BEYOND® PLASTIC

TRACKING OUR PROGRESS: 2020

Grove®
COLLABORATIVE

OUR PLASTIC-FREE PLEDGE

We're moving Beyond Plastic.

Grove exists to make products that are great for people and the planet. And plastic isn't part of that mission. Beyond Plastic is our five-year plan to solve the single-use plastic problem for home and personal care products. Today, we're 100% plastic neutral. By 2025, we'll be plastic-free. Here's what our plastic-conscious products have done so far.*

OUR PLASTIC-FREE PRODUCTS HAVE DIVERTED

3,580,000 lbs

OF PLASTIC (OR THE WEIGHT OF 14 BLUE WHALES) FROM ENTERING LANDFILLS**

GROVE'S CLEANING CONCENTRATES DIVERTED

860,000 lbs

(OR 33 GARBAGE TRUCKS***) OF PLASTIC FROM ENTERING LANDFILLS

GROVE'S SOAP REFILLS HAVE DIVERTED

226,000 lbs

OF PLASTIC (OR A WEEK'S WORTH OF TRASH FOR OVER 7,800 HOUSEHOLDS****) FROM LANDFILLS

GROVE'S REUSABLE BAGS HAVE DIVERTED

1,428,000 lbs

(OR THE WEIGHT OF 81,000,000 ZIPLOC GALLON BAGS*****) OF PLASTIC FROM LANDFILLS

*All metrics on page 2 are 2017-2020 shipment years. **Source: Marine Mammal Center Please note, since the publication of our plastic scorecard in August of 2020, we have revisited our calculations, which accounts for the increases shown between those two reports. We were previously undercounting our plastic avoided footprint by note including all historic Grove products and sales. *** Source: scdhec.gov **** Source: epa.gov *****Source: Packaging Digest

RIGHT NOW

Plastic Neutral

At Grove, our Plastic Neutral program ensures that for every ounce of plastic we sell, an ounce of ocean-bound plastic is recycled through our partnership with Plastic Bank®. When you choose Grove products, you're taking plastic out of waterways and sending it to be recycled — right where it belongs.

STEP 1

Measure

We weigh and record the amount of plastic in every product. Using those numbers, we calculate how much plastic we're sending in each order.

STEP 2

Collect

In partnership with Plastic Bank, we collect and recycle an ounce of ocean-bound plastic for every ounce of plastic we sell.

UP NEXT

Plastic-Free

Grove exists to make products that are great for people and the planet, and plastic isn't part of that mission. Beyond Plastic is our plan to solve the single-use plastic problem for home and personal care products. Today, we're 100% plastic neutral. By 2025, we'll be plastic-free.

PHASE 1

Beyond Plastic

We're the first online retailer to be 100% plastic neutral. For every ounce of plastic we sell, we collect and recycle an ounce of ocean-bound plastic.

PHASE 2

Beyond Plastic

We'll be plastic-free by 2025. We're working hard to remove plastic from everything we make and sell.

Total Plastic Footprint

This scorecard is the first of its kind to report exclusively on plastic at Grove, and we're using its publication to challenge our industry to track and publish their plastic use. As we work towards our 2025 goal of becoming plastic-free, these are the baseline totals* for plastic used site-wide, including all the brands we sell.

2,195,312 kg

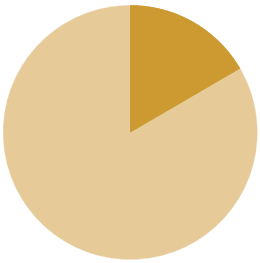
TOTAL PLASTIC WEIGHT

Total weight of plastic we've shipped to our customers in 2020, including every brand and every product that we sell at Grove.

0.32 kg

AVERAGE PLASTIC PER GROVE SHIPMENT

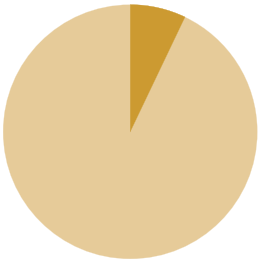
We hope to reduce this number through educating and engaging our community to adopt sustainable habits, like choosing plastic-free and plastic-reducing products.



16%

OF PRODUCTS ARE 100% PLASTIC-FREE ACROSS BRANDS

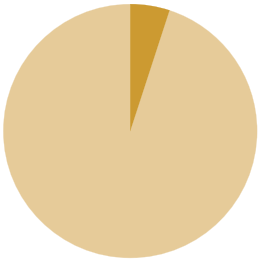
In 2020 we added 163 plastic-free products, from 32 brands, to our Grove assortment.



9%

PLASTIC AS A PERCENT OF TOTAL PRODUCT WEIGHT

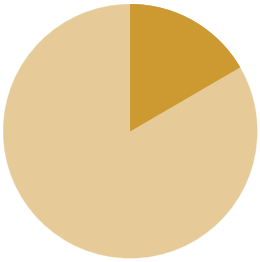
We aim to reduce this metric by reducing or eliminating unnecessary plastic packaging in products we sell.



