



# Golden Rules of Packaging for e-commerce and delivery platforms



Managed by



Confederation of Indian Industry



CII-ITC Centre of Excellence  
for Sustainable Development

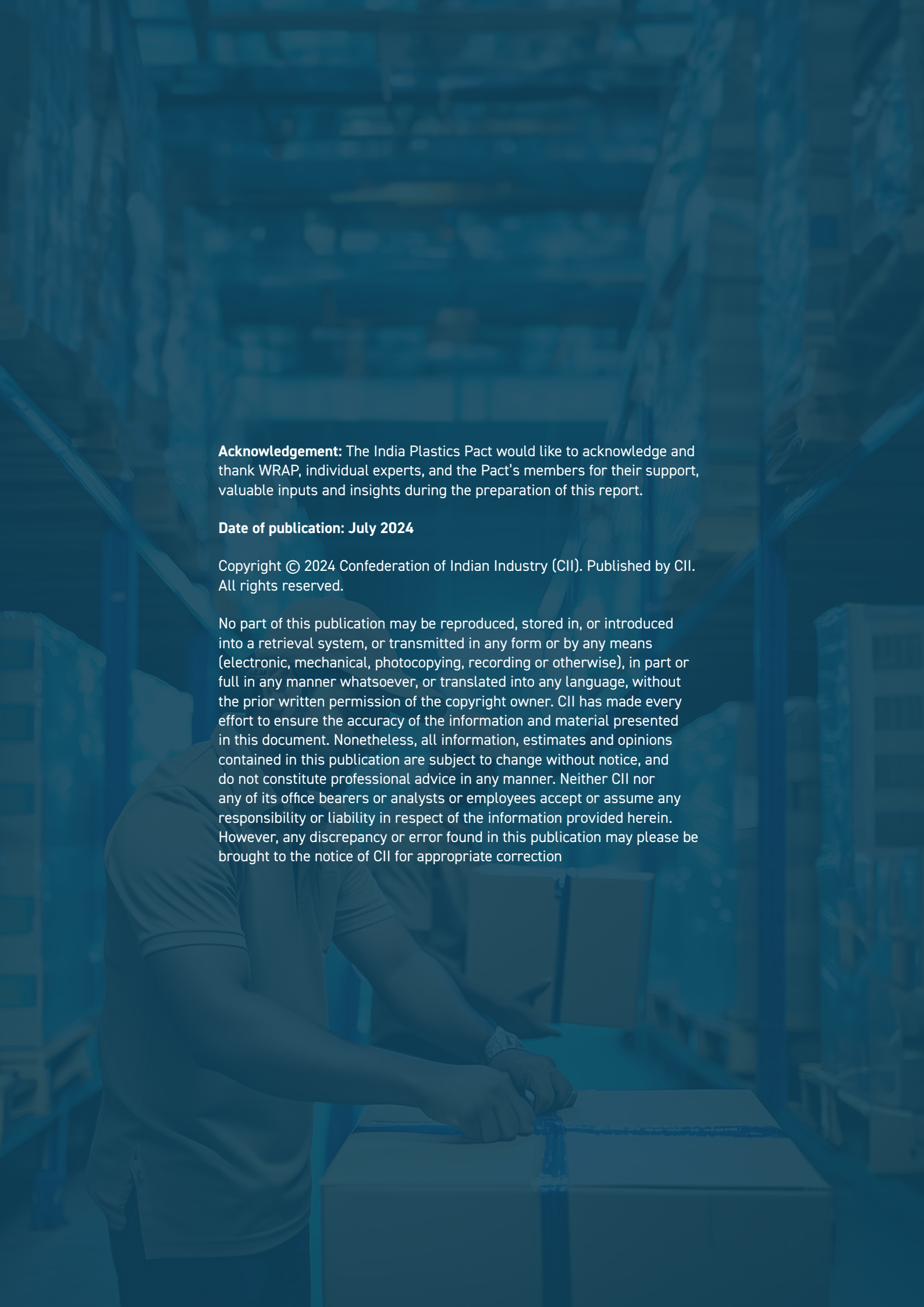
In partnership with



prosus



NASPERS

A person in a warehouse is shown from the side, wearing a light-colored t-shirt and a wristwatch, packing a large cardboard box with blue tape. The background shows tall metal shelving units filled with various items, creating a sense of a busy industrial or storage environment. The entire image has a blue color overlay.

**Acknowledgement:** The India Plastics Pact would like to acknowledge and thank WRAP, individual experts, and the Pact's members for their support, valuable inputs and insights during the preparation of this report.

