



ONE
STEP
CLOSER™

One Step Closer to Zero
Waste Campaign

-

Partner Toolkit

CAMPAIGN MISSION

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 aims to celebrate each and every step taken towards a zero waste future!





OSC is launching its annual impact campaign!

- **Who:** OSC is joined by various industry partners, brands and consumers to create momentum around zero waste solutions
- **What:** The campaign will include consumer call to actions, advocacy platforms to influence policy and infrastructure expansion, and brand storytelling to share best practices and stories of progress from CPG brands around the globe.
- **When:** The campaign will run from March through June of 2023.
- **Where:** A combination of in-person and virtual activations.





Ways to Engage

SHARE YOUR ZERO
WASTE STORY

MAKE A
PACKAGING
COMMITMENT

PARTICIPATE IN
POLICY ADVOCACY

SHARE YOUR STORY





Share Your Zero Waste Journey

Sign up to receive the partner toolkit and use the downloadable assets to communicate with your followers and amplify the message of 'Zero Waste'

Content generation tips:

- Incorporate the campaign badge into your communications where possible
- Use the hashtag #1StepCloserToZeroWaste
- Tag @osc2network in your communications around packaging and zero waste
- Align your communication calendar around the campaign content to create a collective narrative around zero waste





Copy Inspiration

Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this together by continuing to get #onestepcloser to zero waste packaging. Visit www.packaginginnovationportal.com/zerowaste to join the movement.

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.packaginginnovationportal.com/zerowaste to join the movement.

We've joined forces with @OSC2network and a group of other bold brands to take our commitment to #zerowaste to the next level. We're working towards our packaging goals alongside other champions of circular packaging and want you to join us.

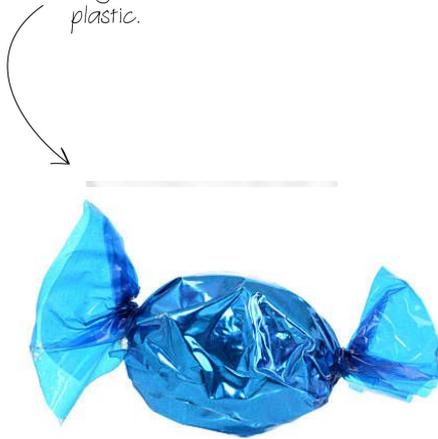


Join the Movement Posts

Click the asset to download

LESS OF THIS.

*Single use
plastic.*



**ONE SMALL STEP
FOR BRANDS,**



MORE OF THIS!

Fully compostable



**ONE GIANT LEAP
FOR BRAND KIND.**



*please note that this image is for example purposes only and will need to be purchased before posting.

Downloadable Web Assets

Click the asset to download



**AT LEAST 8 MILLION TONS OF PLASTIC
END UP IN OUR OCEANS EVERY YEAR.**

International Union for Conservation of Nature (IUCN)



ONE
STEP
CLOSER[®]



**AT LEAST 8 MILLION TONS OF PLASTIC
END UP IN OUR OCEANS EVERY YEAR.**

International Union for Conservation of Nature (IUCN)



ONE
STEP
CLOSER[®]



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



ONE
STEP
CLOSER[®]



Example Post



sambazon • Follow



sambazon Valentine's Day might be over - but the Earth deserves our love each and every day. If you want to keep spreading the love, consider showing your support for the various progressive packaging policies that we've identified by writing a love letter to earth 🌱

You can follow @osc2network's Policy Call to Action through the link in our bio for quick & easy action items that you can take to embrace the Earth and spread the love.

We're on a mission to get 593 letters sent by the end of February - one for each million pounds of plastic in the ocean. Will you join us?

Giveaway Instructions 🌱 For a chance to win \$100+ of zero waste goodies:

- Head to the Policy Call to Action Page link in our bio
- Using the forms, submit a letter supporting the packaging policy of your choice
- Take a screenshot & share to your story with #1StepCloserToZeroWaste
- Tag @osc2network

1h



11 likes

1 HOUR AGO



Add a comment...

Post

Example Post

LESS OF THIS.



ONE SMALL STEP
FOR BRANDS,



numiorganictea · Follow

Oakland, California



numiorganictea Some of the leading tea bags contain a significant amount of plastic. Why does this matter? Steeping a single plastic tea bag at 95 degrees Celsius releases around 11.6 billion microplastics into your cup, according to a 2019 McGill University study. What's worse, these plastics can survive in the environment for thousands of years, leaching additional microplastics into waterways and oceans.

