

2023 IMPACT REPORT

ONE STEP CLOSER TO ZERO WASTE CAMPAIGN

IMPACT REPORT

PREPARED BY
ONE STEP CLOSER



CREATING A PLATFORM FOR ACTION

OSC's ONE STEP CLOSER TO ZERO WASTE 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.

In a world grappling with environmental challenges, the imperative to reduce waste has become more crucial than ever. The One Step Closer to Zero Waste Campaign was born out of the shared belief that every small action, collective effort, and conscious decision can lead us closer to a more sustainable future. This impact report tells the story of how the Campaign has rallied individuals, businesses, and communities to take meaningful strides towards a world where waste is minimized, resources are conserved, and our planet thrives.

As you delve into this report, you'll uncover the quantifiable progress we've made, the transformative initiatives we've launched, and the stories of real change-makers who've embraced the cause. A great place to start is with the video created by our friends at Guru, which we premiered during Climate Day at Expo West in March.

Every statistic, every success story, and every step forward reminds us that we are, indeed, moving one step closer to zero waste. Thank you for joining us on this journey, and for being a part of the movement.

Jake Hebert

Director - OSC Packaging Collaborative



Watch Campaign Video at <https://vimeo.com/805673935>

ABOUT THE CAMPAIGN

OSC's ONE STEP CLOSER TO ZERO WASTE PACKAGING campaign was spearheaded in 2022 with the goal of enabling action towards the reduction and elimination of single use plastics by providing the resources and encouragement that industry members and consumers need to participate in the zero waste movement. This year, we launched the second installation of the campaign, capitalizing on the momentum that we've generated since the campaign's kick off. We continued to use the campaign to celebrate innovative initiatives, resources and ideas that are helping to reduce single-use plastic waste, and also provided clear and tangible calls to action to empower more stakeholders to join on us on this journey.

CAMPAIGN STRUCTURE

The second installment of campaign kicked off at Expo West in March of 2023 and culminated with Plastic Free July. The campaign spanned 5 months and consisted of a variety of webinars, in person events, advocacy efforts around policy and the dissemination of brand stories to celebrate the progress of CPG brands around the globe.

The campaign utilized different pathways in engage, educate, and enable participants to participate in collective action/ These channels included: **Events & Activations, Collective Content Creation, Digital Media, Key Calls to Action, Industry Commitments & Policy Advocacy.** Through these pathways, OSC created a robust campaign network, unified behind the mission to reduce or eliminate single use plastic packaging from our lives.

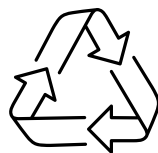
KEY THEMES

We developed the campaign to be an inclusive platform that encourages action at each step of the journey towards zero waste. As such, we centered the campaign narrative around 4 key themes that allowed participants to join the conversation from different packaging strategy stages and angles. The campaign's key themes included:

- Compostability - Highlighting the many benefits of compostable packaging and innovations in this category
- Recyclability & PCR - Celebrating steps away from virgin plastic use through increased recyclability and PCR content
- Conscious Consumerism - Providing consumers with tools they need to make more informed and intentional choices at the shelf
- Policy for Progress - Educating participants in the critical importance of policy advocacy and development in the race to zero waste



COMPOSTABILITY



**RECYCLABILITY
& PCR**



**CONSCIOUS
CONSUMERISM**



**POLICY FOR
PROGRESS**

ENGAGING THE AUDIENCE THROUGH EVENTS & ACTIVATIONS

Throughout the campaign, OSC hosted several events, both in person and online, bringing together hundreds of people to create community, collective consciousness, and enriching conversation. The campaign officially launched at Expo West in March where we spearheaded 2 panels that explored circular packaging solutions and the importance of policy in a plastic free future. OSC re-debuted the campaign's interactive art installation - a fish sculpture made from metal and wire that encourages viewers to dispose of their hard-to-recycle waste from the show floor into the mouth of the fish. With this installation OSC diverted packaging waste from landfill using Terracycle's Zero Waste Box Program.

OSC also hosted its first ever Innovation Award in partnership with our partners at Trayak. The Innovation Award aimed to showcase, celebration and champion circular and regenerative packaging materials on the market. Submissions were judged and scored across a variety of areas such as end-of-life and waste reduction, renewable raw materials, climate impact, level of innovation in challenging market segments, and use of new and emerging inputs.

The Award received over a dozen submissions ranging from compostable tea wrappers, to biodegradable pill containers, to insulation made from coconut husks and more. The award was presented to Bar-U-Eat for their commitment to compostable packaging in the granola bar category. Bar-U-Eat's plant-based BPI Certified compostable bar wrappers are made from wood pulp from FSC certified sustainably managed forests and corn.