**Date of publication: July 2024**

Copyright © 2024 Confederation of Indian Industry (CII). Published by CII. All rights reserved.

No part of this publication may be reproduced, stored in, or introduced into a retrieval system, or transmitted in any form or by any means (electronic, mechanical, photocopying, recording or otherwise), in part or full in any manner whatsoever, or translated into any language, without the prior written permission of the copyright owner. CII has made every effort to ensure the accuracy of the information and material presented in this document. Nonetheless, all information, estimates and opinions contained in this publication are subject to change without notice, and do not constitute professional advice in any manner. Neither CII nor any of its office bearers or analysts or employees accept or assume any responsibility or liability in respect of the information provided herein. However, any discrepancy or error found in this publication may please be brought to the notice of CII for appropriate correction

# Table of contents

<b>1</b>	<b>Introduction: e-commerce and delivery platforms in India . . . . .</b>	<b>1</b>
	Current state of e-commerce in India . . . . .	3
	Role of e-commerce and delivery platforms as agents for change . . . . .	3
	The India Plastics Pact: vision 2030 . . . . .	4
	Purpose of the guidance . . . . .	4
<hr/>		
<b>2</b>	<b>Summary of guidance. . . . .</b>	<b>5</b>
<hr/>		
<b>3</b>	<b>Golden rules for packaging design and procurement. . . . .</b>	<b>7</b>
	a. Measure packaging footprint . . . . .	9
	b. Reduce packaging through design and logistics. . . . .	10
	c. Adopt and scale reuse models . . . . .	11
	d. Design packaging for recyclability . . . . .	12
	e. Reduce virgin material consumption and increase recycled content . . . . .	14
	f. Choose packaging materials with low environmental impact . . . . .	15
	g. Promoting sustainable options with partners and consumers. . . . .	16
	h. Raise knowledge of how to recycle . . . . .	17



# **Chapter 1**

## **Introduction: e-commerce and delivery platforms in India**



Packaging is omnipresent in our lives and the global packaging industry has grown substantially in the last decade. One of the largest users of this packaging is the e-commerce industry, much of whose packaging is single use in nature. The consumer adoption of digital platforms to purchase goods and services has grown rapidly, especially after the COVID-19 pandemic.

As per a UNCTAD report<sup>1</sup>, the global share of population engaging on the Internet is estimated to have risen from



Global Internet Protocol (IP) traffic, a proxy for data flows, has increased from about



Companies and organisations that create digital platforms for online services are expanding as well, providing access to new users and contributing to the economy.

India's expanding internet userbase promises a bright future for e-commerce. Whether purchasing e-tickets for travel or fast-moving consumer goods (FMCG) and other lifestyle products, consumers have started getting accustomed to online marketplaces and delivery platforms, both of which enable faster, and easier transactions and delivery at preferred locations.

The increasing influence of e-commerce in consumers' daily lives coupled with a change in the lifestyles of young urban populations, has also led to an increase in the number of food delivery and grocery delivery platforms. These platforms have opened significant employment opportunities as well as comfort and convenience to consumers by delivering products and services to their doorstep.



<sup>1</sup> United Nations. (2021, March 11). COVID-19 and e-commerce: a global review. United Nations Conference on Trade and Development. Available at [https://unctad.org/system/files/official-document/dtlstict2020d13\\_en\\_0.pdf](https://unctad.org/system/files/official-document/dtlstict2020d13_en_0.pdf). Accessed on 9 May 2024.

## Current state of e-commerce in India

The Indian e-commerce industry has grown significantly largely on the back of increased smartphone penetration, increased purchasing power, and low data prices. With over 800 million internet users, India is the largest internet market in the world, after China. According to India Brand Equity Foundation, India's e-commerce market is expected to reach USD 350 billion by 2030. India represents around 20% of the global e-commerce sales, contributing 4% to 5% to India's gross domestic product.

E-commerce marketplaces and delivery platforms have contributed significantly to creating jobs and reshaping the employment market in India by opening flexible employment options. Delivery partners, ancillary businesses such as cloud kitchens, e-grocery outlets, and home chefs have contributed to shaping this employment landscape. The knock-on effect of this boom has triggered job-growth in warehousing, supply chain, and logistics.



## Role of e-commerce and delivery platforms as agents for change

Growth in e-commerce has led to an increase in use of resources, especially packaging materials. This in turn has led to an increase in packaging reaching waste streams. Across the globe, varying approaches have been initiated over the years to address the challenge of packaging waste, and include beach clean-ups, local bans, and extended producer responsibility schemes; however, the growth in use of packaging has outpaced these approaches and they have not led to significant reductions in waste. What is clear, though, is that no single solution can create the required impact. Solutions need to be designed for actors across the packaging value chain and must be multi-pronged, systemic, and implementable on a large scale.

