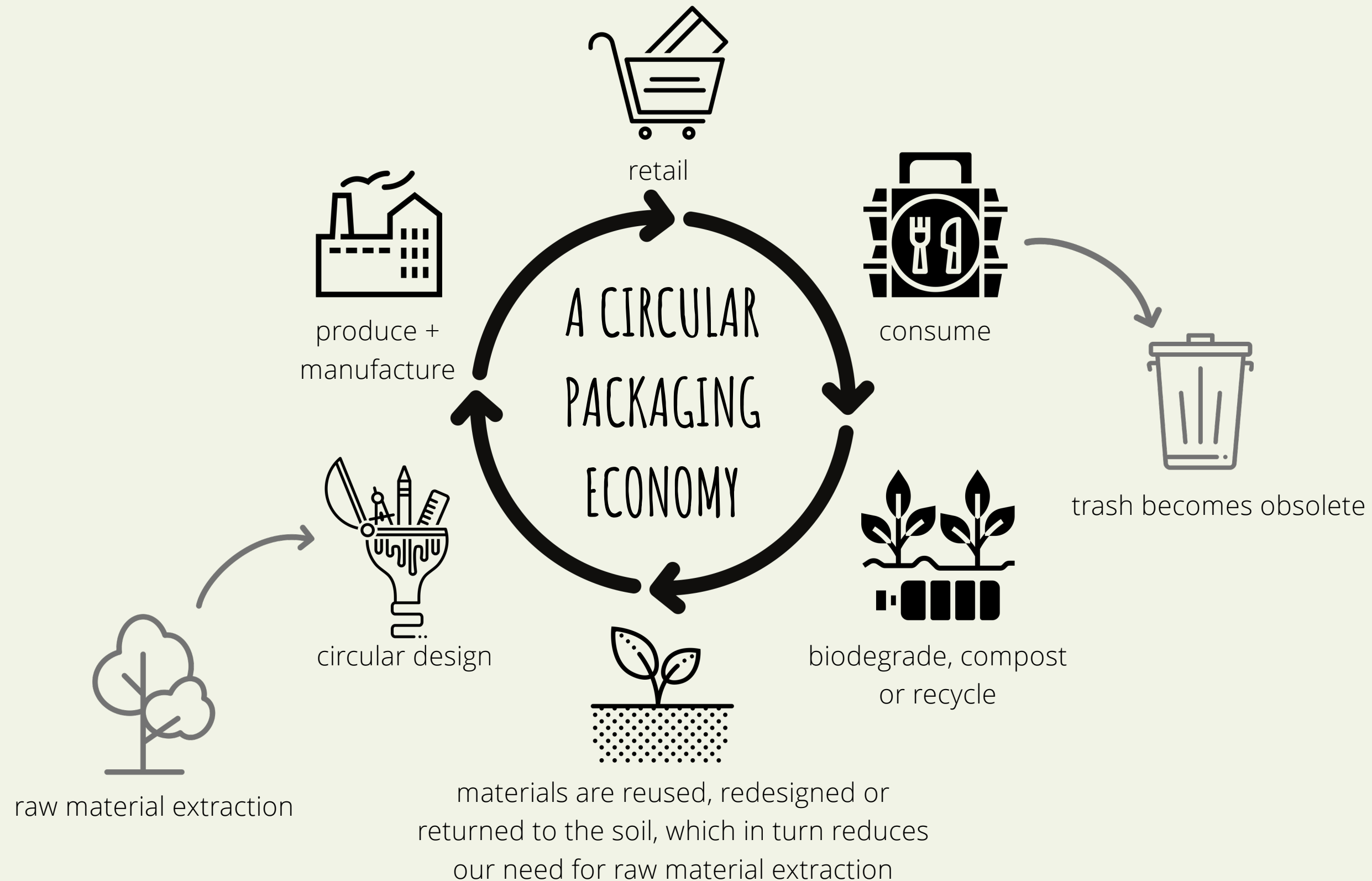
# QUANTIFYING THE PLASTIC PROBLEM

- 50% of all municipal waste is packaging  
(Cradle to Cradle, William McDonough)
- Globally more than 150 billion stand up pouches are used every year, growing 9%
- In the United States, 26 billion pouches are thrown into landfills with no regenerative potential, and only 9% of plastics created has ever been recycled.