8%

OF OUR PRODUCTS CONTAINING PLASTIC ARE REUSABLE

Across our assortment, we seek to increase reusable products and packaging while reducing single-use plastic.



16%

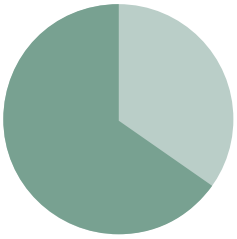
RECYCLED PLASTIC CONTENT

We prioritize products that contain recycled plastic to increase circularity and demand for recycled plastic.

*Metrics as of 1/8/2021.

Portfolio of Owned Brands

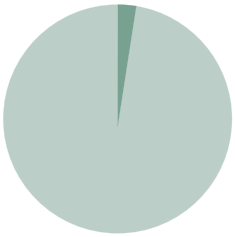
Our six owned brands span home care, personal care, and wellness, offering healthy formulas and sustainable formats without sacrificing performance. Replacing single-use plastic is core to our cause of reducing waste, minimizing our carbon footprint, and moving beyond plastic all together. These 2020 numbers represent our baseline* as we work to remove all plastic from our products and packaging by 2025.



Grove COLLABORATIVE

35% plastic-free

Elevated home care essentials designed with healthy ingredients and sustainable materials. Currently over 35% of products are plastic-free (and growing)!



Seedling BY GROVE

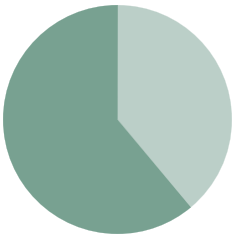
90% plastic-free

Tree-free paper made from strong, sustainable bamboo. Every purchase helps replant American forests. 90% of product packaging is plastic-free and recyclable.

HONU®

97% plastic-free

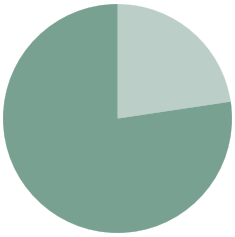
High-quality natural nutritional support to help you noticeably improve your health and well-being. On our way to plastic-free packaging.



Rooted BEAUTY

42% PCR**

Plant-based care for skin, hair, and body made with potent antioxidants and other vital nutrients. **Post-consumer recycled content.



sustain NATURAL

22% plastic to product***

Shame-free, healthy period care and sexual wellness products with a mission to spread sex education. ***Plastic as a percent of total product weight.

ROVEN peach™

100% plastic-free

Our newest brand offers 100% plastic-free hair, body, and facial cleansers that perform as well as conventional formulas.

*Metrics as of 1/8/2020.

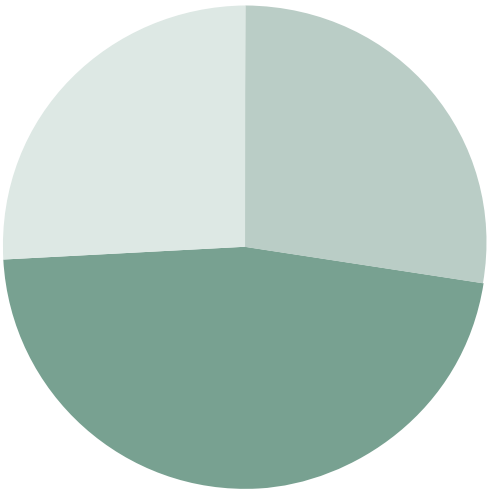
Grove Collaborative Brand

Grove's products are good for you, for your family, and for the world. Most plastic and packaging relies on fossil fuel-based energy,* but we design products to reduce reliance on fossil fuels. We weigh and record** materials to keep our ratio of plastic-to-product low, and we track** recycled and recyclable plastic in our products, supporting circular production and our plastic neutral efforts.

Grove
COLLABORATIVE

622,000 kg total plastic footprint

Of the total number of Grove-branded products that we've shipped to our customers in 2020**, 72% of those products contained plastic, 27% of those plastic products were reusable, and 32% contained recycled plastic.



35% plastic-free

We continue to seek alternate product and packaging formats to reduce the number of Grove products that contain plastic.

37% reusable plastic

Percent of products containing plastic that are reusable, as compared with single-use.

63% single-use plastic

To reduce this metric, we will reduce or eliminate unnecessary plastic packaging in Grove products.

*Definition: Sustainable Packaging, Sustainable Packaging Coalition, sustainablepackaging.org. **Metrics as of 1/8/2020.

Reducing Plastic in Products

We're designing products to replace single-use plastics. For example, our concentrates and glass vessels save over 94% of plastic compared to a single-use alternative. To date, Grove's community has purchased over 4,800,000 concentrate refills (which have since transitioned to glass), saving over 850,000 pounds of plastic or 7,500,000 plastic bottles.

Grove Cleaning Concentrates

Grove Concentrates & Refills

In 2020 Grove's naturally powerful Cleaning Concentrates moved to 100% plastic-free packaging. We also launched Hand and Dish Soap refills in aluminum bottles this year. Both initiatives combined will divert more than 70 tons (or over 140,000 lbs) of plastic from landfills in the first three months.

