



ONE  
STEP  
CLOSER™

One Step Closer to Zero  
Waste Campaign

-

Partner Toolkit



# OSC is launching its first packaging impact 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 will run through January and February 2022, 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.





## 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](#) and utilize the hashtags **#OSC2ZeroWaste** and **#1StepCloserToZeroWaste.**



# JANUARY 2022 OSC's Consumer Calendar

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



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



# OSC's Industry Calendar

# FEBRUARY 2022

- Story of Success
- Pathway to Action
- Consumer Insight
- Industry Event
- General

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Kick Off	2 World Wetland Day	3	4 Circular Economy	5
6	7 Story of Success	8	9 World Whale Day	10 Story of Success	11 Consumer Insight	12 Community Clean Up
13	14 Valentine's Day	15 2022 Transition	16	17 Story of Success	18 Consumer Insight	19
20	21 Call to Action - Petition	22 Story of Success	23	24 Campaign Next Steps	25	26 Zero Waste Expo
27	28					



## 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.

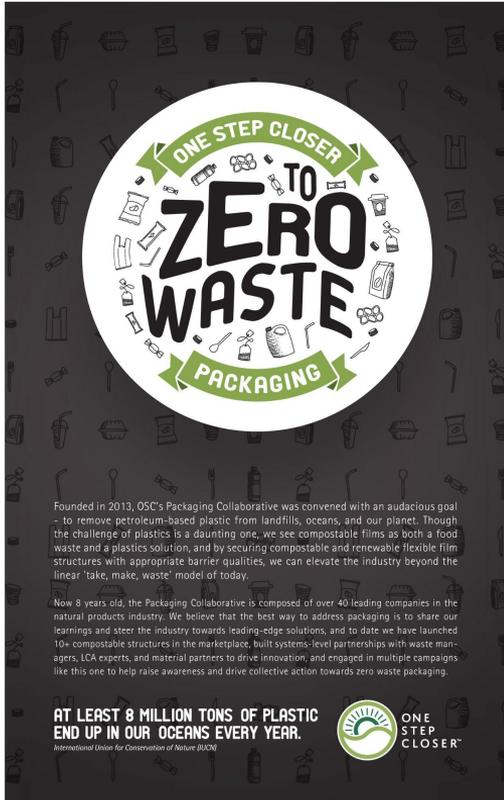
Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this together by pledging to get #onestepcloser to zero waste packaging.

Visit [www.url.com](http://www.url.com) 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  
STEP  
CLOSER™**

**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.url.com](http://www.url.com) 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](http://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.url.com](http://www.url.com) 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.url.com](http://www.url.com) 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.url.com](http://www.url.com) to join the movement.



## Join the Movement Posts

Click the asset to download

**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.**





## Join the Movement Posts

Click the asset to download

**LESS OF THIS.**

*Single use  
plastic.*



**ONE SMALL STEP  
FOR BRANDS,**



**MORE OF THIS!**

*Refillable, aluminum,  
and recyclable*



**ONE GIANT LEAP  
FOR BRAND KIND.**



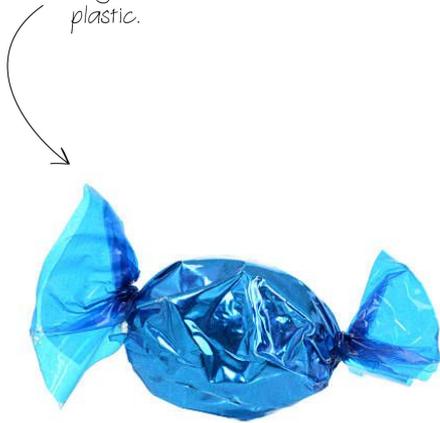


## Join the Movement Posts

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.



