

# Adopting Sustainable Packaging Solutions: Proposed Benefits & Monetization Methods

April 2023



## Return on Sustainability Investment (ROSI™) Framework

**Sustainability Drivers of Financial Performance & Competitive Advantage**

### Embed:

When companies embed sustainability risks and opportunities into their strategy and decision-making processes, they...



### Improve:

- Risk Management
- Stakeholder Engagement
- Operational Efficiency
- Talent Management
- Supplier Relations
- Media Coverage
- Customer Loyalty
- Sales & Marketing
- Innovation

### Drive:

- Revenue Growth
- Greater Profitability
- Higher Corporate Valuation

### Deliver:

- Quantifiable Business Value & Positive Societal Impact



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By embedding ESG risk and opportunities within core business strategy, the return on sustainable investment can be quantified, delivering the possibility of both financial value and positive societal impact.

# Overview of Food & Agriculture Framework

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NYU Stern CSB is developing a ROSI™ framework for food & agriculture with publicly available monetization tools to help the industry understand where and how sustainability can unlock financial value.

Based on research, experience, and engagement with industry leaders, we have identified the following sustainability strategies\* used by the industry to include in the framework:

Water stewardship

Soil health

Climate change

Chemical management

Biodiversity and ecosystem  
conservation

Animal stewardship

Food waste management

Sustainable sourcing

Food safety and nutrition

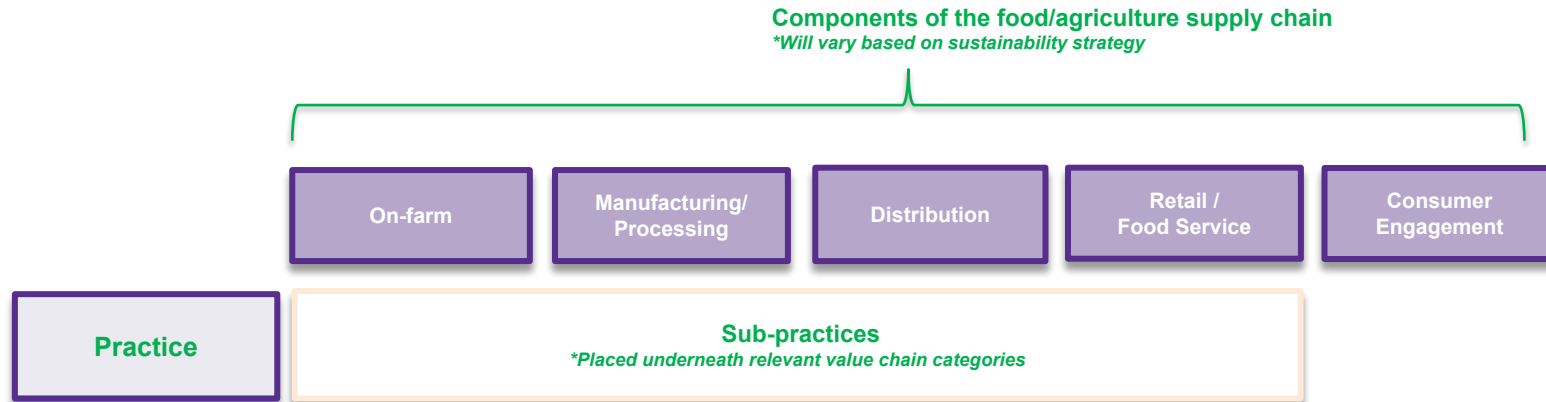
Sustainable packaging

Employee and supplier  
well-being

Brand marketing and  
communications

# Identified Sustainability Practices and Sub-Practices Framework Layout

- Through our research, we identified key sustainability practices and sub-practices food and agriculture supply chains are implementing to achieve their sustainability strategies
- Each strategy includes sub-practices which are mapped under the relevant components of the food/agriculture supply chain, (if not relevant to a part of the supply chain, it is excluded)
- There are some benefits that are referenced across multiple strategies
- Compliance / enforcement practices are not explicitly listed in this framework but should be considered when implementing the twelve strategies
- Please see diagram below of the framework layout, which is illustrated for each strategy in the subsequent slides





