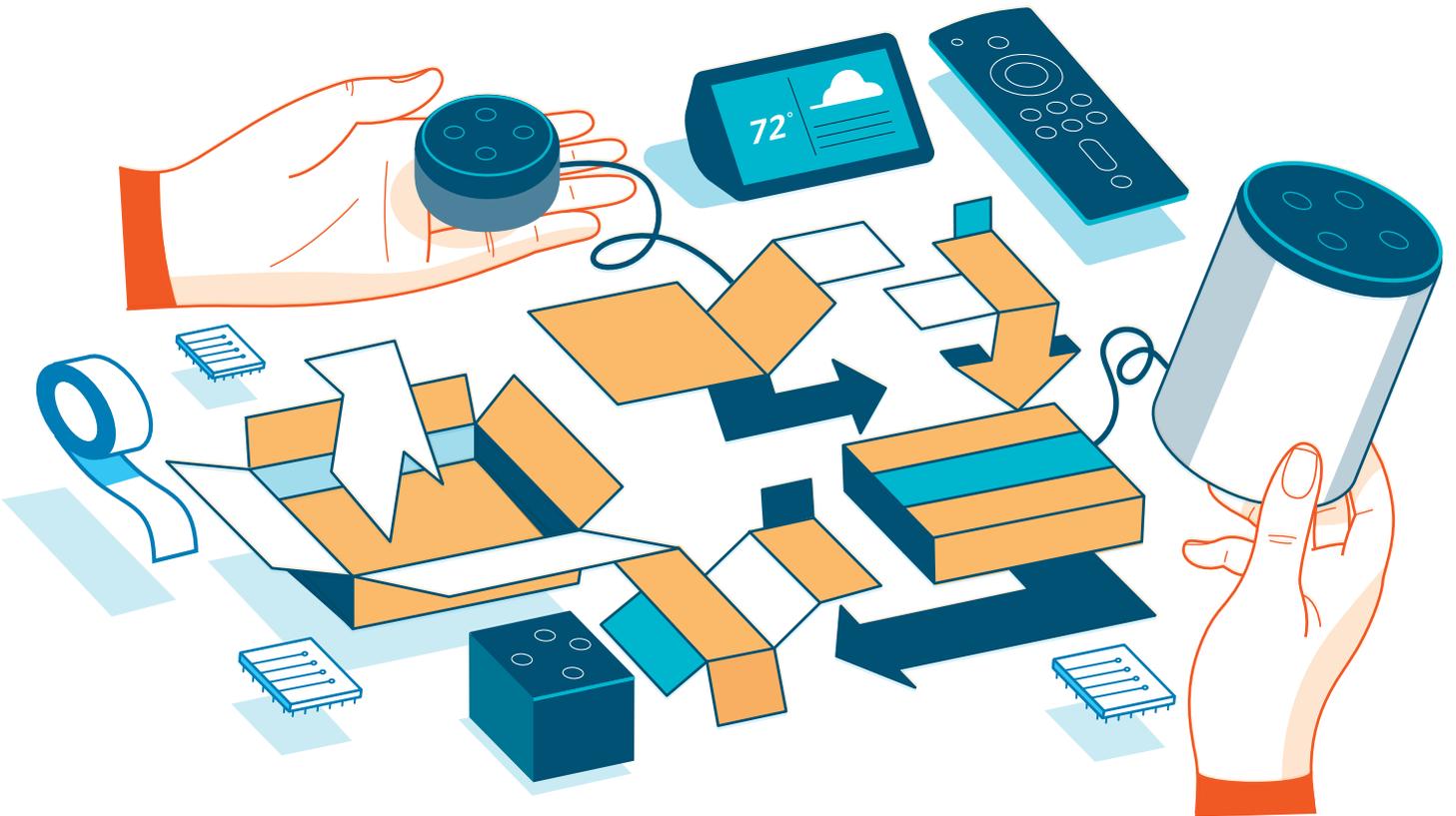


Packaging and Products

We are redesigning packaging to reduce waste and making our private-label products and devices in responsible ways.



Reducing Packaging Waste

Our customers want right-sized, recyclable packaging that minimises waste and ensures damage-free delivery. We work to reinvent and simplify our sustainable packaging options using a science-based approach that combines lab testing, machine learning, materials science and manufacturing partnerships to scale sustainable change across the packaging supply chain.

Sustainable Packaging Initiatives

Our sustainable packaging initiatives reduce waste and make it easier for customers to remove products from packaging. Unlike traditional retail stores, products bought online don't need the elaborate packaging used for displaying products on store shelves. Instead, customers use star ratings and reviews to guide their online shopping decisions.