## Join the Movement Posts

Click the asset to download



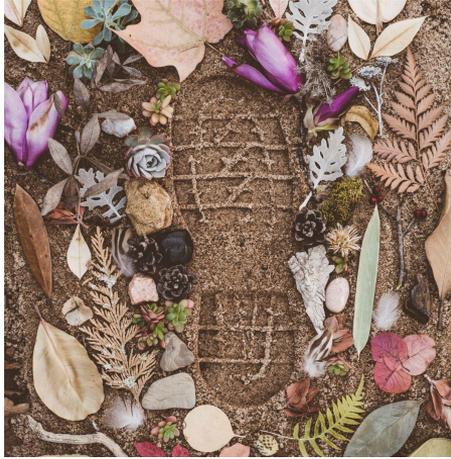
**Caption:** Hey brands, we're tired of cleaning up your mess. You have the opportunity to be a force for good and contribute to a thriving people and planet- starting with what you package your products in.

Join us in pledging to get #onestepcloser to zero waste packaging like... yesterday.  
Visit [www.url.com](http://www.url.com) to join the movement.

**Tweet:** Hey brands, we're tired of cleaning up your mess. You have the opportunity to be a force for good and contribute to a thriving people and planet- starting with what you package your products in. Join us in getting #onestepcloser to zero waste packaging like... yesterday.

## 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.url.com](http://www.url.com) to join the movement.



## Additional Social Posts - Industry Focused

Click the asset to download



**Caption:** To address many of the complex environmental problems we are facing today, it's become clear that collaboration is key.

One Step Closer was founded with the goal to facilitate partnership between value-aligned CEOs and industry leaders, helping them to work together to address some of the greatest challenges facing food, agriculture and our planet.

The creation of OSC's Packaging Collaborative reflects the need for collaboration in order to create a packaging revolution and the reality that no one can tackle this issue alone. The Packaging Collaborative is composed of over 40 leading companies in the natural products industry who all agree that the best way to address the impacts of packaging is to share learnings and best practices and support one another at each step along the sustainable packaging journey.

**Tweet:** The creation of OSC's Packaging Collaborative reflects the need for collaboration in order to create a packaging revolution and the reality that no one can tackle this issue alone. The Packaging Collaborative is composed of over 40 leading companies in the natural products industry who all agree that the best way to address packaging is to share learnings and best practices.



## Additional Social Posts - Industry Focused

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**INNOVATION**  
Online Series

 WATCH NOW

**Regenerative Packaging**

HowGood and Jane Franch, Director of Strategic Sourcing and Sustainability at Numi Organic Tea, explore the innovative materials behind earth to earth packaging.

**Caption:** Packaging can play a critical role in restoring our earth and its resources to a state of equilibrium, as demonstrated by OSC member and industry leader @NumiTea. Through their quest to conquer compostable tea sachets, @NumiTea has inspired many companies to think regeneratively about their own packaging.

In an enriching and inspiring webinar with HowGood, Jane Franch, Director of Strategic Sourcing and Sustainability at Numi Organic Tea, explores the innovative materials behind earth to earth packaging and identifies where we can focus our efforts to initiate systemic change.

Tune in to learn how your brand can apply the principles of regeneration to your packaging material choices to become a force in the movement towards a zero waste future.

**Tweet:** In an enriching and inspiring webinar with HowGood, Jane Franch, Director of Strategic Sourcing and Sustainability at Numi Organic Tea, explores the innovative materials behind earth to earth packaging and identifies where we can focus our efforts to initiate systemic change.



## Additional Social Posts - Industry Focused

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CALLING ON ALL INDUSTRY LEADERS:

# MAKE A COMMITMENT

The graphic is a square with a light green background. At the top, it says 'CALLING ON ALL INDUSTRY LEADERS:' in a small, dark font. Below that is the main headline 'MAKE A COMMITMENT' in large, bold, dark green letters. The central part of the graphic is divided into two white rectangular panels. The left panel features a clear plastic water bottle. Above it, the text 'LESS OF THIS.' is written in bold. To the left of the bottle, a curved arrow points to it with the text 'Single use plastic.' written next to it. Below the bottle, the text 'ONE SMALL STEP FOR BRANDS,' is written in bold. At the bottom right of this panel is the OSC logo and the text 'ONE STEP CLOSER®'. The right panel features a white aluminum water bottle with a blue cap and a blue logo that consists of a stylized 'A' with an upward-pointing arrow. Above it, the text 'MORE OF THIS!' is written in bold. To the right of the bottle, a curved arrow points to it with the text 'Reusable, aluminum, and recyclable.' written next to it. Below the bottle, the text 'ONE GIANT LEAP FOR BRAND KIND.' is written in bold. At the bottom right of this panel is the OSC logo and the text 'ONE STEP CLOSER®'. At the bottom of the entire graphic, the text 'TO TRANSITION YOUR PACKAGING IN 2022 AND MOVE #1STEPCLASERTOZEROWASTE' is written in bold, dark green letters.

