



Growing global employee engagement through 1% for the Planet

Macro Plastics is a large-format plastic molder that makes returnable-trip packaging solutions. They are 1% for the Planet members with their Hybrid Bin product line. These bins are used mainly in the agricultural and automotive industries.

It is impossible to manufacture a product without using resources or creating some level of pollution. Macro Plastics feels a duty to help offset their environmental footprint, so they can ensure the future of their company, community and future generations. While they do not create products contributing to the ocean plastic problem, Macro Plastics does work in the plastics industry, and would like to set an example as a plastics company that can create positive, lasting products that give back to the environment.

Which nonprofit partners?

As a U.S. company with three domestic manufacturing plants and employees and customers all over the world, Macro Plastics wanted to partner with nonprofits that contributed to both their local and global communities. Working with 1% for the Planet, Macro Plastics first identified potential partners working in three general geographic categories: the U.S., regionally-focused international and global.

Through their 1% for the Planet commitment, Macro Plastics drives employee engagement:

- As a U.S. company with three domestic manufacturing plants and employees and customers all over the world, it can be difficult to cultivate a corporate culture and encourage employee engagement. Macro Plastics tries to address this challenge via a private social media service called Workplace, which allows employees all over the world to stay up to date with company activities.
- Through their 1% commitment, Macro Plastics is able to help employees feel a sense of ownership for the company's giving decisions and desire to give back.
- After identifying potential nonprofit partners, Macro Plastics' sustainability team put together an internal presentation highlighting each prospective partner in the three geographic categories. They held a global poll through Workplace and asked every single employee to vote on their preferred partner in each category.
- 66% of Macro Plastics employees voted across all categories and a remarkable 80% participated at their plants.

The outcome? Engaged employees, and three partners that Macro Plastics is excited to support in the years to come as their Hybrid Bin sales continue to grow.



MEMBER

Macro Plastics - Hybrid Bin Line

LOCATION

California, United States

MEMBER SINCE

2018

WEBSITE

macroplastics.com

MAIN ISSUE AREA(S) SUPPORTED

Food, Climate

NONPROFIT(S) SUPPORTED

Food Forward, Social Plastic Foundation, Root Capital

"At Macro, we have a global workforce, so we decided to choose a few nonprofit partners rather than one in effort to reach and engage all of the diverse opinions within our company. By giving everyone a vote, we were able to make this a collective effort where all voices were heard. We were so pleased to see so many of our employees engage with the selection process,"

—Emma Ranz, Sustainability Engineer