By replacing single-use plastic spray bottles with concentrates, we've already diverted over 850,000 lbs of plastic, equal to the weight of what 33 garbage trucks can hold.*

*Source: scdhec.gov

Reimagining Packaging

People are looking for more ways to eliminate plastic from their lives, and household essentials are a huge contributor to plastic waste. It was estimated that over half a trillion plastic bottles were sold in 2020, yet 91% of all plastic is not recycled.* Our products aren't all plastic-free (yet!), but they use much less plastic than single-use choices. Plus, all Grove products are 100% plastic neutral.

Grove Laundry Vessel

Grove Laundry Vessel

Designed with a patent-pending auto-measurement feature that eliminates the need to measure detergent, Grove's Reusable Laundry Dispenser and detergent pouches enable customers to cut laundry-related plastic waste by 60%.

Seedling

Made from 100% responsibly-grown bamboo, Seedling's paper products are packaged in fully recyclable, plastic-free, 100% recycled paperboard. Every Seedling purchase also supports reforestation through the Arbor Day Foundation. Additionally, we were able to transition all packaging for Seedling out of plastic and into 100% recycled paper cardboard packaging over the course of 2020.

Peach

Launched this fall, Grove's new personal care brand offers waterless, plastic-free and effective plant-based solutions. In under a year, Peach is expected to divert an estimated 100,000 pounds of plastic that would otherwise enter the environment as a result of traditional packaging.

*American Association for the Advancement of Science, Study: Production, use, and fate of all plastics, Published 2017.

Plastic-Conscious Partners

We're committed to moving our industry forward, and we work with third-party brands to offer a wide range of plastic-conscious solutions to our community. Everything available at Grove has met our standards for non-toxicity, efficacy, cruelty-free production, and sustainability. We evaluate our partners' business practices for sustainability and ethics as well. This year, we launched a Plastic Working Group to facilitate collaboration and learning around plastic reduction, and we look forward to reporting on our progress.

Seventh Generation Zero Plastic

In 2020 we added 163 plastic-free products, from 32 brands, to our Grove assortment.

Seventh Generation

Launched in September exclusively at Grove, Seventh Generation introduced a line of Zero Plastic home care and personal care products. These liquid free, mineral-based, biodegradable cleaning products are packaged in steel — the most recyclable and recycled material in the world — along with no synthetic fragrances, no dyes, no bleach, no wrappers, and certainly no plastic.

Smarty Pits

In addition to its mission of helping consumers find a safe and healthy alternative to aluminum-based antiperspirants, SmartyPits now also offers one of the industry's first totally plastic-free deodorant tube. The brand estimates that this packaging change will save over 28,000 lbs of plastic by the end of 2022.

Kari Gran

Kari Gran is a women-owned and led beauty brand celebrating a decade of clean, effective products with a tiny plastic footprint. In 2020 the brand is proud to have become entirely plastic neutral thanks to their partnership with The Plastic Bank. For International Women's Day, we launched an exclusive lip whip color whose proceeds donated ~$8,000 to Vital Voices, a non-profit dedicated to empowering women leaders.

Roadmap to Plastic-Free

Plastic pollution is devastating our oceans and wildlife, and is severely problematic for human health. We believe that plastic isn't sustainable — period. While we don't have total visibility as to how we will get to zero plastic, we know that bold action is needed to move our industry forward. Here's how we're thinking about tackling these challenges.

Grove Sustainable Swaps

Phase 1: Available Alternatives

Phase I requires transitioning all possible packaging out of plastic, where solutions exist. If solutions don't currently exist, we will use PCR recycled plastic as much as possible. On the collaboration front, we launched our third-party brand working group and advocacy practice.

Phase 2: New Formats & Behaviors

Moving into Phase 2 means expanding our resources and testing to find matches with existing products. Solution must-haves include product compatibility, packaging performance, and price. Consumer behavior change is likely to support this transition.

Phase 3: Innovations & Solutions

While we have less visibility into this chapter of our work, Phase 3 will be the final stretch of our plastic-free journey. It depends on the creation of new materials, technologies and logistics systems that enable us to reach a full assortment of plastic-free products.

Phase 1: Available Alternatives

1. Design

We continue to seek alternate product and packaging formats to reduce the number of Grove products that contain plastic.

a. Transition out of plastic wherever possible into aluminum and glass, which are infinitely recyclable, more commonly recycled in the U.S., and do not cause harmful environmental impact at end of life. For example, Grove concentrates will transition from plastic tubes to glass bottles.

b. For remaining plastics: I) Increase PCR and recycled content wherever possible; 2) Evaluate materials to prioritize most commonly recyclable materials in place of those unlikely to be recycled. For example, Seedling paperboard boxes have replaced the need for non-recyclable plastic film packaging. We will also transition ABS bottles to polypropylene, a more commonly recyclable plastic type, or from polypropylene to metal.

c. Reduce all unnecessary paper and plastic packaging. For example, we removed plastic air pillows from packing boxes in favor of recycled paper.

