

## Enutriet Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1: Caroline Chavos	Senior	Entrepreneurship
Member 2: Summer McGrogan	Senior	Applied Information Management Systems
Member 3: Hope Sadahiro	Senior	Entrepreneurship
Member 4: Sebastian Van Hemert	Junior	Information Systems and Business Analytics
Member 5: Anastasia Zaynullina	Junior	Management

**Advisor(s):** Jeffrey Theis

**Topic:** Amazon and Biodegradable Packaging

**Audience:** Amazon's Board of Directors

### Sustainable Development Goal

SDG # 12: Responsible Consumption and Production: Ensure sustainable consumption and production patterns

### Executive Summary

Amazon is one of the largest online distributors in the world. With every item Amazon ships, waste is created from the packing materials used; because Amazon's mission statement is to be "Earth's most customer-centric company," they have the responsibility to their customers to create less waste on the planet, decreasing the negative impacts resulting from packaging pollution and waste that impact the environment their customers live in; for this reason, we think that the material in which the packaging should be made of should be reconsidered. We would like to propose using biodegradable products as a substitute for cardboard and tape.

Even though Amazon is on the right track to reducing their emissions through packaging, they are not making effective moves in the short amount of time we have to reduce emissions. Climate change is a time-sensitive issue that cannot wait until 2030 (when Amazon plans to be net 0 carbon), they must make effective moves today to stop irreversible damage they will cause in the future. The environmental impact of their packaging process and its waste is extreme, and with Amazon's high success rate there is little reason they should be waiting to change their packaging strategy now. While financial costs are high for environmentally-friendly packaging, environmental and social impacts have the ability to extremely improve Amazon's customer perception and reduce their impact on the environment greatly; which we believe outweighs the costs Amazon will incur, based on their mission statement and company values.