# CIRCULAR PACKAGING SOLUTIONS







# WHY COMPOSTABLE?

## STRUCTURE

Plastic/PET pouches are laminated with different plastic layers that cannot separate, making them impossible to recycle

## ACCESSIBILITY

Though industrial composting is harder for consumers to access; yard waste programs and company take back programs can support home compost

## INFRASTRUCTURE

Recycling facilities aren't set up to accept recyclable flexible plastics, and though industrial composting is limited in the US, it is an opportunity for regeneration in packaging

## ENVIRONMENTAL HEALTH

Backyard composting can promote a virtuous cycle replenishing biological nutrients, and if compostable plastics do end up in the environment, they are less of a contaminant



# COLLABORATION IS THE KEY TO SUCCESS

"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



# PACKAGING COLLABORATIVE ACCOMPLISHMENTS



Created Industry movement of 40+ leading brands toward advancing compostable packaging in the food and beverage sectors, launching Innovation Portal in 2022



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



Developed & tested 4 compostable pouch versions with 18+ ingredients, with multiple companies launching new materials in the marketplace



Presented certifications guidelines for compostable structures, supported key policy initiatives on the state and federal level around labeling, EPR, and infrastructure expansion



Line-tested overwrap applications and optimized structure for triplex teabags, working with multiple tea companies to scale innovative, plant based materials



Advanced Compostable Packaging Advisory Board, ongoing collaboration with the USCC and CMA on field testing and recovery of compostable packaging



Assisted Launch of Gone4Good (Alter Eco) & Leaf No Trace (Numi Tea) campaigns, launching 'One Step Closer to Zero Waste' industry campaign in 2022



Flexible Packaging Comparative study for climate and end of Life, new partnership with Trayak to provide LCA's and packaging optimization resources to members



# HOW THE COLLABORATIVE WORKS

## STAND UP POUCH



5 versions and 18  
ingredients tested

## OVERWRAP FOR TEAS & BARS



25+ ingredients  
tested

- **Quarterly Meetings:** regularly share challenges and opportunities with 40+ companies and crowd source solutions
- **Lunch + Learns:** quarterly, topical sessions provide deeper dives on key packaging systems topics, including policy, consumer insights, costing and more
- **Programs:** programs like shelf-life testing, field testing, consumer campaigns and discounted LCA's all provide an opportunity to take your packaging efforts to the next level, ensuring a systems level focus for your work





# **PROGRAM OVERVIEW**



# 2022 INITIATIVES



**Program Expansion** - New brands & new packaging materials, launch Plastics Innovation Page in Q1 of 2022 to support a holistic approach to packaging. New programs providing discounted LCA's and access to Terracycle's LOOP program also available.



**Test & Learn** - Explore viability of emergent materials and their end of life impact through shelf life testing with new partners at the University of Florida, and continue field testing partnership with the Composter Manufacturing Alliance (CMA) to encourage recovery of compostable CPG packaging



**Launch and Scale** - ONE STEP CLOSER TO ZERO WASTE PACKAGING CAMPAIGN that includes consumer facing tips, brand highlights, and policy and advocacy engagement opportunities. Special policy focus and packaging commitment to drive progress in sustainable packaging solutions

# SHELF-LIFE TESTING

**Program Objective:** To qualify newly commercialized compostable materials by determining:

- Fitness for Use
- Appropriate Barrier (shelf life under ambient and challenge conditions)
- Co-packing Compatibility
- Package Integrity Post Challenge

**How We Are Achieving Our Goal:** Partnering with universities like Clemson and the University of Florida to build cost-effective testing parameters, and leverage their expertise and lab capabilities to provide directional guidance on material performance.