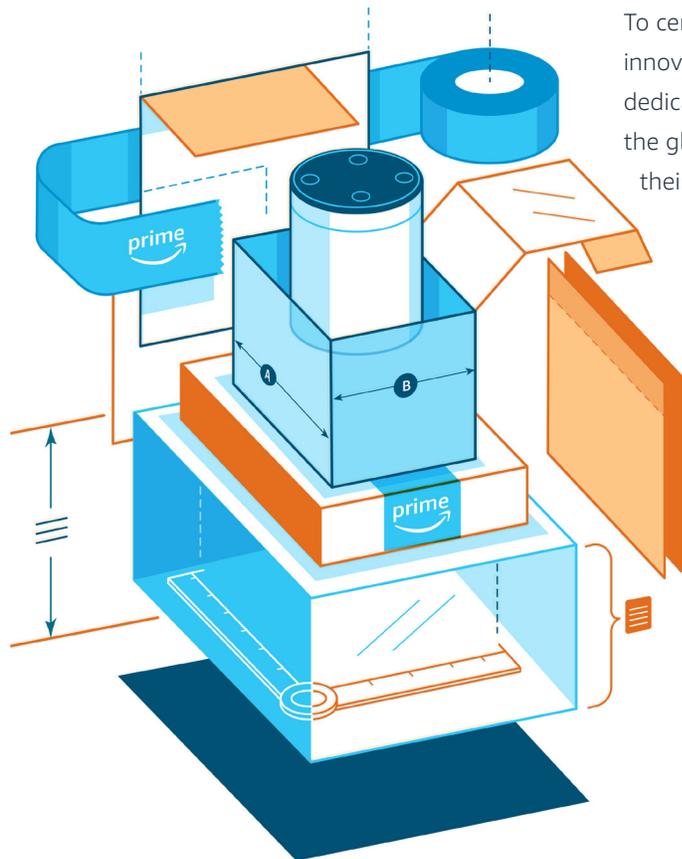
Our Frustration-Free Packaging (FFP) programme encourages manufacturers to package their products in easy-to-open packaging that is 100 % recyclable and ready to ship to customers without additional Amazon boxes. Since 2015, we have reduced the weight of outbound packaging by 33 % and eliminated more than 880,000 tons of packaging material, the equivalent of 1.5 billion shipping boxes.

To certify products under Amazon's FFP programme, we help manufacturers innovate and improve their packaging functionality. By testing products in a dedicated, state-of-the-art lab in Seattle and in our fulfilment centres across the globe, we identify specific steps that manufacturers can take to improve their packaging and ensure that products are protected all the way to the customer's doorstep.

Today, more than 2 million products qualify under our FFP programme. Philips, for example, was inspired by our FFP programme to reinvent their packaging. The new Norelco OneBlade razor design now has 80 % less packaging volume, is fully recyclable and delights customers with print on the inside of the box that enhances the opening experience

Machine Learning

What size box is needed for a given product? Is an Amazon box needed at all? To find out, we use machine learning algorithms to arrive at the best possible packaging choices for deliveries. That means identifying which products don't need packaging at all, and which smaller products are suitable for envelopes or mailers. In cases where the protection of a box is needed, algorithms help us continuously optimise box choices to fit our ever-changing catalogue. Computer-aided engineering also helps us redesign boxes to use less material



while making sure that customer orders are protected. These improvements reduce volume per shipment, which means less unnecessary packaging and more efficient use of all forms of transportation, reducing carbon in small amounts to create a larger impact across our network.

We also use machine learning to help target products where even small packaging improvements can have significant impacts on reducing waste. We developed a machine learning model to identify liquid products with the highest average rates of customer reported damages. We then subjected those products to extensive additional testing at our Amazon Packaging Lab, where we simulate a parcel's journey from the manufacturer to the customer.

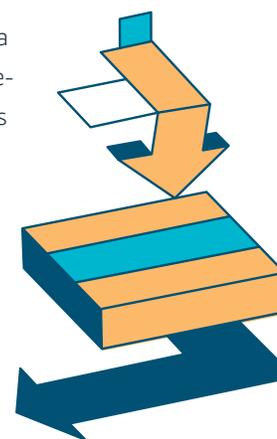
Through this process, we've teamed up with companies such as Rieke – a packaging solutions firm that makes dispensing systems for personal care, food and healthcare products – to provide data and packaging insights on many of the conventional dispensing systems that are used in millions of products on Amazon. By strengthening materials, creating new locking mechanisms to prevent pumps from twisting open and sealing potential leak points, Rieke's team has created dispensers specially designed to withstand the journey to the customer. These new and improved designs include trigger sprayers common on household cleaners and personal care products, pumps for lotions and pumps for foams.