Figure 2 - "Innovations that Inspire" panel at Expo West

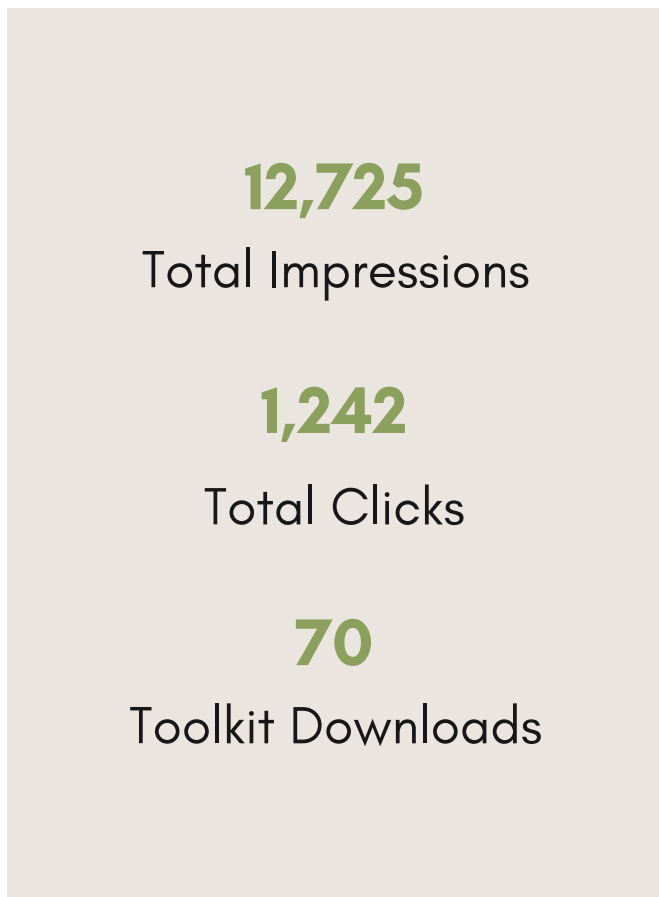
INNOVATIONS THAT INSPIRE



Figures 1 & 3 - Jake Hebert of OSC presenting Jason Friday from Bar-U-Eat the Innovation Award with Alison Crawley From Trayak (left) and the entire list of innovation submissions (right)

CREATING A COLLECTIVE CONVERSATION

The campaign continued to rely on the cornerstone digital assets created by our partners at **Guru** to build on the campaign conversation through shared narratives, imagery and themes. We refined and built out our "Partner Toolkit" which consists of various marketing, communication, and advocacy resources including downloadable campaign graphics, branding guidelines, a content calendar, social posts, example copy and more. We continued to encourage brands, industry members, and consumers to utilize the campaign assets to communicate their commitments to a zero waste future with their networks, creating an amplifying effect for the campaign's core communication points.



The assets included in the Partner Toolkit were developed in collaboration with the Guru team to communicate the campaign's core ethos of celebrating progress - both big and small, with hopes of mobilizing others to join the journey. The campaign aims to celebrate progress rather than perfection through the idea of moving "one step" closer to a zero waste future.

The campaign badge (pictured below) is a cornerstone asset that invites businesses to stand alongside OSC in the race to zero waste by showing their shared commitment.

Throughout the campaign, this badge was used 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.



Figure 4 - Examples of brand participants leveraging campaign assets to engage their networks

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

USING DIGITAL MEDIA TO EDUCATE & ACTIVATE

OSC executed an omni-channel social strategy to engage campaign participants, utilizing various forms of digital media to educate and inspire. Through regular content creation and publication across LinkedIn, Twitter, and Instagram, OSC weaved together empowering content to create a powerful campaign narrative. OSC also disseminated regular newsletters and email blasts to provide the campaign community with key campaign resources, activations, and other educational tools, keeping our network informed and up-to-date on the latest in sustainable packaging innovation.

