



SUSTRAINY

Sustainable action Training for Youth



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SUSTRAINY PROJECT



PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

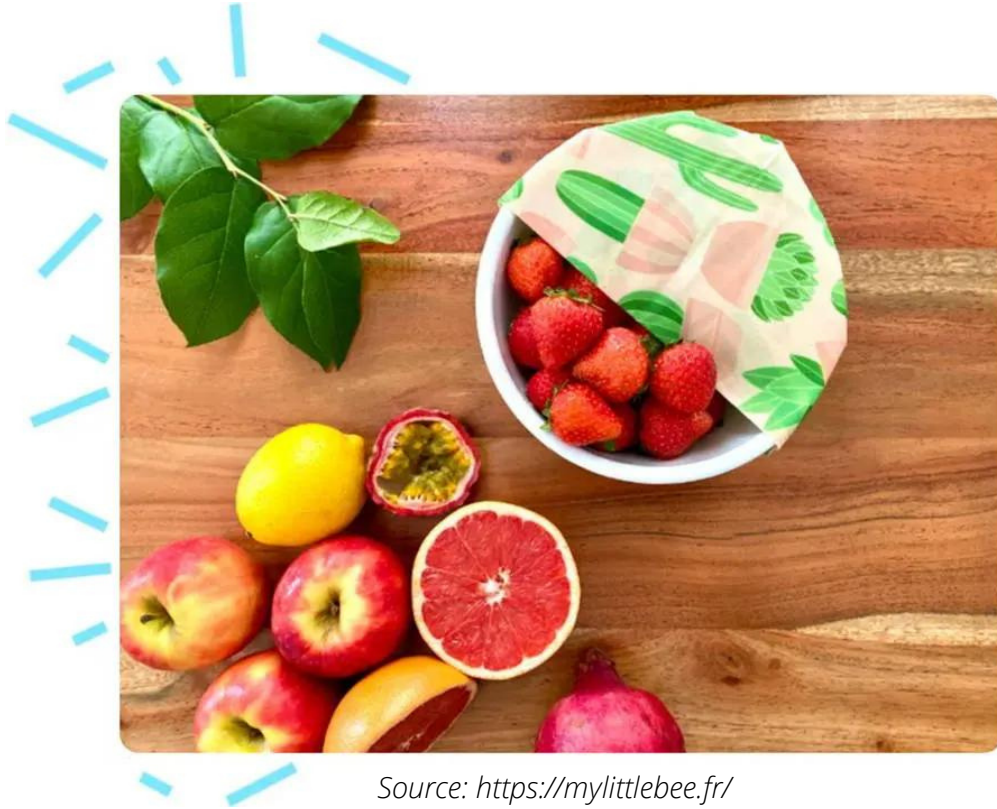
MY LITTLE BEE

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My Little Bee

Bee wrap, a fabric covered with beeswax that will replace cellophane in your kitchen.



Source: <https://mylittlebee.fr/>

Category – Key words	Circular economy; recycling; eco-friendly packaging; bee wrap
Who?	MY LITTLE BEE
Location	Available in the shops in France, Spain, Germany and Belgium and on-line
Years of implementation	2019 - ongoing
Website	https://en.mylittlebee.fr/



Abstract

Reason for the initiative

A recent survey of European brand manufacturers showed that sustainability has become a number one trend topic in 2018. It would not go far enough to reduce this mega trend to environmental protection or the circular economy. It involves a lot more, including second or third generation bio plastics and renewable resources in general. Last but not least, we also have to focus on consumer protection.

A central factor for the solution of this problem are technological solutions and the creation of a suitable infrastructure in the countries concerned, with systems for collection and recycling. Right now, three billion people don't have any access to such systems. There are projects in place working towards fixing this, but they don't go far enough. At the same time, it is key to consistently optimise plastic packaging for later recycling. Figures by the Ellen MacArthur Foundation show that in 2013, around 78 million tons of plastics were used for packaging, 68 per cent of which were collected after use. Fourteen per cent respectively were recycled or incinerated, 40 per cent ended up in landfill. The remaining 32 per cent, however, ended up in nature – an equivalent of almost 25 million tons a year.