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# Adopting Sustainable Packaging Solutions

# Adopting Sustainable Packaging Solutions

	On-farm	Manufacturing/ Processing	Distribution	Retail/ Food Service	Consumer Engagement
<b>Reduce Packaging</b>	Introduce reusability into existing packaging	Improve recyclability of packaging (eg. shift to single-material)			
		Elimination of single-use plastic packaging material (e.g. plastic straws, cups)			
		Use lightweight/space efficient material to optimize shipping volume			
		Use reusable packaging, e.g. introduce refill pouches so consumers can refill product into the same container			
		Invest in research and innovations which reduce amount of packaging material e.g. concentrated versions of end product, use of compression injection technology			
<b>Improve circularity of packaging</b>	Substitute more sustainable packaging for petro-based (e.g., bio based, compostable) and source sustainable packaging materials and include certifications where possible				Raise consumer awareness about how to handle each category of packaging (recycled, recyclable and reusable)
	Replace virgin material with recyclable plastic/paper in packaging				
			Reduce non recyclable content in packaging material and/or reducing structural complexity of material to increase recyclability		
	Implement packaging capture for proper disposal/recycling/circularity programs				
	Work in partnership with industry, governments and NGOs to improve local recycling infrastructure				



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# Monetization Approach

# Adopting Sustainable Packaging Solutions

## Overview of Sustainability Strategy and Impact Categories

In the following slides, we will be focusing on benefits from the *Sustainable Packaging* strategy , which are categorized based on the impact categories highlighted below

### *Sustainability Strategy Definition*

#### Adopting Sustainable Packaging Solutions

Food and Agriculture supply chains are innovating to reduce packaging and incorporating circularity principles across many parts of their value chain - from new packaging design and material substitution to creating infrastructure that supports take-back programs.

### *Impact Categories*

Operational Efficiency (OE)

Benefits that...

Optimize corporate and supply chain efficiencies to lower cost and increase profits

Sales and Marketing (SM)

Increase volume of sales through brand and marketing policies

Customer Loyalty (CL)

Attract an increasing community of conscious buyers & consumers, while reducing retention costs

Risk Management (RM)

Encourage risk mitigation and resilience within the value chain



# Adopting Sustainable Packaging Solutions

## Overview of Sustainability Strategy and Impact Categories

In the following slides, we will be focusing on benefits from the *Sustainable Packaging* sustainability strategy, which are categorized based on the impact categories highlighted below

<i>Impact Categories</i>	Benefits that...
Stakeholder Engagement (SE)	Improve goodwill among the broader stakeholder community (i.e. NGOs)
Talent Management (TM)	Attract and retain high-quality internal talent
Supplier Relations (SR)	Improve upon the relationships between the company and its suppliers
Media Coverage (MC)	Increase a company's media presence with the development of traditional and social media content
Innovation (IN)	Create new revenue streams using sustainable business models

# Investing in Reduce Packaging, ON FARM

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce packaging	Introduce reusability into existing packaging	SP-1	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in packaging costs	OE	Compare packaging material costs per unit of product before and after material replacement. Consider any impact due to weight reduction/increase in transportation and storage costs
		SP-2	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in costs such as capital investments in machinery etc.,	OE	Consider any additional expenses relating to new machinery purchased or repurposing existing machinery to accommodate the material replacement/other changes as applicable. Calculate the depreciation changes as a result
		SP-3	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in regulatory tax/fee payments.	RM	Compare regulatory fees (recycling, in-country and local and other taxes applicable on the use of single use plastic) before material replacement to post material replacement

