

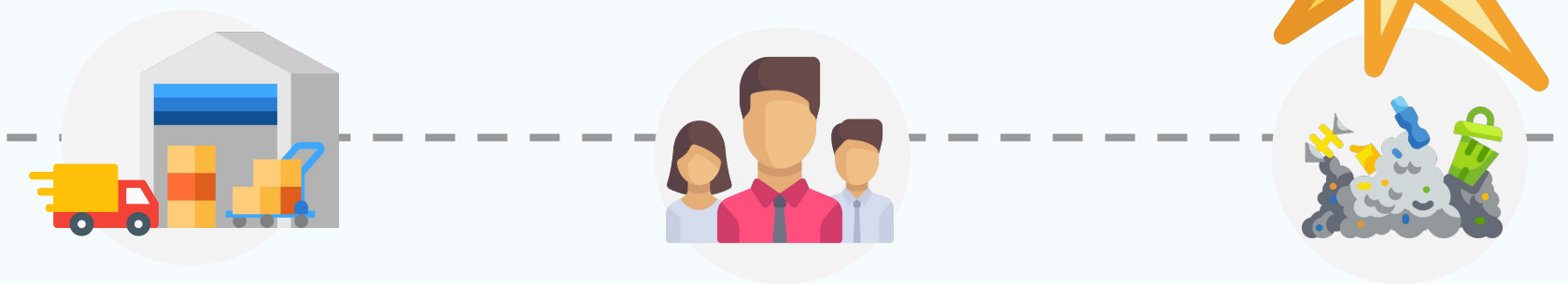


# Think Beyond: Reusable Packaging for a Sustainable Future

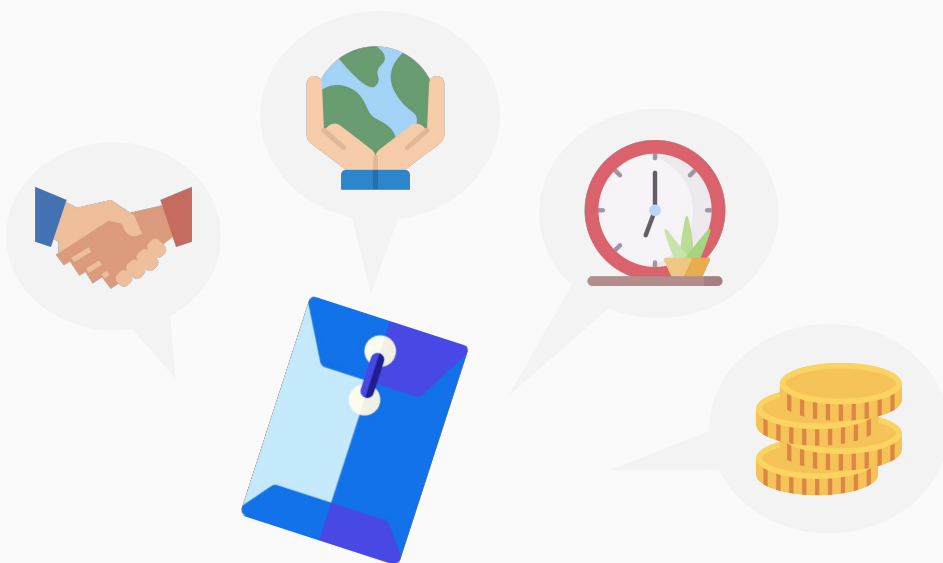
Celia Louie, Christopher Lee, Eric Hong, Joanne Wang

## Problem

With the ubiquity of ordering from e-commerce sites like Amazon, the number of packages and amount of waste produced continues to be problematic for sustainability efforts. While cardboard boxes are commonly recycled, plastic mailers typically end up in the landfill because they comprise of a plastic lining and only a small percentage of plastic film is properly recycled. With this in mind, how might we create a more sustainable approach for packaging online orders?

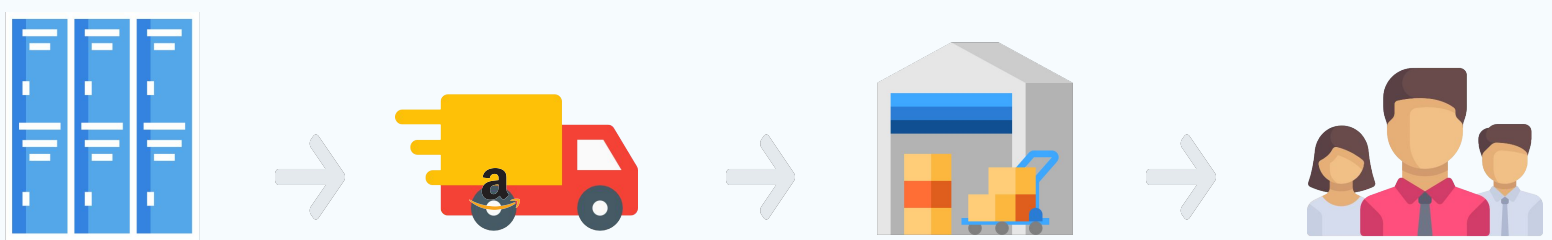


## Introducing Think Beyond



With Deloitte Digital as our project sponsor, we devised a reusable package model for Amazon due to their large presence in Seattle and current sustainability efforts and goals. We found that customers want to engage in more sustainable practices but they're unaware of Amazon's existing programs. Our reusable package model takes the existing plastic mailer and introduces a resealable element that enables the package to be reused multiple times and clear directions for customer drop offs.

## Product Workflow



Customers drop off the reusable mailer in a box at Amazon lockers.

Amazon picks up the reusable mailers as part of their deliveries.

The reusable mailer is inspected and cleaned at a warehouse before its next use.

Customers are able to do their part with minimal change in behavior.