Description

A cloth covered with beeswax that will replace cellophane in your kitchen, for wrapping the rest of your food for a longer storage. All the products are certified organic (GOTS certification for cotton and Organic for soaps).

Process of design and implementation

My Little Bee is first and foremost a family business. At its head, there are 2 brothers: Clément and Baptistin, who had a crazy idea after a visit to their father where they found an old reusable food packaging made of beeswax that was used a lot in the kitchens of the past. Thus, the idea to create an organic

All our products are certified organic (GOTS certification for cotton and Organic for soaps). The Bee Wrap and sponges are made of organic cotton fabric. Their solid dish soap, made by a partner soap factory, is cold saponified and certified by the mention Nature & Progrès which imposes very strict standards of cosmetics and organic farming. Guaranteed without palm oil, they are proud to offer a 100% organic soap awarded by the Slow Cosmetics Association.



Concept Addressed

In the field of packaging design, eco-design means taking into account the various environmental constraints in the creation phase. The aim is to limit the environmental costs at all stages of the packaging's life cycle (production, transport, reuse, recycling, etc.).

Eco-friendly packaging is seen in three dimensions relating to materials, technology and appeal.

Highlights:

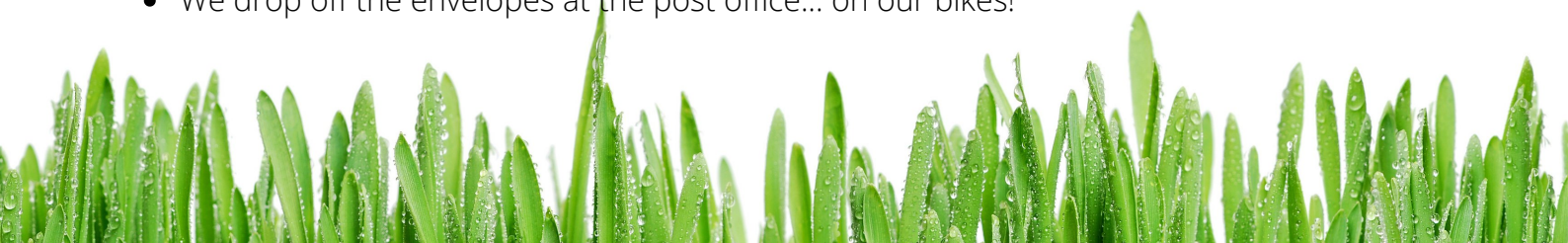
- o Packaging materials are used by consumers as cues to assess if a package is or is not eco-friendly.
- o Despite little knowledge, consumers express desire for eco-friendly manufacturing processes.
- o Market appeal of eco-friendly packaging is perceived as having attractive design and good price.
- o Consumers welcome eco-friendly packaging only if it satisfies market appeal criteria.

Relevance

Added value of the action

Try to limit carbon emissions as much as possible when shipping orders

- Your order is not prepared in a large logistics centre, but by hand from Brittany, by one and only one person.
- The products are packed in a simple envelope made of recycled paper, without any plastic.
- We use letters followed by La Poste[1]. Why is that? Since 2012, La poste has been committed to offsetting its CO2 emissions. In addition, their trucks (often electric!) are charged in an optimised way to limit unnecessary journeys as much as possible. Finally, these envelopes fit easily into the standard letterboxes and thus avoid the postman having to iron or move you.
- We drop off the envelopes at the post office... on our bikes!



[1] Regular mail public service in France

Challenges to be able to apply and / or improve this type of circular action

- o Customer support service: Due to each huge success during the first year of the company and its wide marketing campaigns, the customers faced huge delays in their orders and weak support from the customer support
- o The products are still pricy: e.g. 1 pack containing 3 Bee wraps of different sizes is 24,90€ which doesn't make it super affordable

Tips to implement

- o Market research in your area and geographical location
- o Assess relevance in your business field
- o Number of reached customers off and on-line
- o Search for sponsorship's aide and synergies with organic shops in your area

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