**LESS OF THIS.**  
Single use plastic.

**ONE SMALL STEP FOR BRANDS,**

**MORE OF THIS!**  
Reusable, aluminum, and recyclable.

**ONE GIANT LEAP FOR BRAND KIND.**

**TO TRANSITION YOUR PACKAGING IN 2022 AND MOVE #1STEPCLASERTOZEROWASTE**

**Caption:** We're calling on our industry partners to take a big step on your packaging journeys by committing to transitioning at least one material to a more sustainable option by the end of 2022. At OSC, we celebrate progress over perfection and champion any initiative that gets us #1StepCloserToZeroWaste. Join us and a robust network of industry thought leaders in embracing accountability and action through commitment.

OSC member @pathwater leads the way with their commitment to more circular packaging. Aluminum offers 100% endless recyclability, allowing @pathwater to utilize a closed-loop system where a recycled @pathwater bottle makes another bottle within 60 days of it being recycled. A champion of reusable AND recyclable packaging, @pathwater is a trailblazer that is setting the standard for other beverage brands to follow.

**Tweet:** We're calling on our industry partners to take a big step on your packaging journeys by committing to transitioning at least one material to a more sustainable option by the end of 2022. At OSC, we celebrate progress over perfection and champion any initiative that gets us #1StepCloserToZeroWaste.

## Additional Social Posts - Consumer Focused

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**Caption:** Findacomposter.com was first launched in April 2007 as a collaboration between BioCycle Magazine and the Biodegradable Products Institute. The goals of the project are:

To provide the public with information on composting operations in the United States and Canada

To give composters, haulers, and municipal programs the ability to advertise their products and services

To help connect commercial and residential generators of organics with the information they need to identify diversion opportunities for their material

Make sure to search for your city or town to find your local facility, and if you can't find a composter near you, then check out our policy work with ASBC and write a letter to your legislature asking for more composting in your area!

Visit [www.osc2.org/zerowaste](http://www.osc2.org/zerowaste) to learn more and join the movement.



## Additional Social Posts - Consumer Focused

Click the asset to download

### DID YOU KNOW?

It is estimated that at least 20% of plastic packaging could be replaced by reusable systems

(Ellen MacArthur Foundation, 2017; 2019)



**Caption:** According to the Ellen MacArthur Foundation “converting 20% of plastic packaging into reuse models is a \$10 billion business opportunity that benefits customers and represents a crucial element in the quest to eliminate plastic waste and pollution.” Widespread adoption of reusable systems requires collaboration between many different parts of society - but it can start with YOU.

The Ellen MacArthur Foundation has identified a few consumer facing models for reuse:

-Refill at home: Users refill their reusable container at home (e.g. with refills delivered through a subscription service). Think @blueland or @grovecollaborative

-Refill on the go: Users refill their reusable container away from home (e.g. at an in-store dispensing system). Think bulk shopping section

-Return on the go: Users return the packaging at a store or drop-off point (e.g. in a deposit return machine or a mailbox). Think @loop

**Tweet:** According to the Ellen MacArthur Foundation “converting 20% of plastic packaging into reuse models is a USD 10 billion business opportunity that benefits customers and represents a crucial element in the quest to eliminate plastic waste and pollution.” Widespread adoption of reusable systems requires collaboration between many different parts of society - but it can start with YOU.