It is worthwhile to note the clear distinction between packaging used by e-commerce in general and food delivery platforms. Typically, e-commerce platforms

use secondary packaging such as cardboard boxes or plastic overwraps. On the other hand, fresh-cooked food requires different packaging. Further, food delivery platforms do not control the packaging like e-commerce businesses, which makes the challenges and solutions different for such platforms.

E-commerce marketplaces and delivery platforms can attempt to reduce their overall packaging footprint. They can create and capture new economic value and scale innovation with respect to managing packaging waste across the Indian market. As controllers of supply and demand, they can influence business partners, such as brands, restaurants, and other businesses in their value chain, as well as consumers, to adopt practices for responsible use and disposal of resources.

This report explores how e-commerce platforms can take measures to reduce their packaging footprint

and contribute to tackling the problem of packaging waste.

## The India Plastics Pact: vision 2030

The India Plastics Pact (IPP), launched in September 2021, is unifying stakeholders from across the plastic value chain to rethink the way plastics are designed, used, and reused, to create a circular economy for plastic packaging. As the first

The India Plastics Pact provides a platform for collaborative action on solutions and innovations, addressing the challenges associated with managing plastic packaging waste. Apart from benefits to society and the economy, delivering the targets



**Figure 1** India Plastics Pact, Targets to 2030

Plastics Pact in Asia, IPP joins a global community of 13 Plastics Pacts. It unites businesses, governments, non-governmental organisations (NGOs) and citizens to achieve four ambitious targets by 2030 (Figure 1).


will drive circularity of plastic packaging and tackle plastic pollution. They will deliver significant greenhouse gas reduction by curtailment of fossil-derived plastics, greater use of recycled plastics, and increased recycling.

## Purpose of the guidance

This design and procurement guide focuses on simple recommendations (adapted to the Indian context from a 2022 document on Golden Rules for Digital Delivery Platforms by Prosus-Naspers), which if adopted by e-commerce businesses and delivery

platforms, will improve the scale and proliferation in use of sustainable packaging.

A summary of this guidance is available in the next chapter.

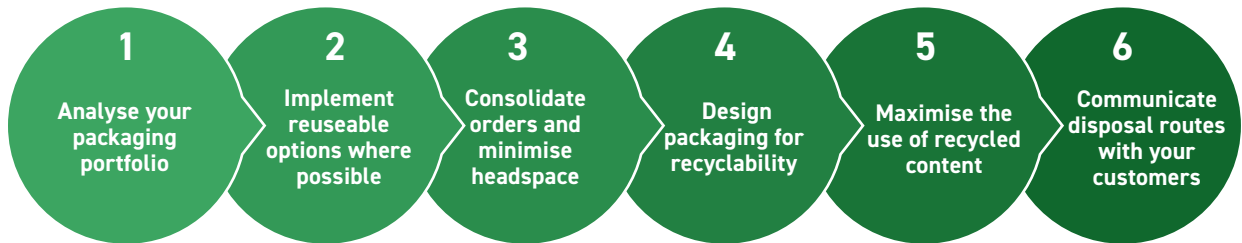


# **Chapter 2**

## **Summary of guidance**



## Step-by-step guide to be followed by e-commerce and food delivery platforms to make their packaging more sustainable



## Summary of guidance for e-commerce and food delivery platforms

### Measure packaging footprint

- Measure your business' material footprint
- For food delivery platforms, develop methodology to measure packaging footprint

### Adopt and scale reuse models

- Introduce reuse models for warehouse and store operations
- Food delivery platforms to incentivise suppliers to use reusable crates for business-to-business applications

### Reduce packaging through design and logistics

- E-commerce platforms to mandate order consolidation
- E-commerce platforms to consider using no packaging for selected orders
- Food delivery platforms to explore potential of not sending single-use cutlery, straws, and sachets to customers

### Design packaging for recyclability

- Identify and eliminate problematic packaging and packaging elements (India Plastics Pact Target 1 list)
- Increase mono-material packaging



### Choose packaging materials with low environmental impact

- Evaluate and test packaging materials or solutions with low environmental impact
- Food delivery platforms to offer sustainable packaging options to partners at affordable prices

### Promote sustainable options with partners and consumers

Offer consumers an easy way to identify and shop for more sustainable options

### Raise awareness to improve recycling

- Print instructions for proper disposal of packaging
- Develop digital tools with educational content about materials, recycling, and end-of-life

