

April - Packaging

High Tech - Case Study



**Calendar for
Climate
Change**

Quid-Pro-Guo - Inter-generational
Education to Ease Global Warmi



Case Study: Samsung

Month	April
Topic	Packaging
Case Study Title:	Samsung



Source: Samsung x Dezeen (2021)¹

Name of the Climate or Social Enterprise or Activist Group:	Samsung
What is their Story?	<p>Samsung is a South Korean technology company that has switched to entirely sustainable packaging since 2016. Beyond just switching their packaging to cardboard, Samsung also provides repurposing guides for the packaging provided for their larger devices.</p> <p>On the packaging of its larger devices, a QR code that can be found to find the instructions on how to repurpose the packaging. Some of the things that can be created by the packaging include a stationery holder, a cat tunnel, a bookshelf, and even a tv consoles, among many</p>

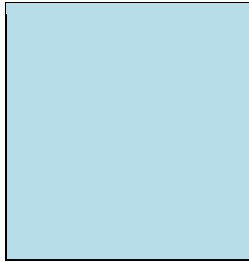
¹ Image source link: https://i0.wp.com/mad-over-marketing.com/wp-content/uploads/2021/06/Samsung-Dezeen-Eco-Package-Competition_main1.jpg?resize=768%2C432&ssl=1



	others.
Link to the Case Study:	Link: https://www.samsung-ecopackage.com/
Why is this a Good Example to Follow?	<p>This is a good example to follow because it shows how providing sustainable packaging can even go above and beyond. By providing QR codes on each box, Samsung is encouraging consumers to repurpose the materials to create furniture and homeware pieces that are both sustainable and can be used across one’s home. It also allows for a reduction in the amount of packaging that is going into household waste by directly steering customers towards repurposing.</p> <p>The designs offered by Samsung means that customers can choose a preset design that gives direct instructions and will already fit the amount of packaging they have. This is particularly helpful as finding interesting designs and instructions is half the battle when repurposing materials.</p>
What Impact has this case study example achieved?	<p>Since switching to sustainable packaging in 2016, Samsung has managed to reduce their packaging waste output by 51% (Samsung 2021). By switching to more sustainable packaging for their most popular products, their Galaxy phone lines, Samsung has been able to reduce the amount of packaging used by 42%, saving 44,802 trees a year for the latest model (Samsung, 2021).</p> <p>This has had a remarkable impact the way that the technology sector, in particular telecommunications, has approached packaging. In 2020, Apple followed Samsung in reducing the amount of packaging used in their products by eliminating the plastic wrapping that the phones and their boxes came in (Apple, 2021).</p> <p>Learning how to repurpose all forms of packaging is important. Even cardboard can be repurposed and made more sustainable, and Samsung have proven this by introducing this upcycling scheme.</p>
References	<p>Apple. (2022). <i>Environment</i>. Apple (Ireland). https://www.apple.com/ie/environment/</p> <p>Chou, C. (2021, June 17). <i>Samsung Is Encouraging Users To Reuse Its Packaging In The Most Creative Ways</i>. Mad Over Marketing Advertising, Brands, Media and PR. https://mad-over-marketing.com/samsung-is-encouraging-users-to-reuse-its-packaging-in-the-most-creative-ways/</p> <p>Environmental Protection Agency (EPA). (2020). <i>Packaging Statistics</i>. Environmental Protection Agency. https://www.epa.ie/our-services/monitoring--assessment/waste/national-waste-statistics/packaging/</p> <p>European Commission. (2022, October 10). <i>Packaging waste statistics</i>. EUROSTAT.</p>



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https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Packaging_waste_statistics
Samsung. (2021). *Enabling a Sustainable Future With Galaxy S's Eco-Conscious Packaging*.
<https://news.samsung.com/global/enabling-a-sustainable-future-with-galaxy-ss-eco-conscious-packaging>



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