



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 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](https://www.osc2network.com) 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					

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.

FEB

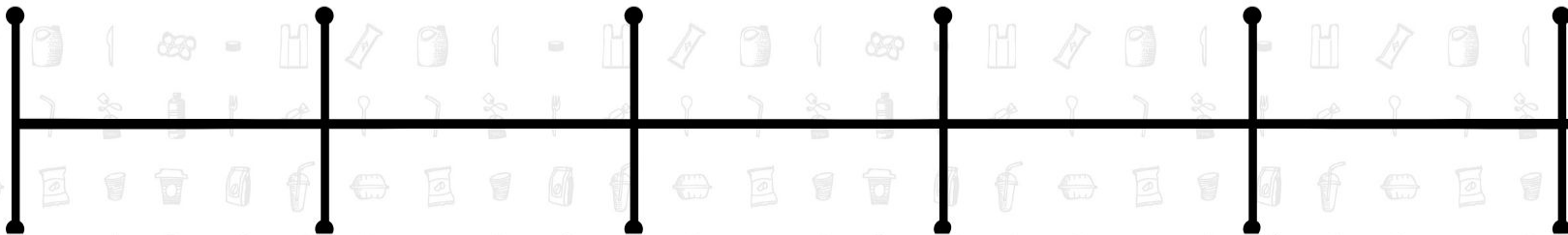
MAR

APR

MAY

JUN

JUL



A Love Letter
to Earth

Mobilizing the Industry /
From Refuse to Reuse

A Month of
Momentum

Love Your Mother /
Together for
the Turtles

World Environment
Day / Bulk Up

Plastic Free July

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!

Campaign Milestones & Activations

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.



February

Click the asset to download



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

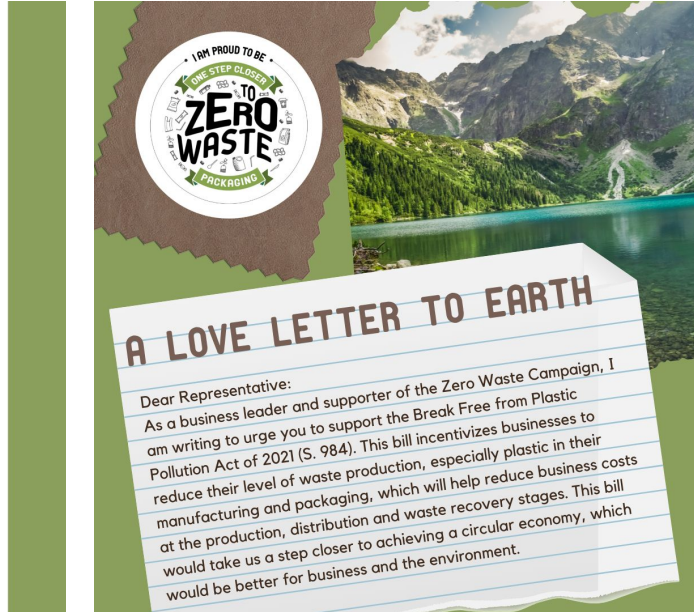
FOR A CHANCE TO WIN
\$100+ OF ZERO WASTE GOODIES:

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.





March

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WE CHALLENGE YOU TO TURN
OLD PAPER AND PLASTIC
MATERIALS INTO VISUAL ART

POST A PICTURE WITH THE
HASHTAG
#1STEPCLOSERTOZEROWASTE

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.