**Impact to Date:** 16 structures tested with Clemson University

**What Are Our Next Steps?**

- Re-launch shelf-life testing with University of Florida in Q1 2022 - *10 slots available!*





# SHELF-LIFE TESTING

## Participating Brands







# FIELD TESTING



**Program Objective:** To bridge the gap between material development and the recovery of compostable packaging at industrial compost facilities. Through field testing, we can develop case studies that position packaging as value adds to the composting system, rather than contaminants.

**How We Are Achieving Our Goal:** Partnering with the Composter Manufacturing Alliance to provide discounted field testing for our members to compliment BPI/TUV compostable certification of their materials.

**Impact to Date:** Four structures tested at Cedar Grove in 2021 (in vessel composting)

## What Are Our Next Steps?

- Publish a Case Study on the results of the field testing, with a focus on problem solving with composters to increase recovery of our materials
- Kick off Round 2 of of Field Testing in 2022, focusing on windrow composting - 5 slots available!





# LIFE CYCLE ASSESSMENTS

**Program Objective:** To help our members leverage cost-effective, data driven insights to find sustainable packaging solutions that align with organizational goals and material ESG topics.

**How We Are Achieving Our Goal:** Partnering with LCA experts Trayak, whose software allows companies to evaluate design alternatives quickly and with strategic intent. They can help to streamline the design process, avoid costly mistakes, and proactively address consumer backlash as you consider your material transitions.

**Impact to Date:** Four companies completed their LCA's in 2021

## What Are Our Next Steps?

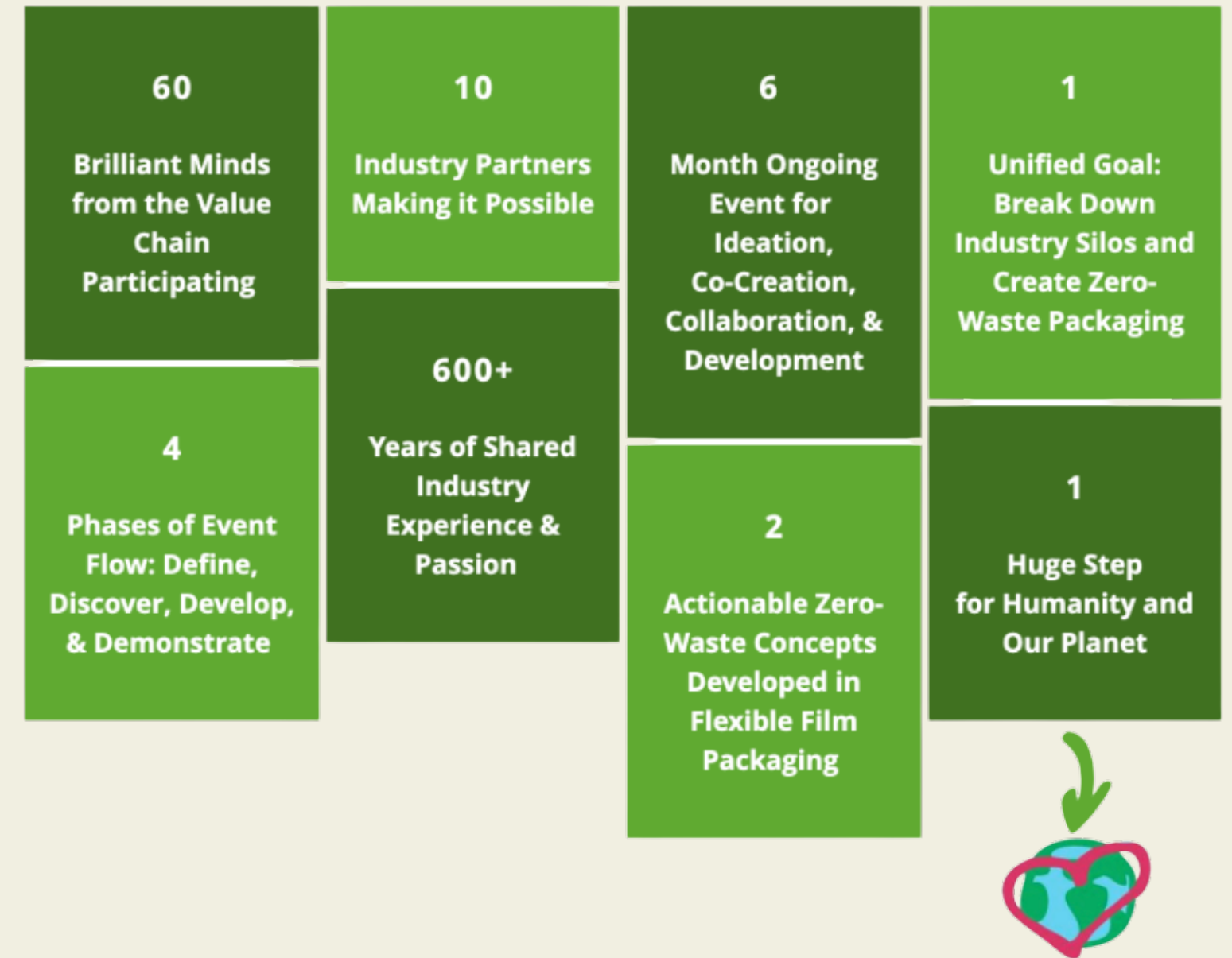
- Publish a Case Study on the value of LCA's and data driven insights for sustainable packaging transitions, highlighting key insights from participating brands.
- Kick off Round 2 of LCA's in March 2022 - *5 slots available!*