2. End of Life

Label all Grove packaging with How2Recycle instructions to maximize chances of it being recycled properly.

3. Industry Action

a. Launch Grove plastic-free working group with all Grove brands to share best practices, our roadmap, and create a plan for industry action.

b. Launch advocacy practice: Support legislation and working groups that advance both state and national legislation around increased recycling, disincentivizing single-use plastics and addressing plastic pollution.

Our Progress on Phase 1

Our Roadmap to Plastic-Free

We think of our journey to plastic-free in three phases. While some products may be easier to transition than others, we will work simultaneously in each phase.

While we don't have full visibility as to how we will get to zero plastic, we know that bold action is needed to reduce our plastic footprint in the industry. Here's what we've accomplished in 2020 to help us reach our goal, illustrating Phase I of our roadmap:

a

b

c

a. In our Seedling line of tree free paper products, we were able to transition to 100% recycled paper cardboard packaging over the course of 2020, **removing plastic packaging altogether**.

b. We've transitioned our concentrated cleaning sprays from plastic tubes (which were unlikely to be recycled in most US municipalities) into glass, which is infinitely recyclable. We are launching a partnership to bring glass recycling to customers in key municipalities that don't offer it at curbside in 2021.

c. Our best selling hand and dish soap refills also transitioned from pouches to aluminum refill vessels. Aluminum is also infinitely recyclable without deteriorating in quality, as well as the most likely material to be recycled across the US.

Our Progress on Phase 1

Cleaning Concentrates

Our new plastic-free cleaning concentrate formats have transitioned from plastic tubes to glass bottles and aluminum caps. These concentrated formulas help cut down on excess waste when paired with our reusable glass spray bottles and help consumers shift away from single-use plastic to more reusable, refillable products.

Since Launch in October 2020 we have saved:

115,000 lbs of single-use plastic from entering landfill
962,000 single-use plastic bottles from entering landfill
113,000 gallons of water from being shipped
575 metric tons of greenhouse gas emissions

Hand and Dish Soap

Formulated by scientists at Grove, our hand and dish soaps are powered by healthy, plant-derived ingredients. Plus, Beyond Plastic aluminum packaging is infinitely recyclable.

Since Launch in October 2020 we have saved:

27,000 lbs of single-use plastic from entering landfill
317,000 single-use plastic bottles from entering landfill

Phase 2: New Formats & Behaviors

1. Design

a. Develop new formats for packaging that prioritize refills, avoid single-use, and transition away from plastics. For example, Grove refillable deodorants.

b. Innovate new products. For example, our Peach shampoo eschews a traditional bottle in favor of a plastic-free bar.

c. Through testing, explore the role of consumer behavior changes. Examine consumer acceptance and adoption. Increase our focus on the measurement of average plastic in each Grove box, and design a path towards reduction through behavior change.

2. End of Life

Increase compostable packaging assortment. Ideally, make packaging compostable where possible.

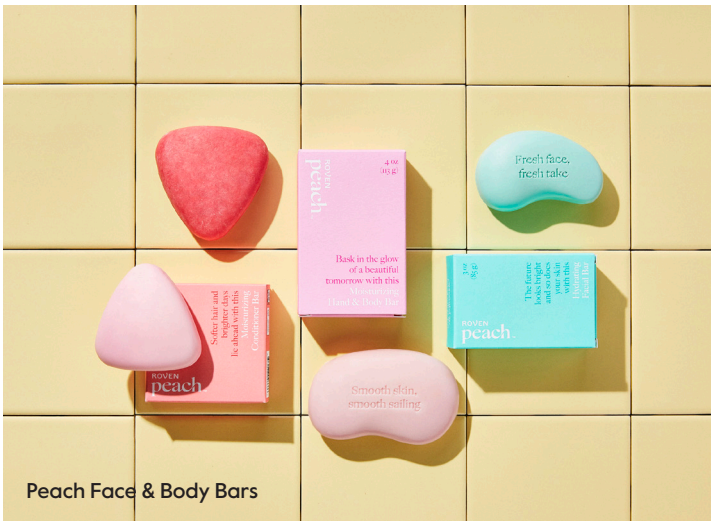
3. Industry Action

a. Publish a list of aggregated packaging innovations through the Grove third-party brand plastic working group. Research innovations and changes required for an industry-wide transition to plastic-free packaging. Signal demand that consumer packaged goods, personal care, and the clean beauty industry are ready and eager to go plastic-free.

b. Pilot circularity programs to explore feasibility of long-term reuse addressing plastic pollution.

Our Progress on Phase 2

Phase 2 represents an exciting challenge of pushing our industry to explore what's already possible with existing technologies, where it is perception or habit holding us back from progress. Our new brand of personal care products, Peach, is the perfect representation of challenging a long-accepted industry assumption that clean hair should come in packaging that takes 500 years to biodegrade, rather than ask our consumers to make a simple swap and lather up! We also partnered with Seventh Generation to launch a line of concentrated cleaners in tablet and powder format that is totally plastic-free — and at every opportunity, our customers jumped at the opportunity to change their habits. We look forward to continuing to grow our assortment of plastic-free brands and products that challenge the status quo.