### Reduce virgin material and increase recycled content

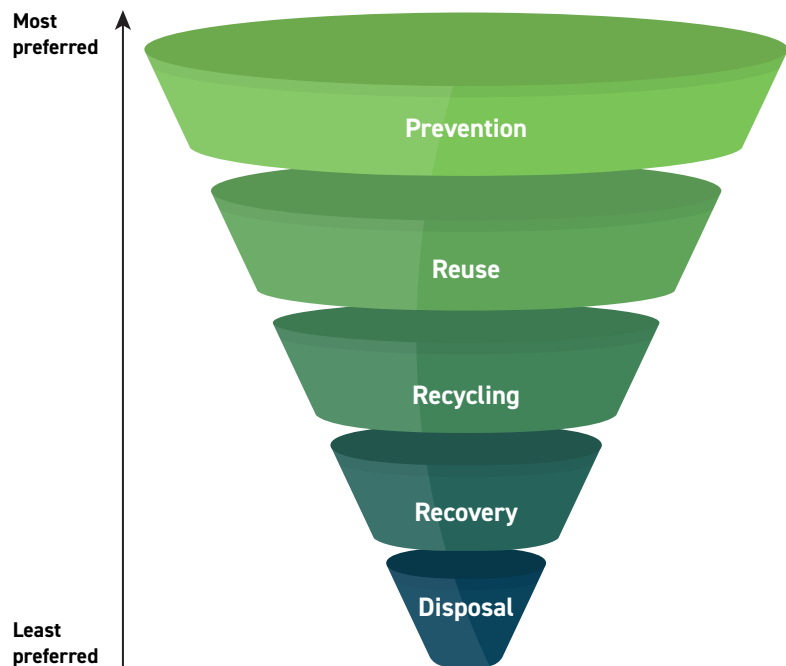
Set internal targets for incorporation of recycled content and reduction of virgin material use



# **Chapter 3**

## **Golden rules for packaging design and procurement**

Any packaging design or procurement guide should always comply with the waste hierarchy rules. The waste hierarchy outlines a preferred order for waste management. It is a pivotal tool used in decision making and ranks waste management options according to what has the best outcome for the environment. Prevention is the least harmful to the environment and disposal is the last resort with the most impact on the environment. This strategic approach promotes environmentally friendly practices, ensuring efficient resource use and reducing environmental impact.



**Figure 2** Hierarchy of waste management

In general, packaging should be designed in a way that

- minimises environmental impact
- uses the minimum quantity of resources possible
- makes it recyclable, and
- uses recycled content.

Recycling is a critical part of a circular economy; it ensures that resources are valued by keeping them in the economy for longer and reducing the demand for virgin materials. Recycled content can be used in the same packaging application again, provided the quality meets end-use requirements. However, packaging is often designed in a way that either hampers its recyclability or leads to degradation in quality once recycled. Moreover, poor design can also make an otherwise recyclable packaging, unrecyclable within the existing infrastructure in India.

Good design adopted at the manufacturing stage will support complete collection; easy segregation and maximise quantities reaching a recycler; and help in

reducing overall consumption of packaging material. The subsequent sections cover different elements of the design and procurement guide which e-commerce and delivery platforms should imbibe.

a.	Measure packaging footprint
b.	Reduce packaging through design and logistics
c.	Remove problematic and unnecessary packaging items
d.	Reduce virgin material and increase recycled content
e.	Replace conventional plastic packaging with low-impact materials
f.	Adopt and scale reuse models
g.	Promote sustainable options with partners and consumers
h.	Raise awareness to improve recycling (including via labelling).

**Figure 3** Eight sustainable packaging principles

## a. Measure packaging footprint

To begin with, businesses can start assessing their packaging footprint, i.e. tonnage of material and number of items used for packaging and disclose packaging volumes for each material type. For e-commerce platforms, this would mean looking at packaging procurement data. However, food delivery platforms might need to develop a methodology to calculate their footprint as packaging is controlled by restaurants in their supply chains. Measuring packaging footprint will help identify gaps and develop frameworks to reduce consumption of packaging.

Packaging footprint assessments are also needed to understand the impact of packaging at every stage, from design to disposal. As a priority, businesses should consider the environmental impact of packaging through metrics such as GHG emissions, water use, chemicals use, and consider disclosing the values for each material.

