

2022 IMPACT REPORT

ONE STEP CLOSER TO ZERO WASTE CAMPAIGN

IMPACT REPORT

PREPARED BY
ONE STEP CLOSER

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CAMPAIGN OVERVIEW

CREATING A PLATFORM FOR ACTION

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

7

Months of
Impact

3

Industry Alliances
Formed

100+

Brands
Engaged

UNITING STAKEHOLDERS ALONG THE VALUE CHAIN

Systemic challenges require a holistic approach, which is why the campaign sparked activation and engagement throughout the entire packaging landscape, from materials manufacturers to brands, from policy makers to consumers.

DRIVING IMPACT THROUGH EMPOWERMENT

Change doesn't just happen, it's made. The campaign was born out of a vision to provide the tools and education that industry members and consumers need to be a force in the packaging and zero waste revolution.



CAMPAIGN ARCHITECTURE

ABOUT THE CAMPAIGN

OSC's ONE STEP CLOSER TO ZERO WASTE PACKAGING campaign was developed to create a platform for action and generate inspiration for the reduction and elimination of single use plastics in our products, packaging, and personal lives by providing the tools and education that industry members and consumers need to be a force in the packaging revolution. The campaign aims to celebrate the innovative initiatives, resources and ideas that are helping to reduce single-use plastic waste, provide clear and tangible calls to action, elevate policy platforms that drive forward infrastructure development around plastics and packaging, and tell stories of the brands who are actively engaged in reducing their plastic footprint.



CAMPAIGN STRUCTURE

Initially designed as an 8 week campaign meant to run from January through February of 2022, early, overwhelming interest from 80+ brands prompted OSC to expand the scope of the campaign through July to drive impact and influence throughout the year. The campaign spanned 7 months and consisted of numerous consumer calls to action, advocacy efforts around policy on the topics of infrastructure, labeling and extended producer responsibility, and brand storytelling to share best practices and stories of progress from CPG brands around the globe.

Leveraging 5 key channels, the campaign helped to create awareness and encourage collective action to reduce or eliminate single-use plastics. These channels included:

Collective Content, Digital Storytelling, Events & Activations, Industry Commitments & Policy Advocacy.

GUIDING PRINCIPLES

OSC decided to approach the campaign by centering 5 relevant Sustainable Development Goals, using them to guide the narrative of the campaign and to tie the campaign's focus to some of the most recognized, global sustainability targets. For example, SDG 12, dedicated to 'responsible consumption and production,' has a specific target to 'substantially reduce waste generation through prevention, reduction, recycling and reuse' which was a core focus for many of the campaign's calls-to-action. Using the SDGs as a framework for the campaign helped to create systems level connections between the topics of plastic production and pollution and other imminent global issues such as climate change, social injustice, and economic inefficiencies.





INDUSTRY WIDE IMPACT

CREATING UNITY THROUGH COLLECTIVE CONTENT

To create unity along the packaging value chain and generate momentum around zero waste solutions, OSC partnered with creative agency and change maker, Guru, to create a comprehensive content strategy and accompanying toolkit that would allow participants to seamlessly integrate the campaign themes and narrative into their own communications. The Partner Toolkit consists of various marketing, communication, and advocacy resources including downloadable campaign graphics, branding guidelines, a content calendar, social posts, example copy and more. Brands, industry members, and consumers alike were all encouraged to utilize the campaign assets to communicate their commitments to a zero waste future with their own networks.

The assets included in the Partner Toolkit were developed in collaboration with the Guru team to reflect the campaign's core calls to action as well as balance the realities of plastic pollution with an inspiring and uplifting undertone.

"Working with OSC is some of the most impactful work that we're currently doing at the agency. We are proud to empower and catalyze the leaders of this industry to create more purpose driven businesses from the inside out. And together as a collective, and as a movement of movements, we create new standards for the industry and lasting change to benefit ALL stakeholders throughout our ecosystem." - Gagan Levy (Founder & Creative Director; Guru)

The campaign badge (pictured below) was a cornerstone asset that invited businesses to stand alongside OSC in its pursuit of a plastic-free planet. OSC encouraged stakeholders across the packaging value chain to use the badge liberally to create unity and campaign equity through collective content creation.