Peach Face & Body Bars

Meet Peach, Grove's new **plastic-free, non-toxic**, and deliciously scented bars for hair, face, and body — which **challenges consumer habits** of using conventional, plastic hair and body products. Each Peach customer can **divert 4.44 pounds of plastic** per year.

Peach

Peach is exciting because it demonstrates that the path to plastic-free can be fun! We believe that consumer behavior change is a critical part of making progress, and firmly believe that consumers are not only ready, but eager for plastic-free solutions.

Since Launch in October 2020 we have saved:

22,000 lbs of single-use plastic from entering landfill
225,000 single-use plastic bottles from entering landfill
24,000 gallons of water from being shipped
122 metric tons of greenhouse gas emissions

Phase 3: Innovations & Solutions

1. Design

a. Integrate new innovations and materials such as bioplastics that are truly compostable.

b. Make packaging a force for good. For example, explore the creation of new materials from waste and examine carbon capture and/or carbon-negative packaging. Explore the potential role for permanent durable plastic goods with demonstrated longevity.

2. End of Life

a. Create scalable systems for circularity. Explore take-back models that avoid landfill waste.

b. Prioritize longevity and re-use over recycling. We envision a world in which every Grove box leaves minimal materials in home recycling bins, and anything that goes into the bin is truly recyclable in the majority of U.S. households.

3. Industry Action

a. Catalyze our industry to make bold commitments to plastic-free solutions. Participate in the creation of industry-wide goals.

b. Partner with other retailers who share our commitment to avoid plastic and move towards circularity. Scale systems for packaging collection, takeback and/or refill.

Industry Action Updates

The north star of our plastic-free journey is new materials, but in order to get there — we need to partner with and push our industry. Our efforts in this chapter are focused on both fronts — industry action and partnership.

This year, we launched our Grove Plastic Working Group (PWG), which includes over 45 third-party brands sold on the Grove site as we collaborate on the path of plastic reduction. This group's focus is on sharing learning, discovery and innovation — recognizing that reaching our plastic-free goal is only possible through partnership and engagement.

We were thrilled to be named an advisory member of the US Plastics Pact (run by the World Wildlife Fund and the Recycling Partnership), the first domestic initiative aiming to bring together public-private stakeholders to design a common vision for a circular economy for plastics. Through defining a roadmap which reduces difficult to recycle materials, increases recyclable content and advocates for better recycling capabilities — the aim of this group is to create a circular plastics economy that moves away from waste and pollution into recapture and reuse.

We are also proud to partner with leading brands across industries as part of Prana's Responsible Packaging Movement — recognizing an opportunity to learn from our friends in the apparel industry as well as collaborate to amplify our brand voices for new technologies.

We believe this type of partnership and engagement will be critical to pilot and ultimately scale circular systems, which are cost prohibitive for smaller brands such as Grove to test in the absence of a network. Our hope is that through these relationships and partnerships, we can make our demands for new solutions become the mainstream — bringing circularity further into the forefront of business so that scalable systems for packaging collection, takeback and refill.

Memberships & Advocacy

Grove is proud to support the Plastics Free California Ballot Initiative, the Break Free from Plastic Pollution Bill, and other state and national advocacy efforts to avoid single-use plastic, increase recycling, and address plastic pollution. Grove is also committed to industry collaboration and partnership with key non-profit and social enterprises. Below is a list of industry working groups and organizations that we are proud to be a member or signatory to, as well as our non-profit/social enterprise partners.

NEW PLASTICS ECONOMY Global Commitment

As a signatory to the Ellen MacArthur Foundation's New Plastics Economy, Grove has committed to supporting a circular plastics economy by eliminating unnecessary packaging, ensuring that all packaging is reusable, recyclable (by broad standards) or compostable by 2025.

plasticbank

Plastic Bank® is helping the world stop ocean plastic while improving the lives of collector communities. They're building recycling ecosystems in coastal communities and reprocessing the materials for reintroduction into the global supply chain as Social Plastic®.

CLIMATE COLLABORATIVE

By signing onto the Climate Collaborative's Packaging Commitment, we have pledged to implement practices to reduce the GHG emissions associated with our packaging to the greatest degree possible.

5 GYRES SCIENCE TO SOLUTIONS

5 Gyres Institute is a leading global nonprofit organization in the fight against plastic pollution, with over 10 years of expertise in scientific research and engagement on plastic pollution issues.

AMERICAN SUSTAINABLE BUSINESS COUNCIL

As a member of the American Sustainable Business Council's Sustainable Packaging Coalition, we participate in a working group of leading businesses advocating for sustainable packaging via legislation and other engagement initiatives.

U.S. PLASTICS PACT

The U.S. Plastics Pact brings together businesses, government entities, NGOs, researchers and other stakeholders as part of the Ellen MacArthur Foundation's network of Plastics Pacts around the world. The U.S. Pact will work collectively towards a common vision of a circular economy for plastics.