# RFF INNOVATION WORKSHOP

In 2020, our group collaborated, ideated and co-created on a web-based, interactive innovation platform, with the focus to generate new ideas and solutions for zero-waste in Flexible Film packaging.

Our group collectively identified 8 Incubation Project, covering topics like policy, consumer awareness, financing, design, and labeling to break down the barriers to scaling sustainable material solutions.







## 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





# ONE STEP CLOSER TO ZERO WASTE CAMPAIGN

OSC's ONE STEP CLOSER TO ZERO WASTE PACKAGING campaign seeks to create a platform for action and generate awareness around the reduction and/or elimination of single use plastics in our products, packaging, and personal lives.

The campaign, which kicked off in January 2022, will include:

- Consumer call to actions
- Advocacy platforms to influence policy and infrastructure expansion
- Brand storytelling to share best practices and stories of progress from CPG brands around the globe
- Events and community cleanups to learn more and drive community engagement



***Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's work together to move one step closer to zero waste packaging!***





# THE POWER OF INDUSTRY COLLABORATION

Gratitude to Our Premier Partners



Additional Campaign Partners

alter  
eco



HARMLESS  
HARVEST

PATHWATER

NUMI



RSI

Perfect  
Supplements



CLOVER  
SONOMA

ORGANIC  
INDIA

## *Campaign Audience Estimate*

Brand Partners - 20,143,140

Industry Partners - 124,709

**Total: 20,267,849**



# CAMPAIGN IMPACT TO DATE



**60+ brands engaged**

**16 brands committed to making a packaging transition in 2022**

**\$500+ low & zero waste goodies gifted**



# BRINGING CONSUMERS ALONG ON THE JOURNEY


osc2network



## ZERO WASTE TIP

KEEP A ZERO WASTE KIT ON HAND



[View Insights](#)
[Boost Post](#)







 Liked by numiorganictea and 16 others



osc2network Widespread adoption of reusable systems requires collaboration between many different parts of society - but it can start with YOU.