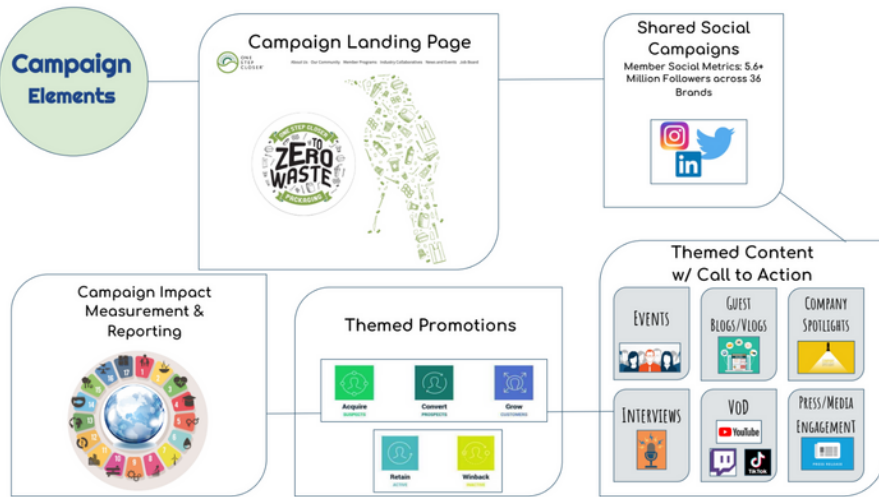


Figure 5 - Omnichannel digital media strategy developed to maximize exposure to campaign content & calls-to-action

Various forms of creative content (i.e. videos, social posts, case studies, etc.) were developed to educate the campaign audience on different topics related to circular packaging from innovation trends, brand stories of progress, and conscious consumer tips such as DIY zero waste recipes. OSC leveraged different digital media channels to maximize reach so that the conversation around these topics would be amplified. OSC also utilized digital content as a means to encourage participation in the campaign's key calls to actions, inviting the audience to mobilize behind action-oriented initiatives.

Through the dissemination of content and external communications, OSC continued to grow its online presence, garnering new followers who will continue engage with the campaign's core themes. OSC established a consistent, and inspiring campaign narrative through an intentional combination of both text, images, and videos with the goal of captivating the campaign audience in a way that inspires and motivates.



Figure 6 - Examples of digital content shared throughout the campaign

KEY CALLS TO ACTION

The Campaign centered a suite of key calls to action that enabled participants to drive impact in clear, tangible ways. Using a seamlessly integrated platform created by **Impacttree**, the Campaign presented the calls to action in a clear, concise and easy to use way, streamlining participation and maximizing impact. Additionally, brands were offered the choice to use their own unique URL that directed their customers to OSC's specific calls to action and tracked their individual impact. With the engagement of 11 different brands in this endeavor, our outreach experienced a significant expansion.

The key calls to action consisted of a robust list of impactful action items that allowed different stakeholder groups to participate in the Campaign. Some of the key calls to action included:

- Watching the Zero Waste Campaign video
- Helping to pass the Compost and Food Waste acts
- Downloads the OSC Partner Toolkit
- Signing up for the campaign newsletter and updates
- Making a formalized commitment around sustainable packaging
- Submitting a zero waste innovation
- Learning more about OSC's campaign partners



Figure 7 - Examples of key calls to action embedded in the easy to use campaign widget



INDUSTRY COMMITMENTS

OSC invited brands and industry organizations to take the next step in their packaging journey by encouraging them to make a formalized commitment as part of the Campaign. The commitment call to action offered a diverse array of packaging-related commitments with the goal of motivating organizations at different stages of their journey.

Companies were able to commit to one or more of the following initiatives:

- Change one material to a sustainable alternative before the end of this year
- Conduct a life cycle assessment (LCA) of my current packaging
- Perform a plastic usage and waste audit
- Ask my suppliers about sustainable alternatives to my current packaging
- Engage in policy advocacy that supports sustainable packaging programs and materials
- Share Campaign Calls to Action with a unique URL

