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

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Kick Off</td>
</tr>
<tr>
<td>2</td>
<td>Giveaway</td>
<td>National Bird Day</td>
<td>Zero Waste Tip</td>
<td>Community Clean Up</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Find Your Composter</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Brand Story</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Can I Recycle This?</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Brand Story</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>16</td>
<td>The Mobius Strip</td>
<td>Zero Waste Tip</td>
<td>Brand Story</td>
<td>ASBC Petition</td>
<td>Policy Avenues</td>
<td>21</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>22</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>23</td>
</tr>
<tr>
<td>19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Brand Story</td>
</tr>
<tr>
<td>21</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25</td>
</tr>
<tr>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>26</td>
</tr>
<tr>
<td>23</td>
<td>Brand Story</td>
<td>ASBC Petition</td>
<td>Community Clean Up</td>
<td></td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Brand Story</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>26</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>29</td>
</tr>
<tr>
<td>27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Zero Waste Grocery Guide</td>
</tr>
<tr>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>General</td>
</tr>
<tr>
<td>29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Education Resource</td>
</tr>
<tr>
<td>30</td>
<td>Impact to Date</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Industry Event</td>
</tr>
<tr>
<td>31</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>General</td>
</tr>
</tbody>
</table>

**Legend:**
- **Brand Story**
- **Pathway to Action**
- **Educational Resource**
- **Industry Event**
- **General**
<table>
<thead>
<tr>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Kick Off</td>
<td>World Wetland Day</td>
<td>1</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Story of Success</td>
<td>World Whale Day</td>
<td>8</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>Valentine’s Day</td>
<td>2022 Transition</td>
<td>15</td>
<td></td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Call to Action - Petition</td>
<td>Story of Success</td>
<td>22</td>
<td></td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

MORE OF THIS!
Fully compostable

ONE SMALL STEP FOR BRANDS,

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 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 to join the movement.
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.

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.
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.
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.
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 to learn more and join the movement.
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
Click the asset to download
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

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!