Engaging with Vendors and Industry

We work with top brands and vendors to reinvent their packaging for waste reduction in e-commerce, including optimised packaging that allow products to be shipped in their own container. The toy maker Hasbro, for example, redesigned the packaging for its popular toy, Baby Alive, reducing both the amount of material used and the overall parcel size by more than 50 %. The pet food company Hill's Pet Nutrition reworked its packaging to make bags of dry pet food less likely to break and spill during shipment; testing at Amazon validated the redesigned packaging.

We are working across the packaging industry, using new analytics and test methods, new materials and new ways to build enclosures that protect customer products. With packaging suppliers, for example, we have developed solutions for liquid dispensing systems on hard-to-ship items, such as household cleaners and personal care products, preventing spills and the need for extra packaging to contain spills if they happen.

Amazon is a member of the Sustainable Packaging Coalition (SPC), an industry working group dedicated to a more robust environmental vision for packaging. SPC uses strong member support, an informed and science-based approach, supply chain collaborations and continuous outreach to design packaging that encourages a sustainable flow of materials. Amazon has also joined the International Safe Transit Association (ISTA), an organisation focused on the specific concerns of transport packaging. ISTA is a non-profit, member-driven association that sets the standards for optimising the resources in parcels that are designed to be survivable, sustainable and successful.





Household Goods

Many Amazon customers prioritise safety and sustainability when it comes to household goods such as cleaning supplies and personal care products. Customers want to be sure that the products they buy are safe for their families and help preserve the planet, without compromising on quality or price.

We are working to increase the sustainable attributes of many of our Private Brand selections, from bio-based laundry detergents and washing-up liquids that offer an effective, alternative choice to conventional formulas, to beauty products that are formulated without harmful chemicals. As part of that commitment, we implemented a Chemicals Policy and Restricted Substance List (RSL), both of which apply to Amazon-owned baby, household cleaning, personal care and beauty brands. To support the broader retail sector's collaborative effort to use safer formulations and produce more sustainable products, Amazon joined the Retail Leadership Council of the Green Chemistry and Commerce Council (GC3).

We also take an active role in promoting sustainability with our selling partners. For example, we teamed up with Procter & Gamble to develop the Tide Eco-Box, a concentrated version of Tide's traditional laundry detergent compressed into a fully recyclable, shipping-safe parcel, which is produced using 60 % less plastic and 30 % less water than a conventional plastic jug. Countless other Amazon selling partners offer biodegradable and plant-based options for staples such as washing-up liquid and multi-purpose cleaners.

Food and Grocery

Sustainable food selection means something different to each customer. Across our Amazon food and grocery businesses, we make it easy for customers to find a range of options such as free range, pasture-fed, organic and fairtrade groceries.



As sellers of animal-derived products, we recognise our responsibility to uphold animal welfare within our supply chain. We expect our suppliers to uphold the Five Freedoms framework for animal welfare, including freedom from hunger and thirst; freedom from discomfort; freedom from pain, injury, or disease; freedom to express normal behaviour; and freedom from fear and distress. We expect our suppliers to comply with all applicable laws and to take a zero-tolerance approach to animal cruelty, abuse and neglect. We encourage suppliers to continuously improve their animal welfare standards and practices, and to work towards recognised animal welfare certifications or industry guidelines that include welfare provisions.

At Whole Foods Market in the U.S., we sell high quality natural and organic foods. We research ingredients and audit sourcing practices for Whole Foods Private Brand products to make shopping easier for customers. In our meat department, products are free of added hormones or antibiotics, and no cages or tethers are permitted during the animal's daily life. Our seafood department only sources from responsibly managed fish farms and fisheries. The Whole Trade Guarantee found on produce and other items signifies that a product meets criteria that support both workers and the environment.

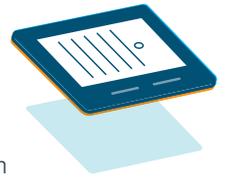


Palm Oil

Palm oil is used extensively as an ingredient in consumer products. However, its cultivation has contributed to deforestation, biodiversity loss and negative social impacts in some of the regions where it is grown. Our approach is to promote the use of sustainably-certified palm oil in our Private Brand food products and ask our Private Brand suppliers to source palm oil that is certified as sustainable. We are starting with Amazon-owned Private Brand food products in North America and across Europe, where our goal is to source 100 % sustainable palm oil by the end of 2020.