Throughout the campaign, this badge acted as a sign of support that signaled a shared commitment and vision for a waste free future - allowing brands, consumers, and industry members to symbolically unite behind the cause.

JANUARY 2022 OSC's Consumer Calendar

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Kick Off
2 Giveaway	3 National Bird Day	4 Zero Waste Tip	5 Community Clean Up	6	7 Find Your Composter	8
9 Brand Story	10 Zero Waste Tip	11	12 Can I Recycle This?	13	14 Brand Story	15
16 The Mobius Strip	17 Zero Waste Tip	18 Brand Story	19 ASBC Petition	20	21 Policy Avenues	22
23 Brand Story	24 ASBC Petition	25 Community Clean Up	26	27	28 Brand Story	29 Zero Waste Grocery Guide
30 Impact to Date	31					

Legend:

- Brand Story
- Pathway to Action
- Educational Resource
- Industry Event
- General

PARTNER TOOLKIT

Join the Movement Posts
Click the asset to download

Caption: Let's clean our oceans, let's save our wildlife, let's reduce our waste and lets do this together by continuing to get #onestepcloser to zero waste packaging.

Visit www.osc2.org/zerowaste to join the movement.

Caption: There is an opportunity for all of us to align our choices and purchases with our values. Together, let's get #onestepcloser to zero waste packaging.

Visit www.osc2.org/zerowaste to join the movement.

Branding Guide

Fonts: PTF Nordic

Architecte Regular

Colors:

#B6a54d CMYK: 19, 0, 53, 35

#54662e CMYK: 24, 0, 58, 57

#28714e CMYK: 65, 0, 31, 56

#3d3c3c CMYK: 0, 2, 2, 76

PARTNER TOOLKIT

Figure 1 – Examples of campaign assets provided in the Partner Toolkit

100+
Brands Engaged

LEVERAGING DIGITAL MEDIA TO DRIVE IMPACT

To engage the many different stakeholders along the packaging value chain, OSC devised an omni-channel social strategy that leveraged various forms of digital content aimed to educate, inspire, and motivate. Leveraging LinkedIn, Twitter, and Instagram, OSC posted regular educational content with clear calls to action to mobilize the campaign audience. OSC also utilized monthly newsletters and weekly email blast reminders as key resources to continue to provide the OSC community with key zero waste topics, campaign highlights, and ways to join the movement.

Attract- Social Campaign Tactics

+ Content Strategy

Developing content strategy and identifying the brand voice on social media. Ensuring this work is integrated into all messaging, imagery, promotions and social CRM

+ Daily Content

Developing content (messaging and images) for *One Step Closer to Zero Waste Packaging* social assets. Supporting messaging development for partner channels as needed.

+ Promotions/Campaign Development

Ideating and implementing promotional campaigns across social media platforms.

+ Community Management

Managing day-to-day posting and monitoring of conversations across social media.

+ CRM

Implementing CRM best practices across social media



41,895

Impressions*

2,257

Engagements**

*Impressions defined as the number of times campaign content was displayed to/viewed by users

**Engagements defined as shares, likes and comments of campaign related content

Figure 3 - Examples of digital content shared throughout the campaign

ENGAGING THE AUDIENCE THROUGH EVENTS & ACTIVATIONS

In addition to harnessing the power of diverse digital content, OSC hosted and participated in numerous events and activations over the course of the campaign that brought together different stakeholder groups to discuss various topics surrounding circular, regenerative packaging solutions as well as the importance of education, activism, and innovation in solving our packaging crisis. OSC even debuted its first interactive art installation at Expo West that featured a fish made from metal and wire to resemble the campaign's flagship image. Attendees tossed their trash from samples into the fish, not only to draw attention to the packaging waste generated at the show but also to empower us all to do our part in creating a Zero Waste Expo.