BEYOND PLASTIC: OUR PARTNERSHIP WITH PLASTIC BANK

Collecting & Recycling

Plastic Bank creates ethical recycling ecosystems in coastal communities across Haiti, Brazil, Indonesia and the Philippines. Through our partnership with them, we've helped to collect over 200,00 kilograms (the equivalent of more than 10 million bottles) of plastic, employing 181 collectors in the Philippines across 20 community locations,* with more to come. Please note that there is a lag between when Grove ships plastic to customers and when it is collected, but 100% of the volume of plastic that Grove ships to customers in 2020 will be collected in the form of ocean-bound plastic as soon as collectors are able to do so.

PEOPLE IMPACTED

926
collectors

PLASTIC COLLECTED

990,065
kilograms

LOCATIONS IMPACTED

49
communities

EQUIVALENT TO RECYCLING

49,503,280
water bottles

*Metrics as of 1/8/2020. Pins indicate Plastic Bank's areas of focus, with the yellow pin representing Grove's impact to date.

A Collector's Story

To date, Plastic Bank® members have gathered over 11 million kg of ocean-bound plastic. Collectors receive a premium for the materials they collect, which helps them provide basic family necessities such as groceries, cooking fuel, school tuition, and health insurance. Plastic Bank's proprietary blockchain platform secures the entire transaction and enables full transparency, traceability, and rapid scalability.

When his recycling cooperative partnered with Plastic Bank, Marlon gained access to additional income and financial literacy through Plastic Bank's digital platform.

Marlon lives in Manila with his two children and has been a Plastic Bank collector since the opening of his local branch in 2017. Before that, Marlon had been collecting plastic waste in his community for eight years through informal collection systems. Since Plastic Bank partnered with his community, Marlon has been able access a more reliable and predictable source of income to help him support his family. Plastic Bank allows Marlon to provide for his family's daily needs and gives his children hope for a brighter future.

Grove Collaborative directly supports collector bonuses so that collectors like Marlon receive a premium for the materials they collect. In addition, the partnership allows Plastic Bank to provide educational seminars to impoverished communities, helping Marlon and other collectors learn new skills while becoming more informed about the negative impact plastic has on the environment. Marlon says that he is proud of his work and thankful that he can make an impact on his family, community, and environment.

Broadening our Plastic Neutral Ecosystem

and the Grove Plastic Working Group

Grove Soap and Cleaning Concentrate

As we look ahead to the new year, we are focused on the following:

1. Taking an ecosystem approach to plastic neutrality by adding a new partner, RePurpose Global to our plastic neutral program.

a. Through our partnership with RePurpose, we will be complementing our work with Plastic Bank by scaling to new geographies and focusing on the collection of low-value plastics that are more likely to end up as pollution. We also hope to invest in capital infrastructure that will enable the collection of more plastic pollution.

2. Define our roadmap to plastic-free and interim goals

a. Plastic-free by 2025 is a destination with many stops along the way. We have work to do in defining what plastic-free looks like, given the many nuances that exist in materials science, as well as mapping our goals for each year until then to track our progress.

3. Deepen our relationship with industry peers

a. We are proud to have 45+ brands as part of our Plastic Working Group committed to collaboration around finding the solutions that will help us reduce and avoid the use of plastic products and packaging. Through sharing challenges and learnings — our hope is that we can dismantle obstacles to plastic reduction, amplify the demand for material innovation where it is needed, and engage in advocacy around improved recycling infrastructure and capabilities in the US.

b. Our goal as a Plastic Working Group is to drive industry innovation as a voice for growing consumer demand for sustainable solutions. We value all our brand partners, regardless of where they are in their sustainable packaging journey and believe we all can benefit through collaboration, thought leadership, precompetitive conversation, and sharing best practices to reduce and remove plastic from our product assortment.

4. And of course...Decrease our plastic footprint and offer more plastic-free products — while helping our Grove ecosystem do the same.

Seventh Generation Zero Plastic

Fighting Plastic Pollution

As our dedicated non-profit partner in increasing education and awareness around plastic, Grove is proud to support the 5 Gyres Institute, a leading global nonprofit organization in the fight against plastic pollution with expertise in scientific research and engagement on plastic pollution issues. With over 1000+ Ambassadors in 66 countries, 5 Gyres supports community members with information, tools, and connections to help drive local change.

This case study shows how community engagement is a critical path to building grassroots support for new solutions and legislation that address local sources of pollution. In this example, in order to address the growing waste challenges in the city of Los Angeles (and nationwide), 5 Gyres joined 25 other LA-based environmental and community organizations to launch TrashBlitz LA (TBLA) in 2019.

About Trash Blitz

TrashBlitz is a community-based project designed to engage and empower local stakeholders in measuring plastic pollution and other trash across their city and utilize the data to generate a relevant action-plan for their city. They provide robust research protocols and a web-based app that both measures products and brands, and a platform to bring diverse stakeholders together to co-create solutions, to stop plastic pollution at the source. The TrashBlitz data card and web-based app also aligns with global NGOs to measure plastic pollution and give municipalities, business leaders, and the public, the data they need to generate solutions based on their communities' key problems or pain points. This allows the scalability of TrashBlitz methods to any city and any watershed across the globe.

