One Step Closer to Zero Waste Campaign

Partner Toolkit
OSC is launching its first packaging impact campaign!

OSC’s ONE STEP CLOSER TO ZERO WAST 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 July 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.
# OSC’s Consumer Calendar

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<td>Grocery Guide</td>
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- **1** Kick Off
- **2** Giveaway
- **3** National Bird Day
- **4** Zero Waste Tip
- **5** Community Clean Up
- **6** Find Your Composter
- **7** Brand Story
- **10** Zero Waste Tip
- **11** Can I Recycle This?
- **12** Brand Story
- **13** Zero Waste Tip
- **14** The Mobius Strip
- **15** Policy Avenues
- **16** Brand Story
- **17** ASBC Petition
- **18** Community Clean Up
- **19** Brand Story
- **20** Zero Waste Grocery Guide

**Legend:**

- **Brand Story**
- **Pathway to Action**
- **Educational Resource**
- **Industry Event**
- **General**
## OSC’s Industry Calendar

**FEBRUARY 2022**

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<tr>
<th>SUNDAY</th>
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<td>Story of Success</td>
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<td>Call to Action - Petition</td>
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<td>Story of Success</td>
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<td>Campaign Next Steps</td>
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Extended Campaign Timeline

The campaign was initially designed to last 8 weeks, but there has been a wave of interest with 70+ brands committing to this work. Due to excellent engagement and with the various policy pathways in place for 2022, OSC has expanded the scope of the campaign to drive business impact and influence throughout the year.
Campaign Calls to Action

These are the predominant calls to action we are rallying our consumer and industry networks around. Feel free to integrate these CTAs into your own communications around the campaign.
Share Your Zero Waste Journey

Sign up to receive the partner toolkit and use the resources to communicate with your followers and amplify the message of 'Zero Waste' starting in January 2022

www.osc2.org/zerowaste
Make a Formal Packaging Commitment

Take one step closer to your zero waste packaging goals and commit to transitioning at least one material to a more sustainable option by the end of 2022.

Fill out the form on our campaign landing page to log your commitment and be included in OSC's campaign impact report.
Participate in Policy Advocacy

Join OSC's Packaging Collaborative and our partners at the American Sustainable Business Council and advocate for reform around labeling, infrastructure expansion and extended producer responsibility.

Visit OSC + ASBN's newly launched Policy Call to Action Page to learn how to participate in policy action!
These are the predominant campaign milestones we will be crafting communications and engagement around. Feel free to use the assets and language or adjust according to your own brand voice and agenda.
**Valentine's Day (2/14)**

**Title:** A Love Letter to Our Planet  
**Call to Action:** Join Us to Help Break Free From Plastic ([ASBN Page](#))  
**Audience:** Consumers and Industry  
**Activation:** OSC post, consumer giveaway to get more people to sign letter

**Copy:** Show your love for the planet by writing a letter to your legislator in support of Break Free From Plastic & other packaging policies

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

Spread love and receive love; for a chance to win $100+ of zero waste goodies:
- Head to the [Policy Call to Action Page](#)  
- Using the forms, submit a letter supporting the packaging policy of your choice  
- Take a screenshot & share to your story with #1StepCloserToZeroWaste  
- Tag @osc2network
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

A LOVE LETTER TO EARTH

Dear Representative:

As a business leader and supporter of the Zero Waste Campaign, I am writing to urge you to support the Break Free from Plastic Pollution Act of 2021 (S. 984). This bill incentivizes businesses to reduce their level of waste production, especially plastic in their manufacturing and packaging, which will help reduce business costs at the production, distribution and waste recovery stages. This bill would take us a step closer to achieving a circular economy, which would be better for business and the environment.
**Expo West (03/08 - 03/12)**

**Title:** Mobilizing the Industry One Step at a Time

**Call to Action:** Attend packaging panels, participate in art installation, make a packaging commitment

**Audience:** Industry

**Activation:** Zero Waste Art Installation

**Copy:** We’re proud to be helping the industry get #1StepClosertoZeroWaste by practicing X [sustainability initiative here] at Expo West. We’re doing our best to walk the talk, starting with the convention floor. Come visit our booth at X [your booth #] to learn more about our Zero Waste Initiatives.

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**Global Recycling Day (3/18)**

**Title:** From Refuse to Reuse

**Call to Action:** Commit to transitioning 1 material (i.e. could be to recyclable or using recycled content), find creative ways to recycle items in your bin or around your home

**Audience:** Consumers and Industry

**Activation:** Create and share visual art using old paper & plastic, recycling them into something beautiful and new

**Copy:** Recycling is the act of turning waste into new materials or objects. However, only 9% of recyclable materials are actually recycled. While increasing recycling rates relies on a variety of factors - it can start within your own home.