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

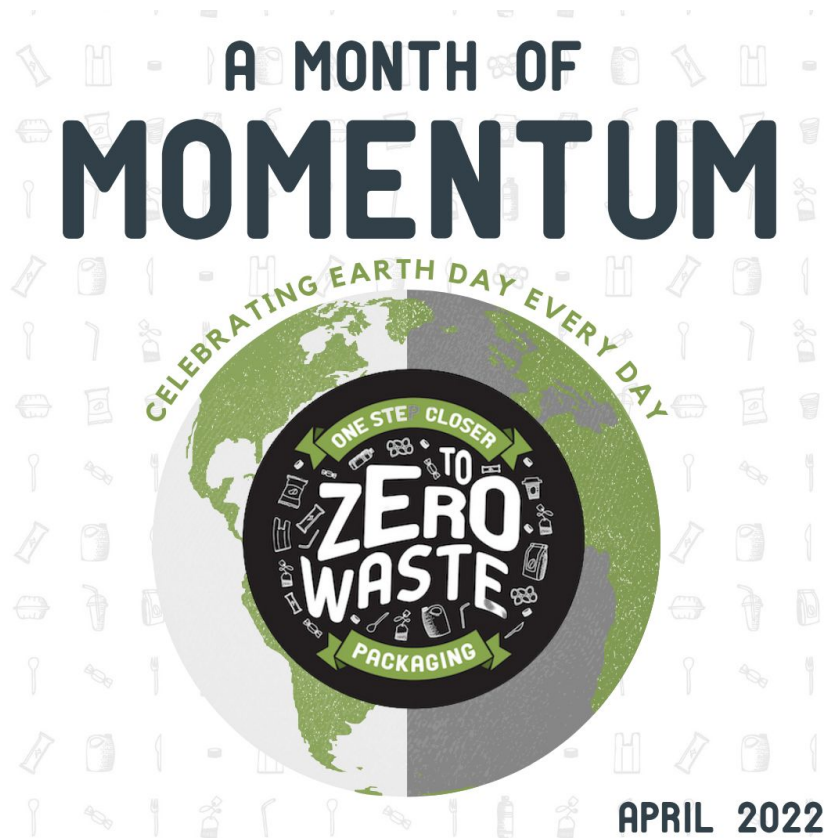
Copy: Recycling is the act of turning waste into new materials or objects. However, only 9% of recyclable materials are actually recycled. While increasing recycling rates relies on a variety of factors - it can start within your own home.

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.



April

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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:

Audience: Consumers & Industry

Activation: 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

Audience: Consumers & Industry

Activation: Reach goal of picking up X lbs of trash across the US. Giveaway for largest haul

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?

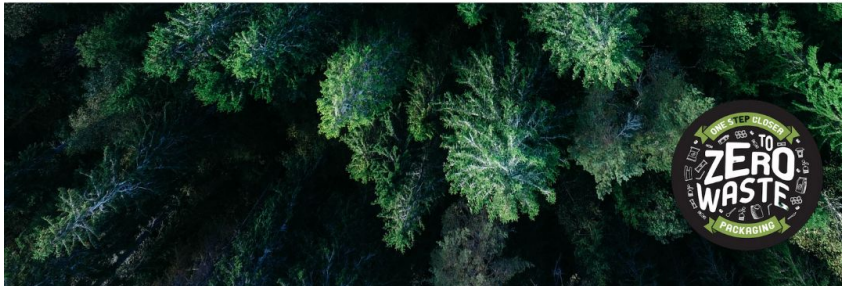


June

Click the asset to download



MAKE EVERY DAY ENVIRONMENT DAY



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?



July

Click the asset to download



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



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

Click the asset to download



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

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



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.



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.

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.

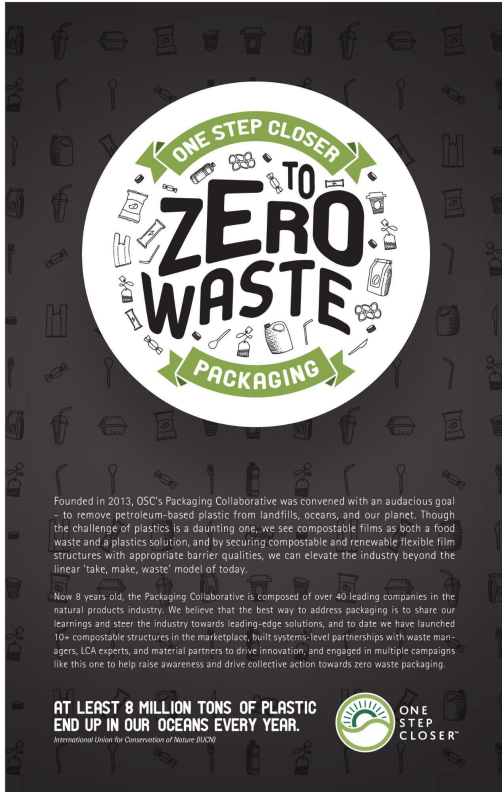
Let's clean our oceans, let's save our wildlife, let's reduce our waste and let's do this together by pledging to get #onestepcloser to zero waste packaging.