A TrashBlitz app allows community data collection methods to scale to any city or watershed in the world.

Trash Blitz LA

5 Gyres launched TrashBlitz across the LA watershed, mobilizing hundreds of Angelenos to collect information on urban waste categorized by type, material, and brand. The data provided critical insights and a convening platform for policymakers, business owners, urban planners, and community groups to continue exploring collaborative solutions to the growing issue of plastic pollution and waste.

Volunteers from neighborhoods across LA helped collect the data over the course of three weeks in 110 randomly selected sampling points in LA's 15 City Council districts. The top 10 items found in Los Angeles were, in order of abundance: cigarette butts, misc. plastic fragments, food wrappers, bottle caps/rings, misc. plastic foam, cups, straws, misc. plastic film, lids, and bags.

Plastic made a majority of the trash surveyed, at over 70% of the total.

Looking at the brands that most contributed to pollution, six of the top 10 brands were cigarette companies. These local findings strongly correlate with the top items found on global datasets as well as our BanList 2.0. This data highlights the interconnectedness of our watersheds and the importance of producer responsibility in creating an end-of-life plan for the plastic we use. The findings show a clear and immediate need to push for policy change that centers around source reduction, like AB 1080 and SB 54 legislation.

TrashBlitz LA gave everyday people an opportunity to join the plastic pollution movement. As the movement as a whole shifts its messaging to include the entire life cycle of plastic, these new partnerships will be key to make sure the solutions are inclusive of organizations and communities who are disproportionately impacted by the often-hidden impacts of plastic.

While ample evidence of the global plastic pollution problem exists, having local data specific to neighborhoods is a powerful way to engage stakeholders and policymakers. The TrashBlitz platform helps to tell the story for local leaders of what's in their backyard, and how this data can be used to solve problems on a local level.

DISCLOSURES

New Plastics Economy

As a signatory of the Ellen MacArthur Foundation's New Plastics Economy, Grove has committed to disclosures on progress towards our goal of eliminating problematic and unnecessary packaging, ensuring that all packaging is reusable, recyclable (by broad standards) or compostable by 2025.

As part of our commitment to disclosure, we have evaluated our products that contain plastic packaging to understand if successful post-consumer collection, sorting, and recycling is proven to work in practice and at scale. The New Plastics Economy suggests packaging is considered recyclable in practice and at scale if it achieves a 30% post-consumer recycling rate in multiple regions.

Unfortunately, in the U.S. most plastic types and components do not have an entire end-to-end system that assures this 30% rate of recyclability, but are rather closer to under 10%, so almost nothing is considered recyclable at scale based on this methodology. In order to address this challenge, for Grove branded products, we continuously work to introduce recycled plastic, increase recyclability or compostability, or ultimately eliminate plastic altogether — in addition to pursuing opportunities for advocacy to improve recycling within the US. The following pages break down these statistics by packaging category and percentages, along with supporting data, proof points, comments, and next steps.

DISCLOSURES: NEW PLASTICS ECONOMY (CONTINUED)

Packaging category	Share of plastic packaging portfolio by weight	Is a recycling system in practice and at scale?	Supporting data, proof points, estimates and assumptions	Share that 'fits' recycling system	Comments	Next steps
Bottle (HDPE)	4.45%	Yes	In 2018, ~30% of PET bottles were recycled in the US. Source: Resource Recycling	100.00%	Many of these products contain 80%-100% PCR plastic.	
Bottle (PET)	2.87%	Yes	In 2018, ~30% of PET bottles were recycled in the US. Source: Resource Recycling	100.00%		We are currently transitioning to 100% PCR plastic in all hand sanitizer bottles. We are exploring the possibility of aluminum later in 2021 in these products as well.
Bottle Stopper (Polypropylene)	0.16%	No	Recycling of polypropylene (#5) is not proven to be at scale and in practice. Only about 1% of polypropylene is recycled in the US. Source: Balance Small Business			
Bubble Wrap (LDPE)	10.97%	No	Bubble wrap can only be recycled through the same national drop-off collection programs that accept plastic bags. This is currently does not meet 30%. Source: Live Green			We have not found many sustainable alternatives widely available yet that help protect against damage in transport.
Cap (ABS)	2.23%	No	Our ABS caps are often too small to recycle or are not widely accepted from all recycling municipalities in the US. Source: Recycle Nation			We plan to identify where ABS exists in our packaging and switch these components to polypropylene (PP). There are limited end markets for ABS and the material is not curbside recyclable.
Cap (PET)	0.15%	No	Although non-bottle rigid plastic recycling is increasing, the recycling rate is still below 30%. Source: American Chemistry			
Cap (PP)	14.76%	No	Although non-bottle rigid plastic recycling is increasing in the US, the recycling rate is still below 30%. Source: American Chemistry		Some caps are considered recyclable if the contents of product are emptied and the cap is placed back on main packaging component (glass bottle); however, polypropylene caps are not recycled at scale effectively. We find the biggest hurdle to recycling is the size of the caps if unattached to their other product components.	In a limited number of SKUs, we are exploring some products to replace polypropylene caps with aluminum cap.
Compostable Bag (PLA)	1.88%	No	The wrap around a share of our products is compostable; however, composting rates are at 8.9% in the US. Source: Resource Recycling		These compostable alternatives are more sustainable than existing polypropylene films. We will continue to replace polypropylene bags with compostable bags.	

