



# Source reduction and reusable of plastic packaging in online express delivery industry

***Implementing organisation:***

***China Federation of Logistics & Purchasing (CFLP)***

***Shenzhen University***

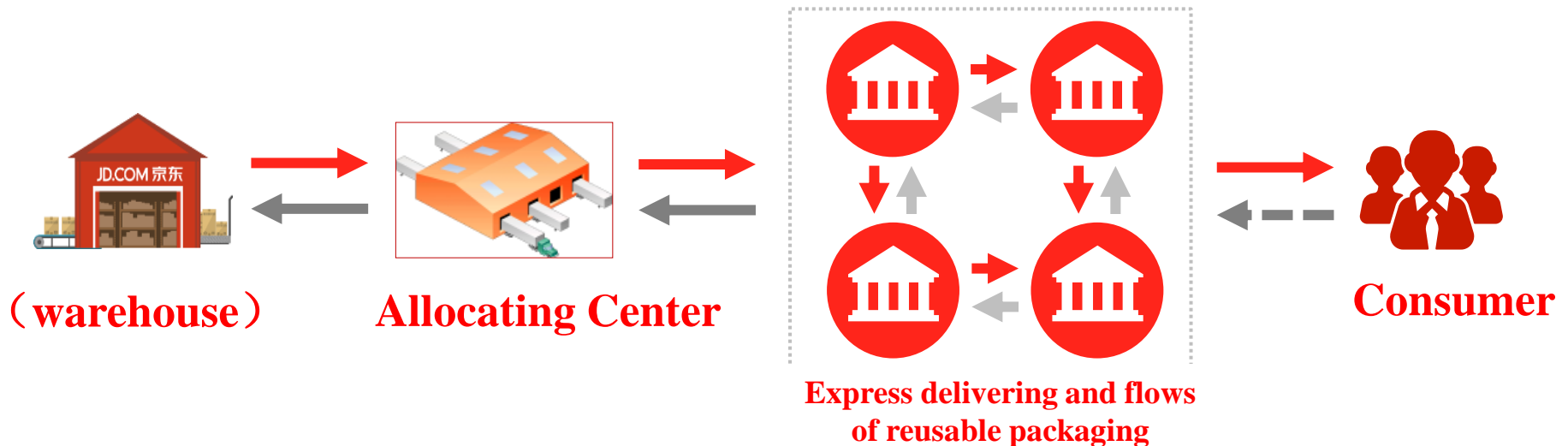
***JD company***

***Country of implementation: China***

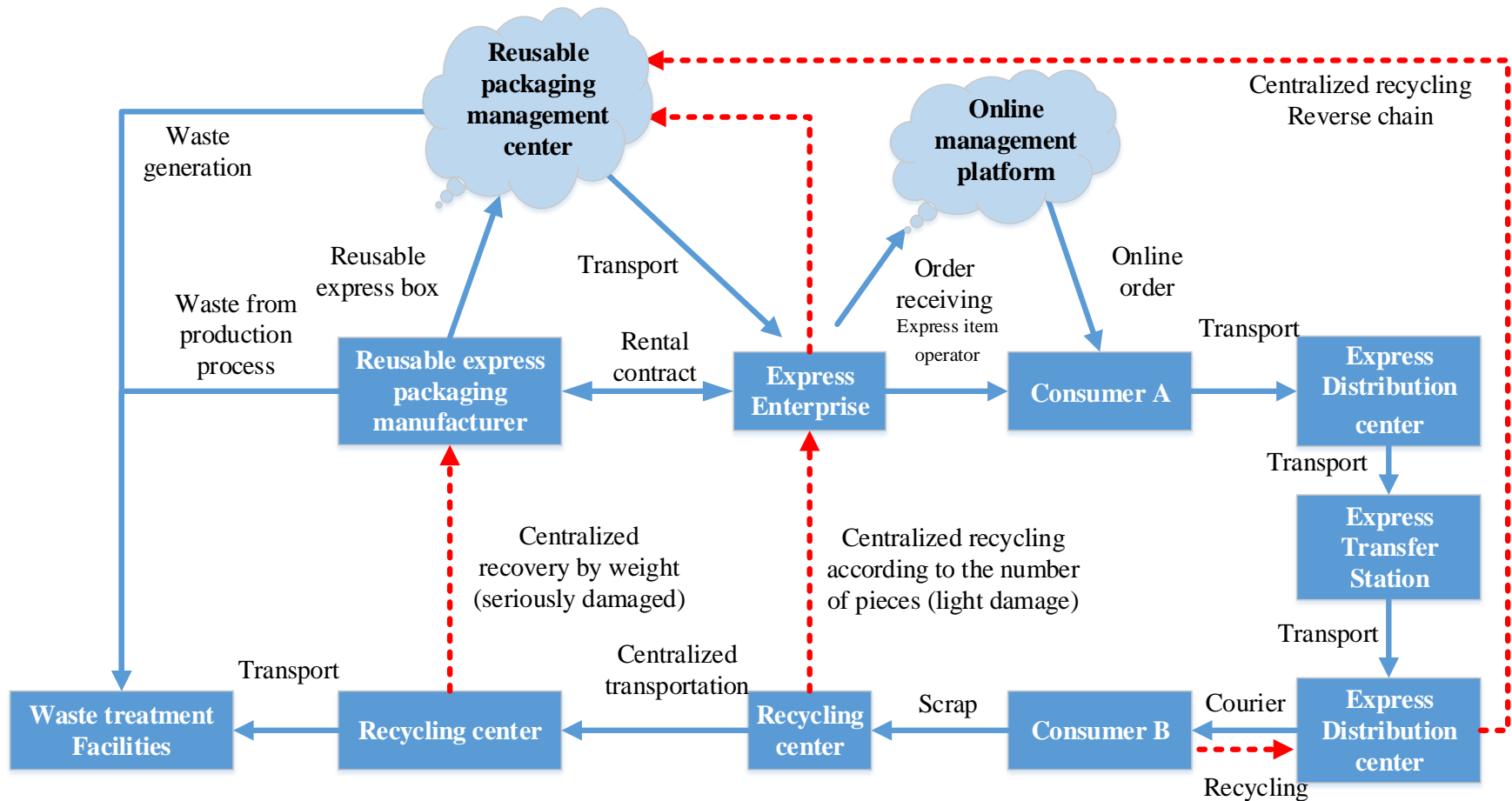


## Objectives & Results

- *Source reduction and reuse of plastic packaging in express delivery sector.*
- *Demonstration and promotion of Green Stream Boxes (reusable packaging).*
- *Explore a new mode of green packaging in the express delivery sector.*



# The operation process of Green Stream Boxes (reusable packaging)





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# Activities



Offline publicity



Online publicity

## Success factors as well as challenges

### – Close cooperation of the project team.

- China Federation of Logistics & Purchasing (CFLP) - Organization and System design.
- Jingdong (JD) - Demonstration and data support.
- Shenzhen University - Data gathering and analysis.

### – Policy support & consumer recognition.

- The Chinese government strongly advocates green packaging modes.
- Consumers gradually accept and promote green packaging.





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## Success factors as well as **challenges**

### – **COVID-19.**

- **Due to the impact of the epidemic, face-to-face communications and field investigations have been hindered. Online communications have become the main choice.**



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