Amazon Devices

Amazon Devices make every day easier by helping customers watch, read, listen and control their smart homes. Our most popular devices include Echo and Alexa devices, Fire Tablets, Fire TVs, Kindle e-readers and home security products. We take a scientific approach to understanding the environmental impact of these devices, completing detailed life-cycle assessments (LCA) for many of them. An LCA is an internationally-accepted methodology for assessing the environmental, human health and natural resource impacts of products and services.



The results of these assessments help us improve device energy efficiency, research and prototype new materials, and explore additional opportunities to improve the circularity of Amazon devices via programmes such as Amazon Second Chance, our one-stop shop for Amazon customers to learn how to minimise their impact on the environment through reuse, refurbishing and recycling. Amazon Second Chance helps customers give new life to their devices and products by providing information on how to trade them in, recycle, or repair them. Beyond the positive environmental benefits, customers also can get great deals on pre-owned and refurbished products, and can even receive Amazon gift cards in exchange for device trade-ins.



Fashion and Clothing

At Amazon, we're committed to making it easier for our customers to choose high-quality, sustainable clothing products. We are working to lower the environmental impact of our Amazon-owned Private Brand clothing products and we partner directly with suppliers of these products to find solutions that promote the use of sustainably-produced fabrics and recycled materials. We are starting our work in the U.S. and Europe, and will expand to additional geographies over time. To incorporate industry best practices and support collective action, we are proud to collaborate with leading clothing partners, including the Better Cotton Initiative, Textile Exchange, Sustainable Clothing Coalition and Leather Working Group.

Cotton: We are working to ensure that all cotton used in Amazon-owned Private Brand clothing products is sourced sustainably by the end of 2022. This includes cotton sourced from recycled materials, or from farms certified as organic or licensed by the Better Cotton Initiative, a global non-profit that aims to transform the cotton supply chain by developing Better Cotton as a sustainable mainstream commodity.



In 2019, Amazon signed the Responsible Sourcing Network's public Cotton Pledge, committing to not source cotton from Turkmenistan and Uzbekistan until the pervasive use of government-mandated forced labour is stopped. Amazon prohibits forced labour within our supply chains, and we have internal controls and external engagements to address forced labour within global supply chains. This pledge represents an additional step in that direction and lends Amazon's voice in demanding an end to forced labour in these two countries.

Cellulosic fibres: By 2022, we will ensure that none of the man-made cellulosic fibres – including rayon/viscose, lyocell and modal – sourced for Amazon-owned Private Brand clothing products are derived from ancient and endangered forests, or from endangered species' habitats or other controversial sources, as defined by the non-profit organisation Canopy's tools and reports. Our approach to cellulose includes using fabrics that provide assurance on traceability and use best available processing technology, as well as supporting the use of innovative lower impact alternative fibre sources, such as recycled fibre from used clothing.

Recycled fabrics: We will increase the use of recycled fabrics in Amazon-owned Private Brand clothing products, including moving from conventional to recycled polyester, and launching products made from innovative recycled fibres. In 2020, we joined the Textile Exchange, a global non-profit that works with its members to drive industry transformation in preferred fibres, including recycled materials.

Leather: In 2020, we joined the Leather Working Group, a non-profit membership organisation that works to improve environmental stewardship within the global leather industry. By the end of 2023, we will source all leather used in Amazon-owned Private Brand clothing and shoe products from tanneries that meet the Leather Working Group's bronze level award or higher.

Product labels: As of 2020, all new woven labels in Amazon-owned Private Brand clothing products are made from recycled fabric and all new swing tags are made from FSC-certified paper.



Chemicals

We are committed to developing high-quality and affordable Amazon-owned Private Brand products that customers love. Part of our commitment to quality is avoiding chemicals of concern in our products that can affect human health and/or the environment. We define chemicals of concern as those chemicals that: (1) meet the criteria for classification as a carcinogen, mutagen, or reproductive or other systemic toxicant; or (2) are persistent, bioaccumulative and toxic. We strategically prioritise which chemicals of concern to focus on based on product type, customer concerns and the availability of safer alternatives.

The baseline list of chemicals of concern included on our first Restricted Substance List (RSL) identifies the chemicals that we seek to avoid in Amazon-owned Private Brand baby, household cleaning, personal care and beauty products in the U.S. and Europe. This policy is in addition to applicable local legal requirements and associated compliance plans. It will be expanded to additional brands, product categories and geographies over time. Read more about our chemicals policy. [➤ amzn.to/uk-materials](https://amzn.to/uk-materials)