DISCLOSURES: NEW PLASTICS ECONOMY (CONTINUED)

Packaging category	Share of plastic packaging portfolio by weight	Is a recycling system in practice and at scale?	Supporting data, proof points, estimates and assumptions	Share that 'fits' recycling system	Comments	Next steps
Condom Foil (Plastic Coating)	1.41%	No	We are not able to change the current packaging for our condoms due to the stringent regulations of products that are considered medical devices.			
Cutlery (CPLA)	4.64%	No	Our CPLA cutlery is compostable; however, composting rates are at 8.9% in the US. Source: Resource Recycling			
Flexible Liner (Mater-bi Bioplastic)	2.36%	No	The wrap around our Sustain liners is compostable; however, composting rates are at 8.9% in the US. Source: Resource Recycling			
Jar (RPET)	6.85%	No	Jars consist of 100% recycled PET plastic; however, the small size of the jars (less than 3") do not make them recyclable in all U.S. MRFs. Source: NPR			
Lid (PP)	0.47%	No	Although non-bottle rigid plastic recycling is increasing, the recycling rate is still below 30%. Source: American Chemistry			
Plastic Bag or Wrap (LDPE)	5.33%	No	Flexible LDPE plastic can only be recycled through the same national drop-off collection programs that accept plastic bags. This is currently does not meet 30%. Source: Recycle Bank		For some products considered medical devices that contain this plastic packaging, we are not able to change packaging due to the stringent regulations of these products.	Compostable bag alternatives are more sustainable than existing plastic bags or wraps. We will continue to replace these with compostable bags for our products.
Pouch (Multi-Layer)	9.73%	No	Recycling rates in the U.S. for flexible polyethylene or multi-layer plastic is less than 30%. Source: Recycling Today			Later in 2020, our hand and dish soaps are transitioning to aluminum bottles with aluminum caps.
Pouch (PE)	3.93%	No	Recycling rates in the U.S. for flexible polyethylene or multi-layer plastic is less than 30%. Source: Recycling Today			We are currently exploring other compostable pouch alternatives.
Pump (PP)	0.38%	No	Although non-bottle rigid plastic recycling is increasing, the recycling rate is still below 30%. Source: American Chemistry		Currently, there are not many scalable market alternatives for pumps, misters, or trigger sprayers that are widely recyclable.	
Sprayer (PP)	2.04%	No	Although non-bottle rigid plastic recycling is increasing, the recycling rate is still below 30%. Source: American Chemistry		Currently, there are not many scalable market alternatives for pumps, misters, or trigger sprayers that are widely recyclable.	

DISCLOSURES: NEW PLASTICS ECONOMY (CONTINUED)

Packaging category	Share of plastic packaging portfolio by weight	Is a recycling system in practice and at scale?	Supporting data, proof points, estimates and assumptions	Share that 'fits' recycling system	Comments	Next steps
Sprayer (PP/ HDPE)	8.34%	No	Although non-bottle rigid plastic recycling is increasing, the recycling rate is still below 30%. Source: American Chemistry		Currently, there are not many scalable market alternatives for pumps, misters, or trigger sprayers that are widely recyclable.	
Tampon Applicator (PE)	2.19%	No	We did not find any data on this type of product, but since these are considered medical devices used for feminine care use, they are not intended to be recycled.			
Tube (HDPE)	3.94%	No	Although store drop off recycling rates in the U.S. are increasing for cleaning and personal care tubes, these products are not widely curbside recyclable. In many personal care and cleaning products, possible residue left in the tube makes the plastic of lower value. Source: Medium			Later in 2020, our cleaning concentrates are transitioning to glass bottles and aluminum caps.
Tube (MDPE)	1.42%	No	Although store drop off recycling rates in the U.S. are increasing for cleaning and personal care tubes, these products are not widely curbside recyclable. In many personal care and cleaning products, possible residue left in the tube makes the plastic of lower value. Source: Medium			
Tube (PP)	9.50%	No	Although store drop off recycling rates in the U.S. are increasing for cleaning and personal care tubes, these products are not widely curbside recyclable. In many personal care and cleaning products, possible residue left in the tube makes the plastic of lower value. Source: Medium			For personal care products where glass or aluminum may not be the best alternatives, we are exploring waterless options.

Total	Step 1: Calculate share of plastic packaging that fits recycling systems in practice and at scale	Step 2: Final result
100%	7.33%	7.33%

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