

3AJ Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
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Advisor(s): Dr. Joan Martinez Evora

Topic Title: A Greener Future for You: Balancing Profitability and Environmental Responsibility.

Audience: Shein Executive Board.

Sustainable Development Goals

SDG #3: Ensure healthy lives and promote well-being for all at all ages.

SDG #9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Executive Summary

The production of single-use plastics significantly contributes to greenhouse gas emissions through extraction and manufacturing processes, impacting the environment. Production emits between 1.5 to 12.5 million metric tons of greenhouse gasses. Furthermore, processing plastics emits an additional 184 to 213 million metric tons of greenhouse gasses each year. Shein is notorious for using plastic packaging for shipment, and being able to transfer from plastic usage to biodegradable composites can significantly motivate a sustainable change. Adapting to biodegradable packaging solutions is not just a sustainable choice for Shein, but also a legal necessity to align with California's SB 54 legislation. This groundbreaking legislation, which requires all packaging to be recyclable or compostable by 2032, aims to reduce plastic packaging by 25% and increase recycling of single-use plastics to 65% in the next decade. This introduces a crucial pivot point for why Shein should listen to our proposal. Shein utilizes significant plastic packaging, and transitioning to EcoPackables' biodegradable solutions could curb its environmental impact, keeping the company ahead of regulatory curves and reinforcing its commitment to sustainable practices. This move would also enhance Shein's market positioning as a responsible brand dedicated to fostering a greener future.

To limit Shein's negative environmental impact, and to prevent the company from lagging behind environmental legislation, we recommend the adoption of a transition plan away from single-use plastic bags to send out your products, and to instead partner with an established manufacturer of compostable packaging solutions like EcoPackables. Not only is this plan the most financially sound way to stay up to date with environmental legislation, but it is also a way for you to achieve your environmental goals and appeal to environmentally-conscious consumers.