Visit www.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.

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.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 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 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.**



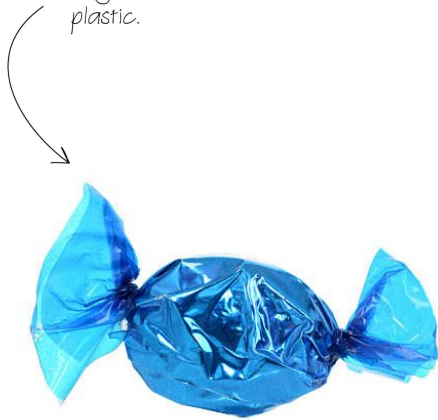


Join the Movement Posts

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.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



perfectsupplements · Follow

perfectsupplements GIVEAWAY ENDS FRIDAY - 2 Perfect Acerola plus so much more! ...

A New Year's resolution that will leave you feeling lighter: take the #1StepToZeroWaste challenge! As we take on 2022, brands from @osc2network challenge you to take the first step in eliminating single-use plastic and extra packaging from your life.

Here are 3 simple ways to eliminate packaging waste from your life. Share any of them to your story with the hashtag #1StepToZeroWaste and you'll be entered in a giveaway worth over \$500 of products featuring low and zero-waste brands from OSC!

Here's how to enter:

- 1 Share your favorite zero waste step from these images to your Instagram stories with the hashtag #1StepToZeroWaste
- 2 Follow and tag all participating brands in your story: @numiorganictea, @kulkifoods, @lotusfoods, @sambazon, @altereco_foods, @rebbi, @perfectsupplements, @patwater, @clover.sonoma, @harmiessharvest, @organincindiausa, @osc2network
- 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:

55 likes

JANUARY 6



naturallyboulder · Following

naturallyboulder 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 the #OneStepCloser to Zero Waste Packaging badge to your website and let the world know that you are dedicated to making a difference. Visit the link in our bio for details on how to get your badge. @osc2network

4d

nonplastic.life ❤️❤️❤️
2d 1 like Reply

themoonshinedesign ❤️
3d Reply

naturallyboulder #OSC2ZeroWaste #1StepCloserToZeroWaste
4d Reply

Liked by osc2network and 27 others
4 DAYS AGO

Add a comment...

LESS OF THIS.

Single use plastic tea bag.

ONE SMALL STEP FOR BRANDS,

numiorganictea · Follow
Oakland, California

numiorganictea Some of the leading tea bags contain a significant amount of plastic. Why does this matter? Steeping a single plastic tea bag at 95 degrees Celsius releases around 11.6 billion microplastics into your cup, according to a 2019 McGill University study. What's worse, these plastics can survive in the environment for thousands of years, leaching additional microplastics into waterways and oceans.

We've always believed in keeping synthetic chemicals out of our cups. It starts with organic ingredients and extends to how we make our tea bags. Numi's bags are fully biodegradable, made from unbleached Manila hemp fiber.

Your daily tea habit should feel good and leave a positive impact on the earth. Join us in pledging to get #onestepcloser to zero waste, and say NO to plastics in tea! 🚫

#1StepToZeroWaste #OnPurpose #Compostable #Plantbased #Plantbasedpackaging #ZeroWastePackaging #NewYearNewYou #DrinkNumi #ActivatingPurpose

Liked by osc2network and 139 others
JANUARY 10

Add a comment...

A LOVE LETTER TO EARTH

TAKE ACTION TODAY!

sambazon · Follow

sambazon Valentine's Day might be over - but the Earth deserves our love each and every day. If you want to keep spreading the love, consider showing your support for the various progressive packaging policies that we've identified by writing a love letter to earth 🌱

You can follow @osc2network's Policy Call to Action through the link in our bio for quick & easy action items that you can take to embrace the Earth and spread the love.

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

Giveaway Instructions 🏆 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

1h


11 likes
1 HOUR AGO

Add a comment...

