



2020 Ellen MacArthur New Plastics Economy Global Commitment Progress Report

In 2018, Preserve became a signatory of the [Ellen MacArthur New Plastics Economy Global Commitment](#). The New Plastics Economy Global Commitment unites businesses, governments and other organizations behind a common vision and ambitious targets to address plastic waste and pollution at its source and is led by the Ellen MacArthur Foundation in collaboration with the UN Environment Programme.¹ The program has since grown to over 500 signatories worldwide. As a signatory, we have made commitments to eliminate certain plastics in our products and in our packaging while ensuring that the vast majority of all the plastic that we do use is reusable, recyclable, or compostable by 2025.

We are excited to be part of the global commitment, especially as a company founded on the mission to source recycled plastic and alternatives like compostable plastic and to focus, since 1996, on making products that are lighter on the Earth. We know there is still a lot of work to do both at Preserve and at companies around the world and we are excited to be setting some ambitious goals to continue to improve while being part of this global movement.

As a company that uses plastic packaging and makes durable goods from recycled plastic, we have set commitments for each category. The topics listed below were created by the Ellen MacArthur Foundation and we set specific targets for Preserve under each topic. As can be seen, some of the topics are not a perfect fit for Preserve’s business. Nevertheless, we have sought, in the spirit of the commitment, to speak to how they may relate to us.

This report covers our progress from January - December 2020.

	Topic	Preserve’s Commitment	2020 Progress
Brands - Personal Care	Take action to eliminate problematic or unnecessary plastic packaging by 2025	Preserve will always consider what plant based or recycled plastic packaging can be replaced by recycled paper packaging.	We developed a new paperboard package made from post-consumer material for our toothbrush that serves the international market. This move to a paperboard package avoided 64 lbs of plastic in 2020.

¹ <https://www.newplasticseconomy.org/assets/doc/Global-Commitment-2019-Progress-Report-Summary.pdf>





			<p>We have been working with key customers to shift their product assortment from our heavier-packaged products towards lesser packaged products.</p> <p>We have also begun development of a new paperboard package for our shave line.</p>
	<p>Take action to move from single-use towards reuse models where relevant by 2025</p>	<p>Given that our tableware line as well as our Preserve2Go® are focused on offering reusable dining options, we will continue to support organizations and communities looking to incorporate our reusable products as well as share our expertise with those looking to develop reuse systems to further replace single-use disposables.</p>	<p>Fill it Forward Preserve and Fill it Forward partnered to develop a mobile app to bring reusable programs to food service environments such as universities, corporate cafes, and healthcare settings. The app works by encouraging the elimination of disposable to-go containers and enabling users to track their environmental impact, donate to charities and track containers. Set to launch Fall 2021.</p> <p>Preserve Food Service Online Store We launched a new Preserve online store tailored toward food service consumers to make it easier for companies to source reusable food service items in larger quantities.</p> <p>Reusables We began a partnership with a regional food management company in the Mid-Atlantic region to introduce reusables to higher education customers.</p> <p>Interest in Preserve2Go grew in 2020 as consumers looked for reusable food storage options. We received multiple inquiries from restaurants and meal delivery services looking for more sustainable models as these businesses sought to reopen during the COVID pandemic. Preserve was featured in the</p>





		Center for Environmental Health webinar on reusables (November 2020) featuring two Massachusetts K-12 school districts using Preserve containers as part of the COVID reopening while trying to eliminate/minimize disposables. Sale of Preserve reusable products grew by 103% in 2020 compared to 2019. The percentage of reusables sold as compared to all food service products grew by 110%.
100% of plastic packaging to be reusable, recyclable, or compostable by 2025	While almost all of our products already have recycled and recyclable packaging, we aim to transition the remaining products that are packaged in non-recyclable rigid plastic to recycled and recyclable packaging content or paper packaging by the end of 2020. For our items packaged in multi-laminate films, Preserve is working to source 100% recyclable and compostable multi-laminate films that are accepted for recycling by 2025.	We began efforts to bring two products to more-recyclable packaging in 2020 which will launch in 2021 and 2022. For some of our other products, we continue to prioritize minimizing packaging over recyclability in some instances (such as using just a sticker on products like our colander).
Set an ambitious 2025 recycled content target across all plastic packaging used	We are committed to sourcing post-consumer recycled content for all our packaging by 2025 and will continue to assess the potential to use post-consumer recycled content in our packaging.	The paperboard that we have used for our international toothbrush package is made from post-consumer material. We decided to move away from plastic for this product as opposed to redesigning the package with recycled plastic.
Additional commitment	Given Preserve's focus on sourcing 100% recycled and plant-based materials and on reusable packaging, Preserve will ensure that all packaging can be considered widely recycled by 2025.	While we cannot control if a person will actually recycle our packaging, we commit to working to make sure that our packaging is made from material that is highly recyclable. This, in turn, should help to increase the rate of recycling in the US.





			<p>In 2020, our development of international paperboard toothbrush packaged helped us develop a package that we can rollout to US-based products as well.</p>
Durable Goods Producer	<p>Set an ambitious 2025 recycled content target across all plastic used in products or components</p>	<p>Preserve expects to source 5 million pounds of post-consumer content or possibly a less-impactful plant based bioplastic by 2025 and we are committed to finding ways to improve and expand our take-back recycling programs with both existing products and new products.</p> <p>Preserve commits to moving our products to 100% compostable plastics, where we can confirm that the choice of plant based compostable materials in our product leads to the least impactful material choice based on life cycle estimates.</p>	<p>Gimme 5 In 2020, we sought to continue our Gimme 5 program as best as possible but were not able to expand during the COVID pandemic.</p> <p>Post-consumer content Planning took place in 2020 with Chobani to develop a food-grade post-consumer content food storage lunch kit. Product will launch to the public in 2021.</p> <p>Compostable cutlery We have continued to develop our PHA compostable cutlery which will be backyard compostable.</p>

To learn more about the Ellen MacArthur New Plastics Economy and Global Commitment, check out these resources:

- [A Vision of a Circular Economy for Plastic](#)
- [The New Plastics Economy Global Commitment 2020 Progress Report Interactive Website](#)
- [The New Plastics Economy Global Commitment 2020 Progress Report \(Full Report\)](#)