26

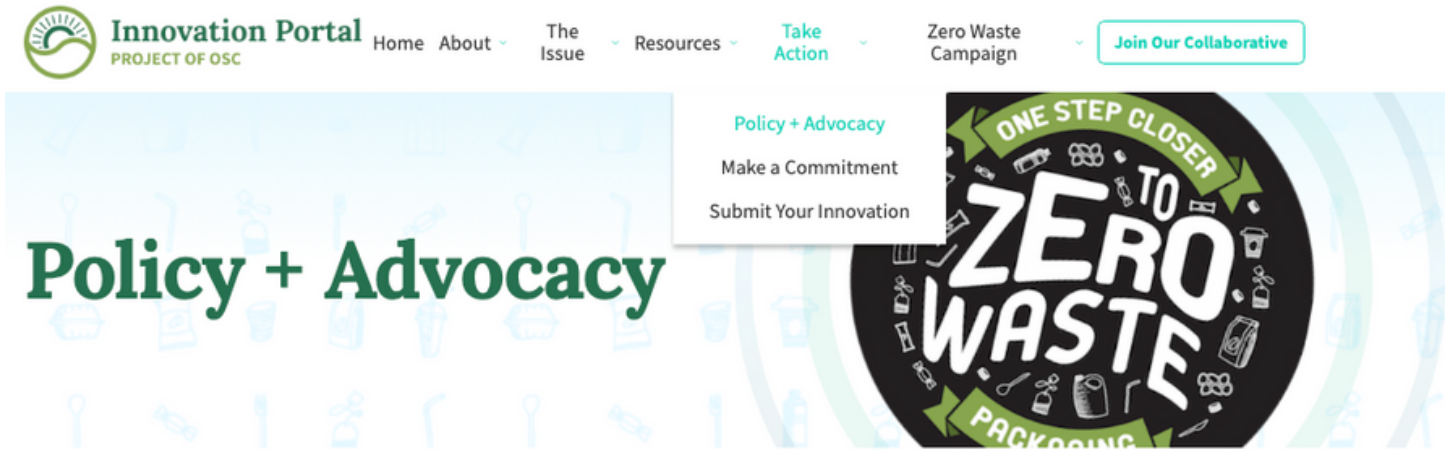
Companies Commitments

26 companies leveraged the Campaign portal to formalize their commitment to a zero waste future. The committed companies span various sectors and categories, all unified by their unwavering commitment and willingness to take bold action.




Figure 8 - List of 26 companies that used the campaign portal to make a formalized commitment to sustainable packaging

POLICY ADVOCACY



Addressing the waste crisis demands a collaborative effort involving both producers and consumers, but that will not be enough without government action at the federal, state, and local levels. The Campaign aimed to rally brands and consumers around policy strategies, empowering them to wield their influence through their voices and votes to drive meaningful transformation. We identified two key bills at the federal level and, utilizing Impatree's action widget, gave people the tools to contact their representatives in the House and Senate to voice their support. Furthermore, OSC's Packaging Policy webpage offers educational resources and practical steps that people can undertake to champion a shift towards a more circular economy by endorsing vital sustainable packaging policies.




Pass the COMPOST Act

58 completions

The COMPOST Act aims to **promote the development and implementation of composting programs across the country**, which will reduce the amount of waste that ends up in landfills. Composting not only helps to **reduce waste**, but also has numerous other benefits, such as **improving soil health and reducing greenhouse gas emissions**.

[CONTACT YOUR REPS](#)



Pass the Zero Food Waste Act

40 completions

The Zero Food Waste Act aims to **reduce food waste generated by households, businesses, and institutions by 50% in the next 15 years**. This is a bold and necessary goal, as food waste contributes to environmental degradation and the loss of invaluable resources, including water, land, and energy used to produce food that goes uneaten.

[CONTACT YOUR REPS](#)

Figure 9 - OSC's Packaging Policy webpage that enables people to easily use their voice to support packaging policy action

2

Federal Bills
Advocated For

298

Letters Sent
to Congress

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



ADDITIONAL 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+

Member
Companies

10+

Years Working
Collaboratively

10+

Products In
Market

5

Systems Level
Programs



THE ANCIENT NUTRITION XL BAG IS MADE FROM UP TO 40% PCR CONTENT

"Participating in the OSC Zero Waste Campaign was a beneficial way to make an outward commitment that actually created more internal company dialogue! Working with other like-minded companies was inspirational, and felt great to be part of a larger message of betterment!"

-Kristie Cerutti, VP Retail Marketing & Impact



TRADITIONAL MEDICINALS LAUNCHES FIRST EVER CERTIFIED COMPOSTABLE TEA WRAP

"As the global plastic problem continues to grow, we know there is an opportunity to make an impact on improving sustainability in the packaging industry. After nearly 10 years of research, development, and rigorous testing we're proud to launch the first-ever BPI-certified, industrially compostable tea wrapper. This wrapper will keep the organic, high-quality ingredients in our product fresh and efficacious, while also setting the standard for compostable packaging moving forward."

-Taylor Clayton, Sustainability Impact Manager



NATURE'S PATH OFFERS CONSUMERS REUSABLE PACKAGING MATERIALS THROUGH THEIR PARTNERSHIP WITH LOOP

"As one of Loop's founding partners since its inception in 2019, Nature's Path has always believed in the potential of initiatives like this to redefine the future of consumer goods and to make a significant impact on global waste reduction. Our ongoing commitment to zero waste and sustainable packaging was further strengthened by expanding the pilot projects with Loop, allowing customers to enjoy their popular products, such as their signature Pumpkin Seed + Flax granola, in durable, reusable packaging."

-Manuel Gorrin, Director, Mission & J.E.D.I.



GOOD THINGS COME IN RENEWABLE & RECYCLED MATERIALS!

Clover Sonoma is proud to partner with OSC's Zero Waste Initiative to reduce waste. Clover Sonoma takes conscious action to reduce their overall impact on climate - most notably in launching the 30% post-consumer recycled (PCR) gallon milk jug. Their commitment to planet-friendly practices, packaging, and high standards for sustainability is moving the dairy industry forward!