

ReLooped

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Rebecca Pidgeon	Junior	International Business & Sustainability Management
Dylan Wallace	Senior	Business Economics & Sustainability Management
Cynthia Eid	Junior	Business Administration & Information Systems
Alexander Brenlla	Junior	Marketing

Advisor(s): Mark Hubbard

Topic: Creating a more circular economy

Audience: Loop US board of directors

Sustainable Development Goal

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

#17 Partnership for Goals: Strengthen means of implementation and revitalize the global partnership for sustainable development.

Executive Summary

In our world today, packaging is a significant contributor to the climate crisis. According to the EPA, containers and packaging contribute 82.2 million tons of municipal solid waste (MSW) generated in the United States. That is 28.1 percent of our total waste generated.

At present, Loop US is an organization that works with brands and organizations to make the economy a more circular one by producing reusable packaging for a variety of products ranging from food to cleaning supplies and offers ease of sanitizing and refilling these packages to consumers through their pick-up program and drop-offs in Walgreens and Kroger stores. The company is built for the future, one that can get big corporations to become positive forces in the fight for a more sustainable future but fulfilling this vision will require Loop US to change certain aspects of their platform.

Our firm, ReLooped, urges Loop US to consider expanding their company by providing drop-off locations to stores other than Walgreens and Kroger. This would reduce the footprint caused by door-to-door pickup of their used packaging. Additionally, we recommend that Loop US garner more attention and recognition to gain consumer attention. Incentivizing the return of the reusable packaging or requiring a deposit for the packaging will encourage consumers to return the product, rather than end the circular economy by throwing away the packaging.