

From: Group 2- ATHGO Los Angeles: *Global Warming: Change your Attitude! Not the Weather*

Subject: Enhancing compostable produce and packaging in Business

i. Action-Forcing Event:

Businesses occupy positions of power. It is time to harness this power, set an example for all levels of society (individual, local, global) through supporting a full cycle accountability approach.

The existing and escalating landfill crisis calls for accountability and responsibility. Through purchasing completely compostable packaging, business can significantly decrease landfill expansion, ameliorate the health of workers (i.e. more fruits, vegetables, no bisphenol A leaching, etc.), and support a paradigmatic packaging transformation.

ii. Analysis:

Green is the new black- Consumer trends are pointing towards environmental consciousness. Endorsing minimal and-when required- compostable packaging, business will enhance their image, reputation, marketability, and ultimately market share.

Pot of Green- Business will gain subsidies through public and private investment, creating a zero cost transition.

Green globe(s)- Opportunity to become a trailblazing business supporting the paradigm shift of full cycle accountability.

Precedents- There are a number of companies producing compostable packaging materials (ex: soybean, corn, sugarcane, potato, bamboo), however, there has yet to be a manifesto model that encourages companies to consider full cycle accountability through harnessing compostable packaging options and packaging reduction.

Health Care Without Harm (HCWH) is one organization that has created a “healthy food pledge” for hospitals, encouraging sustainability through local organic produce supply in hospitals. Yet, it does not explicitly entwine compostable packaging, and exclusively gears towards hospitals.

iii. Business Model:

Eureka

Objective: Eliminate unnecessary packaging, switch landfill and/or recyclable packaging to a compostable material, drastically reduce landfill build up, integrate sustainable business practices at a paradigmatic level, to name a mere few.

Features and partners: Environmental commitment from businesses that will form partnerships with various funding entities whose mission is to preserve the environment.

Moot: *Pros* This proposal is an innovative model that contains significant potential. The plan encourages ecological footprint diminishment and closed resource loops. *Cons* Instigating any form of change is typically met with conscious or unconscious, innate resistance. Forming new partnerships (ex: recyclable packaging suppliers to compostable suppliers) and souring existing business relationships with packaging manufacturers. Return on investment skepticism, and building new trust between funding entity and the business.

iv. Projection:

Profit and Loss Current market trends suggest that consumers are increasingly making environmentally conscious purchasing decisions. Under that assumption, revenues can be projected to increase in proportion to market share. The transition costs for the participating organizations will be zero because the funding agency will subsidize any costs over the current packaging costs. If implemented widely the plastic packaging manufacturers will experience a shrinking marketplace.

v. Group Niche:

The group’s role would be to act as a liaison between the funding entity and the business. We would first seek out potential funding partners and present our proposal. After gaining funding we will pursue organizations that would benefit from our business model. If necessary, we could assist in the negotiation process.