From this installation, **OSC collected 50 gallons worth of compostable materials, 100 gallons worth of recyclable materials, and ~40 gallons of mixed packaging waste destined for landfill.** Utilizing Terracycle's Zero Waste Box program – these mixed materials were diverted and given a second life.

7 Events (In-Person & Virtual) In Attendance ~200 Gallons of Waste Diverted



Figure 4 - "Innovations that Inspire" panel at Expo West



Figures 5 & 6 - Signage (left) used to encourage Expo West attendees to toss their trash into the fish installation (right) to call attention to the waste generated at the show.

INDUSTRY COMMITMENTS

Change doesn't happen without bold action which is why the campaign called on industry members to take their commitment to a zero waste future to the next level by making a formal commitment around packaging.

Using the campaign platform, **25 brands** took a tangible step towards a more sustainable future by making a **commitment to transitioning at least one of their current packaging materials to a more sustainable option by the end of 2022**. At the end of the year, OSC plans to honor their achievements and present one company with the first ever OSC Packaging Innovation Award, sponsored by Trayak.

Figure 7 - Commitment form located on the campaign landing page

The Synergy Company
Blue Moon Goddess
Quinn Snacks
Pulp Pantry
ROAM Snacks
Terraseed
Pulp Pantry
Herbaland

Pee Cloths for Women
Justin's
1908 Brands - Boulder Green
All Good
DTR Ventures
Perfect Supplements
Long Beach Alliance for Clean Energy
Mindful & Good

Global Food Forager
Big Tree Farms
SeaCo Catch
Superfine Kitchen
Pastaficio Boulder
Organic India USA
MissionWorks

POLICY ADVOCACY

Policy advocacy was a key pillar of the campaign; one of the initial campaign goals was to engage brands and consumers in the policy development pathway, empowering them to use their voice and vote to create change. In partnership with ASN, an advocacy and movement building organization, OSC launched a new packaging policy call to action page with tangible action items that participants could take to help advocate for a more circular economy by supporting key sustainable packaging policies. A key campaign call to action was encouraging campaign participants to join in showing support for 5 active packaging policies that OSC identified. To mobilize participants, OSC highlighted each of the policies in campaign communications and also developed a turnkey form that could be used to voice support to local legislators.