In the spirit of Global Recycling Day - we challenge you to create a piece of visual art using paper, plastic or other materials destined to be trash - turning them into something beautiful and new. Create and share your creation using the hashtag #1StepClosertoZeroWaste & tag @osc2network.
Earth Day (4/22)

Title: A Month of Momentum

Call to Action: Participate in community clean up, share campaign-related sustainability tips & stats, make a formal commitment around packaging, complete Zero Waste Bingo

Audience: Consumers and Industry

Activation: Try to tackle as many Zero Waste Bingo items as possible throughout the month and share pictures along the way

Copy: Earth Day is a celebration of our love, admiration, and compassion for our planet. But each and everyday, businesses have the opportunity to be a force for good and contribute to a thriving people and planet. That’s why we’ve committed to honoring Earth Day every day of this month.

We’re joining @OSC2network by completing a daily sustainability challenge every day of April. We encourage you to join us. Sign up at osc2.org/zerowaste
May
Click the asset to download

Mother’s Day (5/08)
Title: Love Your Mother
Call to Action: Create & showcase your DIY Zero-Waste gifts

Copy: Today, we honor the mothers in our lives by showing our love and expressing our gratitude. Let’s not forget to embrace Mother Earth. Let’s shower our mothers with love in ways that are heartwarming, not planet-warming.

Love Your Mother today by creating & showcasing a DIY zero-waste gift and spread the most sustainable kind of love.

World Turtle Day (5/22)
Title: Together for the Turtles
Call to Action: Participate in a beach clean up

Copy: We’re joining a group of industry leaders and conscious consumers - banding #TogetherfortheTurtles. We’ve set a goal to collect X lbs of trash to help clean our beaches, oceans, water ways, and communities. Will you join us in getting #1StepCloserToZeroWaste?
June
Click the asset to download

World Environment Day (6/5)
Title: Only One Earth
Call to Action: Participate in community clean ups
Audience: Consumers and industry
Activation: Share one action that shows your love for the environment - post and tag OSC to be entered in a giveaway

Copy: Today, we honor the environment & celebrate the natural world. In celebration of World Environment Day, let’s show up for the planet that sustains us, amazes us, and nourishes us.

World Refill Day (6/16)
Title: Bulk Up
Call to Action: Visit a zero waste store and use a refillable container
Audience: Consumers, Retailers
Activation: Share your trip to a zero waste store or e-tailer and show one item you are buying in bulk during June! Post and tag OSC to be entered in a giveaway to win a zero waste kit.

Copy: It’s time to #BulkUp! Today is World Refill Day so we’re highlighting the impacts and importance of shopping in bulk and using refillable systems to avoid single-use packaging waste. What’s one item you’re committed to re-filling this month?
Title: Plastic Free July  
Call to Action: Share learnings, Submit your packaging innovation, enter innovation showcase, share your journey with consumers, go plastic free for the month  
Audience: Industry & consumers  
Activation: Campaign Wrap Up & Impact Workshop

Copy: Today marks the start of Plastic Free July. For the last 6 months, we’ve embarked on a zero-waste journey, diving deep into the ways we can better show up for our planet. We’ve explored the ways that consumers can embrace a zero waste lifestyle and also the ways that companies can shape a zero waste future.

To culminate our #1StepCloserToZeroWaste Campaign - we’re inviting our campaign community to join us in observing Plastic Free July and celebrating our progress towards a more sustainable future.

Here’s how you can join us:
-Share your learnings from the campaign using #1StepCloserToZeroWaste
-Submit your packaging innovation to our newly launched innovation portal
-Share your zero waste journey with your consumers
-Make a formal commitment to sustainable packaging
-Find ways to eliminate plastic packaging from your life for the month & share your tips with us
Example Language
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.
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
Click the asset to download

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.

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
Click the asset to download

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

**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 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.

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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 pledges 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.
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](http://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](http://www.osc2.org/zerowaste) 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.

MORE OF THIS!
Refillable, aluminum, and recyclable

ONE SMALL STEP FOR BRANDS,

ONE GIANT LEAP FOR BRAND KIND.
Join the Movement Posts
Click the asset to download

*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.osc2.org/zerowaste 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.osc2.org/zerowaste to join the movement.
Example Engagement
Perfect Supplements is giving away one of their products in a giveaway! Follow them on Instagram to enter. They encourage you to take your first step in eliminating single-use plastic and zero waste from your life.

Here are three ways to eliminate waste:

1. Share your favorite zero waste story with the hashtag #1StepCloserZeroWaste.
2. Follow and tag all participating brands in the #1StepCloserZeroWaste story.
3. Tag a friend or family member in the comments you want to step up and take the first step with you.

What you'll win:

LESS OF THIS.

Numiorganic tea bags contain microplastic in them. This is a significant amount of plastic. Why does this matter? Sleeping a plastic tea bag at 95 degrees Celsius releases 11.6 billion microplastics into your cup, according to a 2019 MScR University study. With waste, these plastics can survive in the environment for thousands of years, leading to additional plastic in waterways and oceans.

We're always looking for new innovative products that help reduce plastic waste. Numi's tea bags are made from biodegradable, certified organic cotton, and their Daily tea habit should feel good and leave a positive impact on the Earth.

One small step for brands, one giant step for a greener Earth.

A Love Letter to Earth - Take action today!
Downloadable Assets
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
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
Architext Regular

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!