We've always believed in keeping synthetic chemicals out of our cups. It starts with organic ingredients and extends to how we make our tea bags. Numi's bags are fully biodegradable, made from unbleached Manila hemp fiber.

Your daily tea habit should feel good and leave a positive impact on the earth. Join us in pledging to get #onestepcloser to zero waste, and say NO to plastics in tea! 🌱

#1StepToZeroWaste #OnPurpose #Compostable #Plantbased #Plantbasedpackaging #ZeroWastePackaging #NewYearNewYou #DrinkNumi #ActivatingPurpose



Liked by osc2network and 139 others

JANUARY 10



Add a comment...

Post

Example Post



naturallyboulder · Following



naturallyboulder It's about progress, not perfection. Whether you're a completely waste-free industry-leading company or a small business starting your eco-friendly journey, we encourage you to showcase your zero waste commitment to your community!

Add the #OneStepCloser to Zero Waste Packaging badge to your website and let the world know that you are dedicated to making a difference. Visit the link in our bio for details on how to get your badge. @osc2network

4d



nonplastic.life ❤️❤️❤️



2d 1 like Reply



themoonshinedesign ❤️



3d Reply



naturallyboulder #OSC2ZeroWaste #1StepCloserToZeroWaste



4d Reply



Liked by **osc2network** and 27 others

4 DAYS AGO



Add a comment...

Post

MAKE A PACKAGING COMMITMENT



Make a Packaging Commitment



Take one step closer to your zero waste packaging goals and commit to transitioning at least one packaging material to a more sustainable option by the end of 2023.

- Fill out [the form on our campaign landing page](#) to log your commitment
- Share your commitment with your networks using the campaign badge
- Be included in OSC's annual campaign impact report!



PARTICIPATE IN POLICY ADVOCACY



Participate in Policy Advocacy



Join OSC's Packaging Collaborative and our partners at BPI and ASBN and advocate for policy reform around labeling, infrastructure expansion and extended producer responsibility.

- Visit our Policy & Advocacy page to explore active packaging policies across state & federal legislature
- Fill out the email generation form to show your support of any (or all) active policies
- Share the Policy & Advocacy platform with your networks to help us collect as many signatures as possible!



SUBMIT YOUR INNOVATION





Submit Your Innovation



The Campaign aims to celebrate progress - big and small - so we invite you to share your exciting packaging innovations and stories.

- Visit our Packaging Innovation Portal and submit your packaging innovation
- Please click [HERE](#) to submit



ADDITIONAL RESOURCES

Join the Movement Posts

Click the asset to download



Caption: Everyday, businesses have the opportunity to be a force for good and contribute to a thriving people and planet.

Committing to make progress on sustainable packaging solutions is one small step for brands, but a massive leap in the right direction to address the many climate challenges we now face.

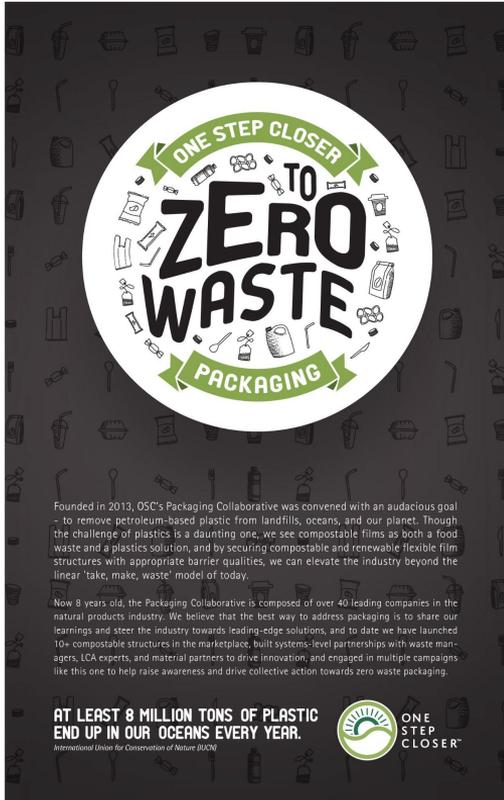
Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this together by pledging to get #onestepcloser to zero waste packaging.

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

Tweet: Committing to make progress on sustainable packaging solutions is one small step for brands, but a massive leap for brand kind. Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this together by getting #onestepcloser to zero waste packaging.