## Web Assets

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

*International Union for Conservation of Nature (IUCN)*



ONE  
STEP  
CLOSER<sup>®</sup>



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

*International Union for Conservation of Nature (IUCN)*



ONE  
STEP  
CLOSER<sup>®</sup>



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



ONE  
STEP  
CLOSER<sup>®</sup>





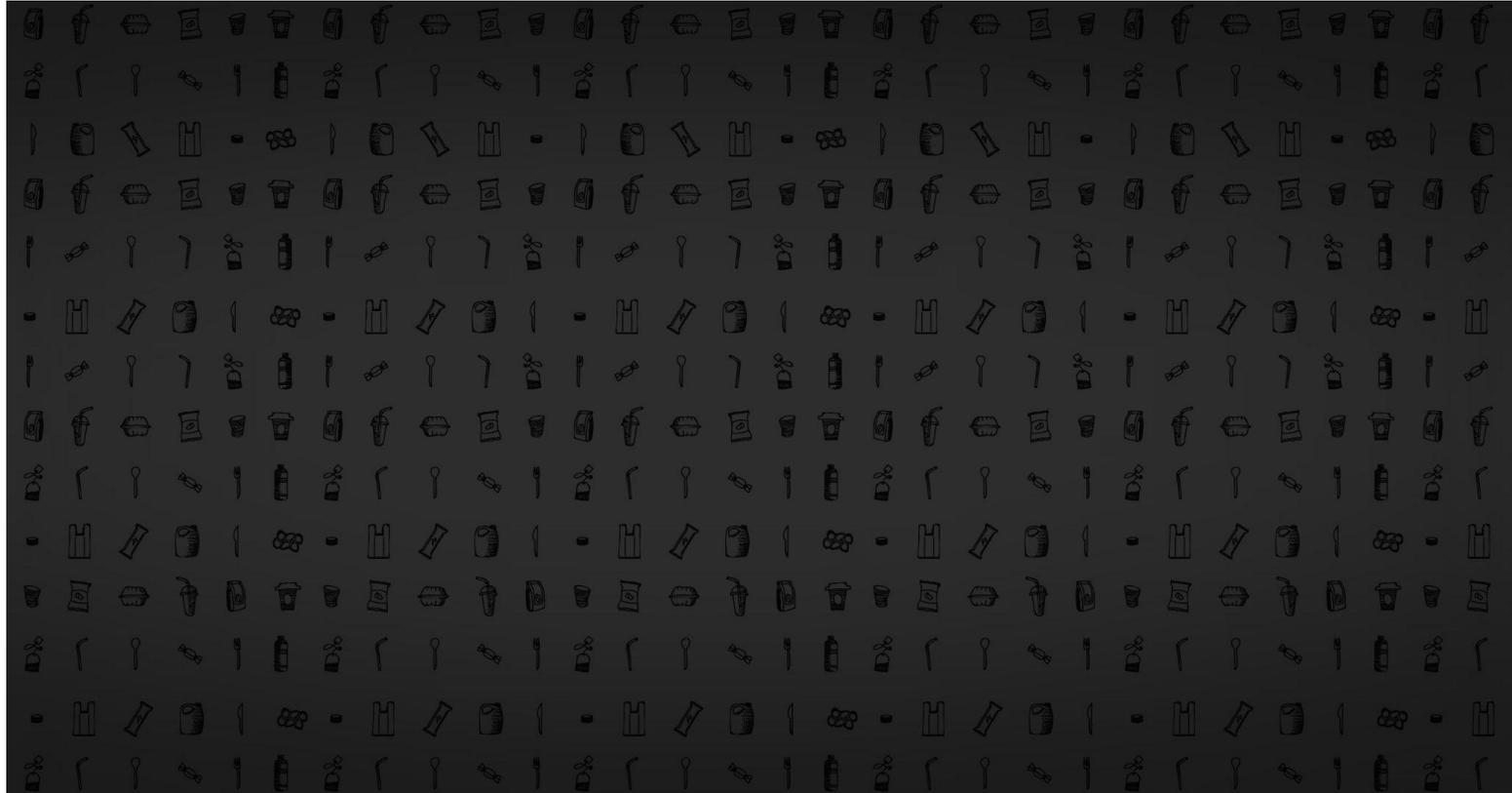
## Commitment Badge/ Lockup

Click the asset to download



# Background Template

Click the asset to download



# Background Template

Click the asset to download





## 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!

