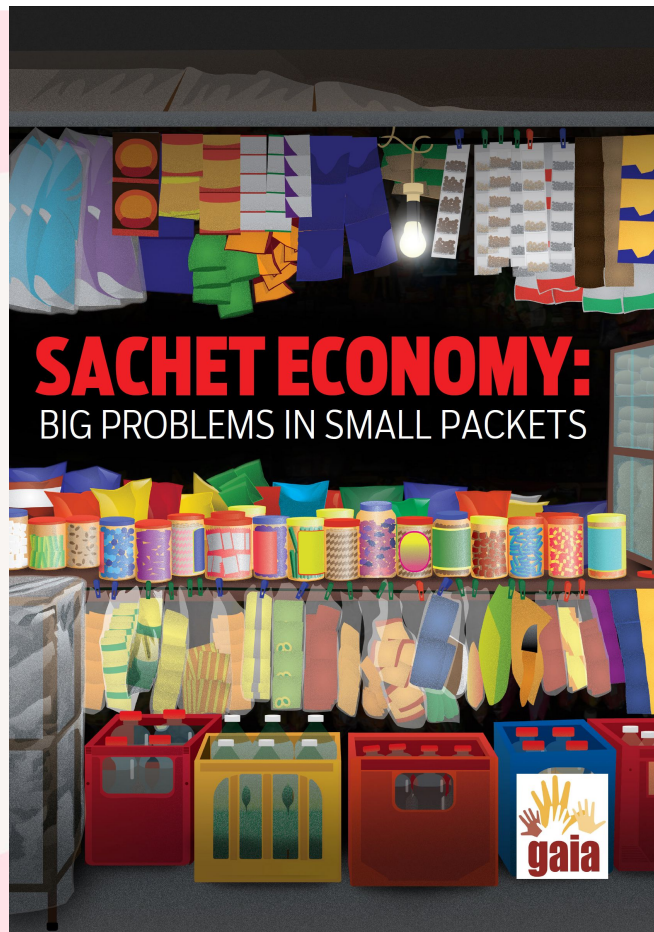


Sachet
Economy:
Big Problems in
Small Packets

September 2020



#break
free
from
plastic



How the Filipinos' Tingi Culture was Co-opted by Big Business

#break
free
from
plastic



A study conducted by the University of Santo Tomas (UST) summarizes the literature on reasons for the success of sachet marketing in the Philippines*:



Tingi culture, was once characterized by sustainable practices that used reusable materials.



Sachets then became a corporate marketing strategy by businesses targeting the poor.



Sachets are advertised as indispensable, convenient and affordable



Sachets are presented as cheap, but only while disregarding other more sustainable alternatives like refilling stations.



i) the country's wide bottom of the pyramid (BOP) or socio-economic classes C, D, and E;



ii) Filipinos' exposure to Western media and Western-influenced consumer orientation;



iii) improvements in packaging technology and distribution efficiency that drive down the cost of sachets and increase their affordability;



iv) the presence of an efficient distribution network that renders the product available even in far-flung areas; and



v) its portability, dosage controllability, and consistent product quality.



BRAND TALK

The City of Manila launches Kolek Kilo Kita to address plastic waste issue

Published November 18, 2019 5:07pm

Presented by: Unilever Philippines

San Miguel uses asphalt made with recycled plastics in Cavite road project

ABS-CBN News

Posted at Nov 22 2019 07:04 PM

Nestlé, Republic Cement pursue waste plastic collection, co-processing to achieve plastic neutrality

By BusinessMirror March 6, 2020



JULY 25, 2019

Are ecobricks the answer to plastic pollution?

by Schalk Mouton, Wits University





Recommendations

- 01 Support alternative delivery schemes, such as Zero Waste stores and refilling.
- 02 Pass a binding extended producer responsibility (EPR) legislation for companies to take greater responsibility for the impact of their products.
- 03 Require corporations to fully disclose the amount of plastic used in manufacturing, shipping, retailing, and disposal.
- 04 Develop guidelines on recycling and safe disposal of sachets that are already in the market.
- 05 Issue guidelines for environmentally friendly packaging.



WWW.NO-BURN.ORG/SACHET-ECONOMY



WWW.NO-BURN.ORG/SACHET-ECONOMY



WWW.NO-BURN.ORG/SACHET-ECONOMY



WWW.NO-BURN.ORG/SACHET-ECONOMY

#SachetAway

Some Zero Waste stores in the Philippines:

- JuanaZero (Quezon City)
- Wala Usik: Tiangge + Kapehan (Bacolod)
- Lipay Mundo Co. (Dumaguete)
- Human Nature Flagship Store (Quezon City)
- Back to Basics Ecostore (online, Metro Manila)
- Sierreza (Los Baños)
- Ritual (Makati)
- AMGU A Zero Waste Store (Cebu)
- We DO: Dumingag Organics (Dumingag)
- Croft Bulk Foods (Davao)
- Refuse Zero Waste Store (Paranaque)

Thanks!

Do you have any questions?

miko@no-burn.org

www.no-burn.org

<https://zerowasteworld.org/>

Download the report:

<https://www.no-burn.org/sachet-economy/>

CREDITS: This presentation template was created by Slidesgo, including icons by Flaticon, and infographics & images by Freepik.

Please keep this slide for attribution.



#break
free
from
plastic