By keeping a zero waste kit on hand, you can regularly replace single use items that you use day-to-day and normalize re-use in the process. A handy zero waste kit









Comments





phyllisskoglund Paper or cardboard fast food wraps...[#1StepToZeroWaste](#)

2w Reply




ayoomelvin 🙌🏻✅

2w Reply




tanjaalexandrakern [@miasiyamonika](#)

2w 1 like Reply




itsbecslife 🌱 [@thedogrose](#)

2w Reply




kelseykabanick Let's take the first step together! 🌱🌱🌱 [@captain\\_kyl3](#) [#1stepzerowaste](#)

3w Reply




perfectsupplements 🙌🏻🙌🏻🙌🏻

3w 1 like Reply


















Reply to perfectsupplements...




sh221bjw Let help stop 🛑 package waste damages 🌍 [@pensety](#) [#1StepToZeroWaste](#)

3w Reply





**One Step Closer (OSC)** [@osc2network](#) · Jan 14

Support your immunity with indulgent [@REBBL](#) Reishi Chocolate - good for you & the planet, Reishi Chocolate comes in 100% recycled and recyclable plastic bottles. Shout out to [@REBBL](#) for helping to drive a more circular economy, using one man's trash to create another's treasure!

LESS OF THIS.

Single use plastic.



ONE SMALL STEP FOR BRANDS,




MORE OF THIS!

100% Post consumer recycled plastic



ONE GIANT LEAP FOR BRAND KIND.







# "GONE 4 GOOD" CAMPAIGN

alter  
eco





# "LEAF NO TRACE" CAMPAIGN



<p>LITTLE WRAPPER. <u>BIG</u> IMPACT.</p> <p>Sustainably Sourced Eucalyptus Ethically Sourced Sugarcane Resin Zero Waste!</p> <p>We are a small company taking important steps to Leaf No Trace. Join the movement at <b>#LEAFNOTRACE</b></p>	<p> <b>LEAF NO TRACE</b> Compostable Tea Bag Wrappers*</p> <p>Consciously crafted from Non-GMO plants, this wrapper reduces waste while preserving taste.</p>	<p> <b>UNWRAP THE PLANET</b></p> <p>On average, Americans throw away their own body weight in trash every _____.</p> <p><b>A</b> Month    <b>B</b> Year    <b>C</b> Week</p> <p><i>Unwrap label for answer.</i></p>
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<p><b>UNWRAP THE PLANET</b></p> <p><b>ANSWER: A</b></p>	<p><b>SAVE \$1.00</b> ON ANY BOX OF NUMI ORGANIC TEA</p> <p><small>CONSUMER: Must be presented at time of purchase. Retailer: Numi Tea will reimburse you the face value of this coupon plus a 10% handling fee. Coupons redeemed in accordance with this offer increase your purchase of sufficient stock to support coupon submissions must be provided upon request. *Coupons are limited to one coupon per purchase and are responsible for all items. Cash value is .0001 cents. Send all coupons to: NUMITEA, P.O. Box 407 MPO Dept. No. 817, Cantonment, FL 32907</small></p> <p></p> <p>0680692-010153      99416-B</p>	<p><b>OSC</b><sup>2</sup> ONE STEP CLOSER Organic Sustainable Community</p> <p>Numi is a proud founding member of OSC2, a coalition of forward-thinking brands working together to change the face of packaging.</p> <p><i>Product not labeled for sale.</i></p> <p>*Will compost safely in a municipal or commercial facility. Not suitable for backyard composting.</p>	<p></p> <p>Our new innovation would not have been possible without the work of our partners at ELK Packaging. For more information:</p> <p><b>WWW.ELKPACKAGING.COM</b>    <b>INFO@ELKPACKAGING.COM</b></p>
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# OSC'S INNOVATION PORTAL

## Utilize OSC's Newest Resource

OSC is launching a Packaging Innovation Portal in February 2022 to compliment the industry-facing portion of the One Step Closer to Zero Waste Packaging Campaign

The Portal will provide industry stakeholders with the resources they need to make strategic, informed packaging decisions, and help them move more quickly and with intention on their packaging journeys.

OSC encourages the industry to post their Innovations to the portal, and to use the platform to support their packaging momentum!





# JOIN US



\$4500 IF  $>$  \$300MM REV

\$3500 IF  $>$  \$50MM REV

\$2800 IF  $<$  \$50MM REV

\$2250 IF  $<$  \$5MM REV

[WWW.OSC2.ORG/PACKAGINGCOLLABORATIVE](http://WWW.OSC2.ORG/PACKAGINGCOLLABORATIVE)



# Thank You to Our Partners!