# Investing in Reduce Packaging, ON FARM

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Introduce reusability into existing packaging	SP-4	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in their environmental impact (avoided costs of carbon emissions)	RM	Undertake a Life Cycle Assessment (LCA) of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost
		SP-5	Farmers /producers/growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see a revenue lift driven by sustainability conscious customers	SM	Compare sales volume before and after implementation of the practice and multiply by average price per unit of product

# Investing in Sustainable Packaging Materials, ON FARM

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Use Sustainable Packaging Materials	Substitute bio based plastic packaging for petro based  and  Source sustainable packaging materials and include certifications where possible	SP-1	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in packaging costs	OE	Compare packaging material costs per unit of product before and after material replacement. Consider any impact due to weight reduction/increase in transportation and storage costs
		SP-2	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in costs such as capital investments in machinery etc.,	OE	Consider any additional expenses relating to new machinery purchased or repurposing existing machinery to accommodate the material replacement/other changes as applicable. Calculate the depreciation changes as a result
		SP-3	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in regulatory tax/fee payments.	RM	Compare regulatory fees (recycling, in-country and local and other taxes applicable on the use of single use plastic) before material replacement to post material replacement
		SP-4	Growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see changes in their environmental impact (avoided costs of carbon emissions)	RM	Undertake a Life Cycle Assessment (LCA) of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost
		SP-5	Farmers /producers/growers that follow some or all of these practices for materials used in primary/secondary/tertiary packaging are likely to see a revenue lift driven by sustainability conscious customers	SM	Compare sales volume before and after implementation of the practice and multiply by average price per unit of product

# Investing in Reduce Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Improving recyclability of packaging (eg. shifting from multi-material to single-material, eliminating non recyclable material etc.)	SP-6	Companies that follow these practices for materials used in primary/ secondary/tertiary packaging are likely to see changes in packaging costs	OE	Compare quantity of packaging material consumed per unit of end product and multiply quantity by average price of packaging material before and after material replacement. Consider incidental impacts such as higher volume discounts by suppliers due to larger order size , fixed price and or longer term contracts , local sourcing instead of import of material etc.
		SP-7	Companies that follow these practices for materials used in primary/ secondary/tertiary packaging are likely to see changes in costs associated with research and development, capital investments in machinery etc.,	OE	Consider if there are additional research and development costs incurred relating to the material testing and replacement, any new machinery purchased or repurposing of existing machinery to accommodate the material replacement/other changes as applicable. Consider changes to depreciation charge as a result
		SP-8	Companies that follow these practices for materials used in primary/ secondary/tertiary packaging are likely to incur lower end of life recycling/sorting/charges imposed by local authorities/government (e.g., green dot fees in Europe)	OE	Compare compliance costs such as recycling/taxes/fees payable before and after material replacement/other changes as applicable.

# Investing in Reduce Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Improving recyclability of packaging (eg. shifting from multi-material to single-material, eliminating non recyclable material etc..)	SP-9	Companies that follow these practices for materials used in primary/ secondary/tertiary packaging may see changes in safety and durability of the food item being packaged	OE, RM	Compare instances of food/product recalls relating to packaging defects, impacts on product shelf life before and after implementing the initiative
		SP-10	Companies that follow these practices for materials used in primary/ secondary/tertiary packaging are likely to experience a change in environmental impact such as GhG emissions associated with Scope 1/2/3 emission calculations	RM	Undertake a Life Cycle Assessment of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost

# Investing in Reduce Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Elimination of single use plastic material	SP-6	Companies that follow some or all of these practices are likely to see changes in packaging costs, research and development costs and investments, end of life recycling costs, safety and durability in life of packaged item and associated carbon emissions	OE	Compare quantity of packaging material consumed per unit of end product and multiply quantity by average price of packaging material before and after material replacement. Consider incidental impacts such as higher volume discounts by suppliers due to larger order size , fixed price and or longer term contracts , local sourcing instead of import of material etc.
		SP-7		OE	Consider if there are additional research and development costs incurred relating to the material testing and replacement, any new machinery purchased or repurposing of existing machinery to accommodate the material replacement/other changes as applicable. Consider changes to depreciation charge as a result
		SP-8		OE	Compare compliance costs such as recycling/taxes/fees payable before and after material replacement/other changes as applicable.
		SP-9		OE, RM	Compare instances of food/product recalls relating to packaging defects, impacts on product shelf life before and after implementing the initiative
		SP-10		RM	Undertake a Life Cycle Assessment of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost

# Investing in Reduce Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Elimination of single use plastic material	SP-11	Companies that eliminate single use plastic film in primary/secondary/tertiary packaging are likely to avoid regulatory taxes and fines	RM	Compare regulatory fines/penalties/taxes (in-country and other taxes applicable on the use of single use plastic) before and after material elimination
		SP-12	Avoided cost of either having to address new standards within a short time period (lost sales due to production delays, additional labor and/or higher ingredient costs, etc)	RM	Estimate the cost of production delay by multiplying the amount of days unable to produce products that meet the new standard by the average sales volume per day. Add additional labor and/or higher ingredient costs by multiplying the premium price by the volume required for each. Less associated costs of transitioning to single use plastic in advance of regulation
	Transition to light weight/space efficient materials to decrease product weight and increase shipping volume	SP-13	Companies that transition to light weight/space efficient materials that decrease overall product weight are <b>likely to see change in transportation costs</b>	OE	Compare transportation cost per unit of product before and after material replacement.



# Investing in Reduce Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Transition to light weight/space efficient materials to decrease product weight and increase shipping volume	SP-6	Companies that follow some or all of these practices are likely to see changes in packaging costs, research and development costs and investments, end of life recycling costs, safety and durability in life of packaged item and associated carbon emissions	OE	Compare quantity of packaging material consumed per unit of end product and multiply quantity by average price of packaging material before and after material replacement. Consider incidental impacts such as higher volume discounts by suppliers due to larger order size , fixed price and or longer term contracts , local sourcing instead of import of material etc.
		SP-7		OE	Consider if there are additional research and development costs incurred relating to the material testing and replacement, any new machinery purchased or repurposing of existing machinery to accommodate the material replacement/other changes as applicable. Consider changes to depreciation charge as a result
		SP-8		OE	Compare compliance costs such as recycling/taxes/fees payable before and after material replacement/other changes as applicable.
		SP-9		OE, RM	Compare instances of food/product recalls relating to packaging defects, impacts on product shelf life before and after implementing the initiative
		SP-10		RM	Undertake a Life Cycle Assessment of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost

# Investing in Reduce Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Invest in research and innovations which reduce the amount of packaging material required e.g. concentrated versions of end product, use of compression injection technology etc.,	SP-6	Companies that follow some or all of these practices are likely to see changes in packaging costs, research and development costs and investments, end of life recycling costs, safety and durability in life of packaged item, associated carbon emissions and transportation costs	OE	Compare quantity of packaging material consumed per unit of end product and multiply quantity by average price of packaging material before and after material replacement. Consider incidental impacts such as higher volume discounts by suppliers due to larger order size , fixed price and or longer term contracts , local sourcing instead of import of material etc.
		SP-7		OE	Consider if there are additional research and development costs incurred relating to the material testing and replacement, any new machinery purchased or repurposing of existing machinery to accommodate the material replacement/other changes as applicable. Consider changes to depreciation charge as a result
		SP-8		OE	Compare compliance costs such as recycling/taxes/fees payable before and after material replacement/other changes as applicable.
		SP-9		OE, RM	Compare instances of food/product recalls relating to packaging defects, impacts on product shelf life before and after implementing the initiative
		SP-10		RM	Undertake a Life Cycle Assessment of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost
		SP-13		OE	Compare transportation cost per unit of product before and after material replacement.