5

Policies Identified
& Advocated For

57

Signatures
Collected

3

New Industry
Alliances Formed

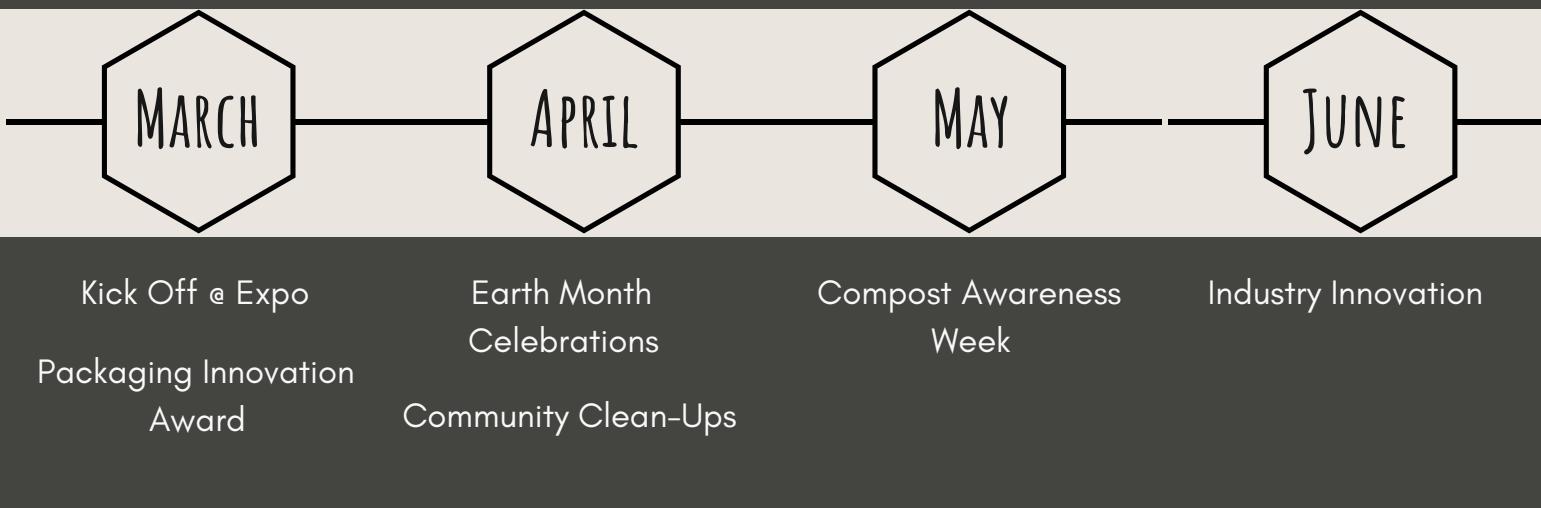


LOOKING FORWARD

Because of the campaign's immense success, OSC plans to continue build momentum around a zero waste future by positioning the campaign as an annual, cornerstone initiative that will continue to drive impact in the industry year-over-year.

"During the One Step Closer to Zero Waste Campaign we were able to activate stakeholders throughout the entire supply chain, from materials manufacturers to CPG brands all the way to consumers, ultimately building awareness around everyday solutions as well as innovations that have the potential to dramatically change the packaging and waste landscape," reflects Jake Hebert, Director of the OSC Packaging Collaborative. "It was encouraging to have a high level of engagement throughout the campaign, demonstrating the pertinence of tackling packaging and waste issues in our businesses and everyday lives."

The pursuit of a zero waste future is a challenge shared across all sectors of society, and while OSC feels optimistic about the road ahead – it is clear there is a lot of work left to do. The 2022 campaign demonstrated the power of mobilization and OSC looks forward to bringing learnings along with some fresh ideas into next year's plan in order to maximize the campaign's reach and activate more agents of change.



- March: OSC will kick-off the campaign at Expo West, with panel discussions, policy activations, and presentation of the OSC Packaging Innovation Award
- April: OSC will celebrate Earth Month with educational programming around the plastic/climate connection and host community clean-up projects
- May: OSC will focus on tangible zero waste practices for businesses and communities, with some special programming for International Compost Awareness week
- June: The campaign's focus will be on the future of zero waste packaging, and all month OSC will be highlighting and hearing from brands and materials companies that are pushing the envelope on innovation

An industry shift takes an industry-wide approach, so we encourage CPG brands, retailers, distributors, and packaging suppliers to reach out today to learn more about how you can become involved.

GRATITUDE TO OUR PARTNERS

OSC would like recognize the generosity and collaborative spirit of the campaign's sponsors and industry partners, without whom the campaign would not have been possible. The OSC team is immensely grateful for the trust and support of these partners and continues to be inspired by the OSC community's commitment to making meaningful change. Together, we moving our industry and communities **one step closer to a zero waste future.**

Gratitude to Our Premier Partners



Campaign Partners



WHO WE ARE

In 2013, One Step Closer (OSC) formed the Packaging Collaborative to remove petroleum-based plastics from landfills, oceans and our natural environment, replacing them with renewable, compostable alternatives. We believe the best way to scale the adoption of innovative materials is to facilitate collaboration and share best practices among industry leaders. Our goal is to increase the development and adoption of planet-friendly packaging materials across various industries, and we see this campaign as a key solution for stakeholders across the value chain.

40+

8

10+

5

Member Brands

Years Working
Collaboratively

Products In
Market

Systems Level
Programs