### Example of action: Zomato<sup>2</sup>



Zomato voluntarily recycles more than 100% of all plastic packaging used by its partner restaurants for food deliveries. Zomato estimated the packaging footprint of their partner restaurants through surveys across different cities. This accounting helped the company calculate the overall packaging waste generated through its platform. Based on these calculations, Zomato collected an equivalent amount of plastic waste and introduced 100% plastic-neutral deliveries.

### Call to action



- Measure your business' material footprint
- For food delivery platforms, develop methodology for measuring packaging footprint



Photo credit: medium.com

<sup>2</sup> Zomato. (2022, April 22). Introducing 100% plastic neutral deliveries. Available at <https://blog.zomato.com/introducing-100-plastic-neutral-deliveries>. Accessed on 9 May 2024.



## b. Reduce packaging through design and logistics

Design is a critical driver of sustainable packaging. Good procurement practice can help minimise waste by choosing packaging that is designed for end-of-life. Optimising packaging and operations that minimise waste is often a cost-effective, sustainable option.

### Ensure low-weight and minimum size of packaging

E-commerce businesses can adopt innovative techniques for folding products into smaller shapes to reduce the size of packaging required for each product. Likewise, food and grocery delivery businesses can avoid using multiple wraps per item and explore the potential of avoiding sending single-use cutlery, straws, and sachets to customers.

It is important to conduct this exercise without compromising packaging functionality, recyclability, and product production.

For example, lightweighting can lead to reduced material consumption, but can affect its post-consumer recyclability and may affect the protection offered to the product packaged.

#### Example of action: Zomato<sup>3</sup>

Zomato started an 'opt-in' feature to receive cutlery in 2021. In this, a customer must specifically opt to receive cutlery — spoons, forks, tissues, and straws. This move reduced the consumption of plastic cutlery by 5 tonnes/day. Additionally, it helped Zomato's restaurant partners to save INR 2 to INR 5 per order (approximately 0.5% to 1% of the order value).



### Consolidate orders and avoid overpackaging

Consolidate orders by customer, wherever possible, to reduce not only packaging materials but also costs and emissions from shipping.

#### Example of action: Flipkart<sup>4</sup>

Flipkart, in collaboration with WWF India, introduced no-package shipping. In this initiative, Flipkart worked with suppliers to eliminate the need for outer packaging. Flipkart also introduced, 'e-commerce ready packaging', an initiative which determines the need for secondary packaging based on product category and geography.

#### Example of action: Amazon<sup>5</sup>

Amazon India introduced a new packaging innovation in its fulfilment centres across 100 Indian cities to deliver packaging-free products. With packaging-free shipments, it has minimised secondary packaging required for individual shipments by securing multiple shipments together in a reusable crate or a corrugated box. This has helped reduce waste generated from secondary packaging of customer orders. With the introduction of paper dunnage, Amazon India aims to minimise plastic generated throughout its supply chain and ensure secure deliveries of its customers' orders.

<sup>3</sup> Zomato. (2021, August 30). Say no to cutlery in food delivery. Available at <https://blog.zomato.com/say-no-to-cutlery-in-food-delivery>. Accessed on 9 May 2024.

<sup>4</sup> WWF India. (2022). Designing sustainable packaging in e-commerce: A WWF India case study on the Flipkart Group. Available at <https://storiesflistgv2.blob.core.windows.net/stories/2022/02/WWF-Case-Study-on-Flipkart-Group.pdf>. Accessed on 9 May 2024.

<sup>5</sup> Amazon India. (2020, May 18). Moving towards plastic free packaging. Available at <https://www.aboutamazon.in/news/operations/moving-towards-plastic-free-packaging>. Accessed on 9 May 2024.

## Call to action



- E-commerce platforms to mandate order consolidation
- E-commerce platforms to consider using no packaging for selected orders
- Food delivery platforms to explore potential of not sending single-use cutlery, straws, and sachets to customers



## c. Adopt and scale reuse models

The success of reuse business models depends strongly on how many times containers/packaging are reused in practice and on the size of the user base (in terms of end consumer and partner outlets). Adoption by delivery platforms can help to significantly expand scale and viability. Pilots should follow proven best practices for the best results.

Businesses can begin by introducing reusable models within their own operations, via adoption of reusable pallets, pallet wraps, and mailers.

### Example of action: BigBasket<sup>6</sup>

BigBasket, India's first online grocery store, has been using reusable hard plastic crates for packing, transporting, and delivering orders. These crates are sturdy, long-lasting, and highly recyclable once they reach end-of-life. In addition, fruits are packed and delivered in reusable crates instead of wasteful cardboard boxes. The crates, boxes and pallets are repaired and repeatedly used for transport, effectively extending their lifespan.