# Investing in Reduce Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Category	Suggested Monetization Methods
Reduce Packaging	Invest in research and innovations which reduce the amount of packaging material required e.g. concentrated versions of end product, use of compression injection technology etc.,	SP-14	Companies that follow some or all of these practices are likely to see a sales lift due to adding on more customer segments e.g., price sensitive and/or sustainably conscious customers	SM	Compare sales volume before and after launch of the initiative and multiply by average price per unit of product
		SP-15	Companies that follow some or all of these practices are likely to see a change in sales driven by repeat/less frequent purchases and enhanced customer stickiness/loyalty due to brand value enhancement	CL	Compare sales volume per customer before and after launch of the initiative and multiply by average price per unit of product and number of customers

# Investing in Circularity of Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Categ.	Suggested Monetization Methods
Improve circularity of packaging	Substitute more sustainable packaging for petro based (eg. bio based, compostable etc.) and source sustainable packaging materials and include certifications where possible	SP-6	Companies that follow some or all of these practices are likely to see changes in packaging costs, research and development expenses and investments, end of life recycling costs, safety and durability in life of packaged item, associated carbon emissions, transportation costs, sales and customer loyalty.	OE	Compare quantity of packaging material consumed per unit of end product and multiply quantity by average price of packaging material before and after material replacement. Consider incidental impacts such as higher volume discounts by suppliers due to larger order size , fixed price and or longer term contracts , local sourcing instead of import of material etc.
		SP-7		OE	Consider if there are additional research and development costs incurred relating to the material testing and replacement, any new machinery purchased or repurposing of existing machinery to accommodate the material replacement/other changes as applicable. Consider changes to depreciation charge as a result
		SP-8		OE	Compare compliance costs such as recycling/taxes/fees payable before and after material replacement/other changes as applicable.
		SP-9		OE, RM	Compare instances of food/product recalls relating to packaging defects, impacts on product shelf life before and after implementing the initiative
		SP-10		RM	Undertake a Life Cycle Assessment of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost
		SP-11		RM	Compare regulatory fines/penalties/taxes (in-country and other taxes applicable on the use of single use plastic) before and after material elimination

# Investing in Circularity of Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Categ.	Suggested Monetization Methods
Improve circularity of packaging	Substitute more sustainable packaging for petro based (eg. bio based, compostable etc.) and source sustainable packaging materials and include certifications where possible	SP-13	Companies that transition to light weight/space efficient materials that decrease overall product weight are <b>likely to see change in transportation costs</b>	OE	Compare transportation cost per unit of product before and after material replacement.
		SP-14	Companies that follow these practices are likely to see a sales lift due to adding on more customer segments e.g., price sensitive and/or sustainably conscious customers	SM	Compare sales volume before and after launch of the initiative and multiply by average price per unit of product
		SS-16, SS-17	Companies that include certifications and or make packaging related claims may experience a change in sale volumes driven by changing consumer perceptions	SM,CL	Compare sales volume per customer before and after the labelling/certification/claim and multiply by average price per unit of product and number of customers

# Investing in Circularity of Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Categ.	Suggested Monetization Methods
Improve circularity of packaging	Replace virgin material with recyclable plastic/paper in packaging.	SP-6	Companies that follow some or all of these practices are likely to see a change in packaging costs, change in research & development costs and capital investment, changes in recycling costs and lastly change in Ghg emissions associated with Scope 1/2 and 3 calculations	OE	Compare quantity of packaging material consumed per unit of end product and multiply quantity by average price of packaging material before and after material replacement. Consider incidental impacts such as higher volume discounts by suppliers due to larger order size , fixed price and or longer term contracts , local sourcing instead of import of material etc.
		SP-7		OE	Consider if there are additional research and development costs incurred relating to the material testing and replacement, any new machinery purchased or repurposing of existing machinery to accommodate the material replacement/other changes as applicable. Consider changes to depreciation charge as a result
		SP-8		OE	Compare compliance costs such as recycling/taxes/fees payable before and after material replacement/other changes as applicable.
		SP-10		RM	Undertake a Life Cycle Assessment of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost

