

Impact Program

What is your packaging impact?

ZERO PACKAGING

Our why



The fashion industry has a significant impact on the environment. The emissions from textile production account for 1.2% of global greenhouse gas emissions, according to the United Nations. And it's not just emissions from factories that are a concern. The disposal of clothing and textiles also creates environmental problems. The industry accounts for about 8-10% of global carbon emissions, and nearly 20% of wastewater. And while the environmental impact of flying is now well known, fashion sucks up more energy than both aviation and shipping combined. Clearly, there is room for improvement in the apparel industry - especially in the overlooked area of packaging.

Considering the growing eco-consciousness among end customers, it's not surprising that fashion brands are working to improve their resource efficiency and reduce their impact on the environment. With its reliance on plastic and paper throughout the supply chain - from polybags in factories to plastic packaging for online orders and plastic carrier bags in stores to paper return labels - fashion has work to do in order to clean up its act.



While online retail is not responsible for all trash, the rise of e-commerce contributes to an increase in packaging production and waste. During the COVID-19 crisis online shopping has skyrocketed in almost all households. The report *The Future of E-Commerce Packaging to 2025* shows a rise in consumption of packaging of 40%. Another report found that global parcel volumes surpassed 100 billion for the first time in 2019¹, that's equivalent to 3000 parcels shipped every second. The same report predicts that parcel volumes are likely to double and reach 220 - 262 billion parcels by 2026. This flood of packaging is a major source of waste, with landfill sites swelling around the world.

While packaging constitutes a small part of a garment's total environmental impact across its supply chain, it's important to take a holistic view of the total chain and work on improving every aspect. However, designing sustainable packaging is often easier said than done. It can be difficult to find packaging that meets the needs of the fashion industry, such as protection against moisture and dust, and also has a minimal impact on the environment.

The Assessment



As ZeroPackaging we are serious about reducing our environmental impact. Reducing impact across the value chain is an on-going and multifaceted task. Even if it's just a small part of the entire supply chain. In order to make a difference, we designed an impact assessment for the whole packaging process. Any packaging overhaul should begin with a full audit of what an organization is already using.

- What components and materials do you currently use for packaging?
- Where are these components and materials produced?
- What are their individual purposes?
- How many of them do you use?
- How effective and efficient should the design be?
- What are they made from?

From there we can meaningfully start to assess and move towards a more responsible packaging program that works for your brand. We look at the entire supply chain to minimize the impact by calculating the current impact and advise on improvements such as local productions and efficient designs. All components of the packaging will be assessed in the ZeroPackaging program based on the following criteria:

