

TAKE ACTION TOWARD A PLASTIC AND WASTE-FREE WORLD



USE POST-CONSUMER RECYCLED MATERIALS

Message to your consumers that you have made the shift on the packaging and in your marketing materials.



LEVERAGE MATERIALS THAT ARE EASY AND EFFICIENT TO RECYCLE

Simply using materials that are "recyclable" isn't enough.



COMMUNICATE TRANSPARENTLY ABOUT WHAT CAN BE RECYCLED FROM YOUR PACKAGING AND HOW TO RECYCLE

You can even use your packaging to shed light on how recycling works while encouraging consumers to investigate their communities' recycling infrastructure.



Example: Sigg's yogurt uses recycling-centric packaging by using paper labels that can be removed from the plastic cup with easy-to-tear serration to help consumers separate paper, plastic, and metal and appropriately recycle. The company promotes sustainability, builds a bond with consumers, and incentivizes consumer action with the messaging: "Please tear the sleeve off here to: recycle the paper sleeve separately; read more about our story on the inside."

Achieving something similar may require rethinking a packaging design and making it simpler, but may be well worth the effort through reduced materials and consumer credit via higher engagement and stronger brand equity perceptions

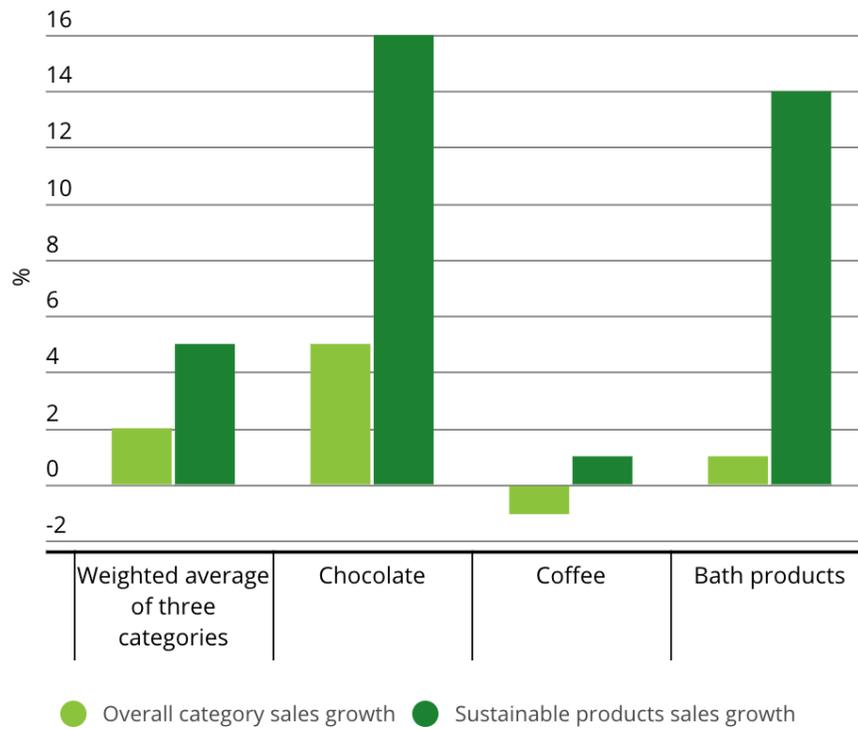


CONSIDER INVESTING IN GREEN, RENEWABLE PACKAGING COMPANIES

Proactively and thoughtfully keep your packaging supply chain up-to-date.

For example, Starbucks invested in Frugalpac, an innovative cup manufacturer that allows easy separation of waterproof film (typically plastic) liner and recycled paper outer to allow consumers to recycle the cup. Currently, most takeout coffee cups, including Starbucks, which have plastic liners, are very difficult to recycle.