### Examples of action: Flipkart<sup>4</sup>

Flipkart has deployed the following reusable alternatives in its daily operations:

- Plastic used for secondary packaging replaced with paper bags and multi-use polyester bag (MUPC) for reverse shipment processes. Bags are reusable and are made of cloth which can be further recycled back to yarn and then back to cloth.
- Stretch wrap replaced with reusable belts. These belts are nylon-based with Velcro, which can be used multiple times as an alternative to plastic stretch films for palletisation. These belts are also 100% recyclable.

<sup>6</sup> Bigbasket. (2022). The Green Report 2022: Updates on our sustainability initiatives. Available at <https://www.bigbasket.com/green-bigbasket/?nc=bt>. Accessed on 9 May 2024.

## Rely on an external service provider to support logistics and technology

It is best to work with a partner who can provide specialised third-party services and infrastructure for return logistics. These would feature short-distance logistics loops and a functional and easy-to-use online platform. The partner would take responsibility for establishing and managing complex return logistics, washing services, and owning a pool of reusable containers. The partner should also guarantee the functionality of their offline product: different types and sizes of containers. In addition, delivery platforms with a proprietary delivery fleet can add take-back systems to their commercial offerings.

## Choose a tracking system with a reliable digital infrastructure

QR codes and digital tags are used to gather data on the product along the supply chain. They allow tracking individual containers and calculating container lifespan and return rates from customers (important factors for measuring the success of replacing single-use packaging).

Accurate accounting is a crucial feature of impact assessment because the environmental footprint of reusable containers depends on the number of uses. Digital tools can also verify the cleaning between refills and returns, facilitate the transactions between businesses and consumers, and optimise logistics planning.

### Call to action



- Introduce reusable models within own operations especially for warehouse and store operations
- Food delivery platforms to incentivize suppliers to use reusable crates for business-to-business applications



## d. Design packaging for recyclability

Packaging generally consists of two components: the packaging itself (for instance a paper bag), along with secondary components such as tapes, adhesives, and labels. Packaging needs to be designed to ensure the highest chance of collection, sorting, and recycling of both the packaging material and secondary components such as tapes, adhesives, labels, and films.

Packaging should be designed for recyclability. This can be done by removing problematic<sup>7</sup> elements and increasing mono-material packaging.

<sup>7</sup> Plastic packaging components or plastic items whose use is avoidable in the context within which they are used, or for which reusable options are available, or that are not recycled in practice, or are not recyclable with the existing or envisioned recycling infrastructure, or that hamper or contaminate the recycling process, or that easily leak out or are not collected through the collection and disposal system, are defined as unnecessary or problematic.

### Example of action: Amazon<sup>8</sup>

Amazon India has ensured that the corrugated boxes and paper cushions used for packaging, contain up to 100% recycled content and are entirely recyclable. At present, the plastic used in packaging mailers and bubble bags is made of 20% recycled content and is also recyclable. All other plastic packaging material originating from its fulfilment centres is 100% recyclable through existing collection, segregation, and recycling channels.



## Identify and remove problematic packaging elements

There are packaging components whose use is avoidable in the context within which they are used, or for which reusable options are available. Further, there could be elements which are not recycled in practice or are not recyclable with the existing or envisioned recycling infrastructure, or that hamper or contaminate the recycling process. Such packaging should be classified as unnecessary or problematic and should be removed from the supply chain without compromising utility.

Examples of problematic elements as identified by industry signatories (from India Plastics Pact Target 1 list<sup>9</sup>)

- PVC pallet wraps, PVC shrink sleeves and labels
- All polystyrene (PS) packaging (including EPS)
- Oxo-biodegradable plastic packaging
- Biodegradable polymer packaging not compliant with Indian standards (IS 17899 T: 2022)

- Non-detectable plastic packaging in automated sorting systems (such as non-near infrared detectable colours and materials).

## Increase mono-material packaging

Avoid packaging made of varied materials. These pose a significant challenge in collection and recycling, and the difficulty in separating materials can make recycling less financially viable. Where necessary, use plastics made of a single polymer such as a PE film or PP film.

### Call to action



- Align the company's internal packaging guidelines with existing collection and recycling systems in India
- Prepare workplan for gradually eliminating items on the India Plastics Pact Target 1 list from supply chain
- Only use mono-material packaging

<sup>8</sup> Amazon India. (2020, June 29). Amazon India successfully eliminates 100% single-use plastic in packaging across its Fulfilment Centers. Available at <https://www.aboutamazon.in/news/sustainability/amazon-india-successfully-eliminates-100-single-use-plastic-in-packaging-across-its-fulfilment-centers>. Accessed on 9 May 2024.