# Investing in Circularity of Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Categ.	Suggested Monetization Methods
Improve circularity of packaging	Reduce non recyclable content in packaging material and/or reducing structural complexity of material to increase recyclability	SP-6	Companies that follow some or all of these practices are likely to see a change in packaging costs, change in research & development costs and capital investment, changes in recycling costs and lastly change in Ghg emissions associated with Scope 1/2 and 3 calculations	OE	Compare quantity of packaging material consumed per unit of end product and multiply quantity by average price of packaging material before and after material replacement. Consider incidental impacts such as higher volume discounts by suppliers due to larger order size , fixed price and or longer term contracts , local sourcing instead of import of material etc.
		SP-7		OE	Consider if there are additional research and development costs incurred relating to the material testing and replacement, any new machinery purchased or repurposing of existing machinery to accommodate the material replacement/other changes as applicable. Consider changes to depreciation charge as a result
		SP-8		OE	Compare compliance costs such as recycling/taxes/fees payable before and after material replacement/other changes as applicable.
		SP-10		RM	Undertake a Life Cycle Assessment of different packaging material or refer to academic case studies available to estimate changes in their environmental impact. Multiply Co2 emissions (MT) with social cost per MT of carbon to calculate the total change in carbon emissions cost

# Investing in Circularity of Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Categ.	Suggested Monetization Methods
Improve circularity of packaging	Raise customer/consumer awareness about recycled, recyclable and reusable packaging and how to handle each category	MC-7	Increase in sales based on consumer engagement from marketing campaigns	SM	Calculate incremental profit attributed to promoting sustainability by comparing sales revenue before and after launch of a campaign



# Investing in Circularity of Packaging, ON FARM

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Categ.	Suggested Monetization Methods
Improve circularity of packaging	Implement packaging capture for proper disposal/recycling/circularity programs	SP-16	Farms that ensure proper disposal of packaging are likely to reduce their risk of fines for improper disposal being levied by local authorities	OE	Assess the risk associated with fines issued for improper packaging waste disposal and multiply by the severity of the fine. This is a cost avoidance benefit.

# Investing in Circularity of Packaging, COMPANIES

## Overview of Benefits and Monetization Methods

Practice	Sub-Practice	Metric #	Proposed Benefits	Impact Categ.	Suggested Monetization Methods
<p>Improve circularity of packaging</p> <p>Improve circularity of packaging</p>	<p>Implement packaging capture for proper disposal/recycling/circularity programs</p> <p>Implement packaging capture for proper disposal/recycling/circularity programs</p>	SP-16	Companies that follow any of these practices are likely to see a change in cost relating to set up of a packaging capture infrastructure	OE	Compare quantity of packaging material consumed per unit of end product and multiply by price of packaging material before and after the initiative. Include any costs incurred with setting up of a packaging capture infrastructure
		SP-17	Companies that follow any of these practices are likely to incur a cost representing payment against returnables	OE	Compare quantity of returnable packaging material and multiply by the credit given to customer per quantity of material. Reduce this credit from the sales to estimate impact to sales.
		SP-18	Companies that follow any of these practices are likely to realize additional revenue from charging for a packing bag or selling a new replacement product (e.g., longer lasting cloth, jute shopping bag)	OE	Ascertain new sales volume of the new 'packaging replacement product' and multiply by average margin per unit of product
	Working in partnership with industry, governments and NGOs to improve local recycling infrastructure	SP-19	Companies that follow any of these practices are likely to create goodwill among consumers positively impacting its brand value	MC	Consider if any free media coverage was received as a result of these initiatives. Number of instances of free media coverage times the average cost per campaign.



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