SUSTAINABILITY SELLS ACROSS CATEGORIES

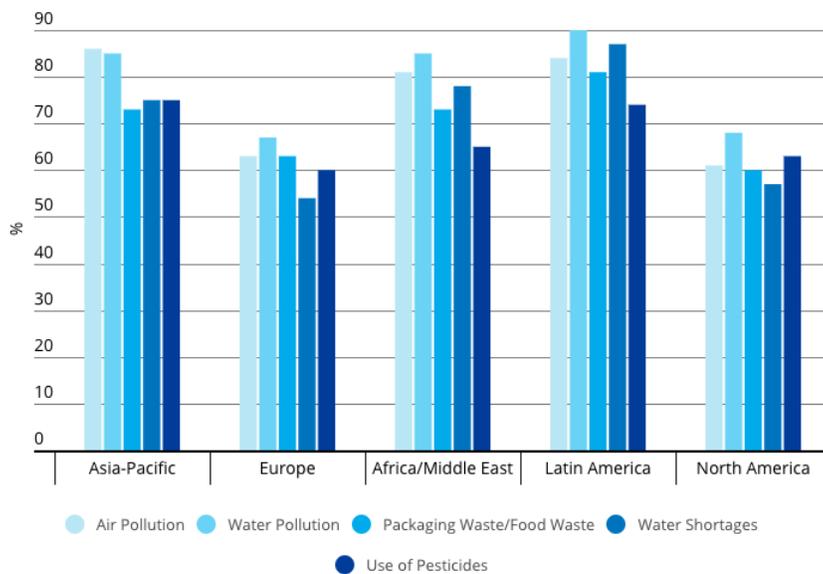


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Nielsen: [Sustainability Sells: Linking Sustainability Claims to Sales](#), 2018

CONSUMERS AROUND THE WORLD CARE ABOUT ENVIRONMENTAL ISSUES

Percentage of respondents who are extremely or very concerned about the following environmental issues



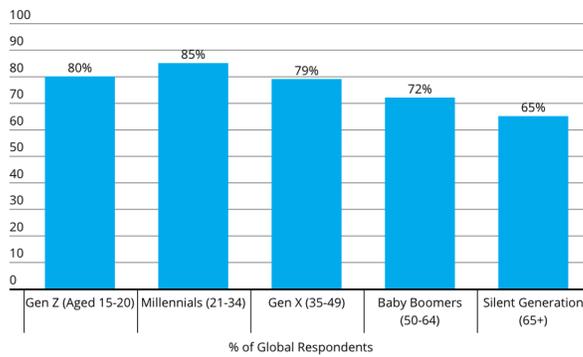
Source: The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

Nielsen: [Global Consumers Seek Companies That Care About Environmental Issues](#), 2018

STUDENT HANDOUT

CORPORATE SUSTAINABILITY IS IN HIGH DEMAND ACROSS GENDER AND GENERATIONS

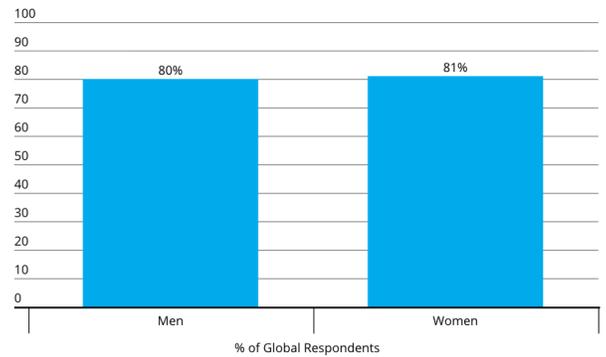
Generations



● It is extremely or very important that companies implement programs to improve the environment

Source: The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

Gender



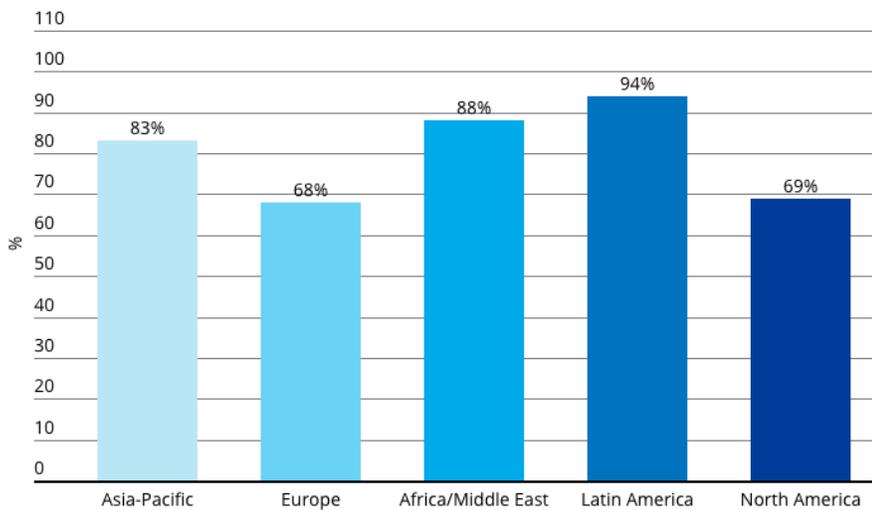
● It is extremely or very important that companies implement programs to improve the environment

Source: The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

Nielsen: [Global Consumers Seek Companies That Care About Environmental Issues](#), 2018

CONSUMERS EXPECT COMPANIES TO CARE ABOUT THE ENVIRONMENT

Percentage of respondents who say it is extremely or very important that companies implement programs to improve the environment



Source: The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

Nielsen: [Global Consumers Seek Companies That Care About Environmental Issues](#), 2018