<sup>9</sup> India Plastics Pact. (2023, January 30). Tackling Unnecessary or Problematic Plastic Packaging Items. Available at <https://www.indiaplasticspact.org/uploads/1703754019document.pdf>. Accessed on 9 May 2024.



## e. Reduce virgin material consumption and increase recycled content

Effective on-ground recycling is essential to a developing a holistic strategy for reducing packaging, but recycling systems in India do not have the capacity to process the large volumes of material appearing in waste streams. Economic incentives for collection and recycling are still low, and end-consumers lack the required awareness. Given this environment, businesses should prioritise using solutions that reduce the amount of virgin material used.

### Example of action: Nykaa<sup>10</sup>

Nykaa, a health and beauty e-commerce brand in India launched an initiative which aims to reduce the amount of plastic used (both by volume and value) by 10% every year till 2025. As a result of the initiative, Nykaa significantly reduced its dependency on plastic over the last few years for all its shipments by limiting virgin plastic usage to 20%. The usage of plastic material is primarily limited to products that are enclosed in glass containers. Moreover, under this initiative, Nykaa has also prioritized the use of recycled paper, constituting more than 90% of its packaging materials. Additionally, the company has embraced corrugated boxes crafted from 100% recyclable material. Nykaa aims to achieve a sustainable balance, targeting a ratio of 95% recycled material to 5% virgin plastic within the next decade.

### Set targets to reduce the use of virgin material

After reducing packaging mass wherever possible and eliminating problematic and unnecessary materials, set targets to reduce the use of virgin material where packaging is unavoidable. Annual increases of 5% to 10% in the use of recycled material can lead to phasing down virgin material for packaging. Given the large share of flexible plastic packaging in India, e-commerce businesses should prioritise the use of recycled content in plastic bags. E-commerce plastic bags can become an important end market for recycle made from flexible packaging.

### Call to action



Set internal targets for incorporation of recycled content and reduction of virgin material use



Figure 4 Nykaa's corrugated boxes

<sup>10</sup> Nykaa. Integrated report 2022-23. Available at <https://www.nykaa.com/media/wysiwyg/2021/Investors-Relations/pdfs/Integrated-Report-2022-23.pdf>. Accessed on 9 May 2024.

## f. Choose packaging materials with low environmental impact

Platforms should choose to provide low-impact packaging to vendors as affordable options; this will help make innovative solutions accessible at a larger scale. In their role as powerful aggregators, e-commerce platforms can use their scaling force to make sustainable innovations and new materials, affordable and mainstream.

### Choosing low-impact materials

Along with choosing low-impact materials for packaging, encourage innovation in reusable materials. Materials selected and packaging design should align with effective collection, segregation, and recycling in the Indian context.

Evaluate the environmental impact across the entire value chain when substituting packaging material. The selection of alternative materials should be based on a detailed evaluation of different aspects across the material value chain and lifecycle. For example, the option of compostable materials needs

to be assessed in the area where they are proposed to be used. This is because they require composting infrastructure for correct disposal. Compostable materials are not intended for recycling and, if mixed with traditional plastic recycling streams, can contaminate recycling streams, and compromise the recyclability of non-compostable, fossil-based plastics. Therefore, there should be a functioning composting system, in the area/region where compostable plastics are used. Consider the use of Life Cycle Assessment tools to help decide packaging format and material.



**Figure 5** Elements for consideration when deciding material of packaging (adapted from Naspers Prosus's report, Scaling Sustainable Packaging)

### Call to action

- Evaluate and test packaging materials or solutions with low environmental impact
- Food delivery platforms offer sustainable packaging options to partners at affordable prices



## g. Promoting sustainable options with partners and consumers

Delivery platforms can steer their partners and consumers to make sustainable choices and reward them. As consumers increasingly demand more environmentally and socially conscious options, and businesses transform their operations to meet market needs, platforms can facilitate the interaction between supply and demand.

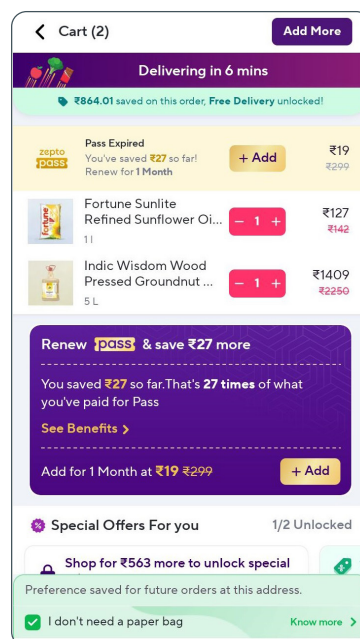
### Examples of action: Zepto<sup>11</sup>

Zepto is a quick commerce company that has a presence across 10 major cities in India which delivers FMCG products. It provides customers with the flexibility to opt-in for 'no paper bag' delivery, minimising packaging usage. Additionally, the customers have the option to return old Zepto bags to the delivery partners at the time of delivery. Alternatively, they can choose to take out the order upon delivery and return the bag immediately.

