**Fighting for Sustainable Packaging**

**WHY DOES IT MATTER?**

- **40%** of consumers are willing to pay more for products in sustainable packaging.
- **30%** of consumers are willing to buy products in sustainable packaging if they are better for the planet.
- **50%** of consumers are willing to change their shopping habits to support brands with sustainable packaging.

**WHAT'S WORKING?**

- **Get Naked!**
  - Use minimal packaging or none at all.
  - Focus on the product, not the package.
- **Go Reusable!**
  - Reduce waste by allowing customers to reuse containers.
  - Encourage customers to return containers for a refund or discount.
- **Skip False Solutions!**
  - Avoid single-use plastics and other non-sustainable materials.
  - Choose sustainable materials and production methods.

**INNOVATE YOUR PACKAGING**

- Make sure your packaging is right for the product and the consumer.
- Use renewable and sustainable materials.
- Consider alternative materials, like bioplastics or grass fiber.
- Make it easy for customers to recycle after use.
- Focus on packaging that is functional and not just for show.

**PANDEMIC THREATENS PACKAGING PROGRESS!**

Critical supply chain delays from downstream paper packaging are further eroding the benefits of sustainable packaging. The stakes are high for the health and safety of our planet, and we must act now to protect our environment and support sustainable packaging.

**THE REAL SOLUTIONS!**

Our first unsustainable packaging report is revealing the truth behind recycling, and what we can do to make a difference.

- **The problem is deep.** Recycling rates are low and there are many challenges to overcome.
- **Real waste is hidden.** Many businesses use circular packaging that is not recyclable or biodegradable.
- **Why recycling works is not enough.** We need to consider the entire lifecycle of packaging.
- **Any package can be improved by reducing, reusing, or recycling.**
- **Resources to help you make more sustainable packaging decisions.**

**JOIN THE SUSTAINABLE PACKAGING REVOLUTION!**

- **Evanston Paper Network**
  - Connect with other sustainability-minded businesses.
- **GreenAmerica**
  - Access tools and resources to help you make more sustainable packaging decisions.

**Source:** Evanston Paper Network and GreenAmerica