Downloadable Assets


Web Assets

Click the asset to download




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

International Union for Conservation of Nature (IUCN)



ONE
STEP
CLOSER™



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

International Union for Conservation of Nature (IUCN)



ONE
STEP
CLOSER™



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



ONE
STEP
CLOSER™





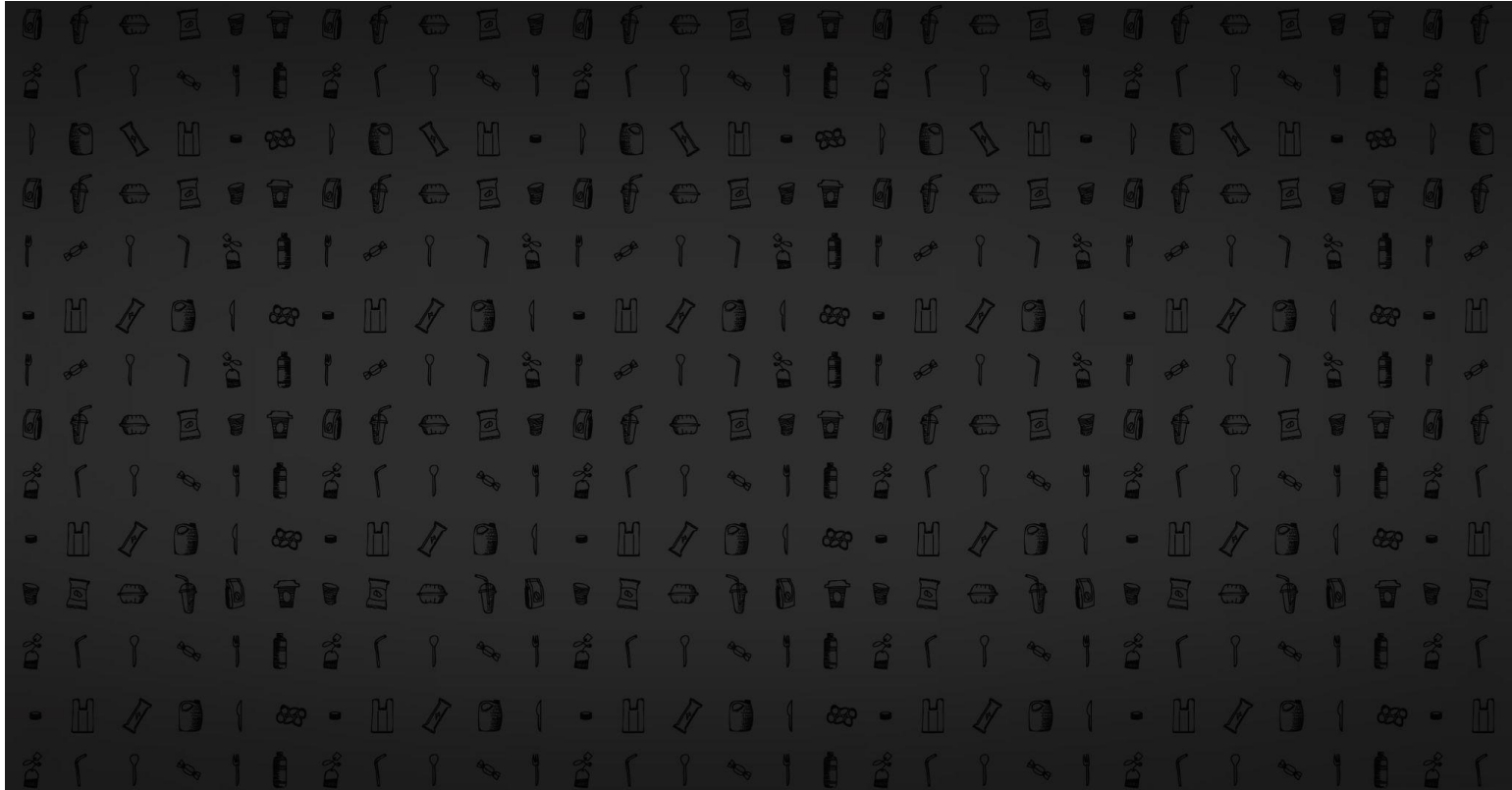
Commitment Badge/ Lockup

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

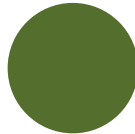
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
*abcdefghijklm
nopqrstuvwxyz
1234567890*

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!

