



## A NEW EARTH PROJECT

An initiative of Atlantic Packaging, A New Earth Project is a global coalition of athletes, industry-leading brands, and innovative packaging suppliers seeking to create, scale, and advocate for sustainable packaging solutions for brands of all sizes.

*Photo: Peter King*

## OUR MISSION

is to rid the world's oceans, lakes, and rivers of plastic pollution.

## OUR VISION

is to **inspire the global supply chain** to embrace sustainability and make the necessary investments to **put a healthy planet at the core of our values** as companies, brands and people. A New Earth Project brings environmentally conscious packaging suppliers together with brands and consumers to **find and scale sustainable packaging solutions to stop plastic pollution** from ending up in the world's waterways.

*#WeDoThisTogether*



[anewearthproject.com](http://anewearthproject.com) | [@anewearthproject](https://www.instagram.com/anewearthproject)



**NEW EARTH  
APPROVED**

Packaging Solutions for a Healthy Planet

# PRODUCT CRITERIA

*Direct-to-Consumer Packaging*



## Curbside Recyclable or Compostable

We want packaging materials to be as easy for consumers to recycle as possible. This means ensuring as many products as possible are curbside recyclable so consumers and businesses can recycle them without having to take them to special drop-off locations. Packaging that cannot be made from recyclable materials should be compostable, and preferably home compostable over industrially compostable to ensure as many people can compost the item as possible.



## Made from Renewable Resources

Renewable resources are those that naturally replenish themselves in a human time scale such as plant- and tree-based materials. We prioritize fiber-based materials and push our suppliers to source wood from responsibly managed forests.



## Not Harmful to Wildlife or Ecosystems

We want our packaging to be harmless to wildlife and ecosystems if it does appear in the environment. We prioritize materials that biodegrade in a matter of months - not decades or centuries - and that do not leave behind toxic chemicals or microplastics.