### Call to action



Offer consumers an easy way to identify and shop for more sustainable options



**Figure 6 Zepto app displays the opt-out option to reduce the usage of paper bags**  
(photo credit: India Plastics Pact archives)



Photo credit: Shutterstock

<sup>11</sup> The Economic Times. (2023, May 19). Back to nature: Zepto to Instamart, how quick-commerce firms are vrooming towards a green future. Available at <https://economictimes.indiatimes.com/prime/technology-and-startups/back-to-nature-zepto-to-instamart-how-quick-commerce-firms-are-vrooming-towards-a-green-future/primearticleshow/100335836.cms>. Accessed on 9 May 2024.

## h. Raise knowledge of how to recycle

Consumers and seller partners play a key role in the effective and sustainable disposal of packaging, but they often lack knowledge or access to dispose packaging properly. If platforms include information/instructions about recycling, composting, and reuse on the packaging, websites, and other communication channels, it can help increase packaging materials' reuse, recycling, and composting.

### Example of action: Flipkart<sup>12</sup>

Flipkart's transition towards sustainable packaging involved a meticulously planned methodical approach. This approach was characterised by capacity-building for education and awareness of sellers and suppliers, an innovation-driven strategy in combination with engagement and compliance with national and state regulatory bodies. Starting with one state, it introduced guidelines and training sessions to bring sellers under the purview of sustainable packaging. This program has been presently scaled to several hubs across the country. More than 20 webinars and educational campaigns were conducted to educate and train sellers on 'Ship Only in Primary Packaging', selecting the appropriate packaging size and other aspects. This concerted effort has catalyzed widespread adoption by seller partners across the country.

### Call to action



- Print instructions on packaging for proper disposal
- Develop digital tools with educational content about materials, recycling, and end-of-life



12 Flipkart Stories. (2022, February 15). Designing sustainable packaging in e-commerce: A WWF India case study on the Flipkart Group. Available at <https://stories.flipkart.com/designing-sustainable-packaging-wwf-india-case-study/>. Accessed on 9 May 2024.



## About the India Plastics Pact

The India Plastics Pact unites businesses, governments, NGOs, and citizens to create a circular plastics economy in India. It is managed by the Confederation of Indian Industry (CII). The CII-ITC Centre of Excellence for Sustainable Development (CESD) anchors the India Plastics Pact, within CII. The initiative is supported by WRAP, a global NGO based in the UK.

Launched in September 2021, the India Plastics Pact is the first Plastics Pact in Asia. As of June 2024, there are 13 Plastics Pacts spread across the globe. 53 organizations are currently part of the India Plastics Pact. The Pact works on all plastic resins at all stages of the plastics value chain.

## About the Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, government and civil society, through advisory and consultative processes.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. CII charts change by working closely with government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialised services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the Indian Industry, charting a path towards a prosperous and sustainable future. With this backdrop, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its theme for 2024-25, prioritizing 5 key pillars. During this year, it would align its policy recommendations, initiatives, and activities with this overarching framework to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian Industry.

With 70 offices, including 12 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 countries, CII serves as a reference point for Indian industry and the international business community.

## About Naspers Prosus

Naspers Prosus is a global consumer internet group and one of the largest technology investors in the world.

Operating and investing globally in markets with long-term growth potential, Naspers Prosus builds leading consumer internet companies that empower people and enrich communities. The group is focused on building meaningful businesses in the online classifieds, food delivery, payments and fintech, and education technology sectors.

Over the years, we have built a portfolio of food delivery and Etail companies that deliver over 275 million food and grocery deliveries per month from India to Brazil and South Africa to Europe. Our companies are at the forefront of shaping how we eat and live and rethink transportation in urban areas.

Naspers Prosus supports both the India Plastics Pact and the South Africa Plastics Pact to scale sustainable packaging solutions in e-commerce.





@India Plastics Pact



indiaplasticspact.org



ippaction@cii.in

Managed by



Confederation of Indian Industry



CII-ITC Centre of Excellence  
for Sustainable Development



prosus



NASPERS