Join the Movement Posts

Click the asset to download



Founded in 2013, OSC's Packaging Collaborative was convened with an audacious goal – to remove petroleum-based plastic from landfills, oceans, and our planet. Though the challenge of plastics is a daunting one, we see compostable films as both a food waste and a plastics solution, and by securing compostable and renewable flexible film structures with appropriate barrier qualities, we can elevate the industry beyond the linear 'take, make, waste' model of today.

Now 8 years old, the Packaging Collaborative is composed 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, and to date we have launched 10+ compostable structures in the marketplace, built systems-level partnerships with waste managers, LCA experts, and material partners to drive innovation, and engaged in multiple campaigns like this one to help raise awareness and drive collective action towards zero waste packaging.

**AT LEAST 8 MILLION TONS OF PLASTIC
END UP IN OUR OCEANS EVERY YEAR.**

International Union for Conservation of Nature (IUCN)



ONE
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Caption: We're about making progress on compostable packaging solutions and believe the best way to drive this critically important sustainability initiative is to create an open, collaborative environment.

Being a Packaging Collaborative member has its perks. We work with over 40 leading companies in the natural products industry, share our learnings, and steer the industry towards leading-edge solutions.

Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this together by pledging to get #OneStepCloser to Zero Waste Packaging

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

Tweet: At least 8 MILLION TONS of plastic end up in our oceans every year. Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this together by pledging to get #OneStepCloser to Zero Waste Packaging. Visit www.osc2.org to join the movement.

[*or white alternative](#)



Join the Movement Posts

Click the asset to download



Caption: It's about progress, not perfection. Whether you're a completely waste-free industry-leading company or a small business starting your eco-friendly journey, we encourage you to showcase your zero waste commitment to your community!

Add our #OneStepCloser to Zero Waste Packaging badge to your website and let the world know that you are dedicated to making a difference!

Visit www.osc2.org/zerowaste for details on how to get your badge.

Tweet: Whether you're a completely waste-free company or a small business starting your eco-friendly journey, showcase your zero waste commitment to your community! Add our #OneStepCloser to Zero Waste Packaging badge to your website to show that you're dedicated to making a difference!

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 let's 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.

Join the Movement UGC Posts

Click the asset to download



Caption: We're calling on all earth dwellers to take care of our home and contribute to a thriving people and planet.

Post a photo of you getting #onestepcloser to zero waste with one action you pledge to do in order to help reach a more regenerative, just, and prosperous world.



Caption: There is an opportunity for all of us to align our choices and purchases with our values.

Use our sticker and post a photo of a poorly packaged product that you're proud to get rid of to get #onestepcloser to zero waste.

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



Email Template

Thank you for being a member of our [brand name] community. With your support, we are able to [mission statement], but what you don't know is that your support also helps *clean up our planet*.

We are proud to be a member of the [One Step Closer](#) (OSC) Packaging Collaborative, a group of over 40 industry-leading brands that come together in the name of steering the natural products industry towards leading-edge solutions in environmentally friendly and sustainable packaging solutions.

There is an opportunity for all of us to align our choices and purchases with our values. This year, we are standing with OSC and pledging to use our business for good and taking steps in the right direction for our sake, your sake, and the planet's sake.

Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this *together* by continuing to get **one step closer to zero waste packaging**.

Look for the *One Step Closer* badge from your other favorite brands, and join the movement towards zero waste living (your planet with thank you).



Branding Guide

Fonts: PTF Nordic

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Architext Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
*abcdefghijklm
nopqrstuvwxyz
1234567890*

Colors:



#86a54d

CMYK 19, 0, 53, 35



#546e2e

CMYK 24, 0, 58, 57



#28714e

CMYK 65, 0, 31, 56



#3d3c3c

CMYK 0, 2, 2, 76

THANK YOU!





Thank you for your support!

Your support for the OSC Packaging Collaborative helps the natural products industry to make progress on compostable packaging solutions.

Your partnership helps amplify our message — and we want the world to know that one of the most important changes our natural products brands and industry can make is to evolve our packaging to be planet and people friendly.

Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this *together* by continuing to **move one step closer to zero waste packaging**.

Please encourage your employees, friends to share the following assets on their social media channels throughout consumer-facing January and industry-facing February in support of our 'One Step Closer to Zero Waste' campaign. Each post should tag [@osc2network](https://www.instagram.com/osc2network) and utilize the hashtag **#1StepCloserToZeroWaste**.