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Infinity ∞
Grand Challenges
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Mr Doug Gurr
Amazon UK Chief Executive
1 Principal Place
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Dear Mr Gurr,

We are thrilled to bring to your attention a revolutionary plastics repurposing scheme that we have developed in relation to the commercial infrastructure of Amazon UK.

Consumers in the UK recycle *only a third* of all plastic waste but we are proposing an innovative scheme that focuses on reuse – rather than relying on such inefficient recycling methods. Amazon's excellent transportation and sales network provides an integral link between the consumers and manufacturers of reusable products. We therefore require your help to implement our plastic reuse scheme and offer you the opportunity to make Amazon UK a leading example in corporate environmental responsibility.

In the accompanying business proposal, we will outline the structure of our solution and subsequently examine the benefits it will provide to your company.

We hope our proposal inspires you to work with us towards a more plastic-conscious future and anticipate to hear from you soon. Sincerely yours,

The Infinity Team



AMAZON INFINITY PROPOSAL:

PROBLEM:

The world is facing a global plastics crisis — each year we produce *330 million tonnes* and this figure is set to *treble* by 2050. Only *one-third* of this plastic is recycled and the rest becomes waste, resulting in ocean pollution, land contamination and health implications. We need to work together to reform a greener manufacturing process — rather than relying on changing consumer habits. This problem is too great to tackle on an individual basis, we need to collaborate.

Our “*Amazon Infinity*” scheme works towards reforming the Amazon UK delivery system — encouraging consumers to return reclaimable plastic products. Although recycling stems the tide of plastic waste, there are far more efficient reuse strategies that involve maintenance and repurposing. Recycling melts down already useful plastics at great cost but *Amazon Infinity* will encourage a widespread circular economy that relies instead on reuse. We aim to keep plastic products within the system, preventing linear waste and ensuring the repurposing of valuable plastic products with minimal consumer effort.

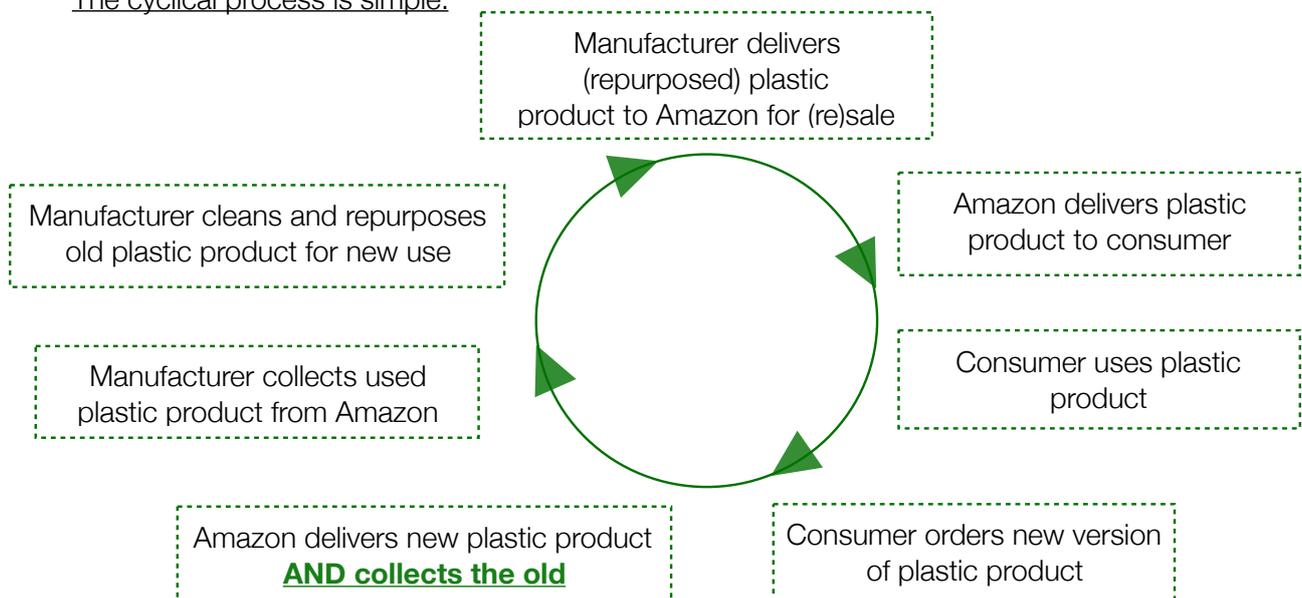
THE SOLUTION:



Amazon Infinity

Companies such as Lush, HP ink, Clear Genius and Splosh have already initiated plastic reuse schemes, reclaiming and repurposing their products before they reach the recycling stage. *Amazon Infinity* envisions their the successes of their achievements on a much greater scale, employing Amazon UK’s manufacturing and distribution network to reclaim plastic products directly from the consumer. This will reduce the cost, time and energy used by manufacturers in the production of plastic items.

The cyclical process is simple:



We believe that the Amazon Alexa and the Amazon Dash buttons will be integral in this process. The Amazon Dash will guarantee an easy and swift re-order process whilst Alexa is able to remind the consumer to keep and return their old plastic products when the new one is delivered. Not only can Alexa provide voice reminders, but she can also update the consumer on incentivised offers which are earned when products are returned safely back to Amazon. If a customer is not present for the new delivery and old plastics item collection then an alternative free-post or collection box method will be available for a swift return.

Our strategy envisages the least possible onus on the consumer to return their goods and emphasises instead the organisational responsibility of the delivery and manufacturing company in the reuse process. Some of the viable products we have identified include: fridge filters, laundry liquid bottles, vitamin bottles, cleaning sprays/bottles, air-freshener containers, condiment bottles and personal care — i.e. hair products, deodorants, creams and lotions.

BENEFITS:

How will *Amazon Infinity* benefit Amazon UK?

- Enable Amazon to become the largest plastic-conscious corporation in the United Kingdom with a widespread circular economy reuse scheme
- Encourage consumer trust and loyalty through the rebranding of Amazon as an environmentally and socially responsible company
- Increase revenue, particularly via Amazon Alexa and Amazon Dash button sales
- The incentivised offers that encourage plastic reuse will ensure a consistent and reliable trade in these products
- Gives Amazon a head-start in appeasing consumers who are increasingly demanding that corporations become accountable for their environmental impact
- Increases brand association with green initiatives through the redesigned colour scheme of the Amazon Infinity logo
- Augments Amazon's other green enterprises such as investments into recyclable packaging and low-carbon Sustainable Shipping Initiatives (SSI)

CALL TO ACTION:

We hope that you have been inspired by our proposal and strongly believe that Amazon UK represents a crucial building block in the development of widespread corporate environmental responsibility. The future will hold not only consumers but also organisations accountable for their actions towards our planet. We look forward to working with you to plan and ensure a greener, plastic-conscious Amazon. Please email us at infinity@exeter.ac.uk if you have any further questions or require more information.

We are confident that we can create a better global future, together.

The Infinity Team

